"Whoever Saves One Life, Saves The Entire World"

~Talmud
It’s no secret that Magen David Adom’s strength comes from the heroism of the men and women who, as first responders, run selflessly toward danger to save lives.

But in a business where seconds count, we can’t miss opportunities to innovate and improve our services. Our recent MDA hackathon — the “MDA-athon” — saw 60 participants, including MDA staff and volunteers, medical professionals, and engineers, develop prototype solutions to improve our emergency response times and medical training abilities. This first annual event perfectly captured the intense creativity and passion for saving lives that is evident in every MDA volunteer and staff member.

Our dedication to innovation and imagination can also be quite practical. For the 40,000 Israelis who suffer from severe allergic reactions — 7,000 of them children — help can be just a click away. In the case of an emergency, MDA’s mobile app locates and dispatches the closest MDA Life Guardian carrying an Epipen.

In other instances, “innovation” is less about technology and more about how we treat the most vulnerable people in our country. Several years ago, a special fund was set up by MDA to help Holocaust survivors pay for ambulance evacuations in cases where insurance does not cover them. The unique fund alleviates the financial strain for tens of thousands of Holocaust survivors in Israel who suffer from physical, mental, and financial hardships, and need occasional medical assistance or urgent evacuation in ambulances and Mobile Intensive Care Units.

Israel is world-renowned for its innovation in all fields, and MDA is proud to be leading the way in emergency medicine. It’s a badge of honor for us, as it should be for you in America, as our partners. Thank you for your constant support.

With great appreciation.

Eli Bin
Director-General, MDA

The last few months of 2018 offer a time to reflect on what we’ve accomplished — and we still have left to achieve — this year. If charitable giving is top of mind for you in these last few months, it’s worth considering how philanthropy has always been at the heart of Judaism.

Our traditions, our history, and our texts all teach us that acts of charity benefit the giver as much as the receiver. No price can ever be put on true compassion for others, whether they’re our neighbors or complete strangers — and it’s that compassion, that commitment to kindness, that guides our work at Magen David Adom.

Invariably, philanthropy, tzedakah, and even Israel itself mean different things to different people. But we can all agree that saving lives is perhaps the most noble and compassionate thing any of us can do.

That’s what makes MDA so unique. In the big tent of Jewish philanthropy, perhaps no other organization provides the breadth of services, the dedication to compassion in times of crisis, and the lifesaving expertise that MDA offers Israelis every minute of every day.

And with no government funding to support these efforts, our charitable giving is more crucial now than ever before.

If you’re in a position to give this season, we hope you’ll keep Magen David Adom top of mind.

MARK D. LEBOW
National Chairman, AFMDA

DAVID M. FRANKEL
CEO, AFMDA
MDA Stories from Israel

Whether it’s inside a classroom trying to discover a new time-saving innovation or outside after multiple rocket attacks, MDA’s staff and volunteers proved once again in the last few months that no matter where they are, their passion and dedication to saving lives in Israel is unmatched.

MDA emergency medicine hackathon highlights lifesaving technologies

Medical professionals and members of the public joined forces in October to develop innovative lifesaving technologies at Magen David Adom’s first emergency-medicine hackathon.

While hackathons traditionally bring computer programmers together to compete in several days of intensive, collaborative computer programming, the 26-hour MDA hackathon focused solely on developing innovative solutions to assist emergency medical teams in saving lives.

Approximately 60 participants, including MDA staff and volunteers, medical professionals, and engineers, came together at Tel Aviv’s Afeka Academic College of Engineering to develop prototype solutions to improve MDA’s emergency response times and medical training abilities.

The hackathon judging panel, featuring senior MDA officials, including MDA Deputy President Prof. Moshe Papa, awarded first place to a seven-member team that modified an MDA paramedic carry chair to enable a single first responder to easily and safely evacuate a patient down stairs—a potentially hazardous and time-consuming task, especially in high-rise buildings without elevators.

“The hackathon was an initiative born out of the desire to broaden the range of tools at our disposal, and we have succeeded.”

