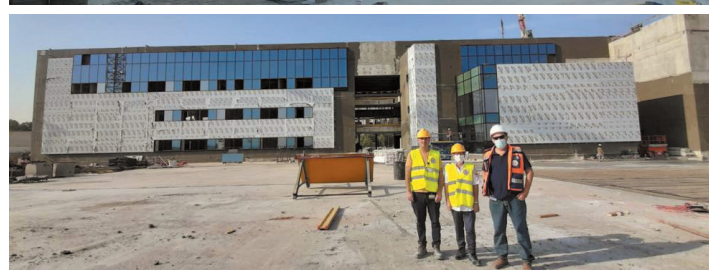


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We're almost there!



Help us complete the Marcus National Blood Services Center.

Learn more on page 3.

YOUR IMPACT IS SAVING LIVES.

Because of your generous support in 2020, Magen David Adom provided these lifesaving services in Israel.

35,382

injured in road accidents
evacuated by MDA

180

stations operated by
MDA throughout Israel

30,000

employees, 27,000 of them
volunteers

8 million

emergency calls received at MDA's dispatch center

emergency call
received every

7.2

seconds at MDA's
dispatch center

750,454

patients and casualties taken
to hospitals

3.5 million

coronavirus samples taken

2,000

lifesaving vehicles deployed

19

resuscitations a day on
average performed by
MDA teams

250,000

civilians completed resuscitation
courses to save lives

100,000

people vaccinated by MDA

902

babies delivered in ambulances
and at home assisted by
MDA team members

Help us turn a matching grant into a lifeline.



Israel desperately needs this new blood center.
But for that, it needs something else too — you.

Magen David Adom just received a \$10 million matching grant from the Marcus Foundation. If we can raise another \$10 million to earn the full grant, we'll have the funds to open the blood center this coming spring.

Sponsorship opportunities are still available for laboratories and other essential components of the blood center.

And, best of all, you'll have the satisfaction of knowing your gift will save lives — and ensure the future health of an entire nation.

Join us to help save lives.

Please contact your local AFMDA fundraiser (see page 15).



MDA teams help Israel become first country to vaccinate all nursing home and elder-care facilities.

In early January, MDA completed vaccinations in all of the country's nursing home and elder-care facilities, making Israel the first country in the world to provide vaccinations to all its nursing home patients. The coronavirus vaccination drive for nursing home and extended-care facility patients began December 22 to vaccinate the nation's 160,000 nursing home residents.

Groundbreaking telemedicine program to reduce the number of patients requiring hospitalization.

MDA launched a telemedicine program in November that could reduce the number of patients requiring hospitalization by as much as a third. Under the Community Medicine Initiative, MDA paramedics and EMTs arriving at sick patients' homes will use technology that connects doctors from the patient's HMO to the scene and enable them to examine the patient remotely to determine whether they can recuperate at home.

Magen David Adom had been hoping to implement a telemedicine program for several years, but the initiative was delayed by funding concerns. However, given the program's benefits, especially during the Covid pandemic, MDA and Israel's Ministry of Health felt now is the ideal time to launch the pilot program. "This is an initiative that will have great value to healthcare in Israel long after the



Monitors being used as part of MDA's Community Medicine Initiative.

coronavirus is gone," said Dr. Refael Strugo, medical director for Magen David Adom. "It will reduce the cost of healthcare nationally, keep many patients at home (where they're most comfortable recuperating), and ultimately provide better medical care for thousands of Israelis every year."

PROFILE OF A LIFESAVER



Shafir Botner, Ph.D.

Dr. Shafir Botner is the director of Magen David Adom's Paramedic School, a veteran MDA paramedic for nearly 20 years, and one of only a handful of first responders serving in MDA's Helicopter Service.

Dr. Botner is a MDA "lifer" who started with the organization as a youth volunteer at 15. In 2000, he became a paramedic — the youngest at MDA at the time — and quickly rose through the ranks, serving as chief paramedic at the Arad and Dead Sea stations. He was later promoted to paramedic supervisor for the entire Negev and Lachish regions in southern Israel.

Last year, Dr. Botner was named by the Israeli newspaper *Yedioth Ahronoth* as one of its People of the Year, citing his work at the outset of the coronavirus pandemic there. The newspaper reported that "during the crucial early weeks and months of the pandemic, Dr. Botner routinely worked 16 to 20 hours a day helping Magen David Adom contain the outbreak."

For Dr. Botner, being part of the MDA family takes on a literal meaning. His father served as a MDA dispatcher for 40 years out of the Be'er Sheva station, and he also met his wife while she was volunteering at MDA's Arad station. Dr. Botner received his undergraduate degree and Ph.D. from Ben-Gurion University of the Negev. He and his wife have four children.

