THE MY HERO PROJECT



ENDOWMENT PROPOSAL

November 2026



THE MY HERO PROJECT
A $20 MILLION ENDOWMENT FOR THE NEXT 30 YEARS

MY HERO celebrates courage, creativity and service through stories, films and art. Offering positive role models for learners of all ages, it empowers young people to see their potential to create positive change.

Teachers worldwide use this growing multimedia library, with staff-curated lessons that enrich learning across many subjects. Students and professional media makers contribute stories, art, music and films honoring local and global heroes. Since 1995, MY HERO has offered a safe online venue to discover real-life heroes. Freely accessible to all, it brings hope to a global learning community.

A $20 million endowment will sustain three pillars:

Multimedia Library: Preserving and maintaining the collection through editorial care and rights stewardship.

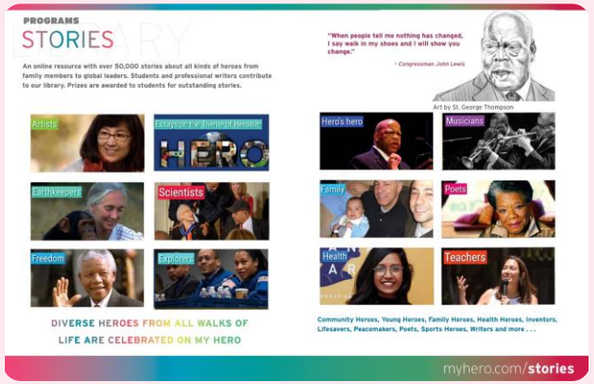
Media Arts Education: Bringing MY HERO's stories, films and art into classrooms and communities.

International Film Festival: celebrating outstanding work by filmmakers of every generation from around the world.

Support for MY HERO staff, infrastructure and outreach will ensure the future of this award-winning educational project for decades to come.

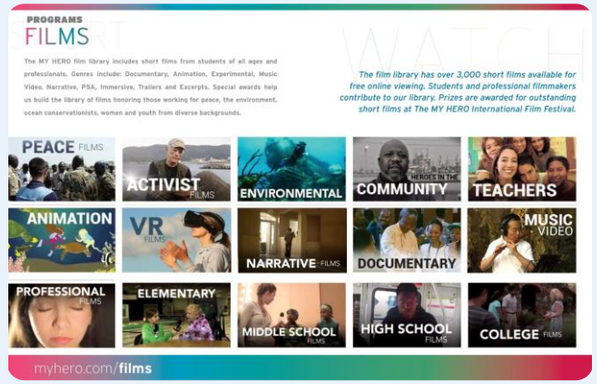
MY HERO MEDIA ARTS LIBRARY

A free media arts library serving millions of visitors around the world.



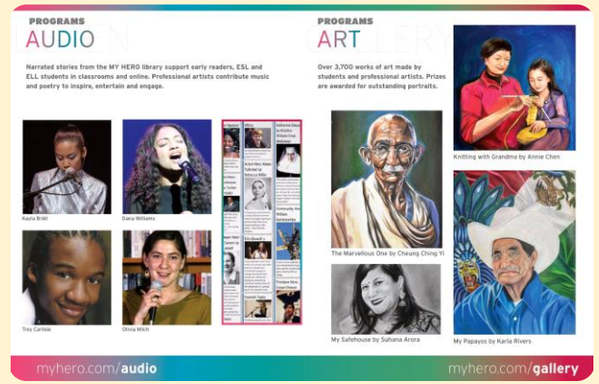
50,000

STORIES



3,000

SHORT FILMS



3,700

WORKS OF ART

Daily Calendar of Heroes, Lesson Plans, ESL Resources and Contests

MY HERO staff review all submissions to maintain a child-friendly website.
The endowment would sustain this human care, protect the archive and keep the library freely accessible.