MDA Director General Eli Bin

Second place was awarded to a team that engineered a solution for improving medical team exercises by rolling out cost-effective augmented reality simulation dummies across the country. Third place was awarded to a team that developed a camera-equipped drone that uses artificial intelligence to assess multiple-casualty incidents and offer recommendations for managing emergency responses.

“On behalf of all the country’s citizens, I offer my thanks for everyone’s efforts to assist MDA to continue developing a range of innovative technological tools. With their help, continuing to shorten response times and increasing the ability to save lives is well within reach,” said MDA Director-General Eli Bin.

MDA responds as rockets and mortars rain down on southern Israel

As a powerful reminder about how tenuous peace in the Middle East is, Hamas and other Gaza-based terrorist groups fired more than 400 rockets and mortars into southern Israel in mid-November, killing a man in his 40s and critically wounding an IDF soldier and two women, before a ceasefire was brokered.

Magen David Adom responded as only it can do, putting paramedics and EMTs based in southern communities on their highest alert and shifting EMTs from the north to the south to provide relief for colleagues working around the clock. MDA also proactively delivered blood to Negev hospitals receiving patients, something the organization is readily able to do because MDA’s Blood Services Division is closely tied into the activity of the EMS Division and sees what hospitals are receiving casualties in real time.

“We were able to treat more than 50 Israelis, including several who would have died from their injuries if not for the work of our paramedics and EMTs,” said Eli Bin, MDA’s director-general. “We were also able to provide Israeli hospitals with more than 120 units of blood, enabling them to render ongoing and lifesaving treatment to the injured — again made possible by the generous financial donations we’ve received.”

Israels in a multitude of communities in the south were subjected to the barrage for 48 hours per period from Sunday, November 11, through Tuesday, November 13. The incident began when an Israeli intelligence-gathering unit was discovered and exchanged fire with Hamas terrorists.

An IDF lieutenant-colonel was killed as well as seven Hamas terrorists.

In the ensuing Hamas attacks, rockets landed as far away as Be’er Sheva, 25 miles from the Gaza Strip. It marked the second time in two months that Be’er Sheva was struck by rockets. A house was destroyed by a Qassam rocket in October in what has been characterized as an enraged launch caused by a power surge resulting from a lightening strike. No one was injured in that attack as family members, alerted by the Red Alert alarm system, had just closed the door to their residential bomb shelter when the rocket crashed through the house and exploded.

An IDF soldier was critically injured when the nearly empty bus he was walking past was targeted by Hamas with an anti-tank missile. He is now expected to survive. The man who was killed and the two women critically injured sustained their injuries when an apartment building in Ashkelon was destroyed by a rocket. The women are expected to recover. Ironically, the man, identified as Mahmoud Abu Asabeh from a town near Hebron, was a Palestinian whose work permit allowed him to stay in Israel overnight. Family members said he was critical of Palestinian rocket attacks on Israel as well as the reprisals, believing the exchanges only beget more victims.

“We cannot predict what the rest of the year will hold in store for Magen David Adom and for the people of Israel,” Director General Bin said. “But we know that with our donor’s ongoing support, we will have the training, equipment, and supplies to weather virtually any crisis that comes our way.”
The new underground and shielded Marcus National Blood Services Center is one of the largest and most important construction projects in Israel today.

After many months, excavation is now complete, and the next phase of the project begins: construction. The project is considered a high priority and strategic project by the State of Israel. Before contractors could bid on the project, they were required to prequalify with the Israeli government to ensure that they had the level of security clearance and construction expertise required for such an important project.

A rigorous tender process followed in which four contractors bid for the massive project. The company selected to undertake the project is expected to be announced in late November and construction is expected to begin in early December.

In order to expedite the project, the foundation for the blood vault has already been laid. The blood vault is the area in the lowest level of the facility (Level -3), where the emergency supply of blood is housed in a specially designed vault or capsule that has its own auxiliary air, cooling, and electrical systems.

