



“Kids Are Heroes — Quotable Quotes”

“Kids Are Heroes® is a non-profit that empowers, encourages and inspires children to become leaders through volunteerism and community involvement. We do this by showcasing and supporting children who are changing the world through their selfless acts of giving.”

“Kids are indeed heroes and **each one has the power to change the world.**”

“We teach kids to follow their passion at an early age. This will instinctively follow them throughout their entire lives.”

“Kids learn at an early age to be compassionate to others and to think of other things besides themselves.”

“We encourage parents to sit down with their children and read these uplifting stories from our web site. Soon their kids will learn that they too can change the world as they are witnessing those who are already doing it. They are then sparked into action.”

“We do not tell kids what to do when it comes to volunteering. Instead we help them find their own passion and then support them as much as we can.”

“Our goal is to create a generational shift worldwide where volunteering becomes a natural part of child development.”

“Teaching a child to have a sense of purpose early will have a powerful impact later in life.”

“The reason why kids are so successful is because they have yet to learn that things cannot be done.”

“We are not ‘do-gooders’. Volunteering shapes our children into leaders and boosts their self esteem.”

“All visionaries begin their journey as children. Ours are just getting started.”

“When children see others taking action it helps them know that they can join in & make a change.”

“We all want better lives for our kids. Kids Are Heroes kids are making lives better for others.”



Heroes at Kids Are Heroes Day, October 2011



Hey there! I'm MaryMargaret O'Neill. I'm 13 years old and I am the founder of Kids Are Heroes®. I hope you enjoy our website! I sure do.

I think our website is awesome is because there are SOOOO many endangered animals and there are SOOOO many people helping them! Also everyone on the website is helping someone or something.

There are a BUNCH of reasons why you should join our site. One reason is because after you help that person or animal or even the environment, you have the best feeling in the world. Another reason is, you get to chill out with your friends while you're doing your project! I love having my two friends Emma and John with me when I raise funds for the gulf wildlife. And finally, it's BUCKETS of fun!!!!!!!!!!!!!!!!!!!!

So please try to come up with an idea on how to make a difference in the world, join the site, and HAVE FUN!!!! Well, I have to go. Bye! PEACE OUT!

(MaryMargaret has been featured herself four times on the web site.)

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KidsAreHeroes

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Our Mission

Kids Are Heroes® is a non-profit that empowers, encourages and inspires children to become leaders through volunteerism and community involvement. We do this by showcasing and supporting children younger than the age of eighteen who are changing the world through their selfless acts of giving. We truly believe that kids are indeed heroes and **each one has the power to change the world**. It is not about the recognition — even though we do recognize children for the generous acts they perform. The kids simply aren't interested in the accolades. What they do want is for us to raise awareness about the causes they so deeply believe in, and they *love* to inspire other children to join in.

What we strive to do on a daily basis is let families know these children are out there, and that their children can be featured alongside of our heroes. Upon completion of these types of activities, we recognize that lives are changed — not only of the children who are performing these acts, but also of the parents who are supporting their children. And of course the people and animals on the receiving end benefit greatly as well.

This concept works in every corner of the globe. Our success stems from not telling kids what projects they must perform, but helping them to uncover their passions and then supporting them. This keeps them involved for a longer period of time.

We hope to support these children every step of the way. We offer web site and marketing services, help them start their own non-profits, offer mentoring services, assist them with their social media efforts and offer potential young volunteers as much support as we can give them. We plan to host events that promote a spirit of collaboration among them, so that when they become leaders they will have a strong support system.

By fostering volunteering and the spirit of giving in our youth both at home and in schools we understand that children's self-confidence is boosted and leadership skills sharpened. It also hones their presentation, writing, research and networking proficiency. In addition to having a positive effect on their world and their surroundings, these children will grow up to be the leaders of tomorrow. Our vision is to do no less than change the world so that volunteerism and caring for others is an accepted component of youth development.





