## Contents

1. Message from AFMDA's National Chairman: 5
2. Message from MDA's Director-General Eli Bin: 6
3. MDA in 2014: Saving Lives From the Front Lines: 7
4. MDA in 2014: Stories from Protective Edge: 8
5. MDA in 2014: Ready to Respond: 10
6. AFMDA: Looking Ahead: 11
7. 2014: Your Gift at Work in Israel: 12
8. 2014 Financial Reports: 14
9. About Us & Contact AFMDA: 15
MESSAGE FROM AFMDA’S NATIONAL CHAIRMAN

2014: A Year of Conflict and Resilience

Magen David Adom was again thrust into war-like conditions in 2014 as Hamas fired unprecedented numbers of rockets onto Israeli schools, homes, and other civilian targets and the Israel Defense Forces initiated Operation Protective Edge. As always, MDA was on the front lines, treating injured soldiers while continuing to provide around-the-clock lifesaving care to Israelis all over the country. Yet, even as the conflict stretched into the late summer, Israelis remained courageous and resilient. And that feeling of security came from knowing they could count on MDA.

But MDA’s heroic first responders also had to find the strength to continue saving lives. Under duress and under fire, they drew strength and resilience from knowing they could count on us, Americans, to support them. That partnership is perhaps one of the greatest successes in the Israeli-American relationship. And the result was clear: despite nearly 5,000 rockets fired at Israel, casualties were relatively low.

MDA spends a great deal of resources, both human and material, on emergency preparedness. And as the events of the summer of 2014 unfolded, it became clear that MDA’s preventative measures and preparedness systems saved countless lives. No matter where or when the “red alert” sounded in Israel, people knew how to take shelter and where to go. And that was because MDA, during times of relative calm, worked closely with Israel’s Homefront Command to teach Israelis what to do in such emergencies.

The conflict of 2014 also reminded us of the dire need for a new national blood center. MDA’s current building, already too small and old to accommodate Israel’s growing population, was suddenly within range of Hamas’ arsenal. As rockets fell in nearby towns, MDA’s entire facility — blood units, staff, equipment — was rushed to underground bunkers. That’s no way to operate Israel’s only national blood bank, which provides all of the blood to the IDF and 97 percent to the nation’s hospitals. The need for AFMDA’s campaign to build a new, safe, and secure subterranean blood center could not be any clearer.

We look back on 2014 with mixed emotions. Together, we raised $42 million for MDA, the most ever. We also made significant progress in our $100 million campaign to build MDA’s new national blood center. And our major galas in Los Angeles, New York, south Florida, and Detroit raised record amounts to support MDA.

We hope not to have to use the word “resilient” to describe MDA in 2015. But we are certain of this: Israelis can feel confident knowing that, thanks to you, MDA will be prepared for anything. Your generosity provides not just the tangible tools to save lives, but also the feeling that they’re not alone in their struggle against terrorism and war. And that’s a feeling that has no dollar value.

With deepest thanks,

MARK D. LEBOW
Chairman, AFMDA
MESSAGE FROM MDA’S DIRECTOR-GENERAL ELI BIN

A Special “Toda Rabah” from Israel

To our American friends,

I think it would be an understatement to say that 2014 was a very challenging year for the men and women of Magen David Adom, and for all Israelis. That summer, a time of year Israelis traditionally look forward to for family vacations, was anything but relaxing. We endured 50 days of nearly unrelenting rocket attacks from Gaza and a military response from the Israel Defense Forces that endangered thousands of people.

It was a particularly dangerous time for our paramedics and EMTs as well. With rockets falling around them, they took to ambulances to treat the wounded and rush them to hospitals for lifesaving surgeries.

Unfortunately, the cessation of Operation Protective Edge didn’t mean an end to the violence. We were subjected almost weekly to occurrences of terrorism during 2014: Palestinian drivers deliberately plowing into pedestrians, lone-wolf stabbings, shootings, and even an acid attack. An assault on a Jerusalem synagogue left four worshippers and an Israeli Druze police officer dead. Gunmen targeted MDA paramedics while treating casualties, and one paramedic was stabbed while grocery shopping.