<table>
<thead>
<tr>
<th>What does it take to build the Marcus National Blood Services Center?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforced Steel Bar</td>
</tr>
<tr>
<td>Length of Electrical Cables (All Sizes)</td>
</tr>
<tr>
<td>Diameter of the Biggest Supporting Piles</td>
</tr>
<tr>
<td>Number of Main Electrical Generators</td>
</tr>
<tr>
<td>Redundancy Required for Emergency Situations</td>
</tr>
<tr>
<td>Number of Electrical Switchboards</td>
</tr>
<tr>
<td>Number of Light Fixtures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Site Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Area</td>
</tr>
<tr>
<td>Site Perimeter</td>
</tr>
<tr>
<td>Total Construction Area</td>
</tr>
<tr>
<td>Number of Floors</td>
</tr>
<tr>
<td>Roof Level (above ground floor)</td>
</tr>
<tr>
<td>Lowest Floor Level</td>
</tr>
<tr>
<td>Shielded Blood Bank Laboratories Area</td>
</tr>
<tr>
<td>Blood Cold Rooms Area</td>
</tr>
<tr>
<td>Constructed Above Ground</td>
</tr>
<tr>
<td>Constructed Underground</td>
</tr>
</tbody>
</table>
Donor Spotlight

Susan and Allyn Kramer

Susan and Allyn Kramer come from very different Jewish backgrounds. But they quickly discovered that, when it came to supporting Israel and Magen David Adom, none of that mattered. Susan, whose grandparents were upper-class Viennese, grew up in suburban Dallas and was involved in B’nai Brith. Allyn’s parents escaped the ghettos of Lithuania and Poland, and he grew up in the only Jewish family in a rural Iowa town, traveling 80 miles every Sunday to attend Hebrew school as a young boy.

They have taken slightly different paths in the development of their Jewish identities, but it was easy for the Dallas couple to find a common reason to support Magen David Adom.

“Israel inspires us with its tenacity, innovation, and its commitment to protect all Jews in the face of a tough neighborhood,” Allyn says. “We learned about MDA’s ambulances through news reports and reading about its work. Then we went to an event in Palm Beach, Florida, and it increased our understanding of the organization and the good work it does.”

They may have taken slightly different paths in the development of their personal Jewish identities, but it was easy for the Dallas couple to find a common reason to support Magen David Adom.

Inspired, the Kramers sponsored a Mobile Intensive Care Unit in 2016. Since then, they’ve gotten reports from Israel on all its lifesaving missions and they track its progress regularly.

“For us, it made a big difference that the staff who helped with the sponsorship were so helpful and on top of things,” Susan says. “At the end of the day, we did it as a tangible way to help save Jewish lives.”

Their support isn’t stopping there. The Kramers are using their IRA to fund their next gift of support toward MDA’s new Marcus National Blood Services Center.

“The blood center is unique. It’s going to keep Israelis alive and that’s our motivation,” says Allyn. “We are required to take money from our IRA whether we want to or not. So it’s to our advantage to make a gift directly from the IRA because the funds are not taxed and MDA benefits.”

These days, the Kramers find themselves answering questions about charitable giving from young people and fellow members of their congregation. Fortunately, for Israelis, their answer tends to end the same way.

“If you, literally, want to help save Jewish lives, consider giving to Magen David Adom,” the Kramers say.

MDA Sponsorship Opportunities

Magen David Adom receives no operating budget or support from the Israeli government, so donations from Americans are vital to its lifesaving efforts. During this season of gratitude, we hope you’ll consider a gift in support of MDA’s lifesaving work. Here are some ways you can make an immediate impact in Israel:

**Sponsor a paramedic**

They’re heroes in Israel. But not without you. For $4,000, you can equip an MDA paramedic or EMT for a year with the critical tools and medical supplies they need to save lives.

**MDA’s revolutionary three-wheeled Medicycles offer paramedics the ability to reach patients in difficult-to-access locations or cut through traffic in advance of an ambulance or MICU. More than 500 are in use today, and more are needed — especially in heavily congested urban centers. Sponsor a Medicycle with a gift of $36,000.**

**MDA Ambulances and Mobile Intensive Care Units**

Every year, MDA requests 100 new ambulances to replenish its fleet. Without them, Israelis are at risk.