A PUBLIC RESOURCE WITH GLOBAL REACH

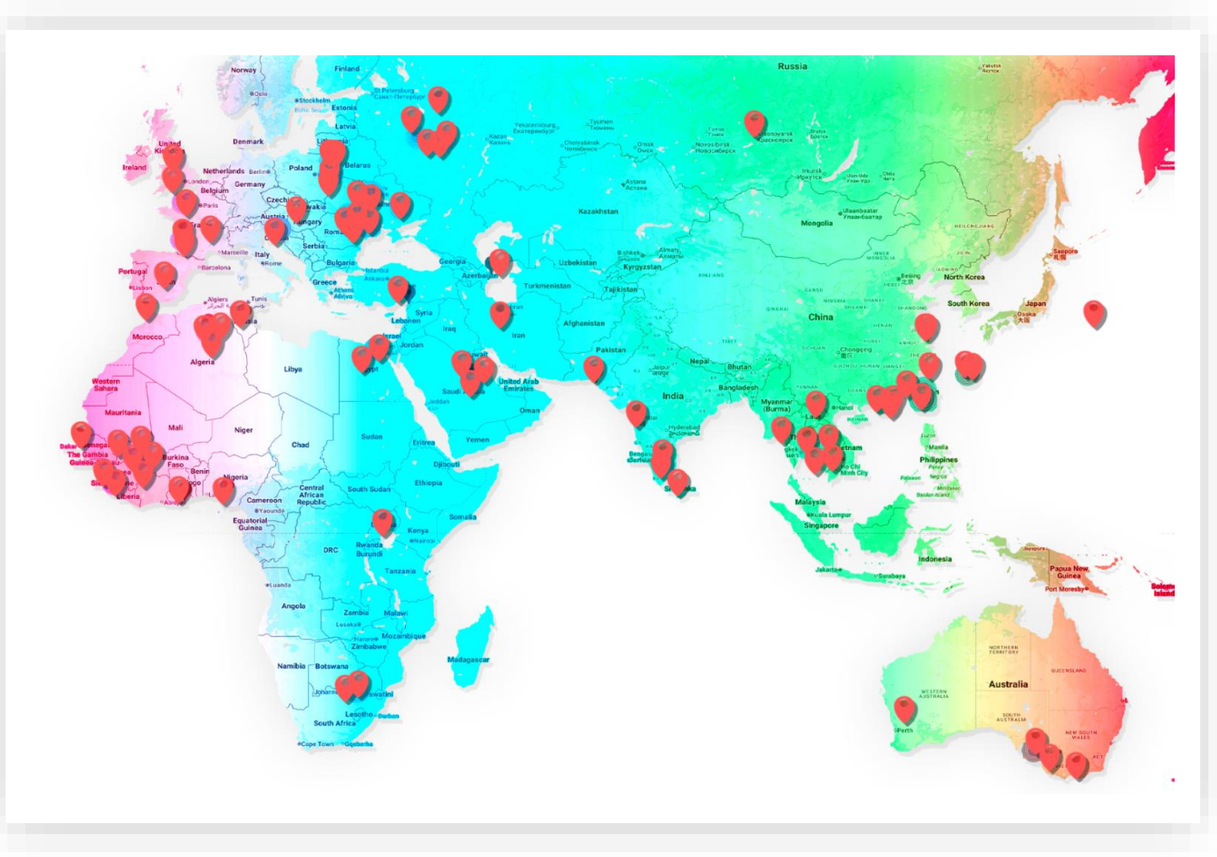
Over 125 million participants since 1995.

174 COUNTRIES REACHED

6,800+ REGISTERED SCHOOLS

20M+ VISITORS ANNUALLY

As AI-generated content grows, MY HERO amplifies student voices and first-person stories that build human connection.



The endowment will protect the Library, Media Arts Education Program, The MY HERO International Film Festival and give staff a stable foundation to grow this work.

MEDIA ARTS EDUCATION

Free lesson plans and teacher resources help students explore heroism and tell stories of their own.

LESSON PLANS

Films, stories and art give teachers a starting point for discussion, research and student projects.

CLASSROOM RESOURCES

Resources organized by subject and grade help teachers connect MY HERO to the work already underway in class.

STUDENT VOICES

Students investigate the people they admire, learn to check sources and develop their own stories through media arts.

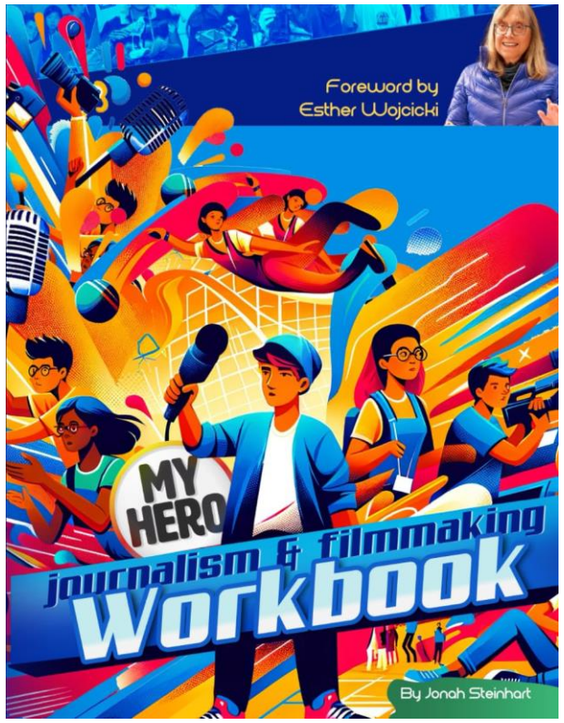
TEACHER SUPPORT

The Teachers Room, calendar, workbook and tutorials help teachers guide students from an idea to a finished work.

"The ease of use was a godsend for teachers, both as a resource for written examples, and ideas for student projects."

Timothy Dennis, Xiamen International School, China

Teachers Room Lesson plans







FROM MEDIA LITERACY TO MAKING A FILM

The workbook gives teachers a practical route from research and interviews to a finished story.

1 THE NEED

Practice in research, interviews, source checking and media production.

2 THE RESPONSE

The Journalism & Filmmaking Workbook, companion film, tutorials and teacher resources.

3 THE PRACTICE

Research a person, plan an interview, storyboard, film, edit and credit the work.

4 THE PUBLIC PATH

Offer work for editorial review. Publication and screenings require suitable permissions.

