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On the front line against the coronavirus in Israel.

A VIRTUAL CELEBRATION OF

90 YEARS OF
SAVING LIVES
IN ISRAEL

SUNDAY, NOVEMBER 8, 2020
7:30 — 8:30 p.m. ET



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afmda.org/90th

MAGEN DAVID ADOM IN ISRAEL

MDA conducts more than 1.8 million coronavirus tests since pandemic begins.

Since the beginning of the coronavirus pandemic outbreak at the end of February, Magen David Adom and its 25,000 EMTs and paramedics have conducted more than 1.8 million tests.

The tests have taken place in several locations, including private homes, clinics, hospitals, nursing homes (as part of the “Protecting Fathers and Mothers” project),

MDA drive-through testing stations, and educational institutions.

During the week of September 13th, MDA swabbed 152,864 people (the highest number of samples in one week) and the day after Yom Kippur (9.29) 34,027 people were tested (the highest number of samples in one day).



Introducing MDA's latest lifesaving project: “The Smart Ambulance.”

As part of MDA's extensive efforts in the fight against coronavirus, MDA in conjunction with Mifal Hapais (Israel's national lottery) has created a “Smart Ambulance” that can transport Covid-infected patients without contact.

The Smart Ambulance brought MDA and Mifal Hapais together to outfit dozens of MDA ambulances with cameras and

sophisticated monitoring systems to observe and transmit the patient's vital signs to MDA's National Operations Center during transport. This enables patients to be completely isolated from EMTs and ensures the safety of the driver and teams who previously rode alongside patients to constantly monitor their vital signs.

Israel National Firefighting and Rescue Authority selects MDA to develop its new dispatch system.

After evaluating the offerings of international technology firms, Kaba'ut VeHatzala, the Israel National Firefighting and Rescue Authority, chose Magen David Adom, Israel's national EMS service, to develop its new dispatch system.

“Having worked closely with Magen David Adom for years, we're familiar and have long admired their dispatch system and related technologies,” said Lt. General Dedi Simchi, commissioner of Israel Fire and Rescue. “We're looking forward to having a similarly customizable and integrated system for Israel's fire authority.”



Israel Fire and Rescue will use a system similar to MDA's dispatch platform (shown here).



MDA helps Democratic Republic of Congo with coronavirus testing.

MDA worked with the Democratic Republic of Congo to establish a drive-through and walk-in Covid-19 testing center in the country's capital and largest city, Kinshasa, to assist the African nation in containing the spread of coronavirus there.

The center opened in May on the grounds of Stade des Martyrs de la Pentecôte, the country's national football stadium, and marks the nation's most aggressive effort to test citizens to curb the spread of the coronavirus pandemic there. In May, Congo had about 2,600 cases of Covid-19 and 68 deaths since the virus first appeared there March 10.

The Minister of Health visits Magen David Adom.

Minister of Health Yuli Edelstein, visited Magen David Adom's National Operations Center, in Kiryat Ono and received a comprehensive overview of the organization's activities, and a tour of the Emergency Call Center. He learned about the extensive activities led by MDA, as Israel's national emergency medical and blood-services organization, including those to mitigate the spread of coronavirus in Israel.

"I was honored to be hosted by our dear partners at Magen David Adom. I learned about the complex activities of the organization during both routine and Covid-related emergencies," said Minister Edelstein. "I am confident that emergency medicine in the State of Israel is in good hands. We will continue to further our cooperation between the Ministry of Health and Magen David Adom."



Even during a crisis, an MDA EMT takes solace in a moment of joy — or two.

Daniel Yaso, an EMT and ambulance driver for Magen David Adom, began a typical morning shift in early July. Working for MDA for three years, he has treated a wide variety of cases and thousands of patients — yet had never delivered a baby.


During his shift, Yaso was required to deliver two babies in Netanya, both of whom he later evacuated to Laniado Hospital in the city. A boy was born at 8:27 a.m., followed by a girl at 12:20 p.m.

"For three years I was waiting for this moment!" said Yaso. "During the MDA medics course, I learned how to deliver a baby and also practiced it with smart infant mannequins, but I was a little worried about the first birth I would have to do on my own. I received a double dose of joy and helped deliver two healthy, cute babies."

MARCUS NATIONAL BLOOD SERVICES CENTER CONSTRUCTION UPDATE



Help complete Israel's most prized possession.



We are only \$20 million from completing the Marcus National Blood Services Center. As these photos show, construction is progressing quickly. But we need your help to finish this crucial project. When the Marcus Center is completed, Israel's blood supply will be safe as never before.