The Genesis of Kids Are Heroes

-Gabe O'Neill, President

In February of 2008, I just happened to see an interview Charlie Rose conducted of Sir Richard Branson. (As of this writing this interview can be viewed online at the following link: <http://www.charlierose.com/view/interview/8935>)

He spoke of social entrepreneurship, a term I had never heard. The concept is to use technology and ideas to solve social problems, not just money. He gave several examples of which I found brilliant. I had no money to give anyway so I thought the concept of using my technical skills for the greater good was a wonderful idea. That interview inspired me to do *something*. Just what that was had yet to be determined. Around that time my daughter MaryMargaret, who was just nine years old at the time, came to me and asked me to build her a website.

"I want to help animals" she told me. I thought this was a great way to put my newly discovered energy to work and also spend some quality time with my daughter. I responded by saying, "Why stop at animals? Why not help people too and maybe the environment?" MaryMargaret agreed and we were off developing our new idea. At that very same time we had heard of kids doing wonderful things for other people without any consideration of their own benefit. MaryMargaret herself had decided to give up her ninth birthday gifts to support the Defenders of Wildlife. Why not highlight these children and show other kids and parents what kids are capable of? Maybe we can start a movement to get kids more involved in their communities. MaryMargaret and I both agreed. "Kids Are Heroes" was the result.

MaryMargaret got busy drawing the logo (which has remained to this day). We had "business" meetings where we would talk about what should be on the website. "There's gotta be fun stuff for kids", MaryMargaret asserted. In March of 2008 we bought the kidsareheroes.com domain and published our site.

What started as a father's attempt to do something meaningful with his only child quickly blossomed into something much bigger than both of them. The local mall became involved and to this day hosts a "Kids Are Heroes Day" on an annual basis. We quickly grew with the assistance of several social media platforms. People who recognized what we were doing had a visceral reaction to it. We began in our own neighborhood finding local kids as our story hit the community newspaper. After we ventured into social media, people from other states, then other countries began to participate. In our first three years we have to date featured 211 heroes from 5 countries, and changed many more lives.

After having learned so much along the way we know this concept works in every corner of the world. We are helping children turn into compassionate leaders of tomorrow. We are so encouraged by our kids that we plan and fully expect to make Kids Are Heroes a huge organization one day. But for now we focus on one hero at a time.



History of Kids Are Heroes

Mar '08	Web site was conceptualized by MaryMargaret O'Neill.
Jun '08	The first newspaper article appeared in The <i>Frederick News-Post</i> .
Sep '08	The first Kids Are Heroes Day was held at our local mall.
Dec '08	Social media campaign is launched on Facebook, Twitter and YouTube. Kids Are Heroes officially became international when a hero from Canada was recognized.
Apr '09	Submitted two-minute video pitch to Sir Richard Branson's PitchTV contest. Thanks to KAH supporters in social media, the contest was won.
May '09	KAH started to involve schools. MaryMargaret spoke to Middletown Elementary.
Jun '09	The KAH pitch is shown on Virgin Atlantic airplanes for the entire month as part of PitchTV. Started a blogging campaign to get bloggers to help spread the word. So far there are more than 50 pieces supporting the cause that were written by bloggers.
Jul '09	Kids Are Heroes became a corporation.
Sep '09	Kindergarten teacher from Massachusetts brought the KAH web site in as part of her daily curriculum. The children post shout-outs to heroes daily and interact with them.
Oct '09	The second annual Kids Are Heroes Day took place at the Francis Scott Key Mall in Frederick, MD. Kids from the web site came from as far away as San Diego, CA.
Mar '10	Broke the 20,000 follower mark on Twitter. Launched the Ambassadors Program where dedicated fans of KAH use their talents to support the organization. Recognized the first hero from overseas. 6-year-old Jackson, from London, England raised 1500 Euros (roughly \$2000) for the people in Haiti. Received non-profit status as a 501(c)(3) organization.
Apr '10	Surpassed 2000 fans on Facebook. Featured more than 100 children from the USA, 11 from Canada and 1 from London, England.
Jun '10	Hosted first event at Boyd's Bear Country, where children from our website traveled from all over the country to celebrate with each other. Ex-NFL stars Levar Fisher and Devin Wyman spoke about Kids Are Heroes to the crowd. Received official notice of trademark for "Kids Are Heroes."
Aug '10	Featured our first hero from the continent of Africa; Diana Onyonyi helped build a school dormitory for orphans in Nairobi, Kenya. Established a collaboration with MAGPI (www.magpi.net) that will bring our message to schools all over the US and Canada. MAGPI is a company that provides a platform for high band networking and multimedia to be delivered to educational institutions.
Oct '10	Held our third annual Kids Are Heroes Day with 23 heroes in attendance, including Diana from Africa. MaryMargaret, founder of KAH, wins international role model contest via Discovery Girls Magazine.
Nov '10	Named as one of the "5 Must Follow Non-Profits Making a Difference with Social Media" by Mashable : http://mashable.com/2010/11/05/must-follow-non-profits/
Jan '11	Gained our own weekly radio show on WBTV AM in Vermont and streaming live on the Internet.
Mar '11	Held an international videoconferencing session that brought heroes from two countries to speak to 13 schools across the USA.
Apr '11	Featured our first hero from Australia. Created the Outreach Leaders program where people sign up to grow the organization within their own communities.
May '11	Featured our 200 th hero.
Jun '11	NorthStar Productions, LLC begins shopping a documentary series about our organization.
Jul '11	Featured our first heroes from Indonesia.
Aug '11	Featured our first heroes from South Africa.
Sep '11	Presented in front of 500 at the #DSRPT11 Conference in Richmond, VA. Met Sir Richard Branson at same.
Oct '11	Fourth Annual Kids Are Heroes Day with Margot from South Africa in attendance. First "official" Kids Are Heroes Day in Maryland, thanks to Governor O'Malley.



