

The Heroes Project

Global Giving landing page content

The Heroes Project is an organization that works with the veterans, soldier and military families community on all levels. Its mission is to improve the care and protection of heroes through individual support, community empowerment and systemic change. The core work of the Heroes Project includes three initiatives:

- **Climbs for Heroes** – Under the leadership of Tim Medvetz, the Heroes Project supports climbing programs for wounded soldiers and veterans. After a serious accident left Tim injured and in long term physical therapy, he vowed he would climb to the summit of Mt. Everest, which he ultimately did in 2007. The comeback Tim experienced in conquering that challenge transformed his life. It also inspired him to share the challenge and triumph with those who need it the most – wounded warriors – which he has done in a volunteer capacity. On August 16, Tim reached the peak of Elbrus in Europe with a wounded veteran. Tim is now planning climbs to the seven summits of the world, each with soldiers and veterans, as part of the Heroes Project. Video footage of the climbs will be used as part of advocacy and empowerment programs.



- **Hope for Heroes** – The Heroes Project aims to encourage and expand community service programs that support our nation’s heroes. Cher will help organize and lead volunteer groups and outreach efforts to support the military community. The Heroes Project promotes and augments the good work of organizations working with this community across the country; it also expands opportunities to demonstrate support by leveraging Cher’s platform and network.
- **Voices for Heroes** – Finally, Cher will harness her profile to shed light on and raise awareness for the needs and experiences of heroes. The Heroes Project plans to conduct media campaigns to highlight success stories in veterans care as well as conduct education activities to decision makers and the general public about the needs and successes in caring for veterans and military families.