**To learn more about these items or any other sponsorship opportunities, contact your regional AFMDA office (see page 15) or AFMDA Chief Development Officer Catherine Reed at cred@afmda.org or 866.632.2763.**
Join AFMDA’s upcoming missions to Israel as we travel through the country and see MDA’s work firsthand. See Israel through the work of MDA, with behind-the-scenes tours of medical stations, the Command and Control Center, and the National Blood Services Center, as well as meet with medics who are saving lives every day. AFMDA’s missions promise amazing new connections and unforgettable opportunities to see Israel in a unique and exciting way.

Northeast and Midwest Missions: March 11–18
South Florida Mission: May 5–12

For more information, please contact Emily Posner at 646.388.7504 or eposner@afmda.org.

Regional Events Previews

Los Angeles Red Star Ball

The 6th Annual Red Star Ball was held October 30th at the famed Beverly Hilton and honored the lifesaving work of MDA paramedics. Chaired by Dina and Fred Leeds, the event was packed with incredible performances, including Gladys Knight, The Gipsy Kings, Ninet Tayeb, and Andrew Dice Clay.

Jacqueline Goldman received the Lifetime Achievement Award, Steven Mizel was the Humanitarian of the Year, and Ruths and Elliot Kahn were the Leadership-Next Generation Award recipients.

Regional Events Recaps

Michigan Events

Nearly 600 people attended an inspiring event benefiting Magen David Adom in Detroit on October 17 at Shaarey Zedek Synagogue. The amazing evening was co-chaired by Judy and David Karp and featured Harvard Law Professor Emeritus Alan Dershowitz as keynote speaker. In addition to hearing Dershowitz’s thoughtful comments on domestic and foreign affairs, guests came away with a deeper understanding and finer appreciation of MDA as a global leader and innovator in emergency medicine, the guardian of Israel’s blood supply, and as a world leader in international disaster relief.

A packed-room of 175 people attended a timely and informative Magen David Adom event on October 18 at the JCC of Greater Ann Arbor. The special evening was moderated by Joan Lowenstein and featured Harvard Law Professor Emeritus Alan Dershowitz as the keynote speaker. The event was the first in Ann Arbor and laid the groundwork for sharing MDA’s amazing work with a new community of enthusiasts.

Florida Events

Conversation with Mosab Hassan Yousef
Sunday, December 9, 2018
Join us at the Temple Kail Ali Emanu-El in Plantation as the “Green Prince” talks about his book Son of Hamas and speaking out against hate with David Horovitz, the founding editor of TheTimes of Israel. Make your reservations at www.tinyurl.com/Afmda-TKA

Palm Beach Gala
Sunday, March 3, 2019
Join us at The Breakers in Palm Beach as we honor the Sussman Family (Sydney Sussman, Elaine Sussman, Andrea Sussman, and William Harris). For more information, please call 561.835.0510 or email palmbeach@afmda.org.

Boca-Delray Community Event
Thursday, March 28, 2019
Helene and Elliot Brody will be honored at this year’s event at St. Andrew’s Country Club. For more information, please call 561.835.0510 or email boca-delray@afmda.org.

Northeast and Midwest Missions: March 11-18
South Florida Mission: May 5-12

For more information, please contact Emily Posner at 646.388.7504 or eposner@afmda.org.

MDA VOLUNTEERISM

Of MDA’s paramedics and EMT’s, 87% are volunteers. And its revolutionary Life Guardian Program enlists the services of more than 20,000 additional volunteers who can be activated at a moment’s notice via MDA’s app.
Gali Du

“Originally, I was looking for something to do in Israel over the summer and I happened to stumble upon the MDA overseas program. It immediately sparked my interest and three months later, I was volunteering at the station in Ramat Gan. The experiences I gained were invaluable — from helping with the delivery of a baby boy at 6 a.m. to performing CPR to simply listening to an old woman who lives alone. I learned about the medical system and through this was introduced to the country of Israel in another light. Instead of seeing only the beautiful areas made for tourists, I was exposed to the way of life in Israel and the culture and religions that permeate the country.”