Community Support

Kids Are Heroes Day



Although a large part of the genesis of Kids Are Heroes was the bonding of a father and daughter team, it quickly blossomed into something much bigger. People who understood what they were doing experienced a very positive and visceral reaction to it. The local mall donates its fountain coins each month to a different hero's charity, and each year conducts a "Kids Are Heroes Day" where they invite the children from the web site to come and talk about their charities while they give each one an award. This is a celebration of what these kids are doing.

Richard Branson's PitchTV



In May of 2009 the Kids Are Heroes social media community made sure that the pitch to Sir Richard Branson's PitchTV contest was a winner. The Kids Are Heroes video aired on Virgin Atlantic airplanes for the month of June 2009.

NBC's Hero of the Month



Each month, the local NBC station airs a segment called "Hero of the Month" where they bring on one hero from the web site and interview them about their work.

Outreach Leaders



We have a brand new program where we enlist KAH advocates to help create a movement inside their own communities. Outreach leaders raise awareness, attend and host events, market our cause and send families to our web site.






Collaboration with MAGPI



MAGPI (www.magpi.net) is a company that offers high speed (and bandwidth) multimedia services to schools throughout the US and Canada via the Internet2. They have partnered with us to provide a venue for our heroes from both countries to talk about their charities and offer their inspiration.






KAH Heroes

On our web site you will find children like these doing extraordinary things:

 Ryan Hreljac	<p>When Ryan was 7 years old, he questioned why some others on this planet had no clean drinking water when in his home it was bountiful. He saved money by doing chores around the house. In one year he saved enough money for a water-well to be drilled in Africa. Ten years later his foundation has drilled more than 550 wells in 16 countries serving more than 600,000 people.</p>
 Jackson Clarke	<p>Jackson was very aware of the earthquake that devastated Haiti in early 2010. He was inspired by hearing stories of people raising money. He planned a ride in a local common and got sponsorship from friends, family and neighbors. It became so large that his parents had to obtain permits from the local authorities. All in all he raised more than 1500 Euros (roughly \$2000) for the people in Haiti.</p>
 MaryMargaret O'Neill	<p>MaryMargaret O'Neill founded Kids Are Heroes when she was just 9 years old. She gave up her birthday gifts for the Defenders of Wildlife. Along with two of her friends she raised money to buy 80 Webkinz for children at a cancer camp. She recently donated 250 MP3 players to area youth hospitals by holding several fund raisers during the span of over a year.</p>
 Bria Brown	<p>Bria Brown is a volunteer for the American Cancer Society. She volunteers because she overcame the odds. At age six she was diagnosed with osteosarcoma - a rare form of bone cancer. Bria is now 15 and is fighting for the cause. She used her survivor story to get people in her community involved in the in only All African American "Relay for Life" cancer walk in Dade County.</p>
 Neha Gupta	<p>Neha's Gupta's mission is to address the evils associated with orphans/abandoned children and underprivileged children, by motivating individuals to translate empathy into action. To achieve this mission, she has started a non-profit organization called "Empower Orphans."</p>

