Israel's national EMS responds as more than 700 rockets hit Israel.

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Magen David Adom responds as terrorists launch more than 700 rockets at Israeli civilians.

In the first weekend in May, Israelis endured attacks from terrorists in Gaza who fired more than 700 rockets, mortars, and anti-tank artillery rounds at civilian targets, killing four people.

In the worst combat since the last full-blown war, in 2014, more than 100 people were injured, three of them critically and whose lives were saved by Magen David Adom paramedics and EMTs.

And these lives were saved because of your commitment to the 9 million people in Israel and your support of MDA. It’s your generosity that makes training our EMTs and paramedics possible, provides critical medical equipment, and ensures Israel’s blood supplies are fully stocked.

Because of you, lives in Israel were saved.
MDA paramedic helps victims of the deadly Cyclone Idai in Mozambique.

In February, a cyclone devastated Mozambique, killing hundreds and leaving hundreds of thousands homeless and hungry.

That’s why Magen David Adom sent Harel Sasson, an MDA paramedic with extensive disaster-relief training, to help other International Red Cross officials set up a field hospital and coordinate relief efforts over the next four months.

“We saw firsthand the devastation caused by the cyclone. Homes were destroyed, water infrastructure had been ruined, there was a lack of food, and huge pressure on the hospitals,” said Sasson. For Magen David Adom, it’s an opportunity to show Israel’s commitment to assisting other nations in need. It’s also a chance to gain valuable know-how for when Israel, a country on two seismic faults, finds itself the victim of a natural disaster. But most of all, it’s an opportunity for MDA to do what it does best — save lives.

You have a role in this too. As a supporter of Magen David Adom, you helped make Harel’s training possible. And, every day, you’re helping provide the supplies and technology that are saving lives in Israel — and around the world. Your support makes a difference.

MDA leads multicasualty incident drill in Chile.

Last month, representatives of a Magen David Adom mission traveled to Santiago, the capital of Chile, in order to hold a joint drill of a multi-casualty incident.

“I welcome every opportunity in which people share their knowledge and experience to benefit people from Israel and abroad,” said MDA Director-General Eli Bin.
MDA’s Ido Rosenblat named “CIO of the Year.”

Ido Rosenblat, who oversees technology for Magen David Adom, was one of six people honored by the Israeli tech magazine and website Anashim Veh Machshevim, “People and Computers,” at its Chief Information Officer of the Year Awards.

Under Rosenblat’s oversight of tech operations, MDA has continued to add capabilities to what is now regarded as the world’s most sophisticated ambulance dispatch system. Developed in-house by MDA, the dispatch system’s technology is now being licensed to the Philippine Red Cross and is being evaluated by other EMS organizations around the world for their use.

Magen David Adom has also developed a consumer smartphone app that enables users to call for an ambulance with the touch of a single button and be instantly geolocated so dispatchers know their exact location. The app also allows you to preload personal and family medical information into the app so that EMTs have the patient’s medical history when they arrive.

“This award is a recognition of Magen David Adom’s efforts to not only have the best-trained medics anywhere,” said Eli Bin, MDA’s director-general, “but additionally to provide them with the most advanced technologies – to reduce response times and provide them with more information to do their jobs better and save even more lives.”

An extraordinary commitment to Israel and saving lives continues.

Helena Bigos, a Holocaust survivor from Minneapolis, Minnesota, was a longtime and generous donor to MDA, as well as to a number of other key Jewish organizations.

Mrs. Bigos gave $50 million in Israel Bonds to establish a fund to support five major Jewish organizations in perpetuity.

Helena Bigos, a Holocaust survivor from Minneapolis, Minnesota, was a longtime and generous donor to MDA, as well as to a number of other key Jewish organizations.

Among her gifts to MDA, she supported the renovation of the Rehovot MDA Station and, more recently, made a gift for the new Marcus National Blood Services Center and an ambulance. We were deeply saddened to learn of Mrs. Bigos’ passing in 2018 at the age of 93. Ensuring that her tremendous philanthropy continues beyond her life, Mrs. Bigos, who was the largest individual holder of Israel Bonds in the US, gave $50 million in Israel Bonds to establish a fund to support five major Jewish organizations in perpetuity. We are honored that MDA is one of those five organizations, alongside the American Technion Society, Hadassah, Jewish Family and Children’s Services of Minneapolis, and the Jewish Federation of Minneapolis.
MDA moves National Operations Center to new reinforced facility.

Magen David Adom dedicated its National Operations Center, a new dispatch center that's housed in a reinforced and partially subterranean facility designed to be protected against missile, chemical, and biological attacks.