Throughout all the challenges, however, our medics profoundly sensed that our friends in America “have our backs.” By providing nearly 80 percent of the ambulances on our streets, sponsoring the blood center that keeps thousands of Israelis alive each year, and helping us purchase everything from bandages to intubation tubes and ventilators, you’ve always been there for us.

We don’t know what the future will bring, but one thing is certain: MDAs critical emergency services will continue to save lives. And so we remain reliant on donations from around the world, and from the United States in particular, to make sure we have what we need to address threats to all of Israelis citizens.

Truly, we couldn’t do it without you. We are so profoundly grateful for your support.

ELI BIN
Director-General, Magen David Adom in Israel

MDA IN 2014: SAVING LIVES FROM THE FRONT LINES

Operation Protective Edge: Working around the clock to save lives

In the summer of 2014, Israel experienced an unprecedented enemy rocket and mortar barrage on its citizens and institutions. The wave of violence stemming from Gaza’s rocket launchers and terror tunnels required a heroic effort to save lives. And Magen David Adom answered the call.

Throughout Operation Protective Edge, MDA worked around the clock to save lives and respond to the needs of all Israelis, including soldiers of the Israel Defense Forces (IDF). MDA activated its entire fleet of 1,000 ambulances and all 13,000 volunteers to cope with emergencies resulting from incessant rocket and mortar attacks. Meanwhile, despite being forced into bomb shelters, MDA’s blood services continued operating at full capacity to provide clean and safe blood to the IDF and Israeli civilians.

And while MDA crews rushed to save lives, it continued responding to daily emergencies throughout Israel, such as traffic accidents. MDA’s staff and volunteers displayed the kind of courage, perseverance, and dedication that have made MDA a world-renowned emergency medical response agency.

ELI BIN
Director-General, Magen David Adom in Israel
MDA IN 2014: STORIES FROM OPERATION PROTECTIVE EDGE

MDA Saves Man Who Saved His Family

Jehan Berman, 31, and his wife, Liora, were celebrating their son’s third birthday on Kibbutz Nir Oz when they heard the wailing of the siren. Mortars were inbound and Jehan knew he had only seconds to find shelter for his family. With no time to spare, he rushed his wife and young son into a nearby kindergarten, kissed them, and then wrapped himself around them.

Within moments, a mortar hit, sending shrapnel crashing through the window. Liora and the baby were spared injury. But Jehan was not so lucky. Jagged, heavy pieces of twisted metal ripped through his body, missing his heart by mere inches. He was in grave danger.

MDA was on the scene within minutes. Dr. Oren Wacht was manning the MDA Mobile Intensive Care Unit that arrived first. “He was laying down, covered in blood,” he said. “My concern was that it hit his heart.”

The medic stopped the bleeding and loaded Jehan into the ambulance, Liora by his side. While technically against protocol, Oren assured Liora that her husband would be okay.

“I always make sure to talk to the family,” Oren said. “They’re giving you full trust. For us it’s something we do daily, but the family remembers it their whole life.”

Jehan recently welcomed another son into the family and continues to recover from his injuries. Many would call him a hero, but he believes the true heroes are the paramedics and EMTs of MDA. “We see MDA as angels,” he said. “For the injured, they’re the light in the darkness.”

Young Man Saved with Moments to Spare

Yarin Levi, 16, was walking down the street in Ashkelon one Sunday in July, unaware that a rocket was barreling closer toward him. By the time the siren went off, it was too late to run to a bomb shelter. All he could do was kneel against a nearby cinderblock wall and hope for the best. A rocket exploded, sending Yarin flying backwards, riddled with shrapnel. The following minutes would be a life-or-death battle. But he didn’t have to fight it alone.

When they heard the explosion, MDA’s Naomi Zvi and Einav Auslin, stationed nearby, didn’t wait for a phone call before running out the door. They knew that anyone caught outside of a bomb shelter would have only minutes to survive.

They arrived at the scene to find the teen unconscious, bleeding, and in very severe condition. Within four minutes they had him in the back of a MICU and hooked up to an IV and ventilator, and they sped to the hospital for emergency surgery. Thanks in part to their skills and quick thinking, Yarin is back to being a regular teenager today.

