

Project Rebirth Strategic Plan

A Living History of the Human Spirit Coping with Disaster

“Project Rebirth” is a film chronicling the strength of the human spirit in coping with disaster: the aftermath of September 11, 2001 at the World Trade Center. As a feature-length documentary combining time-lapse photography of the rebuilding of Ground Zero with intimate stories of ten people coping post 9/11, “Project Rebirth” is the only living record of the minute-by-minute development of the WTC site and represents the first long-term film record of ten people dealing with grief and trauma. The film will be a component of the September 11 Memorial and Museum and archived in the Library of Congress.

Chronicling Living History to Inform and Empower

Project Rebirth is creating a feature-length documentary that:

- Engages global audiences in a pure, apolitical and productive perspective on people responding to a major disaster;
- Inspires and enables viewers and project participants to devote energy and resources to:
 - Capturing a unique and ambitious historical record of the recovery from the destruction of the WTC;
 - Expanding the study and delivery of support for victims of traumatic loss.

Recording and Archiving History, Creating Powerful Film and Media, Reinvesting to Help Victims of Traumatic Loss

Phase I:

Record and archive the efforts to cope with and rebuild from the physical and emotional damage caused by the destruction of the WTC.

- Develop the financial and professional resources for a 10-12 year effort to capture the history of the recovery from the 9/11 WTC attacks.
- Raise sufficient funds to ensure that as much as possible of the living history of the WTC re-building is captured -- *before the opportunities are lost.*

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Phase II:

Collaborate with World Class Partners to Advance Projects & Initiatives Closely Aligned with Rebirth's Content and Mission.

- Educate and inform, and support victims of and first responders to major traumatic events
 - Educate and Inform: e.g. creation of 9/11 curricula for students in line with Rebirth's mission to "Remember 9/11"
 - Support: e.g. content for services, therapies and research focused on disaster and large scale trauma response
 - Collaborations underway with NYPD, NY- and DC-based universities and a leading educational foundation

Phase III:

Roll out commercial plans for distribution and profitable presentation of "Project Rebirth," in conjunction with the educational and collateral output.

- Theatrical release
- Television broadcast
- DVD and on-demand distribution of film and collateral content

Phase IV:

Reinvest commercial proceeds to endow the Project Rebirth Center for victims of traumatic loss.

- The Project Rebirth Center will focus and improve therapeutic and educational/training resources that support victims of and first responders to events of traumatic loss
- This specialized resource will be the world's first of its kind, meeting an urgent and growing need
- In parallel with the global release of the "Project Rebirth" documentary, the output of the center will directly leverage Rebirth's philanthropic investment and mission