KAH Heroes (cont'd)

On our web site you will find children doing extraordinary things:

 Adele Taylor	<p>At the age of thirteen, Adele Taylor decided to make a difference in the world. She took what she loves, reading books, and created a nonprofit organization called Adele's Literacy Library™. Her nonprofit organization's mission statement is to instill and empower that reading is not just fundamental but the key ingredient to success and through reading ALL things are possible.</p>
 Jasper Lee	<p>Jasper Lee has turned his fly fishing hobby into a larger pursuit by helping and working with wounded and disabled Vietnam through Iraqi era veterans to readjust into society and feel good about themselves, learn about the environment, the waters, and develop a skill through the healing powers of fly fishing. Jasper is a founding member of the NYC chapter of the Veteran Anglers of New York (VANY).</p>
 Dylan Mahalingam	<p>Dylan Mahalingam is the founder and CEO of Lil' MDGs, a unique international development and youth empowerment organization. Dylan founded Lil' MDGs when he was 9 years old. Lil' MDGs mission is to leverage the power of the Internet to educate, engage, empower, and inspire children in all corners of the world to help meet the United Nations Millennium Development Goals (MDGs).</p>
 Austin Pierce	<p>Austin Pierce can light up a room with his smile and is always eager to make others happy. He loves participating in Special Olympics, where sports are tailored to his abilities. He has gained so much confidence through participating in the program. Since 2005, Austin has been collecting pledges for Crawford County Special Olympics' annual Bowl-A-Thons to raise money for the program. To date, he has raised more than \$3,000 by asking anyone who would listen if they would sponsor him.</p>
 Casey Landahl	<p>Casey Landahl is a 6-year-old girl who loves to help and care for others. For the last two years, she decided to ask for donations in place of birthday gifts. Casey loves animals and has a friend at her veterinarian's office who runs a not-for-profit organization called Pets-4-Pets. They are a no-kill pet rescue group. Casey has selected this group to be the recipient of her donations.</p>



Testimonials

"We became involved with Kids Are Heroes® earlier this year, and it has completely changed our lives. The impact they have had on us cannot be put into words. Not only did they recognize our daughter Margot as a role model, they gave us the courage and support to do even more for our community in South Africa. As a result of Margot's involvement with Kids Are Heroes, she has gained so much confidence in herself and it has given her the platform she needed to make her voice heard. The recognition she has received – both in her home country as well as in the USA – is absolutely amazing. We had the opportunity to meet the amazing people of Kids Are Heroes in October 2011. They made us feel part of their family, and I don't know how we could ever say thank you enough. This organization is doing fabulous work and the heroes they showcase will be the visionaries of tomorrow and help change the world to be a better place. We are proud to be a part of Kids Are Heroes and proud to be ambassadors for them. It is the place where children are supported to be the leaders they are."

— **Michelle Maritz, Mother of a Hero.**

"It's almost impossible to put into words the true power of an organization like Kids Are Heroes®. When children see that their efforts are acknowledged, it empowers them to do even more. When children see other children taking action in the world it helps them know that they too can join in, and make a change. I love to see my daughter rise up to new challenges and truly believe that she can do anything. Because she can. Thank you MaryMargaret & Gabe for your dedication to everyone's future!"

