

THE Pulse

NOVEMBER 2021



A Year of Saving Lives.

From leading the fight against coronavirus to responding to missile attacks around the clock, Magen David Adom is tirelessly working to save Israeli lives in 2021.

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Magen David Adom participates in Israel's National Drone Initiative.

During Israel's National Drone Initiative in October, MDA tested the ability to deliver blood, platelets, and plasma to two Tel Aviv hospitals via drone. The goal was to verify the method of packaging, product quality during

flight, and procedures to ensure they meet Ministry of Health regulations. If the project proves successful, blood products could be delivered by drone to hospitals across the country when needed.



MDA placed defibrillators in Jerusalem synagogues before Jewish New Year.

This year, MDA has been prioritizing the task of placing defibrillators in public spaces throughout Israel. Already, thousands were installed around the country, including hundreds added in Jerusalem synagogues before Rosh HaShanah. The project — the first of its scale in the country — was launched

in August at Jerusalem's Great Synagogue, the city's largest synagogue, and was made possible with contributions from the International Fellowship for Christians and Jews and New Jersey's Cross River Bank.

Israel rolls out Covid booster shot for seniors, administered by MDA.

Under the direction of the Ministry of Health, Magen David Adom started an extensive vaccination booster campaign in early August at nursing homes throughout Israel in an effort to curb the Delta variant and protect vulnerable populations. "As Israel's national rescue organization at the forefront of the fight against

coronavirus, we are proud to accept the national mission of providing the third vaccine for the elderly, an assignment made only to MDA by the Ministry of Health," said MDA Director-General Eli Bin. Israel was the first country to offer a third dose of the Pfizer vaccine to its citizens on a wide scale.





Some 1,150 MDA teen volunteers take part in summer training courses.

During summer vacation, MDA provided first-aid courses for teenagers to further enhance the medical education of its teen volunteers. The volunteers were trained in dealing with multi-casualty incidents and given professional tools for teaching first aid.

The volunteers used technology-based simulations and multimedia games, and used virtual reality glasses, developed especially to improve the training of MDA's next generation of volunteers.

MDA shares Covid blood donation solution at JPost Conference.

Since 1950, Magen David Adom has been responsible for all of Israel's blood supply, including for the IDF. Despite attacks and the Covid-19 pandemic, MDA has ensured that Israeli's have the blood supply they need. "We had a major challenge, because most of the working places were closed — schools, yeshivas, all of the places we are usually going to collect blood from 1,000

volunteers a day were closed," Prof. Eilat Shinar, M.D., director of MDA's Blood Services Division, said in an interview at The Jerusalem Post Annual Conference in October. "So we thought out of the box and decided to go to the neighborhoods. People could just go out of their own houses to a mobile blood unit and donate blood."



MDA graduate aces EMT test and saves a life the same day.

After Joshua Rothstein finished Magen David Adom's final EMT exam, he arrived at the Haganah train station in Tel Aviv and heard an announcement requesting immediate medical assistance. The new graduate arrived at the scene of the incident within seconds and identified a man in his late 50s lying on the platform unconscious with no pulse and not breathing. Rothstein,

along with a doctor who also arrived at the scene, began performing intensive resuscitation operations, using one of the defibrillators that MDA placed in all train stations. Thanks to the electric shocks and the quick treatment by Rothstein and the MDA teams who arrived on the scene, the man's heart began to beat again and his life was saved.



MDA brings traveling sukkah to cheer staff on Sukkot.

Due to the long hours MDA teams are working, dealing with the effects of the coronavirus pandemic, and helping test thousands of Israelis for the virus, MDA Chabad House Rabbi Yonatan Shpitzer decided to bring the spirit of Sukkot to

MDA teams around the country — in the shape of a sukkah on wheels, towed by an ambulance. Shpitzer, who is also an EMT and ambulance driver, started the traveling sukkah project, called “Mitzvah on Wheels,” last year.

500 National Service volunteers start a new year at MDA

Along with Israel's schoolchildren, National Service volunteers began a new year on September 1. Some 500 of the 18,000 teenagers volunteer with Magen David Adom, providing one to two years of service. To commemorate the start of the year, Reuven Pinski, director-general of the National Civil Service Authority, and senior members

of the organization visited MDA's National Operations Center in Kiryat Ono, accompanied by MDA Director-General Eli Bin. “The sons and daughters of the National and Civil Service provide a quality and significant workforce at Magen David Adom,” said Bin.



MDA helped evacuate nursing home residents due to major fire in the Jerusalem mountains.

A massive wildfire in August sent flames toward villages throughout Jerusalem's southwest outskirts, threatening Hadassah Hospital and triggering the evacuation of more

than 2,000 local residents. MDA helped evacuate a number of nursing home residents to relatives' homes and other facilities.

MDA sent delegation to Ukraine to ensure Jews on pilgrimage didn't return with Covid.

