‏‏21 May 2019

To:

ELISEO

AJC

**Global Impact Awards**

**Proposal for cooperation with the Society for International Development – SID Israel**

Greetings,

We were very pleased to meet you this week and are grateful for the time you dedicated to us.

The Society for International Development – SID Israel is an umbrella organization for more than 135 private companies, government offices, civil society organizations, academic departments, and institutions that work in the spheres of humanitarian assistance and international development.

SID Israel was established to promote Israeli initiatives in the developing world, bringing with them many economic, diplomatic, and social benefits. SID operates in a wide variety of areas, including policy change, and public and educational activities.

Further to our meeting, following is a draft of our proposal for cooperation on the **Global Impact Awards** project. Over the years, we have arranged a series of appreciation events that showcased people, projects, organizations, and companies that work to improve life in the developing world. The latest event, **held this past January in cooperation with Walla! News** (the second largest news site in Israel) **which broadcast the event live, was attended by President Reuven (Ruby) Rivlin.** Among the regular guests at these events are Knesset members, government ministers, senior executives of the country’s largest companies, opinion leaders, entrepreneurs, senior academics, and of course members of the international assistance and development community in Israel.

This coming winter, we are planning to continue the tradition and hold the **Global Impact Awards**, a project designed to bring to the fore initiatives, projects, and personages of Israel and the rest of the Jewish world that have a positive impact on life in the developing world; **in order to encourage Israeli and Jewish endeavors in the developing world, and exhibit this activity to the world, reflecting the Jewish values of “Tikkun Olam” (repairing the world) and “Tzedek” (justice).**

For the benefit of the project, a call for proposals will be issued, and a public committee appointed, consisting of prominent figures from the spheres of academia, business, art, and civil society, to evaluate the candidates. From among the candidates, several stories of projects, technologies, and the people behind them will be selected, and these will be displayed for several weeks before the event. From the short list, the committee will choose (according to pre-determined criteria, such as innovativeness, scope of activity, extent of influence, etc.), projects or entrepreneurs who will receive awards and present their project on-stage at the gala evening.

We would be pleased for AJC to be a strategic partner in this project. Together, we would formulate the content and look of the event, and issue a call for proposals to projects, personalities, organizations, and Israeli and Jewish companies to present their candidacy. The event would provide an opportunity for cooperation between us, and for AJC’s work in bolstering the status of Israel and Diaspora Jewry.

We would collaborate on formulating the character and content of the event, to include:

1. Joint branding of the entire event, including invitations, signposting, certificates of appreciation, etc.
2. An AJC representative on the public committee that decides who receives the awards.
3. A special award or awards that correspond with your fields of activity, created for Jews of the Diaspora
4. An AJC representative among those distributing the awards onstage.

As a non-profit organization, we manage to obtain assistance from a variety of public bodies to carry out this event, which is arranged at a relatively low cost. In previous years, the event was attended by about 500 participants, and included a musical performance, light refreshments, video clips, short TED lectures, officiating etc.; the total cost was approximately $60,000.

We expect our partners to the event to help us bear some of the costs, and thus enable us to make it happen.

We believe that support on the order of $25,000 will allow us to hold an event on the highest level.

We look forward to hearing from you and promoting these things together.

Regards,

Alon Beer

Director of the Society for International Development – SID Israel