

# TRAUMA TO HEALING • HOPE • RESILIENCE TRIUMPH



## SPONSORSHIP OPPORTUNITIES



### ISRAEL'S MENTAL HEALTH SYSTEM IS IN A STATE OF EMERGENCY

Providing critical access for Israelis who are  
in desperate need of mental health care  
services



cftau.com

A Charles, Evelyne and Sandra Dolansky Foundation  
Mental Health Care Initiative

## ABOUT TAU

Tel Aviv University Canada provides direct funding support for the educational and research goals of Tel Aviv University (TAU), Israel's largest and most comprehensive institution of higher learning, facilitated by enhanced public awareness of the University's achievements and programming through the development of a strong local network of support.

As part of a global network of friends' associations, TAU Canada facilitates academic and research partnerships between Canada and Israel as well as establishing scholarships, supporting research, cultivating student and faculty exchanges and recruiting Canadian students to participate in the TAU International Program.

The University's mission is to promote research of the highest level and to equip tens of thousands of students annually with academic knowledge and critical thinking skills. TAU also aims to influence society in Israel and globally in spheres including industry, culture and education.



**Optimism at Work**



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Life in Israel changed forever on October 7. The emotional toll has been immense. People across the country are struggling with stress, trauma, and uncertainty on a daily basis.

At Tel Aviv University and across Israel, the impact runs deep. Students, faculty, and staff face academic disruption, financial strain, and an unprecedented mental health crisis. Today, 80% of students report serious emotional distress, including trauma and PTSD.

In response, TAU Canada launched the Trauma to Triumph Campaign – a journey of Healing, Hope, and Resilience.

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### **Israel's National Center for Traumatic Stress and Resilience**

The first of its kind in Israel – brings together over 100 researchers from across the TAU campus to conduct multidisciplinary research on PTSD and other stress-related disorders such as anxiety and depression. They draw on their findings to develop and implement treatment and intervention programs, formulate strategies for best patient care and share their insights with local mental health practitioners, as well as the government, and HMOs. It is a true “game changer” that will significantly advance the treatment and prevention of PTSD and related conditions.

### **The PTSD Center's Post-Trauma Clinic**

Psychology experts estimate that since October 7, there will be up to 60,000 new PTSD cases or even more. A Post-Trauma Clinic opened by TAU in 2024 has treated 500 patients in its first year but would like to expand that number to 1,000 annually. The clinical treatments will ensure that patients will have access to expert, life-changing care and healing.

### **TAU's Psychological Services Unit**

The Psychological Services Unit at the TAU Student Success Center has treated 478 students this year but, with the ongoing stress of the current situation, many more students require help with anxiety, depression, trauma, and other debilitating psychological conditions.

### **TAU's Dental School's Post-Trauma Orofacial Pain Clinic**

The aftermath of October 7 and the more recent events in Israel has left visible scars—but also hidden ones. One of the most overlooked consequences of trauma is the exposure to jaw pain, tooth fractures, facial tension, and difficulty chewing or speaking conditions caused or worsened by stress-related behaviours like teeth grinding and clenching which has nearly doubled—from 34% to 65% in young adults. A recent study showed that the key to recovery wasn't just reducing stress—but building resilience, through stronger coping mechanisms.



# SPEAKERS

TAU Canada is proud to partner with an outstanding roster of speakers and panelists for the Trauma to Triumph Campaign.



**Manar AlSharif**  
Political Activist and  
Journalist



**Rami Davidian**  
National Hero, who  
saved 700 lives on  
October 7



**Romi Harari,  
Zohar Rubinstein  
Amit Parizer**  
Nova Festival  
Survivors



**Rawan Osman**  
Advocate, Content  
Creator and Writer



**Sophia Salma  
Khalifa Shramko**  
TAU Aumna and  
Political Activist



**Eta Yudin**  
CIJA Vice President,  
Quebec, and TAU  
Friendship Award  
Recipient

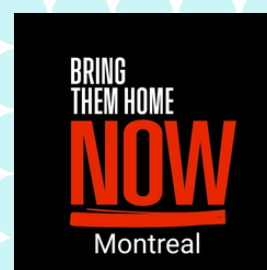
# TRAUMA TO HEALING • HOPE • RESILIENCE TRIUMPH PARTNERS



**StandWithUs**  
CANADA



**Optimism at Work**



**ההסתדרות הציונית העולמית**  
WORLD ZIONIST ORGANIZATION

# TITLE SPONSOR

## CAMPAIGN MATCHING SPONSOR

- 50 VIP Tickets for all events throughout the Campaign
- 50 VIP Tickets for Campaign Closing Event in 2026
- Category Exclusivity
- Recognition as the “Title Sponsor” across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and dedicated email announcement of Title Sponsorship
- Private Meetings with Special Guests throughout the Campaign
- Exclusive VIP Photo Opportunities with Special Guests
- Verbal Recognition at all events
- Speaking Opportunity at Campaign Closing Event in 2026
- Recognition and inscription on the Donor Wall at TAU
- VIP Invitation to Tel Aviv University 2026 Board of Governors Meeting
- VIP Invitation to the Shuster Building for the Center for Traumatic Stress and Resilience official opening and ribbon cutting ceremony







# LEGACY SPONSOR

**\$260,000**

- 30 VIP Tickets for all events throughout the Campaign
- 30 VIP Tickets for Campaign Closing Event in 2026
- Category Exclusivity
- Recognition as a “Legacy Sponsor” across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and dedicated email announcement of Legacy Sponsorship
- Private Meetings with Special Guests throughout the Campaign
- Exclusive VIP Photo Opportunities with Special Guests
- Verbal Recognition at all events
- Speaking Opportunity at Campaign Closing Event in 2026
- Recognition and inscription on the Donor Wall at TAU
- VIP Invitation to Tel Aviv University 2026 Board of Governors Meeting
- VIP Invitation to the Shuster Building for the Center for Traumatic Stress and Resilience official opening and ribbon cutting ceremony