The new center has been fully operational since February 2, 2019. The regional dispatch centers for the Yarkon and Ayalon regions, two of the nine regional dispatch centers MDA also operates, are now working out of the protected facility in Kiryat Ono. The dedication was attended by more than 200 people, including Israeli Finance Minister Moshe Kahlon.

The move to a protected dispatch facility is one of several initiatives Magen David Adom has undertaken in recent years to reduce the disruptions Israel's emergency medical services would have to contend with in the event of a war. MDA is also currently constructing a new reinforced blood services center in Ramla, which, like the new National Operations Center, is designed to be protected against attacks. That facility will be completed in late 2020.

The new National Operations Center is just one floor below MDA's previous dispatch center, making the transition as seamless as possible. The lower floor underwent extensive renovations to be reinforced and fitted with an advanced air-filtration system to guard against chemical and biological attacks.

As an additional failsafe measure, MDA's regional dispatch centers will handle the National Operations Center's dispatch load, should it be disabled. In addition, a state-of-the-art mobile command center can also take over much of the dispatch operations.

New technology automatically notifies MDA of auto accidents that require medical attention.

Late-model cars in Israel now have the ability to autonomously call for ambulances when the driver has been involved in an accident, reporting not only the exact location of the crash, but the specifics of the drivers’ and passengers' injuries.

A joint venture between MDGo, an Israeli tech startup, and MDA, the system uses sensors already installed in most new car models and designed for a variety of purposes, including locating stolen cars.

However, by repurposing the sensors, MDGo developed a system that can determine the nature of an accident (whether it involved front, rear, or side impact), whether the car rolled in the collision, the speed and severity of the impact, and, using a series of sophisticated algorithms based on the impact, anticipate the nature and extent of people's injuries.

In tests conducted with about 250,000 vehicles in Israel, the MDGo system was 100 percent accurate in reporting car accidents and 92 percent accurate in projecting the injuries sustained compared to field assessments made by arriving Magen David Adom EMTs.

This has not only dramatically reduced response times, but also enabled MDA to respond with the appropriate equipment and protocol for the injuries the driver and passengers have sustained.

"In Israel, first responders typically arrive in about five minutes," according to Ido Rosenblat, chief information officer for MDA. "So with this system, help will be at the scene in the time when, previously, people would only first be calling for help."
MDA paramedic aids victims of California synagogue shooting.

Having treated dozens of wounded soldiers and civilians during Israel’s 2006 war with Lebanon, Magen David Adom Paramedic Shimon Abitbul is no stranger to treating victims of gun violence.

Little did Shimon think, however, that he’d be treating gunshot victims in Poway, California, where he was attending Shabbat services while visiting his daughter and grandchildren. Shimon has always regarded his trips to California as a respite from the tension that often grips his community in Kiryat Shmona, near Israel’s borders with Syria and Lebanon. But the sense of peace he experienced visiting California was shattered at Shabbat services on April 27, when a 19-year-old terrorist opened fire on congregants.

When the shooting subsided, Shimon sprang into action, doing what he’s been doing as an MDA paramedic for decades, and began administering CPR to a 60-year-old congregant who was grievously wounded in the attack and ultimately died of her wounds.

Shimon said he won’t be daunted by this latest experience witnessing violence. “We are Jews. And we choose life.”

A Taste of Israel

Recipe from Ido Rosenblat, MDA National Operations Center

As part of what will be a regular feature in the Pulse, we’re bringing you recipes from paramedics, EMTs, and others at MDA in the hope of introducing the flavors of Israel to your home.

For our inaugural recipe selection, we offer you a cheesecake recipe in commemoration of Shavuot, the holiday that celebrates Moses receiving the Torah from God and a day in which dairy meals are typically served in recognition of Israel being the “land of milk and honey.”

The recipe comes from Ido Rosenblat, MDA’s chief information officer, whose recipe we’re featuring not just because he was recently named CIO of the year (see story page 4), but also because his brother is a pastry chef in Israel, so we figured some of those baking skills might run in the family.

Shavuot Cheesecake

Ingredients

- 6 eggs
- 1 cup sugar
- 1 teaspoon vanilla extract
- 750 grams (26.5 oz) cream cheese
- 1 cup sour cream
- 3 tablespoons cornstarch
- 3 tablespoons vanilla pudding mix

Preparation

1. Separate the eggs, and whip the egg whites, sugar, and vanilla extract until the foam is firm.
2. In a separate bowl, mix cream cheese, egg yolks, sour cream, cornstarch, and pudding mix.
3. Combine the two mixtures by folding them together until fully mixed.
4. Pour into a 12-inch deep-dish pie pan.
5. Bake at 325°F for 60 minutes.
6. Turn off the oven and leave the cake in the closed oven for about 45 minutes.
7. Serve when cool. And have a great holiday.
Israel’s state-of-the-art blood center is moving ahead at lightning speed!