MDA launches 'Corona Guardians' program to break the chain of infections.

When the number of coronavirus cases spiked in October, Magen David Adom responded by launching the Corona Guardians project in which the organization trains the public to learn how the virus works and cut off the chain of infections among their family, friends, and coworkers. Corona Guardians teaches the public about the importance of adhering to Covid safety guidelines. In the initial phase, dozens of MDA volunteers joined the project, who served as Tav Sagol instructors, teaching the community about the Israeli Ministry of Health guidelines, distributing masks to citizens, and helping to raise awareness about the virus.



A miracle in the synagogue.

In November, Omer Haim went to services in the courtyard near his home in Rehovot. As the prayer wrapped up and worshippers tidied up the courtyard, 27-year-old Haim lost consciousness. Within seconds, those who prayed next to him noticed he was on the ground and called Raz Yitzhaki, an MDA volunteer emergency medical technician who was praying nearby. Raz immediately initiated CPR and simultaneously reported the event to MDA. A worshipper was sent to the school gate to guide the ambulance and to bring a defibrillator. Together with the MDA team, Raz administered electric shocks that restored Omer's pulse and saved his life.



VISIT OUR VIDEO PAGE

From past webinars to coronavirus updates to hearing Israel's lifesavers tell their stories, our video page on Vimeo features a wide range of areas to learn more about MDA and its lifesaving teams.

Visit: vimeo.com/afmda



You helped fund a total of 95 lifesaving vehicles in 2020.

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

49

Basic Life Support Ambulances



25

Bloodmobiles



1

4x4 Support Ambulance



20

Mobile Intensive Care Unit Ambulances



! MDA'S MOST URGENT NEEDS

You can help MDA's EMTs and paramedics treat Israelis by funding these critical lifesaving necessities.

BASIC LIFE SUPPORT AMBULANCE

Traveling more than 5 million miles a year, this workhorse is urgently needed to expand the fleet and replace retired vehicles.

SHIELDED SHELTER AT SDEROT

Help reinforce a shelter in Israel's frequently attacked regions, and protect MDA EMTs and paramedics providing treatment to injured Israelis.

AUTOMATED EXTERNAL DEFIBRILLATOR (AED) SMARTBOX

Help install AED SmartBox kiosks throughout Israel to enable first responders and good Samaritans to save lives. Includes an inscription on the kiosk.

WE NEED YOUR HELP TO GET TO THE FINISH LINE AND KEEP SAVING LIVES.

In June 2016, a field in Ramla that was filled with rocks and rubble became host to a state-of-the-art building that will protect Israel's blood supply for many years.



Construction on the Marcus National Blood Services Center continues at a rapid pace, but we are still \$5 million away from fully funding its completion. Fortunately, the Marcus Foundation is sponsoring a matching grant to ensure Israel's most crucial project gets done. Every gift made, dollar for dollar, will be matched.

Support the new Marcus National Blood Services Center and double your impact in Israel today.

For more information, please contact your local AFMDA office on page 15.



Alfred E. Mann Family Foundation

Understanding the critical importance of protecting Israel's blood supply, Alfred E. Mann Family Foundation trustees Claude Mann, Mike Dreyer, and Anoosheh Bostani recently made a significant pledge to the building of the Marcus National Blood Services Center. "As trustees of the Alfred E. Mann Family Foundation, we are thrilled to support the Marcus National Blood Services Center and Magen David Adom in its extraordinary efforts to help save the lives of the citizens of Israel. Alfred Mann, a lifelong innovator and philanthropist, had a deep love for and a deep connection to Israel and its people. He admired Israel's quest for furthering its science and technology and the tremendous investment this thriving country makes in its infrastructure and in its people and its future."



ALFRED E MANN
FAMILY FOUNDATION

The Goldring and Woldenberg foundations

AFMDA has been blessed to have truly gifted and impactful leaders help propel Magen David Adom forward. The Goldring and Woldenberg families are among those leaders. It is thanks to the generosity of the Goldring and Woldenberg families that the new Marcus National Blood Services Center is one step closer to completion.