— **Cheryl Maycock, Mother of a Hero**

"I've done a lot of traveling around the nation speaking to groups of young people and have viewed firsthand many organizations with a mission to provide a platform to promote youth projects. I've never encountered one quite like Kids Are Heroes... When I visit your site, I read the stories of your heroes and can't help but notice the photos of the kids...their faces seem so unconcerned with what cannot be done in this world as they are so filled with hope and ambition to do what **can** be done. From every corner of the globe they reach out to others, raising funds, organizing resources, motivating troops of other kids, and even telling us what **we** need to be about to ensure their future.

— **Levar Fisher, Ex-NFL star, President, Fisher of Men**

"Since joining Kids Are Heroes in 2008, my son John has taken on a new sense of responsibility and commitment to making the world a better place. He has benefitted immensely from his association with Kids Are Heroes and has received far more than he has given. Kids Are Heroes has been a supportive, kid friendly platform dedicated to raising awareness of opportunities to give back, while championing success and empowering children to be heroes in their local and world communities. We have met truly exceptional fellow heroes along the way who have provided encouragement and inspiration for all of us to recognize our inner hero and do more. Thank you, Kids Are Heroes for showing the world that kids are heroes indeed!"

— **Terri Sun, Mother of Hero**

"Kids Are Heroes gave my daughter, Jamie, the aspirations and encouragement to move further along in her endeavors to help other children with epilepsy. The warm response by others within the Kids Are Heroes community provided the incentive to keep finding ways to help. Thanks to reading all the other great things kids are doing, it motivated my daughter to promote Angels4Epilepsy and help spread the word on the wonderful recognition, encouragement and gratitude children need to further succeed."

— **Judy Bacigalupo, Mother & Ambassador**



"I wanted to thank you for acknowledging my work with Project Healing Waters/(VANY) Veteran Anglers of New York, for highlighting the good work they do for our countries veterans, and for kids like me to realize they can make a mark on the world by virtue of their hobbies and good deeds. As a result of my interview with "Kids Are Heroes" I have received positive letters from both adults and kids, I'm using it as part of my college entrance essay, PHW/VANY prominently featured the interview on their web sites, the veterans thanked me when they read it, I was offered to be on a Bon Jovi video, and I'm now up for a NYTV 1 piece in New York. But most importantly your interview brings to the public something I believe should not be overlooked, our countries veterans."

— **Jasper Lee, Hero**

"I was excited to be asked to be part of your Kids are Heroes because it is such a wonderful way to provide exposure to so many young people making the world a better place. The first week I was posted, I exchanged emails from a kindergarten teacher and her class of students. It turned out that I lived close by and I performed a yo-yo show for the students and explained to them the charity I raise money for, The Smile Train, which is an organization that teaches doctors in over 70 Counties how to perform cleft, lip and palate surgeries for poor children. Kids are Heroes also created another way for people to view the site and make a direct donation to The Smile Train. I am grateful to be part of the Kids are Heroes family."

— **Daniel Dietz, Hero**

"What MaryMargaret and her dad have created is beyond extraordinary! They are growing in ways that I never would have imagined when we met a couple of years ago. My son and his organization "Strings from the Heart" have benefited in many ways from being recognized by Kids Are Heroes and networking with the various members and organizations. They are doing important work and creating a giant forum for all the wonderful kids who are giving of themselves for others as well as for kids that have the desire to do something but don't know where to start. These "HEROES" are amazing and we are happy to be a part of such a heartwarming organization."

— **Cynthia Giordano, Strings from the Heart, Mother of a Hero**

Kudos to Gabe and MaryMargaret of Kids are Heroes for giving my daughter Kennedy and other kids from around the country the opportunity to showcase how they serve the needs of others in their own communities and in third world countries. They offer all of us the tools, publicity and growing friendships to help nurture our efforts. The Kids are Heroes organization is unique as they have started their foundation to aid other children to continue to have their projects grow to new heights. Their web site is seen by thousands and is helpful for youngsters to start their own projects from seeing all the heroes that are spotlighted...just an awesome domino effect...kids helping kids!!!