Journalism & Filmmaking Workbook • Companion film • Teacher resources

Explore the workbook





FROM RESOURCE TO CLASSROOM: ASCOT AVENUE ELEMENTARY

Grant funding brought MY HERO's in-person media arts workshops to Ascot Avenue Elementary.

Support from the Max Factor Family Foundation, followed by LAUSD, enabled MY HERO educators to help students research local heroes, interview, film and edit their stories.

"MY HERO has provided our students with tools that will carry them in life."

Dr. Gustavo Ortiz-Escalante, then principal, Ascot Avenue Elementary

STUDENT WORK

Short films, interviews and public-service messages.

TEACHER VALUE

A practical media path across literacy and student voice.

PUBLIC VALUE

Reviewed work and a path into a wider learning community.

The endowment would sustain staff between grants and strengthen MY HERO's capacity to deliver more programs like Ascot.

THE MY HERO INTERNATIONAL FILM FESTIVAL

Honoring students, emerging and professional storytellers and the heroes they celebrate.



Winning filmmakers, educators, parents and heroe on stage at the Moss Theater for The MY HERO International Film Festival 2023

Since 2005, the MY HERO International Film Festival has recognized creators of short films celebrating diverse heroes from all walks of life. The heroes in these films demonstrate courage, resilience, and a commitment to public service. Winning films illuminate unsung heroes working for peace, to protect the environment, for human rights, children's rights, and women's rights. Students in elementary school to college are recognized for their outstanding short films. The festival connects students with professional filmmakers and mentors. The winning films become part of the growing MY HERO media library.

PROPOSED DEVELOPMENT PRIORITIES

Development would follow funding, educator needs and a costed delivery plan.

STORY STUDIO

A guided path from idea to finished work for ordinary devices, with human review.

LIVING LIBRARY

Improve search, captions, accessibility and metadata to make the collection easier to use.

STORY PASSPORT

A clear record of sources, permissions and the creator's learning journey.

HUMAN STANDARDS FOR NEW TOOLS

Accuracy, consent, attribution and plain-language disclosure when AI meaningfully shapes the work.

Technology should support human authorship and judgment.

ONE ENDOWMENT. THREE CONNECTED USES.

Invested together. Tracked and reported by use. Governed as one fund.

PROPOSED USES OF ANNUAL DISTRIBUTIONS

MEDIA ARTS LIBRARY

- Website maintained: hosting, security, backups, accessibility and search
- Library secured: preservation, metadata, rights intake and takedown workflow
- Rights-cleared screening sets for public and partner use

MEDIA ARTS EDUCATION

- Teacher resources, workbooks, training and proposed Calendar Packs
- Media arts programs, mentors and proposed Story Studio development
- Editorial, consent and permissions review

FILM FESTIVAL

- Student and professional work in one intergenerational showcase
- Special Awards, filmmaker support and public programs
- Promotion and exhibition consistent with rights and permissions

Operating costs include staff, contractors, administration and oversight across the three uses.

WHAT $20 MILLION CHANGES

Permanent support for the people and operations behind MY HERO.

$20M FUND VALUE

4.5% ILLUSTRATIVE SPENDING RATE

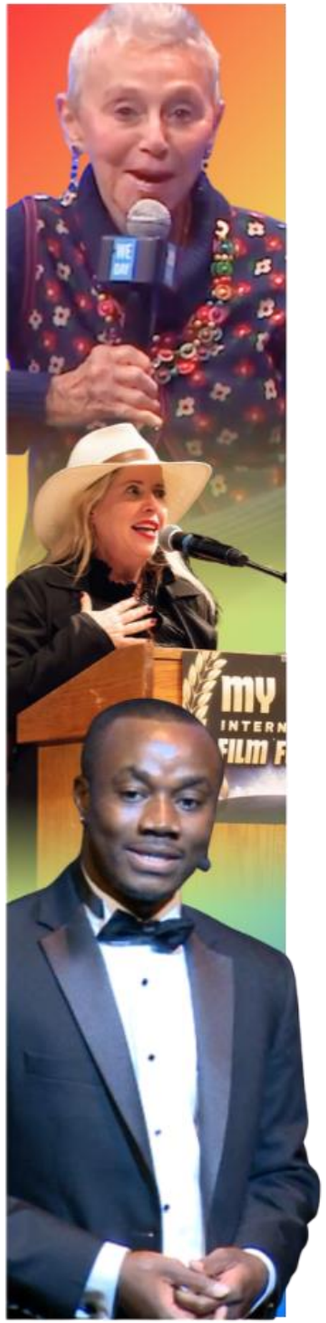
$900,000 / year

WHAT $900,000 A YEAR WOULD SUPPORT

- Staff salaries and the day-to-day work behind all three pillars
- Website maintenance, security and free public access
- Library care, preservation and permissions review
- Teacher resources, mentoring and media arts education
- Film Festival production and filmmaker support
- Financial oversight and reporting

A permanent foundation for the people who will carry MY HERO into its next thirty years.





SINCE MY HERO 1995

HELP BUILD THE NEXT THIRTY YEARS.

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