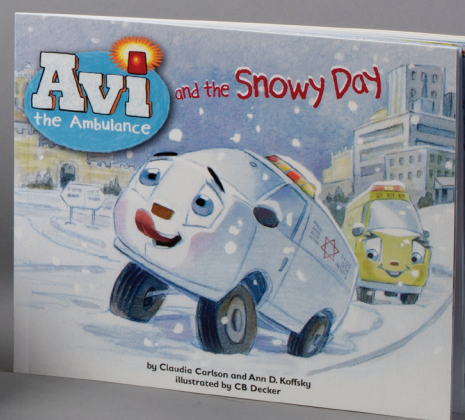
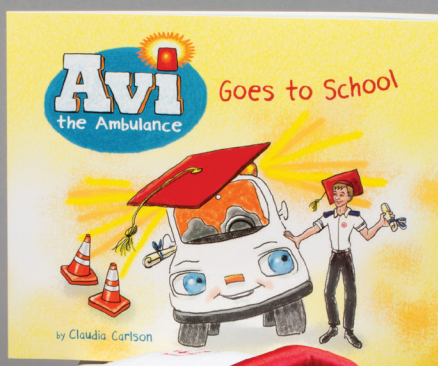
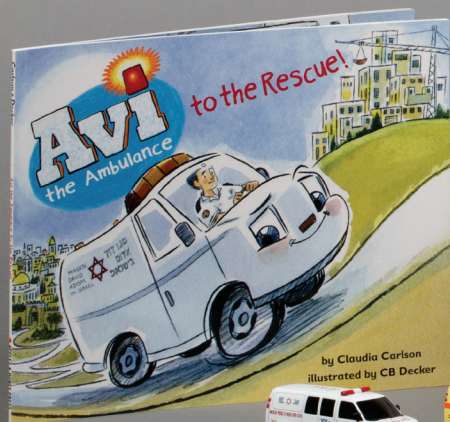
"The Goldring Family Foundation and the Woldenberg Foundation would like to thank Bernie Marcus and the Marcus Foundation for taking a leadership role in this important endeavor to help the State of Israel," said Bill Goldring, chairman of the Goldring Foundation. "We are excited to also participate in funding this critical initiative."



A gift of love to family. And a gift of life to Israel.

Visit afmda.org/shop

Visit our online store to find great gifts for family and friends and help Magen David Adom save lives in Israel at the same time. Introduce young readers to the Avi the Ambulance book series that will teach them about Jewish values and give them a taste of Israel.



Janice Rossbach

In November, Janice Rossbach of Lexington, Massachusetts, dedicated an ambulance to the people of Israel. Janice's friends and family joined virtually as the ambulance was dedicated in memory of her beloved husband and both their families, especially those that perished in the Holocaust. "Being able to fulfill my dream by being the lead donor for the Boston Ambulance Campaign is a dream come true," said Janice.



The Rand Family

The Rand family of Teaneck, New Jersey, gathered in November both in person and virtually from across the U.S. and Israel to dedicate an ambulance to the people of Israel. Anne and Jonathan Rand, with their children Emma, Zev, Eli, and Devora (Emma and Eli via Zoom), dedicated this ambulance in memory of Anne's parents, Morton and Freda Fishman. "Sponsoring an ambulance for Israel is a dream come true for me," said Anne.



Baby Amiad Ambulance

Two years ago, the people of Israel experienced a deep tragedy when a terrorist attack claimed the life of Amiad Yisrael, a baby who was born prematurely after his mother was wounded in an attack outside the community of Ofra. Thanks to the generosity of donors from Miami, a Mobile Intensive Care Unit (MICU) ambulance was dedicated in memory of Amiad last year, keeping his name alive through the lives saved on this inspiring ambulance.

Davidoff Family Dedication



A special ceremony was held in Columbus, Ohio, in September to dedicate a lifesaving MICU generously sponsored by the Davidoff family in memory of Arthur and Doris Davidoff. They were motivated to undertake such an ambulance sponsorship after learning about this meaningful opportunity on a recent trip to Israel.

Dr. Milton Simmons

Last summer, Dr. Milton Simmons had a very moving ambulance dedication at his home for a second MICU he generously sponsored to MDA. The first one was in memory of his daughter, Bonnie. The second one was in memory of his lovely wife, Edith. Recently inspired by the great need in Israel, Dr. Simmons stepped forward again with the sponsorship of a 4x4 Support Ambulance to enable MDA to save lives in areas with difficult terrain.



First Virtual Celebration a huge success!

On Sunday, November 8, AFMDA's first online celebration attracted more than 7,375 viewers in the U.S. and Canada (the most people who've ever attended an event for the organization) and raised about \$1.4 million. The star-studded event featured *Seinfeld* star Jason Alexander as host, as well as comedian Howie Mandel and musical artists David Broza, Idan Raichel, Jarrod Spector, Miri Ben-Ari, Gad Elbaz, and Dudu Fisher.