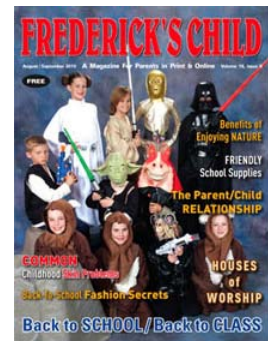
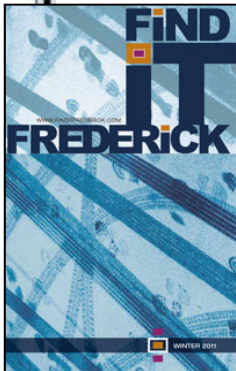
— **Cammyjoy Kulish, Kisses for Kaeden, Mother of a Hero**

"I am a Kindergarten teacher. I have used the Kids Are Heroes web site in my classroom and my students watched my daughter Casey promote Kids Are Heroes on TV — they even visited her during Kids are Heroes Day. Several parents have written me beautiful letters thanking me for exposing their children to the idea of giving to others. Casey presented her cause and Kids Are Heroes at her 6th birthday and refused gifts again, just asked for donations. Now many of her friends have begun to do the same thing. I hope the Kids are Heroes group continues to inspire families and children just as it has for our family!"

— **Charlotte Landahl, Kindergarten Teacher, Mother of a Hero**



Kids Are Heroes Press!



THE DENVER POST



The Frederick News-Post

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10th Anniversary
Collector's Edition





Future of Kids Are Heroes

Here are some of our future plans:

- ✓ Help kids develop web sites and offer web site support to families.
- ✓ Assist with paperwork for heroes filing 501(c)(3) applications.
- ✓ Produce and send resource kits and DVDs to schools.
- ✓ Translate KAH web site into different languages.
- ✓ Travel the country on speaking tours.
- ✓ Sponsor educational and inspirational camps for potential heroes.
- ✓ Seed hero projects with microloans via online applications.
- ✓ Offer projects that involve heroes from around the country.
- ✓ Establish Kids Are Heroes clubs around the country and beyond.
- ✓ Create a line of children's books.
- ✓ Offer a collaborative environment for the leaders of tomorrow.
- ✓ Continue to recognize young heroes from all over the world.
- ✓ Always try to discover new ways to use technology and trends to further the KAH cause.



Sponsorship

We offer four levels of corporate sponsorship:



- ✓ Sponsor receives placement on the KAH web site for one full year, with guaranteed top placement as all platinum sponsors are listed first.
- ✓ Branded Giving Wall where your donation “matches” other donors – up to \$5000. Wall will expire when filled or in one year, whichever comes first.
- ✓ Giving walls enjoy self-made traffic by us sending our 41,000+ Twitter followers to them on a regular basis.



- ✓ Sponsor receives placement on the KAH web site for one full year.
- ✓ Branded Giving Wall where your donation “matches” other donors – up to \$2500. Wall will expire when filled or in six months, whichever comes first.
- ✓ Giving walls enjoy self-made traffic by us sending our 35,000+ Twitter followers to them on a regular basis.



- ✓ Sponsor receives placement on our web site for six full months.
- ✓ Two \$250 squares on two of our most visited Giving Walls!!



- ✓ Sponsor receives placement on our web site for two full months.
- ✓ One \$250 square on two of our most visited Giving Walls!!



Donor Walls

We have discovered a fun way to interact with our supporters. We have built a system of donor walls where people and companies can buy “bricks” on the walls. In exchange they can get a picture or logo to represent them, a link to a website and/or a Twitter account, and a message to display as the user hovers their mouse over their image. We invite our 41,000+ fans and followers to see who is on the walls on a regular basis. Each wall stays up for an extended period of time to give the donors maximum exposure.



The Kids Are Heroes Foundation Wall

Wall of Fame http://walloffame.kidsareheroes.org/	Corporate Wall http://cwall.kidsareheroes.org/	Blogger Wall http://blogwall.kidsareheroes.org/
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