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To the Awards Committee,

Recommendation Letter for The MY HERO Project

Since 2020, I've actively participated in The MY HERO Project, sharing its rich media arts resources, contests, and library with the educators we support. It is with great enthusiasm that I recommend The MY HERO Project for your esteemed Creativity Award. This initiative exemplifies the transformative power of storytelling, creativity, and media in advancing the United Nations' Sustainable Development Goals.

Through its global platform, MY HERO amplifies the voices of individuals and communities working toward positive change—whether it's promoting quality education (SDG 4), gender equality (SDG 5), climate action (SDG 13), or peace, justice, and strong institutions (SDG 16). By curating inspiring stories, short films, artwork, and essays from contributors around the world, the project educates, connects, and uplifts people of all ages and backgrounds.

What makes MY HERO truly innovative is its accessible, multimedia-driven approach. It equips students, educators, and activists with the tools to tell their own stories, fostering creative expression while advancing civic engagement. The project's educational resources have been widely adopted in schools globally, and its scalable model has already led to partnerships and replications in multiple countries.

I support this initiative because it uniquely marries creativity with social impact. In a world often dominated by negative narratives, MY HERO provides a hopeful, action-oriented alternative—encouraging global citizenship, empathy, and empowerment. Its influence continues to ripple outward, inspiring new generations to become changemakers through the arts.

I offer my wholehearted endorsement of the MY HERO Project for this Creativity Award and commend its enduring commitment to a more just, compassionate, and creative world.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Yasmine Sherif".

Yasmine Sherif
Executive Director
Education Cannot Wait (ECW)

*Education Cannot Wait is a global fund hosted by UNICEF.
The Fund is administered under UNICEF's financial, human resources and administrative rules and regulations, while operations are run by the Fund's own independent governance structure.*

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