A Mom On — and Off — the Clock

Sarah Cascella works two full time jobs. When she’s not running after her energetic young daughter, she’s racing to save lives as an MDA paramedic. Treating infants, regardless of where they come from, is Sarah’s priority. And it’s where her experience as a real-life mother is most useful.

During Operation Protective Edge, Sarah was faced with the harrowing task of evacuating Palestinian children from the Erez checkpoint under rocket fire from Gaza. In one incident, she was caught in a mortar barrage while ventilating a 4-year-old girl with a mass on her lungs. Sarah covered the child with an extra flak jacket and waited anxiously inside the Mobile Intensive Care Unit (MICU) for an “all clear.” Fortunately, she and the child were evacuated to safety.

Sarah works close to the Gaza Strip at the Judy Kaplan and Esther and Hyman Rapport Sderot MDA Emergency Medical Station. Her responsibilities include transporting sick and injured Palestinians to Israeli hospitals. The sub-par prenatal care in Gaza means many Palestinian babies do not always survive.

During another transport, Sarah was moving a premature baby inside an incubator and motioned for the mother to do the same.

“instinct took over. She placed one of her hands inside the incubator and motioned for the mother to do the same. Fortunately, she and the child were evacuated to safety.

During another transport, Sarah was moving a premature baby inside an incubator. The mother suddenly started crying. The mother became terrified. Although Sarah spoke no Arabic, her maternal instinct took over. She placed one of her hands inside the incubator and motioned for the mother to do the same. Together the two moms kept the child calm the entire ride.

“At the end of the day I’m a paramedic who is a mom,” says Sarah.

Courageous American Volunteers Answer the Call

When Americans Jon Burke (below, left) and Nathan Redlich (below, right) signed up for Magen David Adom’s overseas volunteer program, they had no idea they’d be responding to more than just broken bones and heart attacks. By the time they arrived, Operation Protective Edge was in full swing.

For six weeks, Jon and Nathan joined hundreds of other overseas volunteers for intensive introductory training and service. They worked eight-hour shifts, sometimes back-to-back, in MDA ambulances alongside paramedics and EMTs to keep up with emergencies. And although they were out of range of most rocket attacks in Tel Aviv, the two still responded to a wide variety of injuries and emergencies.
MDA IN 2014: READY TO RESPOND

[Image: Conceptual rendering of new National Blood Services Center]

AFMDA: LOOKING AHEAD

The New MDA National Blood Center

Operation Protective Edge was a sobering reminder of just how critical — and how vulnerable — the MDA National Blood Center really is. By the time the conflict was over, MDA had supplied some 60,000 blood units and components to Israel’s hospitals and the IDF, all while under constant threat of attack.

“We won’t always have time to prepare, evacuate, and move everything out of harm’s way,” says Dr. Eilat Shinar, MDA Director of Blood Services. “During our 50 days in the bomb shelter, one thing became painfully clear: the need for a new, safer building is dire. It’s imperative that our operations exist underground, permanently.”

Americans are heeding Israel’s urgent call to action. In 2014, AFMDA raised $25 million, including an $8 million lead gift from The Leona M. and Harry B. Helmsley Charitable Trust, to build a new MDA National Blood Services Center in Ramla. The subterranean facility will ensure a ready supply of safe, secure blood for every Israeli. It is no exaggeration to say their lives depend on our generous supporters.

In these turbulent times, no one can predict when or where the next enemy strike will occur. We are edging closer to making the new blood center a reality, and we’ll get there with significant financial commitments from partners like you — visionaries who will stop at nothing to safeguard the survival of Israel and its people. Together we will help keep Israel’s pulse going strong for generations to come.

Meet the MDA Fleet

It takes more than medical expertise to save lives. When an emergency strikes, every minute counts. And thanks to MDA’s fleet of more than 1,000 emergency vehicles — most of which are sponsored by Americans — medics can race to the scene as fast as possible.