IN MEMORIAM



Sheldon Adelson, z"l

We mourn the passing of Sheldon Adelson, a true friend of Israel. His support of MDA saved thousands of lives, and his generosity helping to build a new blood center for Israel will save thousands more for generations to come. Our sympathies to his wife, Dr. Miriam Adelson, to his children, and to his entire family.

Marilyn Belz, z"l

Marilyn, z"l, and Jack Belz's beautiful tradition of philanthropy and support of the global Jewish community was shown often, including their founders-level gift to the Marcus National Blood Services Center. We extend our deepest condolences to Jack Belz and his children on Marilyn's passing.



INTRODUCING...



AFMDA's new chief executive officer.

Catherine L. Reed, formerly chief development officer for American Friends of Magen David Adom, has been named chief executive officer, a position effective January 1, 2021.

"In my new capacity, I look forward to helping oversee the completion of the Marcus Blood Center, expand support for Magen David Adom and its lifesaving work, and tap into new markets to fund even more cutting-edge healthcare initiatives in Israel,

including MDA's newly launched telemedicine program," Ms. Reed said.

Ms. Reed came to AFMDA in 2016 from the 92nd Street Y in New York, where she held positions as director of development and, more recently, as associate executive director. Previously, she held development positions at Hadassah, where she worked for more than 14 years, including as national development director.



The new director of strategic philanthropy for the Western Region.

Janet Morgan joins AFMDA from a professional fundraising career in medical philanthropy, raising funds at some of the top hospitals and cancer centers in Southern California, including USC Norris, City of Hope, and Children's Hospital Los Angeles. Janet looks forward to getting to know the donors in the Western Region, so feel free to reach out to her at jmorgan@afmda.org or 323.655.4655 ext. 402.

AFMDA's Gary Perl retires.

After more than 15 years with AFMDA and over 40 years as a Jewish communal worker, AFMDA Director of Leadership and Special Projects Gary Perl is retiring. His passion for Israel and dedication to the Jewish people drove him to a life of service, helping to raise tens of millions of dollars that have benefited Israel and its people. We will miss Gary and wish him all the best in retirement.



Meet Planned Giving Donors **Stanley and Arlene Ginsburg**

Known throughout Philadelphia for their generous philanthropy, Stanley and Arlene Ginsburg have also been longtime donors to Israel.

Since the mid-1980s, the Ginsburgs have supported scholarship opportunities at Ben-Gurion University for IDF soldiers who have completed their service to earn a degree and for overseas student programs. Through their foundation, they have also donated to local and national organizations and programs that advance greater understanding and medical research.

When AFMDA reached out to Stan in 2013 to support and help sponsor

an ambulance in Israel, he and Arlene immediately said yes. They had been looking for another organization to support that directly impacts Israel — and there are few services as important to Israelis than Magen David Adom.

In 2019, Stan reached out to AFMDA to make a significant legacy gift. He originally thought he would create a charitable gift annuity. On the advice of his accountant, he instead established a charitable remainder trust to create the Stanley and Arlene Ginsburg Endowment Fund to support the lifesaving work of MDA in Israel in perpetuity. The Ginsburgs' gift will help provide resources for Magen



David Adom to respond as a lifesaving force for all the people of Israel.

“Arlene and I only invest in meaningful philanthropy,” said Stan. “It fills us with immense pride that our AMFDA legacy will protect Israel for generations to come.”

Security for you today. A brighter future for Israel tomorrow.

If you are looking for a way to secure your future, a charitable gift annuity may be the answer for you.

AGE	RATE
65	4.2%
70	4.7%
75	5.4%
80	6.5%
85	7.6%
90+	8.6%

Creating a gift annuity is easy. Fund one by transferring cash or property to us and create lifetime payments for yourself, for you and another person, or as a gift for someone special.

Other benefits of a charitable gift annuity include:

- Income tax savings
- Capital gains tax avoidance
- Possible tax-free payments

Now is the right time to lock in your payout rate with a gift to fund an AFMDA charitable gift annuity.



For a detailed, no-obligation illustration of your gift annuity payment and tax benefits, or to discuss other ways to create your MDA legacy, please contact Marilyn Stern Emas at msternemas@afmda.org or 212.757.1627.



MAGEN DAVID ADOM

is Israel's paramedic and Red Cross service, serving as emergency medical first responders for the state's 9.3 million people. MDA comprises Israelis of all ethnic backgrounds — Christians, Muslims, Jews, Druze, and others — who work tirelessly together to help those in need. MDA is the only organization mandated by the Israeli government to serve in this role. But it's not a government agency, and it relies on people like you for funding. We thank you for your support.

afmda.org

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