In September, as 70 MDA EMTs and paramedics were sent to Ukraine to administer Covid tests to Orthodox Jews before they return to Israel following their annual Rosh HaShanah pilgrimage to the grave of a 18th century rabbi. MDA swabbed more than 10,000 Israelis

in Ukraine, who annually go to the city of Uman to pay homage to Nachman of Breslov, an influential rabbi who was a great-grandson of Rabbi Israel ben Eliezer, the founder of the Jewish Hasidic movement.



It's not too late to save a life in Israel.



Photo by Kobi Gideon / FLASH90

Since the 1930s, American donors have provided vehicles, training, and supplies to Israel's national paramedic and Red Cross service, equipping them to treat the sick and injured under the most difficult circumstances and to save lives.

In fact, this past year Magen David Adom's 30,000 EMTs and paramedics have been on the front lines in the fight against coronavirus while also contending with terrorist and rocket attacks, riots, car accidents, and other threats to Israeli lives.

If you want to make a real difference in the lives of Israelis, no other organization has a greater impact on its people and its future than a gift to Magen David Adom today.

Make an end-of-year donation at afmda.org/saving-lives-2021



Saving lives. It's in our blood.

afmda.org

2021 End of Year Campaign

Equip Magen David Adom with these crucial supplies to save Israelis every day.

Stem Cell Separation Equipment \$125,000



The Sepax system allows fast, automated, and reproducible separation of the stem cells needed for transplantation. Our current Sepax machines need to be replaced as they are no longer supported by the manufacturer.

Blast Freezer \$75,000



Blast freezers are essential to helping MDA's National Blood Services Center ensure plasma is frozen to maintain its viability in patient care, especially for those whose blood does not clot properly.

Medicycle

\$36,000



The Piaggio MP3-500 can get quickly to the scene no matter the traffic or obstacle. After waiting over a year, we now have 39 Medicycles for which we are seeking sponsors.

Sparrow Ventway

\$12,000



Specially developed for emergency ventilation during and after resuscitation, this respirator offers the highest degree of safety and efficiency at a size and weight for easy handling and transporting.

If you would like to sponsor any of these crucial items or learn about other urgent sponsorship needs, please reach out to your AFMDA regional office. (page 15)



Come see the dream of protecting Israel's lifeblood come true.

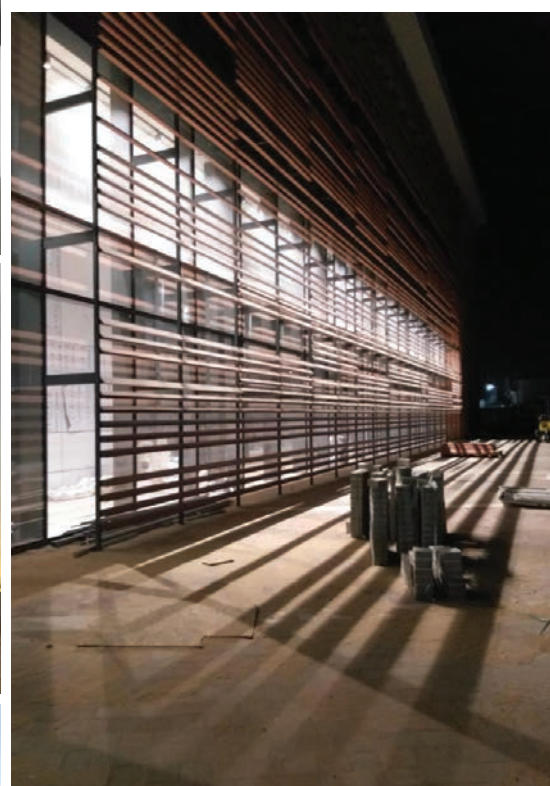
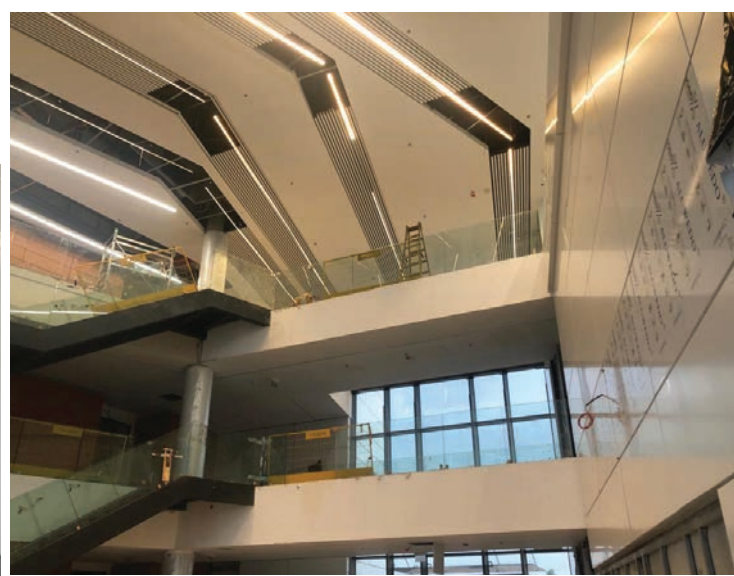
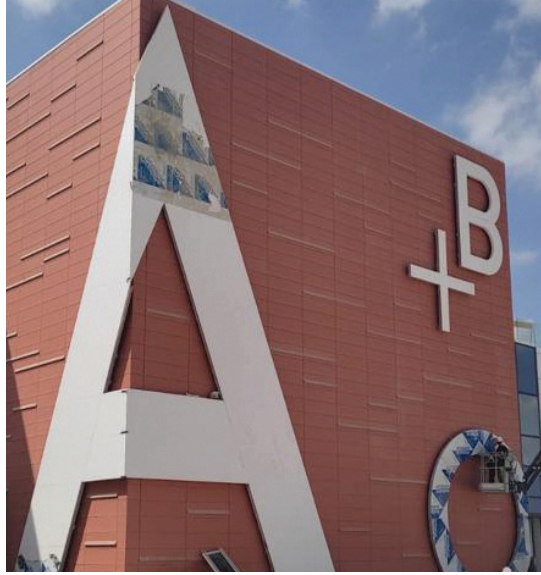
The final touches are being made to the state-of-the-art Marcus National Blood Services Center. Because of the passionate support from donors like you, Israel's blood supply will be processed, stored, and housed in the world's first shielded, underground blood bank, protecting it from every conceivable attack.