# VISIONARY SPONSOR

**\$180,000**



- 20 VIP Tickets for all events throughout the Campaign
- 20 VIP Tickets for Campaign Closing Event in 2026
- Feature recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and dedicated email announcement of Visionary Sponsorship
- Private Meetings with Special Guests throughout the Campaign
- Exclusive VIP Photo Opportunities with Special Guests
- Verbal Recognition at all events
- Recognition and inscription on the Donor Wall at TAU
- VIP Invitation to Tel Aviv University 2026 Board of Governors Meeting
- VIP Invitation to the Shuster Building for the Center for Traumatic Stress and Resilience official opening and ribbon cutting ceremony



A photograph of a man and a woman embracing outdoors. The man is in the foreground, wearing a green t-shirt, and the woman is behind him, wearing a red top. They are both smiling and looking down. The background is a blurred green field.

# FOUNDATION SPONSOR

**\$100,000**

- 10 VIP Tickets for all events throughout the Campaign
- 10 VIP Tickets for Campaign Closing Event in 2026
- Prominent recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and dedicated email announcement of sponsorship
- Private Meetings with Special Guests throughout the Campaign
- Exclusive VIP Photo Opportunity with Special Guests
- Verbal Recognition at all events



## TRIUMPH SPONSOR

**\$75,000**

- 8 VIP Tickets for all events throughout the Campaign
- 8 Tickets for Campaign Closing Event in 2026
- Recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and a dedicated email announcement of sponsorship
- Verbal Recognition at all events

## RESILIENCE SPONSOR

**\$52,000**

- 6 VIP Tickets for all events throughout the Campaign
- 6 Tickets for Campaign Closing Event in 2026
- Recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and a dedicated email announcement of sponsorship



## HOPE SPONSOR

**\$36,000**

- 4 VIP Tickets for all events throughout the Campaign
- 4 Tickets for Campaign Closing Event in 2026
- Recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials
- One dedicated social media post on all TAU Canada platforms and a dedicated email announcement of sponsorship

## HEALING SPONSOR

**\$18,000**

- 2 VIP Tickets for all events throughout the Campaign
- 2 Tickets for Campaign Closing Event in 2026
- Recognition across all campaign communications, including event signage, digital platforms, social media, and printed materials

## EVENT SPONSOR

**\$10,000**

\*For an individual event of choice throughout the campaign

- 2 VIP Tickets for the participating event
- 2 Tickets for Campaign Closing Event in 2026
- Recognition for participating event communication, including event signage, digital platforms, social media, and printed materials

# TRAUMA TO HEALING • HOPE • RESILIENCE TRIUMPH

## COMMITTEE



### **CAMPAIGN COMMITTEE:**

**Jeffrey Katz, CPA. CA., Chair**

**Tal Azis**

**Jordanna Feifer**

**Daniel Herrera**

**Brenda Langburt**

**Jayne Leitner**

**Talia Tehrani**

### **TAU Canada Team:**

**Sharon J. Fraenkel**

**Meira Alon**

**Heather Mlynarski**

**Sheri Rapp**

TAU Canada stands committed to Tel Aviv University and the people of Israel in a mission of healing, hope, and unwavering resilience. In the face of profound trauma, we want to transform pain into purpose—supporting groundbreaking mental health care research, student well-being, and life-saving initiatives across the country. With your support, we can strengthen the minds, hearts, and future of an entire nation.





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Mental Health Care Initiative



**In Support Of**  
**Tel Aviv University Canada's**  
**Triumph to Trauma Campaign**

6900 Boulevard Decarie, Suite 3480  
Montreal, QC | H3X 2T8  
514-344-3417 | [Montreal@cftau.ca](mailto:Montreal@cftau.ca)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Business # \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP

- ☐ Legacy - \$260,000    ☐ Visionary - \$180,000    ☐ Foundation - \$100,000    ☐ Triumph - \$75,000    ☐ Resilience - \$52,000  
☐ Hope - \$36,000    ☐ Healing - \$18,000    ☐ Event - \$10,000

## TOTAL

Sponsorship: \$ \_\_\_\_\_

☐ Cheques should be made payable to TEL AVIV UNIVERSITY CANADA

Credit Card:    ☐ Master Card    ☐ Visa    ☐ American Express

CC#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

## \*Charitable Donation Receipts

Tel Aviv University Canada is a registered charity. Corporate and organization sponsorships or advertising qualify as a business expense and are generally not eligible for charitable donation receipts. All eligible individual sponsorships and donations are tax deductible to the maximum allowed amount by CRA.

For further questions about sponsorships or donations, please contact Heather Mlynarski at 514-344-3417 or via email at [Heather@cftau.ca](mailto:Heather@cftau.ca) | Charitable registration number: 124035643RR0001



Healing begins with care and acknowledgment  
Hope sparks the vision of a better future  
Resilience is the strength that enables us to rebuild

# Thank You for Your Support

**TRAUMA**  
**TO** HEALING • HOPE • RESILIENCE  
**TRIUMPH**



[cftau.com](http://cftau.com)



Tel Aviv University Canada | Ottawa, Quebec and Atlantic Canada  
6900 Blvd Decarie, Suite 3480 | Montreal QC, H3X 2T8 | (514)344-3417 | [Montreal@cftau.ca](mailto:Montreal@cftau.ca)

Charitable registration number: 124035643RR0001

All eligible individual sponsorships and donations are tax-deductible to the maximum allowed amount by CRA.