

May 19, 2023

Dear ENGAGe members, distinguished board, ENGAGe secretariat,

Re: **Motivation Statement for Serving as EEG Member**

3 years ago, I couldn't even image myself writing such a letter. I had so many plans for the future – graduating from grad school, getting married and giving birth. My mother and father were dreaming about being a grandmother and grandfather, until our dream was cut off, as my mother was diagnosed with stage 4 Uterine Cancer.

It was a quick 9 months battle, and we had no clue it is going to end as we hoped for the best.

30 days after my mom passed away (almost 18 months ago), I founded HaBait Shel Bar - Israel's Women Cancer Association, but only when I realized that my mom was a victim of late detection and lack of awareness – I realized that my mission in life is that no daughter will be orphaned like me, and no woman will suffer what my mother suffered.

In the last 18 months HaBait Shel Bar became one of the most important players in the field of gynecological cancers in Israel, and my team and I are fortunate to change the reality every single day, while I fell in love with the “patient advocate” work.

For all the reasons mentioned above, it will be my great honor the serve the women of Europe, and share my knowledge as Law and Business school graduate, and from my experience in management and leadership.

I believe in the innovation, responsibility, friendliness and excellence values and in the holistic approach.

Sincerely yours,

Bar Levy
CEO & Founder