Play a significant role in making sure the world's first fully operational underground and shielded blood bank and processing center can open in 2021.

Join us to ensure the people of Israel stay healthy.

For more information and to set up a private conversation, please contact Catherine Reed at creed@afmda.org or 866.632.2763 or your local AFMDA fundraiser (page 11).



Cold rooms in the Blood Bank Components Separation Wing on Level U1



Metal cladding being installed on south elevation



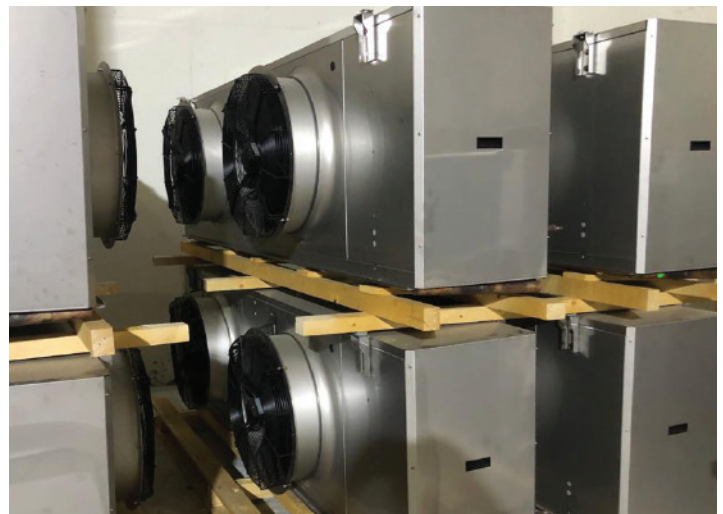
Laboratories on Level U1



Bio-chem protection filtering system at Level U3



Installation of glass walls on Level L2



Cold room diffusers

VIRTUAL CELEBRATION



A VIRTUAL CELEBRATION OF

90 YEARS OF SAVING LIVES IN ISRAEL

SUNDAY, NOVEMBER 8, 2020
7:30 — 8:30 p.m. ET

Join an exciting lineup of guests and performers for a night to remember —
and an opportunity to save lives in Israel.

No organization in Israel saves more lives than Magen David Adom.
Become part of this landmark virtual event to celebrate Israel's lifesavers
and ensure Israelis' future stays safe and healthy.



Saving lives. It's in our blood.

afmda.org

Help us celebrate 90 years of saving lives in Israel.

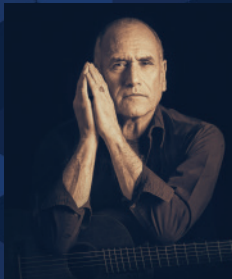
FEATURING



Jason Alexander



Howie Mandel



David Broza



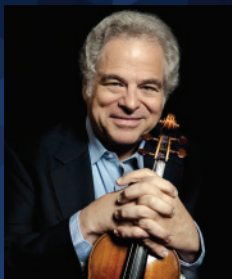
Dudu Fisher



Gad Elbaz



Gal Gadot



Itzhak Perlman



Lior Raz



Miri Ben-Ari



Lior Suchard

This event is free, but registration is required.
Register now at: afmda.org/90th

Building bridges across the Middle East

As the former special envoy to the Middle East, Jason Greenblatt spoke with The Jerusalem Post's Gil Hoffman about his role as the chief architect of the vision for peace between Israel and its Arab neighbors. Mr. Greenblatt's time in office laid the foundation for recent peace treaties brokered between Israel, the United Arab Emirates, and Bahrain. Watch replay at: vimeo.com/afmda/greenblatt



Jason Greenblatt



Gil Hoffman



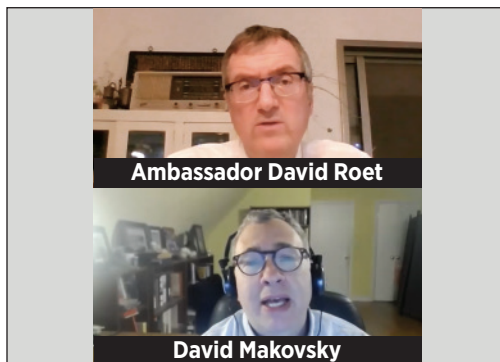
Virtual tour of the Jewish Museum

An enthralled audience took a virtual private tour of the Jewish Museum in New York City to view its incredible collection and learn the history and meaning of these masterful works of art.

