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Ben-Gurion University Canada Presents:

*The*  
**WAY FORWARD**  
Supporting the Road to Rehabilitation and Recovery in the Negev *gala*

*featuring*  
**NIKKI  
HALEY** | **ADVOCATE.  
POLITICIAN.  
AMBASSADOR.**

**SUN.DEC.01.2024 | TOR**



**Ben-Gurion University**  
Canada | Supporting the Vision

## An Evening with Ambassador Nikki Haley

Ambassador **Nikki R. Haley** is the former United States Permanent Representative to the United Nations. She served as a member of the National Security Council and President Donald Trump's cabinet, where she broke ground as the first South Asian-American woman to hold a cabinet-level position.

Born in Bamberg, South Carolina to parents who immigrated from India, Ambassador Haley learned the value of hard work from a young age. After graduating from Clemson University, Haley worked in accounting and later worked at her family's business.

She made the transition into politics and ran for office, achieving many firsts in her career. After serving as Representative of South Carolina's District 87, she became the first minority, and first woman, to serve as Governor of South Carolina. She led the state through some difficult periods, helping to forge unity and consensus in the wake of a racially driven church shooting, a school shooting and a police shooting.

As Governor, Haley also ushered in South Carolina's largest education reform, making education funding more equitable for schools in the state's poorest communities.

She was re-elected in 2014 and served as Governor until January 17 when she was confirmed by the U.S. Senate as the country's permanent Representative to the United Nations. As a UN ambassador, Haley championed human rights. She challenged human rights violators across the board, standing up to oppressive regimes in Iran, Syria, Venezuela, Cuba and Russia. Her passion and fight for human rights took her across the globe.

Embracing teaching through storytelling, Ambassador Haley imparts lessons in leadership, negotiating and decision-making through first-hand anecdotes from her career in public service.



**NIKKI | LIVE &  
HALEY | IN-PERSON**



# WAY *The* FORWARD *gala*

The Road to Rehabilitation  
and Recovery in the Negev

## The case for giving:

**There is still immense and ongoing suffering in Israel right now.** On constant alert and under sustained threat, most Israelis are in a fragile state, particularly the residents of the communities lining the Gaza border in the Western Negev and those in Southern Israel. These two geographic areas have been disproportionately affected by October 7th, with many residents in a state of acute trauma. The extreme stress associated with this war has only been compounded by the recent missile attacks from Iran and their proxies.





Ben-Gurion University (BGU) understands all too well that the health of Southern Israel is paramount to the strength and vitality of Israel as a whole. **If southern Israel falls, Tel Aviv is next.** Cognizant of BGU's mandate to serve as a catalyst for growth in the Negev, BGU is committed to addressing the anguish experienced by Negev residents and building resilience in the region, in addition to helping the BGU community of students, faculty and staff. BGU's efforts do not end in the Negev. The University is also leveraging its expertise to develop the tools and resources needed to help people across the country cope with their ongoing pain.

**Right now, more than ever before, Israelis need mental health support to ensure that during this protracted crisis, they can continue to rebuild and rebound.** At a recent hearing at the Knesset, survivors of the Nova massacre testified about their severe mental health struggles. A Psychologist with the Israeli Health Ministry has said that the survivors of October 7th are going to need a lot of ongoing help. BGU is at the centre of this work, leading the way in PTSD recovery, trauma rehabilitation and grief counseling.

There is an urgent need for mental health services so Israelis can begin to heal from the generational trauma of October 7th. **Now more than ever, your philanthropic support is critical, to aid BGU, the Negev, and Israel in this healing process.**

A man with dark hair and glasses, wearing a green plaid shirt over a grey hoodie, is sitting and looking down at a smartphone in his hands. The background is slightly blurred, showing a brown jacket hanging on a chair.

**Your sponsorship dollars will go to: /**

## **01. BGU's Psychological Services Hotline for Students and Staff**

Following the October 7th attack, BGU's Psychological Services Unit immediately established a mental health first-aid center – a hotline aimed at providing immediate initial psychological assistance to members of the BGU community and referrals to those in need of more extensive counseling and emotional support from mental health professionals and trauma specialists.

**The hotline continues to serve as the critical first line of defense in ensuring the emotional resilience of the BGU community, regularly serving hundreds.**

For some people, a call to the hotline for immediate comfort is sufficient. Others will require one-on-one counselling and/or specialized therapeutic programs. They may suffer from depression, anxiety, or PTSD. In addition to counselling, specialized therapeutic programs include writing, sports, and outdoor experiential activities for peer support.