1. LIFE SUPPORT AMBULANCES are the workhorses of the MDA fleet, are staffed by two EMTs and carry equipment for treating everything from broken bones to heart attacks.
2. MOBILE INTENSIVE CARE UNIT (MICU) ambulances are staffed by EMTs and paramedics and equipped with advanced life-support technology for severe emergencies.
3. MEDICYLES can weave around heavy traffic or through chaotic accident scenes, shaving valuable minutes off response times — minutes that could mean the difference between life and death.
4. BLOODMOBILES are regularly stationed in public spots around the country to recruit blood donors, ensuring that there’s always a 24/7 supply.
5. HELICOPTERS airlift patients when time is critical or when an accident occurs in a remote area, like a desert hiking trail.
6. MULTI-CASUALTY RESCUE VEHICLES (MCRV) provide the equipment paramedics need to treat and transport many victims at once when there’s a multi-casualty incident like a large car crash or terror attack.
7. ALL-TERRAIN MULE VEHICLES can handle all of Israel’s diverse and often rugged topography, from rocky deserts to snowy mountains to sandy beaches.
8. 4X4 COMMAND CARS for paramedic supervisors are equipped with ambulance-tracking GPS, high-tech communications system, and camera. Telescoping lights provide live video feedback to MDA’s dispatch center.
9. 4X4 COMMAND CARS for paramedic supervisors are equipped with ambulance-tracking GPS, high-tech communications system, and camera. Telescoping lights provide live video feedback to MDA’s dispatch center.

Congressional renderings of new National Blood Services Center
Ambulances

Generous American donors supplied 97 ambulances to MDA in 2014. These vehicles quickly brought paramedics to rocket attack victims, provided a safe environment to deliver newborn babies, and so much more. Ambulances are the key to MDAs lifesaving work, and Americans helped save lives by sponsoring them.

Training

MDA is Israel’s largest volunteer NGO, relying on 13,000 active volunteers, including hundreds of American young adults. And with our support, they all received critical training to keep their lifesaving skills up to date. MDA also records all emergency calls and communication between ambulances and dispatch centers. These systems allow supervisors to review the performance of paramedics and identify areas where further training is needed.

Securing Israel’s Blood Supply

MDA is responsible for maintaining Israel’s national blood supply, including collecting, testing, storing, and distributing donated blood. In 2014, you helped keep our $100 million capital campaign for a new underground MDA National Blood Services Center moving. The alternative is not option; Israelis need a modern facility for their blood needs. Your support towards the new blood center campaign in 2014 suggests the future of the project looks very promising.

The Life of an Ambulance

When the first emergency call comes in, the ambulance finally gets to do what it was meant for: saving lives.

When the ambulance is retired, after seven years of service, there’s another new ambulance coming off the boat from America.

The donor gathers with family and friends to dedicate the ambulance before it leaves for Israel.

The factory in Indiana gets to work.

A donor sponsors an ambulance.

Thanks to your generosity, the cycle of life keeps going.
Magen David Adom is Israel’s ambulance, blood-services, and disaster-relief organization, serving as emergency medical first responders for the state’s more than 8 million people. MDA is the only organization mandated by the Israeli government to serve in this role, but it’s not a government agency. MDA relies on donors to ensure dispatch centers are equipped with the latest communications technology, ambulances are stocked with cutting-edge lifesaving equipment, and paramedics have the most up-to-date training. Your gift will make a tangible impact on the lives of Israelis. Through your gift, you’re saving lives.

### About Us & Contact AFMDA

**Magen David Adom**

Magen David Adom is Israel’s ambulance, blood-services, and disaster-relief organization, serving as emergency medical first responders for the state’s more than 8 million people. MDA is the only organization mandated by the Israeli government to serve in this role, but it’s not a government agency. MDA relies on donors to ensure dispatch centers are equipped with the latest communications technology, ambulances are stocked with cutting-edge lifesaving equipment, and paramedics have the most up-to-date training. Your gift will make a tangible impact on the lives of Israelis. Through your gift, you’re saving lives.