Lauryn Goodtree

“My time with MDA was one of the most worthwhile adventures of my life. It gave me an outlet to contribute to and work hard for the State of Israel. During my time at a Haifa ambulance station, I frequently made calls to immigrant homes, to people with whom I had no language or culture in common. I remember one particularly muggy 105-degree day when my shift was ending, I decided to jump on a call. It was just me and the paramedic driver. His native tongue was Arabic and only spoke conversational Hebrew. We loaded a pregnant Russian immigrant who spoke no Hebrew, Arabic, or English, but her baby was coming out and there was no time for clarification. Working together with the paramedic, we eased her pain, got to the hospital in record time, and kept her vitals stable. The way that all three of us were able to communicate without words — and assist one another — was a connection that felt unique to Israel. Our only commonality was being in Israel, yet together, we managed to safely take on the emergency. My experience with MDA absolutely helps in my current position. I regularly teach teachers CPR, help with disaster preparedness and emergency response, work closely with the police and fire departments, and am always on call for an emergency.”

Rebecca Mendel

“Israel has always been a special and important place for me. Before MDA, I had only experienced it from a tourist’s perspective. I wanted a true Israeli experience and working on the ambulance was incredible. I got to witness and experience all facets of Israeli life. To provide comfort during the most intimate and scary moments in people’s lives was an incredible honor and a truly humbling experience. One experience stands out the most: we received a call for an elderly woman with shortness of breath. She was unconscious upon our arrival. We were taking her to the hospital, so she could pass peacefully and safely. I lifted her arm to take her blood pressure when I saw the numbers on her forearm. She was a Holocaust survivor. I felt the weight of the situation and the history that had led her to die in the State of Israel. Bearing witness to the hardships, strength, resilience, and hope involved in both Israel’s past and present gave me a much deeper appreciation for the state. MDA showed me how far Israel has come and the promising future that lays before it. Through the University of Michigan — and inspired by MDA — I have the goal to become an EMT and eventually a physician’s assistant.”

If you’re between the ages of 18 and 30, you can serve alongside MDA EMTs as a participant in its Overseas Volunteer Program. For more, visit www.mdavolunteers.org.

MDA Legacy Giving

Use your gifts of appreciated assets to help save lives in Israel without paying tax on your capital gains!

Donating stocks, bonds, mutual funds, and other securities is one of the most efficient ways to make charitable contributions, potentially avoiding capital gains taxes.

It will benefit you and more than 8.8 million Israelis.

Secure your future and the future of Israel with one gift and a little planning!

If you’re 65 or older, you can receive income for life as well as a tax deduction this year through a charitable gift annuity from American Friends of Magen David Adom.

And, best of all, while you’re providing for your future, you’ll be leaving a lasting legacy, ensuring emergency medical care and the blood supply for Israel’s growing population.

In this time of economic uncertainty, you can count on an AFMDA charitable gift annuity.

If you’re 65 or older, you can receive income for life as well as a tax deduction this year through a charitable gift annuity from American Friends of Magen David Adom.

<table>
<thead>
<tr>
<th>AGE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>5.3%</td>
</tr>
<tr>
<td>70</td>
<td>5.8%</td>
</tr>
<tr>
<td>75</td>
<td>6.5%</td>
</tr>
<tr>
<td>80</td>
<td>7.5%</td>
</tr>
<tr>
<td>85</td>
<td>8.4%</td>
</tr>
<tr>
<td>90+</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Now with higher rates!

To learn more, contact Jeff Lipkin at 646.388.7518 or legacy-giving@afmda.org.
Tehila is one of our first responders who perform more than 500 resuscitations each month. When a call for help goes out, your support helps power the next-generation technology she relies on to arrive in minutes. We're Israel's emergency medical services organization, Magen David Adom.

As we celebrate Chanukah, please give the gift of life, and make your year-end tax-deductible donation today.

Saving lives. It’s in our blood — and it’s in yours, too.

Save a life in Israel with a gift to support Magen David Adom. Donate on AFMDA.org/give or call 866.632.2763

Do you know someone whose life was saved by MDA? Your story could be published in a future issue of The Pulse. Email info@afmda.org with “Newsletter” in the subject line.

For updates from AFMDA, please visit www.afmda.org/sign-up-for-our-e-newsletter.
Saving lives. **It’s in their blood.**

And, it's in yours too.