## 02. The Duet Reflective Parenting Center

The Duet Reflective Parenting Center is helping adults and children in Israel who are grappling with significant stress and anxiety. Children are particularly vulnerable in this atmosphere of uncertainty. On October 7th, the Duet center sprang into action, establishing a hotline for parents of young children offering the services of developmental and educational psychologists, psychiatrists, and social workers, 24/7. The Duet Reflective Parenting Center also trains medical professionals, therapists, educators, and parents in the reflective approach, with the goal of improving children's ability to both cope during these stressful and uncertain times and deal with ongoing emergency situations over time.



## 03. Ben-Gurion University Community Clinic: Providing Psychological Services for the Region

Residents in southern Israel, including the greater Be'er Sheva region, have historically had limited access to state-of-the-art psychological treatment. In 2018, the Department of Psychology established the Ben-Gurion University Community Clinic to provide this underserved population with cutting-edge evidence based psychological services, run by world renowned faculty members.

Within 24 hours of the Hamas attack, a first response team from the clinic travelled to Eilat and the Dead Sea to deliver psychological first-aid to individuals, groups, and families from Kfar Aza, Re'em, Ofakim, and Sderot who survived the October 7th massacre. This heartbreaking work involved accompanying family members as they realized who had been killed, who had lost loved ones, and who was kidnapped.

Two weeks after the attacks, the clinic set up a satellite field clinic in the town of Ofakim to provide treatment for traumatized individuals and families. Ofakim was one of the hardest hit towns – over

50 residents were killed, including five police officers. Psychologists from the clinic traveled to Ofakim every week for almost five months, treating approximately 40-50 individuals/families, many of whom had not opened their doors or left their homes for weeks, even to go to the grocery store or pharmacy. Children and their parents were suffering from acute traumatic symptoms, and the entire social structure, including civil and social services, was in chaos. As people got back on track, the clinic's psychologists have helped them process the events they underwent and re-envision their future. Many lost their places of employment or were forced to relocate and are rebuilding their lives.

The centre continues to see individuals and families from Ofakim who now come to Be'er Sheva for treatment.

Support of the Ben-Gurion University Community Clinic enables the clinic's team to treat those most affected and provide emergency psychological first-aid and trauma-based interventions.





**\$250,000 Exclusive Presenting Sponsor**

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### KEY HIGHLIGHTS

- Exclusive VIP photo opportunity with “Nikki Haley” at the gala
- Recognition and inscription on the Founder’s, Negev Society Eshkol, Arava & Tamar Walls at BGU
- Name recognition in event title and all affiliated marketing/communications

### Hospitality:

- 24 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Front row seating
- Dessert reception

### Day of event profile:

- A thank-you from the gala stage as an Exclusive Presenting Sponsor
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### Brand recognition:

- Ben-Gurion University Canada’s website, print advertising, digital and social media
- Exclusive Presenting Sponsor prominent placement in all e-blasts
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



## **\$180,000 Sponsors Cocktail Dinner Pre-Reception**

### **KEY HIGHLIGHTS**

- The opportunity to address the audience at the “Sponsors Cocktail Dinner Pre-Reception”
- Exclusive VIP photo opportunity with “Nikki Haley” after the gala
- Recognition and inscription on the Founder’s and Negev Society Eshkol Sponsors Walls at BGU

### **Hospitality:**

- 20 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Prime Platinum section seating
- Dessert reception

### **Day of event profile:**

- Your company logo/name promoted on all signage at the Sponsors Cocktail Dinner Pre-Reception
- A thank-you from the gala stage at the Sponsors Cocktail Dinner Pre-Reception
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## **\$100,000 Entertainment Sponsor**

### **KEY HIGHLIGHTS**

- Exclusive VIP photo opportunity with “Nikki Haley” after the gala
- Recognition and inscription on the Founder’s and Negev Society Eshkol Walls at BGU

### **Hospitality:**

- 18 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Prime Platinum section seating
- Dessert reception

### **Day of event profile:**

- Your company logo/name promoted on all signage at the Sponsors Cocktail Dinner Pre-Reception
- A thank-you from the gala stage at the Sponsors Cocktail Dinner Pre-Reception
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### **Brand recognition:**

- Ben-Gurion University Canada’s website, print advertising, digital and social media
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event