### Contact Us

**National Headquarters**

352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free 866.632.2763
tel 212.757.1627
info@afmda.org

**Northeast Region**

352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free 866.632.2763
tel 212.757.1627
northeast@afmda.org

**Greater Philadelphia Area**

PO Box 52158
Philadelphia, PA 19115
Tel: 215.947.7007
philadelphia@afmda.org

**New England**

PO Box 600714
Newton, MA 02460
Tel: 617.916.1827
new-england@afmda.org

**Southeast Region**

3300 PGA Blvd., Suite 970
Palm Beach Gardens, FL 33410
Toll Free: 800.626.0046
tel 561.835.0510
Fax: 561.835.9766
southeast@afmda.org

**Midwest Region**

3175 Commercial Avenue, Suite 101
Northbrook, IL 60062
Toll-Free: 888.674.4871
tel 847.509.9802
Fax: 847.509.9807
midwest@afmda.org

**Upper Midwest/Chicagoland**

3175 Commercial Avenue, Suite 101
Northbrook, IL 60062
Toll-Free: 888.674.4871
tel 847.509.9802
midwest@afmda.org

**Western Region**

6505 Wilshire Blvd., Suite 450
Los Angeles, CA 90048
Toll-Free: 800.323.2371
tel 323.655.4655
western@afmda.org

**Israel**

Tel: 053.761.4220
israeloffice@afmda.org

**AFMDA National Officers & Directors**

**National Chairman**: Mark D. Lebow

**Chief Executive Officer**: David M. Frankel

**Vice Chairmen**: Daniel Dobin, Fraeda Kopman, Gershon W. Trimpol

**Vice Chair, Marketing**: Martin Cohen

**Vice Chair, Development**: Paula Blaine Cohen

**Vice Chair, Projects and Allocations**: Steven Einhorn

**Treasurer**: Neil Fox

**Secretary**: Donna Fried Calcaterra

**Audit Chair**: David N. Fleischer

**Directors**: Seymour Brief, Martin Cohen, Paula Blaine Cohen, Steven Einhorn, Annetta Weller Epstein, Leonard J. Epstein, Barry Feldman, Jacqueline Goldman, Les Handelsman, Stuart A. Jackson

**Israel Office**: Tel 053.761.4220
israeloffice@afmda.org

**@AutowiredAFMDA.org**: www.facebook.com/afmda

**@TwitterAFMDA**: www.twitter.com/afmda

**@AFMDAworld**: www.vimeo.com/afmda

**@AFMDAChannel**: www.youtube.com/user/AFMDA09

---

**AFMDA Operational Expenses and Allocations to MDA in Israel**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New MDA National Blood Center</td>
<td>15,672,978</td>
<td>49.5%</td>
</tr>
<tr>
<td>Construction &amp; renovation of emergency medical stations</td>
<td>1,477,530</td>
<td>4.4%</td>
</tr>
<tr>
<td>Medical equipment &amp; supplies</td>
<td>3,885,674</td>
<td>11.7%</td>
</tr>
<tr>
<td>MDA computers &amp; telecommunications</td>
<td>3,400,000</td>
<td>10.0%</td>
</tr>
<tr>
<td>Training &amp; supplies for workers &amp; volunteers</td>
<td>600,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>Renovations, supplies, equipment, and testing kits for current Blood Services Center</td>
<td>4,802,745</td>
<td>14.1%</td>
</tr>
<tr>
<td>Ambulance parts, Medicics, and other vehicles</td>
<td>412,080</td>
<td>1.2%</td>
</tr>
<tr>
<td>Ambulance and Mobile Intensive Care Unit (MUCU) with</td>
<td>1,572,918</td>
<td>45.9%</td>
</tr>
<tr>
<td>Project and program-related operating expenses</td>
<td>11,215,104</td>
<td>32.8%</td>
</tr>
<tr>
<td>AFMDA administrative expenses</td>
<td>1,427,238</td>
<td>4.1%</td>
</tr>
<tr>
<td>AFMDA fundraising expenses</td>
<td>3,841,832</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

**Total**: 44,573,274

---

*Funds raised are allocated for the following year.

*Additional financial data available upon request.*
SAVING LIVES IN ISRAEL