



BUILDING HEART
APRIL 16TH, 2024

OPPORTUNITIES
to
SUPPORT

BUILDING HOPE, TOGETHER.



ABOUT HEART TO HEART

Heart to Heart was founded in 2011 with the goal of equipping young Jewish and Palestinian co-citizens of Israel with the relationships and skills needed to take leadership in building an inclusive and shared society. Heart to Heart brings a complex issue, the conflict, down to a human level because we believe in the capacity of empowered connected people to make a difference. We believe in the power of young people, not only as future leaders but as agents of change right now. Although it may not be fair that youth inherit problems from previous generations, we believe that with the right tools they can find the creative solutions needed to chart a new path.

Traditionally Heart to Heart has run three core programs, a summer camp held at Camp Shomria, in Perth, Ontario, a year round program for graduates of the summer camp program (alumni program), and parents programming for parents of camp participants. We begin working with youth when they are in Grade 9, starting with preparation for summer camp in the spring. During summer break, the youth fly to Canada where they live in shared cabins, bond through camp activities such as swimming, sports, and arts and crafts, and go through the Heart to Heart educational curriculum. Each day, the group has two experiential education activities in which they explore themes such as identity, stereotypes, narratives around the conflict, and the power dynamics and politics that shape their lives back home. They also learn tangible leadership and social change skills such as mindfulness, emotional awareness, nonviolent communication, teamwork, facilitation, etc.

When campers return home at the end of the summer, they join the Heart to Heart alumni community and network. They continue to participate in regular programming year round, both as a cohort, and in full community-wide programs like the annual alumni conference. Alumni programming focuses on sustaining and strengthening the relationships and community built through the shared experience of summer camp, and on providing the youth with new skills, tools, and opportunities to take leadership in their communities. No one exists in a vacuum, but rather we are all individuals connected to others through family, friendship and community ties. Thus, the impact of Heart to Heart extends beyond the youth participants themselves and touches their peers and families.

HEART TO HEART IN 2024

After careful consideration, we have decided to focus our efforts on our existing Heart to Heart community members, namely our alumni, who already have a strong foundation, relationships, and connection with the larger values and mission of the program. Rather than launching a new cohort of fourteen year olds, we plan to work with our alumni over the summer, likely in Canada, to provide them with opportunities to heal, reconnect and regroup, recommit, take the conversation to the next level, and take the next step as leaders in their communities. We'll also be inviting them in as partners in shaping Heart to Heart's future work to meet the new reality, because if anyone deeply understands what's needed, it's them. Want to learn more? Join us at Building Heart 2024.



BUILDING HEART 2024

This year is different and Building Heart will likewise look and feel different. This year will not be a celebration, but it will be a chance to come together and a fundraiser to ensure Heart to Heart is resourced to continue our work which has never been more critical.

We have chosen to hold Building Heart 2024 in a new and different venue, CSI Annex, a space dedicated and designed for building community. We'll be giving more time for community, connection and interaction, because at the end of the day, that's the way for us to do the work of building hope. Please note that there will not be assigned seating this year (though there will be seating!).

We'll also be creating opportunities for attendees to explore some of the same tools and programs that Heart to Heart participants engage in both to give you a window into their experience and because we know they can serve all of us right now as we navigate the effects of the past five months in our own lives. While Building Heart is still a fundraising event and we will be asking for donations at the event and for your participation in the silent auction, we will not be doing our Salaam Shalom Fund-a-Need.

If you have any questions about what to expect, please don't hesitate to reach out at info@heart-to-heart.ca

BECOME A SPONSOR

Become a sponsor at the level that's right for you and support our youth to reach their full potential as leaders working for change. This year, sponsorship is even more important as we will not be holding our traditional Salaam Shalom Fund-a-Need live auction.

Presenting Sponsor - \$25,000+

Gold Sponsor - \$12,000

Silver Sponsor - \$6000

Bronze Sponsor - \$3000

Purple Sponsor - \$1500

Friend Sponsor - \$600

*Charitable tax receipts will be issued for the maximum allowable amount according to CRA regulations.



PRESENTING - \$25,000+

- Name or logo attached to Building Heart 2024
- Dedicated recognition during event
- Opportunity to share pre-recorded greetings during the event
- Recognition on Heart to Heart website
- Dedicated recognition/promotion on Heart to Heart social media
- Full page with premium placement in program book (printed and electronic)
- 6 event tickets

GOLD - \$12,000

- Dedicated recognition during event
- Recognition on Heart to Heart website
- Dedicated recognition/promotion on Heart to Heart social media
- Full page in program book (printed and electronic)
- 5 event tickets

SILVER - \$6000

- Dedicated recognition during event
- Recognition on Heart to Heart website
- Group recognition/promotion on Heart to Heart social media
- Half page in program book (printed and electronic)
- 4 event tickets



BRONZE - \$3000

- Group recognition during event
- Recognition on Heart to Heart website
- Group recognition/promotion on Heart to Heart social media
- Quarter page in program book (printed and electronic)
- 3 event tickets

PURPLE - \$1500

- Group recognition during event
- Recognition on Heart to Heart website
- Group recognition/promotion on Heart to Heart social media
- Quarter page in program book (printed and electronic)
- 2 event tickets

FRIEND - \$600

You will receive the following:

- Group recognition during event
- Recognition on Heart to Heart website
- Group recognition/promotion on Heart to Heart social media
- Business Card page in program book (printed and electronic)