With crews on the site working around the clock, the construction of the Marcus National Blood Services Center is happening at a brisk pace.

To date, 246 foundation piles out of 594 have been drilled and are in place to support the structure. Each foundation slab is a concrete base that will normally rest on two to three piles, depending on its location.

Fifty-one of the foundation slabs have already been laid, and 32 support columns are now in place, running from Level U3 (-3) to Level U1 (-1). Construction of Level U1, the main building area, should be completed by June 15th. The construction started with one massive crane in operation, and a second crane was installed at the end of April.
A total of 50 lifesaving vehicles have been sent to Israel to date in 2019.

Magen David Adom receives no operating budget from the Israeli government, so vehicle donations from Americans are vital to its lifesaving efforts.

**Vehicle Donations Update**

A total of 50 lifesaving vehicles have been sent to Israel to date in 2019.

Magen David Adom receives no operating budget from the Israeli government, so vehicle donations from Americans are vital to its lifesaving efforts.

**18 Life Support Ambulances**

**13 Mobile Intensive Care Unit Ambulances**

**18 Medicycles**

**1 4x4 Support Ambulance**

**Our 2019 goal**

Send 150 vehicles to Israel. Help us make this a reality!
Donor Spotlights

A total of 50 lifesaving vehicles have been sent to Israel to date in 2019.

Our 2019 goal: Send 150 vehicles to Israel. Help us make this a reality!

“My family’s passion for Israel dates back to when my father served on Golda Meir’s committee of Zionist Americans devoted to raising money for Israel. When we found out about the need for a new, state-of-the-art, underground blood center to keep Israel’s blood supply safe from attacks, we knew that as proud Zionists and devoted supporters of Magen David Adom, we had to support this cause. The need is so critical, and there is nothing else like it in the world.”

– Andrea Sussman

The Sussman Family of Palm Beach, Florida

The Russian Jewish Community Foundation (RJCF) of Massachusetts are longtime supporters of Magen David Adom. The foundation donated its first Life Support Ambulance more than 15 years ago and recently completed a second campaign to donate an MDA ambulance to the citizens of Sderot. RJCF is a grassroots, all-volunteer charitable organization whose mission is to preserve and enhance Jewish identity among Russian Jews and to support Israel. The RJCF board of directors are committed to supporting the people of Sderot, and with the recent wave of terror, are grateful to all members of the Russian community that made generous contributions to ensure Sderot will have a newly equipped Magen David Adom ambulance to save precious lives in Israel.
**Alex Cutler**  
Providence, RI

"As a diaspora Jew and learning about Israel at Solomon Schechter and Hebrew High School in Worcester, Massachusetts, I’ve always had a craving for the true flavor of Israel. I figured there would be no better way to experience the heartbeat of Israeli society than in the back of a speeding ambulance. In addition, I knew that I wanted to pursue a career in medicine, but I wanted more hands-on clinical experience. The MDA Overseas Volunteer program seemed like the perfect fit. I was one of the first MDA overseas volunteers in June of 2001 in Haifa.

I am now 39 years old, and I am a child and adolescent psychiatrist in private practice and the consulting psychiatrist for the College of the Holy Cross and Clark University. I live in Providence, Rhode Island, with my wife and 1- and 4-year-old sons, Micah and Isaac. I would not be where I am today without this experience. I ended up combining these passions and attending the Sackler School of Medicine New York State/American Program in Tel Aviv and becoming a child psychiatrist. MDA is important to me because of my love for Israel, and I have seen firsthand how critical MDA is to Israeli society. Whether it is responding to a terror attack or a car accident, MDA is on the front line of saving lives and Israel would not be able to exist without it."

"Volunteering with MDA confirmed my desire to attend med school and strengthened my love of Israel."

**Jake Rudolph**  
Deerfield, Ill

"My experience volunteering at the Tel Aviv MDA station was among the most pivotal and gratifying of my life. I knew the opportunity MDA would provide could not be replicated in the United States, and it would allow me to fully engage in Israeli culture. I had spent my whole life lazily conceptualizing Israel as a conflict-laden, hyper-politized land. In reality, it is mostly comprised of individuals like me, who want to live their lives in a happy and healthy manner.

