

THE ARIEL CENTER NEWSLETTER

DIG DEEP FIGHT FORWARD

MESSAGE FROM THE ARIEL CENTER TEAM

Dear Friends and Supporters,

As Passover approaches, we at The Ariel Center reflect on the journey of liberation and renewal, and we are reminded of the resilience of the Jewish people in the face of adversity. In this special edition of our newsletter, we are excited to share updates and highlights from The Ariel Center, where we continue to strive towards our mission of healing, resilience, and empowerment for individuals and communities affected by trauma in Israel.

In the wake of October 7, there are currently thousands of Israelis who are in need of urgent mental and physical assistance, to process their trauma and move forward. The Ariel Center's goal is to help the people of Israel heal, rebuild and strengthen themselves; we use sport as our medium to transform despair into hope, and adversity into strength.

May we merit to see the modern redemption of the Jewish people and the Israeli hostages reunited with their families this Passover.

Wishing you and your loved ones a Happy Passover.

Gila Goldsmith-Rockman
CEO and Co-Founder of The Ariel Center

Jason Gardner
Co-Founder and Chairman



THE ARIEL CENTER UPDATES

EXPANDING OUR REACH: OUR PARTNERS

The Ariel Center is a joint venture between the Israeli Government and our organization, with the aim of helping as many Israelis as possible, in the wake of October 7. We are in the process of advancing collaborations with institutions like Tel Hashomer Hospital, Metiv and other leaders in the field of trauma and rehabilitation with the goal of offering critical assistance to Israelis and serving as a space for organizations that share our vision for healing.

Every single Israeli knows someone who was murdered, kidnapped, or injured since October 7. Now is the time to provide essential support to millions of Israelis coping with unfathomable trauma and challenges.

Thanks to the help of our governmental partners and the generosity of our supporters, we have already supported more than two thousand individuals from communities across Southern and Northern Israel and we are exponentially increasing our activity.



Minister of Culture & Sport

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The Ariel Center in memory of Ariel Goldsmith

A World Leading Trauma Resilience Center Through Sports

Subject: Official Endorsement and Public Support for The Ariel Center

It is both a privilege and an honor to support the Ariel Center that will be built in memory of Ariel Goldsmith - a great Jerusalem athlete who ran marathons, trained a blind sprinter for many competitions, and was dedicated to doing good and helping people through sports.

Partnering with Kiryat Malachi Municipality and the Israel Trauma Coalition, The Ariel Center will build a sports center that will be a place where soldiers and civilians can come to receive therapeutic and non-therapeutic treatment. Through the field of sports, we will provide tools and skills to strengthen inner resilience, to deal with traumas, and to overcome life's trials. The Ariel Center will be built in the city of Kiryat Malachi on a donation of land granted to the organization for the project. The center will have basketball and soccer fields, a running track, a climbing wall, a semi-Olympic pool, a hydrotherapy pool, therapeutic gardens, music and art rooms, a theater, guest rooms (enough to host army platoons, volunteers, guests) and more. All of these will provide the necessary basis for using sports as a strengthening and empowering tool and will be the backbone for the positive attitude of the late Ariel Goldsmith - Dig Deep, Fight Forward, You've got this!

I welcome and support the initiative, and the Ministry of Culture and Sports under my leadership will promote professional cooperation and examine the possible ways of participating in the establishment of this project, which will propel our soldiers and citizens forward in life, will help in the rehabilitation of Israeli society from current and past traumas, will be a significant anchor for the promotion of sports in Kiryat Malachi and the surrounding area, and will be a model for integrating sports as a way to deal with challenges - personal and social.

Yours Sincerely,

Miki Zohar

Minister of Culture and Sport

State of Israel

"I welcome and support the initiative, and the Ministry of Culture and Sports under my leadership will promote professional cooperation and examine the possible ways of participating in the establishment of this project."

**Endorsement Letter from Israel's
Minister of Sport and Culture,
MK, Miki Zohar**

BUILDING FOR THE FUTURE:



Gila Goldsmith-Rockman, Mayor of Kiryat Malachi
Eliyahu (Lalo) Zohar and Jason Gardner

We are thrilled to share that we held a groundbreaking ceremony for The Ariel Center which is due to be built in the southern city of Kiryat Malachi by August 2027.

Thanks to our partnership with the Israeli government, we have received 6 dunams (1.5 acres) of land for building The Ariel Center. In addition, the government has committed to covering monthly maintenance and operating costs once the complex opens. The philosophy of healing, empowerment and instilling resilience will infuse all elements of the complex, from the physical facilities to staffing and programming.

Facilities will include therapy rooms, sporting areas (hydrotherapy pool, basketball court, climbing wall, etc.), guest rooms (for example, for IDF retreats), café, and more.

PROGRAMMING FOR SOLDIERS FACING TRAUMA-RELATED DISORDERS

In October, thousands of Israeli reservists were called up for duty, facing complex physical and mental challenges on and off the battlefield.

In cooperation with the Israel Defense Force, The Ariel Center will offer more than 80 immersive and transformative experiences throughout 2024 which combine therapeutic techniques and vigorous sports activities to help reservists process and reduce post traumatic stress symptoms.

The goal of the workshops is to empower reservists, provide them with coping tools and to create a safe space where resilience, rehabilitation and healing are emphasized.



As the war in Gaza continues and soldiers and reservists work around the clock to defend our country, there is a growing number of individuals who are struggling with trauma and are in need of respite. The Ariel Center will help soldiers recuperate and work through their horrific experiences through sport.



PILOT PROGRAM: EVACUEE CHILDREN (NOVEMBER 2023- FEBRUARY 2024)

In response to October 7th, The Ariel Center became the official provider for daily programming for evacuated children and teens from Southern and Northern Israel.

Youth were transported from 18 hotels around the city. Participants and parents alike expressed gratitude for the supportive environment and programming stating that it restored a sense of normalcy and some going so far as to say it was life-saving.

OUR INSPIRATION FOR THE ARIEL CENTER

The Ariel Center was established before the war in memory of Ariel Goldsmith whose legacy of compassion, generosity and communal responsibility provides inspiration for our mission and work at the Center.

HOW YOU CAN HELP:

As we celebrate Passover and reflect on the theme of liberation and freedom, we invite you to join us in our mission of healing and rehabilitation.

Your support allows us to continue providing vital resources and programs to those affected by trauma and carrying unimaginable mental and physical burdens.

Together, we can make a difference and create a brighter future for generations to come.



DONATE TODAY

To support The Ariel Center's mission, please visit our website at <https://www.thearielcenter.org/donations> or contact office@thearielcenter.org for more information.