See the current collection online at: thejewishmuseum.org

A virtual tour of the Marcus Blood Center

Bay Area MDA donor Dr. Elliot Lavey hosted an evening with MDA's Professor Eilat Shinar and Yoni Yagodovsky, who gave moving insights on the history and importance of the Marcus Blood Services Center. They also discussed the role of MDA in saving lives in Israel — especially their current Covid response. A virtual tour of the Marcus National Blood Services Center was also provided during this inspiring and informative webinar.



Ambassador David Roet

David Makovsky

Developments in Israel and the Middle East

An insightful discussion about current issues affecting Israel and the Middle East took place with Ambassador David Roet, deputy director general, North American Division, Ministry of Foreign Affairs of Israel, and former deputy permanent representative at Israel's Mission to the UN, and David Makovsky, Ziegler Distinguished Fellow, director, Project on Arab-Israeli Relations, The Washington Institute for Near East Policy. Watch replay at: vimeo.com/afmda/roet-makovsky

Beth Israel Senior Citizens Housing Inc. *Malden, Massachusetts*

On September 1, Beth Israel Senior Citizens Housing Inc. (BISCHI) continued its strong support of MDA with a virtual dedication to celebrate the donation of a second Life Support Ambulance. BISCHI board members were extremely proud and honored to be sending a lifesaving vehicle to the people of Israel during this worldwide health crisis.



Jack and Rosilyn Becker *Lake Worth, Florida*

The Beckers donated this lifesaving ambulance in memory of Jack's parents, Naphtali and Libby Becker. Tragically, Naphtali was killed in the Holocaust while trying to get home to his family in Poland. Miraculously, Libby and all of her children survived, eventually making their way to America. To make this dedication even more special, it happened around the date of their 66th wedding anniversary!



Drs. Marianne and Jay Victor *Bloomfield Hills, Michigan*

Inspired and moved by last year's annual Detroit event, Marianne and Jay Victor in August dedicated a Life Support Ambulance they generously sponsored to help MDA carry out its heroic lifesaving work at this critical time, when Israel is being hard hit by a second wave of the coronavirus pandemic.



Milton Simmons *Southfield, Michigan*

In late August, Dr. Milton Simmons hosted a moving ambulance dedication at his home for a second MDA Mobile Intensive Care Unit he generously sponsored. The first one was given in memory of his daughter, Bonnie, and the second one was sponsored in memory of his lovely wife, Edith, who suffered from a long illness.

MEET PLANNED GIVING DONORS

Elaine and Daniel Rubinstein

The list of charities that the Rubinsteins support is long. But there is one organization that stands out. “MDA is one of our favorite nonprofits to support,” says Elaine. “The work they do is priceless, from maintaining Israel’s blood supply and training for paramedics to performing CPR and using MDA expertise as an outreach tool for foreign policy.”

Elaine and Daniel’s support of MDA rose to the next level when they decided to make a charitable annuity gift to AFMDA. Over several years they’ve accumulated enough money to help MDA, while saving enough to meet the CGA’s modest minimums.

Now, as soon as they have enough saved to meet AFMDA’s modest charitable gift annuity minimums, they donate a new annuity. Over the years, they have established multiple individual and joint charitable annuities.

“This allows us to leave money to AFMDA at our death while still giving us an income during the remainder of our lifetimes,” says Daniel. “It is a win-win for MDA and for us as our charitable annuities pay us substantially more than current interest rates.” Most important, their donations support a mission very close to the Rubinsteins’ hearts: keeping Israel strong. “If you care about the future of Israel,” says Elaine, “we recommend that you consider purchasing an AFMDA charitable annuity.”



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.

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.

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



For a detailed, no-obligation illustration with 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 Magen David Adom is Israel's national ambulance, blood-services, and disaster-relief organization, serving as emergency medical first responders for the state's 9.2 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.

NATIONAL HEADQUARTERS

20 West 36th Street, Suite 1100
New York, NY 10018
Toll-Free: 866.632.2763
Tel: 212.757.1627
info@afmda.org

NORTHEAST REGION

20 West 36th Street, Suite 1100
New York, NY 10018
Toll-Free: 866.632.2763
Tel: 212.757.1627
northeast@afmda.org

MIDWEST REGION

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 750
Los Angeles, CA 90048
800.323.2371
western@afmda.org

SOUTHEAST REGION

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

PLANNED GIVING PROGRAM

American Friends of Magen David Adom
20 West 36th Street, Suite 1100
New York, NY 10018
Tel: 212.757.1627
legacy-giving@afmda.org

AFMDA ISRAEL

Tel: 058.667.9988
israeloffice@afmda.org

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