Some of my most cherished memories are among the most seemingly mundane. I stopped at a bakery prior to my first shift. The cashier refused to accept payment because of the MDA emblem on my backpack. It was a small gesture, yet it almost reduced me to tears. I remember marveling at the stories of an 87-year-old patient while barreling down the highway at 3 a.m. and explaining to her what motivated me to volunteer for MDA. This is what the MDA experience is all about.

These moments hold more significance than any number of CPR compressions, patient evacuations, or blood pressure measurements ever could. I have always admired the strength of the Israeli Jewish community. Volunteering for MDA provided me a chance to be proud of my American Jewish community as well. If you spend a few hours in Tel Aviv, you will surely see an ambulance zip by with the name of an American donor adorned on it. I was a firsthand witness to the impact American Jews can have from afar. I am so proud to be a part of this community. My experience with MDA fueled a career change, from a graduate of the University of Illinois College of Business, to a medical school applicant currently studying for the MCAT. I am indebted to MDA for providing that spark."

"I was able to gain key insights into Israeli life while responding to a wide variety of calls."

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

A Special Dedication

On Sunday, October 21, 2018, Dr. Judith Jay, along with her friends and family, dedicated an ambulance to Israel in memory of Judy’s husband, and Dr. Barry Shapiro.

Judy and Barry loved Israel and dreamed of sponsoring an ambulance for Magen David Adom. “Barry and I always supported Magen David Adom’s lifesaving work and planned to donate an ambulance,” said Judy. “Together with our friends and family, we made Barry and my dreams come true.” There will be a second ambulance dedication with friends and family at the MDA Bloomberg Station in Jerusalem this spring.

At the Home of the Consul General of Israel

Ambassador Dani Dayan, consul general of Israel in New York, opened his home to Magen David Adom to host a special briefing on March 14.

Ambassador Dayan discussed Israel’s security and MDA’s partnerships around the globe. Dr. Jason Nehmad and Michael Strongin shared their experiences as overseas volunteers and how MDA helped in shaping their life choices. From left, Michael Strongin, AFMDA Board Member Daniel Schwarzwalder, Ambassador Dani Dayan, and Dr. Jason Nehmad.

Mazal Tov to Jamie Edwards and Ilan Elkobi

The wedding of Jamie Edwards and Ilan Elkobi was held on April 7, at Chelsea Piers in New York City.

In 2007, Jamie Edwards was an MDA overseas volunteer and since has served numerous times at both the MDA Jerusalem and MDA Petach Tikva stations. She is now an active part of the AFMDA community, attending events where she speaks about her experiences on behalf of the organization. To the surprise of the bride and groom, Jamie’s parents sponsored a Magen David Adom Medicycle in their honor. The Medicycle was waiting for them and their guests outside. It was a truly meaningful wedding gift that will continue to give as it helps to save lives in Israel.

Barbara Kay, z”l

We mourn the passing of Barbara Kay, an AFMDA board member, longtime supporter, and dear friend of Magen David Adom. We offer our heartfelt condolences to her entire family and hope they will be comforted by her memory and by the knowledge of her lasting legacy — the thousands of lives in Israel saved by her generosity over the years.

Welcome New Leaders

We’re excited to announce the addition of two members to our national board: Herb Donner and Kent M. Swig. The New York region would also like to announce new members to their board: Carol Becker, Meredith Berkman, Noah Bilenker, David Burris, Davidi Jonas, Natalie C. Jonas, Haina Just-Michael, Alex Kaskel, Elie Y. Katz, Jonas Katzoff, Jason Nehmad, Janie Smukler, Sarah Sternklar, and Michael Strongin. Kol Hakavod, all board members!

The New York Office is Moving

On June 15th, our national office is moving to 20 West 36th Street, New York, NY 10018

Our phone number at 212.757.1627 stays the same.
Regional Recaps

Southeast

Chemi Peres in Bal Harbour

On March 27th, Ann and Ari Deshe hosted a group of more than 55 people for a private evening at their home with Chemi Peres, cofounder and CEO of Pitango Capital and son of Shimon Peres (former president and prime minister of Israel). Chemi inspired the group to continue to dream big when it comes to Israel. He discussed his father’s legacy and the amazing innovations coming out of Israel and Magen David Adom. Chemi spoke about his work at the Peres Center for Peace and Innovation and MDA’s ability to build bridges between the Arab and Jewish populations in Israel.