## **\$75,000 Dessert Reception Sponsor**

### **KEY HIGHLIGHTS**

- Exclusive VIP photo opportunity with “Nikki Haley” after the gala
- Recognition and inscription on the Founder’s Wall at BGU

### **Hospitality:**

- 15 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Prime Platinum section seating
- Dessert reception

### **Day of event profile:**

- Your company logo/name promoted on all signage at the Sponsors Cocktail Dinner Pre-Reception
- A thank-you from the gala stage at the Sponsors Cocktail Dinner Pre-Reception
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### **Brand recognition:**

- Ben-Gurion University Canada’s website, print advertising, digital and social media
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



## **\$54,000 Negev Sponsor**

### **KEY HIGHLIGHTS**

- Exclusive VIP photo opportunity with “Nikki Haley” after the gala
- Recognition and inscription on the Founder’s Wall at BGU

### **Hospitality:**

- 12 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Prime Platinum section seating
- Dessert reception

### **Day of event profile:**

- Your company logo/name promoted on all signage at the Sponsors Cocktail Dinner Pre-Reception
- A thank-you from the gala stage at the Sponsors Cocktail Dinner Pre-Reception
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### **Brand recognition:**

- Ben-Gurion University Canada’s website, print advertising, digital and social media
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event





## **\$36,000 Be'er Sheva Sponsor**

### **KEY HIGHLIGHTS**

- Exclusive VIP photo opportunity with “Nikki Haley” after the gala

### **Hospitality:**

- 10 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Prime Platinum section seating
- Dessert reception

### **Day of event profile:**

- A thank-you from the gala stage as a Be'er Sheva Sponsor
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### **Brand recognition:**

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event





## ***\$20,000 Ben-Gurion Sponsor***

### **Hospitality:**

- **Exclusive VIP photo opportunity with “Nikki Haley” after the gala**
- **8 complimentary tickets to the gala**
- **Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests**
- **Platinum section seating**
- **Dessert reception**

### **Day of event profile:**

- **Your company logo/name promoted on all signage and banners**
- **Your company logo/name promoted on the digital slide show**

### **Brand recognition:**

- **Ben-Gurion University Canada’s website & digital media**
- **Your company logo/name will be featured in the gala program book**
- **A post-event thank-you e-blast**
- **A special thank-you gift after the event**



## **\$10,000 Sde Boker Sponsor**

### **Hospitality:**

- Exclusive VIP photo opportunity with “Nikki Haley” after the gala
- 6 complimentary tickets to the gala
- Access to the Sponsors Cocktail Dinner Pre-Reception for you and all your guests
- Platinum section seating
- Dessert reception

### **Day of event profile:**

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

### **Brand recognition:**

- Ben-Gurion University Canada’s website & digital media
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event





## THE INNOVATOR'S CIRCLE

Join our prestigious sponsorship tiers: Eilat level (\$5,000), Mitzpe Ramon level (\$3,600), or Friends of Nikki Haley level (\$2,500), and gain access to the exclusive Innovator's Circle. By becoming a member of the Innovator's Circle, your contributions synergize to amplify their impact, providing vital support for Psychological Services benefiting students, faculty, and staff at BGU and in the Negev region.

### Member of the Innovator's Circle \$5,000 Level Eilat Sponsor

#### Hospitality:

- 4 complimentary tickets to the gala
- Access to the Cocktail Dinner Pre-Reception for you and all your guests
- Gold section seating
- Dessert reception

#### Day of event profile:

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

#### Brand recognition:

- Ben-Gurion University Canada's website
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast



**Member of the Innovator's Circle**  
**\$3,600 Level Mitzpe Ramon Sponsor**

**Hospitality:**

- 3 complimentary tickets to the gala
- Access to the Cocktail Dinner Pre-Reception for you and all your guests
- Gold section seating
- Dessert reception

**Day of event profile:**

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

**Brand recognition:**

- Ben-Gurion University Canada's website
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast

**Member of the Innovator's Circle**  
**\$2,500 Level Friends of Nikki Haley Sponsor**

**Hospitality:**

- 2 complimentary tickets to the gala
- Access to the Cocktail Dinner Pre-Reception for you and all your guests
- Gold section seating
- Dessert reception

**Day of event profile:**

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

**Brand recognition:**

- Ben-Gurion University Canada's website
- Your company logo/name will be featured in the gala program book
- A post-event thank-you e-blast



*featuring*  
**NIKKI  
HALEY** | **ADVOCATE.  
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