Palm Beach Gala

More than $3.1 million was raised at the Palm Beach Celebration of Life Gala, held March 3rd at the Breakers. The Sussman family, recipients of this year’s Humanitarian Award, announced an additional gift of $1 million for MDA’s new blood center. The event was attended by more than 650 people and featured former U.N. Ambassador and South Carolina Governor Nikki Haley, who was interviewed by attorney and constitutional law scholar Prof. Alan M. Dershowitz. The most poignant moment of the evening was provided by Chaim Silberstein, an Israeli whose daughter and son-in-law were critically wounded in a terror attack in Ofra. Magen David Adom arrived in less than a minute after the shooting and provided emergency care, a rapid evacuation to the hospital, and more than 50 units of blood that ultimately saved their lives. The event also saw the dedication of four new ambulances that were shipped to Israel shortly after the event.

Talk with Brigitte Gabrielle

A night for Israel and in support of Magen David Adom was held on March 11th at a private home in South Florida. More than 110 people gathered to hear Brigitte Gabrielle, a global terrorism expert, share her personal story of how Magen David Adom saved her mother’s life and forever changed her view of Israel.
Regional Recaps

Southeast

Boca-Delray Community Event

The Boca-Delray Community Event, held at St. Andrews Country Club in Boca Raton, helped raise more than $1 million for Magen David Adom and included the donation of several lifesaving vehicles.

The evening included a conversation with former U.N. Ambassador Nikki Haley and Bernie Marcus, co-founder of Home Depot, on a wide range of topics. Haley praised MDA’s work, saying “You’ll never know the families that you’re helping, but the idea that when they need someone, that MDA is there is a comfort and a blessing.” A Medicycle donated in Haley’s honor was one of four donated on that night, along with two MICU ambulances and two Life Support Ambulances. Generous donors Helene and Elliot Brody received the 2019 Humanitarian Award for their work with MDA.

Midwest

MDA in Chicago

Shari and Mark Slavin hosted 20 Chicago-area donors and guests at their downtown law office.

The event featured Yoni Yagodovsky, director of international relations for Magen David Adom, who captivated the group with stories of MDA’s heroic lifesaving work. They were particularly fascinated when, using his smartphone, Yoni demonstrated MDA’s ability to track in real time ambulances and Medicycles responding to emergency calls. Yoni also demonstrated the major features of MDA’s innovative My MDA app, which instantly geolocates callers, upload the patient’s medical history, and can provide dispatchers with a real-time video feed of the scene prior to EMTs arriving.

An Evening with Steve Gar

On October 28th, Cleveland held its fall event at Temple Tifereth Israel.

More than 125 people enjoyed Israeli food and an evening with Steve Gar. Steve is a South African Jew who made aliyah and is an elite counterterrorism specialist. He energized the crowd with his stories and why he views the work of MDA as so crucial to Israel. Donations for the evening went toward the construction of MDA’s new Marcus National Blood Services Center.

National

MDA at AIPAC

If you attended this year’s AIPAC Conference in Washington, you saw how Israeli technology is helping people around the world.

At AIPAC, MDA demonstrated its cutting-edge EMS systems – technologies that are saving lives not just in Israel, but in countries like the Philippines, where MDA’s ambulance dispatch system is now used nationwide.
Friends of Jack gather again.

For the past 11 years in Cincinnati, AFMDA has joined a community of people to honor the memory of Jack Greenberg, who made a legacy gift to MDA for 20 ambulances. The group of family and friends meet at his grave and afterward attend a luncheon in his memory, held yearly on December 26th. As a result of a presentation on MDA’s technology, the Cincinnati City Council met with MDA to discuss using MDA’s technology in their city.

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.

To learn more, contact Jeff Lipkin at 646.388.7518 or legacy-giving@afmda.org.
Do you know someone whose life was saved by Magen David Adom? 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.
MAGEN DAVID ADOM IS RESPONSIBLE FOR FIRST-AID TRAINING OF THE PUBLIC, ITS VOLUNTEERS AND CREWS, AS WELL AS FIRST RESPONDERS OF THE HATZALAH ORGANIZATIONS WORKING WITH MDA.

ALL 6,500 FIRST RESPONDERS ARE DISPATCHED BY MAGEN DAVID ADOM, INCLUDING THOSE FROM FIFTEEN LOCAL HATZALAHs TO ENSURE THE BEST RESPONSE TIMES POSSIBLE.

100,000+ ISRAELIS DOWNLOADED THE MY MDA PHONE APP.

1,180 AMBULANCES & MICUs IN ACTIVE SERVICE.

627 MEDICYCLES IN ACTIVE SERVICE.

23,500 VOLUNTEER EMTs ISRAEL’S LARGEST VOLUNTEER ORGANIZATION.

832,277 PATIENTS & CASUALTIES TREATED & TRANSFERRED TO HOSPITALS.

MAGEN DAVID ADOM IS ISRAEL’S ONLY NATIONAL EMERGENCY MEDICAL RESPONSE SERVICE.