We encourage all donors to make plans to join us in Israel for the dedication of Israel's most important strategic security project, the Marcus Center, which you made possible.

Our 2022 Mission to Israel features a once-in-a-lifetime trip featuring the luxurious accommodations, unforgettable sights of places familiar and new, and an insider's tour of Israel through the lens of the inspiring work of MDA.

Mission dates are Tuesday, April 26 to Monday, May 9, 2022.

To register or for more information, please visit afmda.org/mission or contact us at mission@afmda.org or 561.835.0510.





Marcia Applebaum z”l

Enriching the Jewish community was always a consistent objective in the life of Marcia Applebaum of Bloomfield Hills, Michigan. Marcia, who sadly passed away in June, and her late husband, Eugene, were passionate about helping those in greatest need and connected with Magen David Adom’s mission to provide the people of Israel access to emergency care. In 2019, the family donated funds for a Medicycle, which was provided to Balkees Abu Awad, an EMT in the Golan Heights, enabling Abu Awad to become the first female Druze first responder. In 2021, the family continued their giving by sponsoring a bloodmobile used to transport staff and equipment to blood drives across Israel. Alongside Eugene, Marcia lived a life filled with love and purpose devoted to family and community. While Marcia preferred to lead from behind the scenes, she and Eugene were philanthropic partners and champions for causes that advanced education, health, and medical research as well as organizations that enhanced the arts, and strengthening the Jewish people and Israel. AFMDA was honored to be named as one of the beneficiary organizations for tributes in memory of Marcia Applebaum. May her memory and her legacy continue to be a blessing.



Radomer Mutual Cultural Center

Founded in the early 1960’s by Holocaust survivors from Radom, Poland, the Radomer Mutual Culture Center created a special community. This community included social activities and fundraisers for various causes, including Israel. The goal of the society was to provide support to the survivors while maintaining the traditions and memories of the past. The first generation were strong supporters of Israel. They collected money for the Jewish National Fund, Israel Bonds, and Magen David Adom. Over the years, they donated many ambulances to Magen David Adom. Covid-19 was particularly devastating to this community. Twenty members were lost, including 18 elderly survivors and two members of the second generation. A new ambulance is being donated in their memory to pay tribute to them. Acting President of the Radomer Mutual Culture Center Joseph Weisbord explained, “Israel has always been a meaningful part of our parents’ lives. While putting the horrors of the Shoah behind and building new lives in the United States, they never forgot their spiritual home, the State of Israel.”



The David L. Rowe Foundation,

They became fast friends and the rest was history. Before his passing, Dr. David Rowe entrusted his dear friend, Ariea, to continue his philanthropic legacy and support for Israel and underprivileged children. As a former special forces combat medic in the IDF during the 1973 war, Ariea knows the importance of having Magen David Adom ready and waiting to receive soldiers from the battlefield and a reserve of blood to treat them. Ariea and the David L. Rowe Foundation have been supporting MDA for over a decade. Together they have donated over \$2 million to Magen David Adom, sponsoring lifesaving ambulances and, most recently, making a major gift to the new Marcus National Blood Services Center — a gift Ariea knows will be protecting not only Israel's population, but ensuring the IDF can always count on MDA to be there with a full blood supply. Thank you, Ariea, for continuing what Dr. Rowe started, and for your endless support of Magen David Adom.



The Barry Family

As passionate Zionists, Stanley and Marilyn Barry are deeply committed to supporting Israel and the global Jewish community, so it came as no surprise to learn that sponsoring an MDA ambulance was a lifelong dream for Marilyn. Since 2019, The Barry Family Foundation has sponsored five Magen David Adom Mobile Intensive Care Units — building a fleet of their own, saving countless lives and bringing new lives into the world. Their son was even able to see one of the ambulances in action — a proud moment for Stanley and Marilyn, being able to show the next generation the importance of supporting Israel. However, their generosity did not stop there! The *mitzvah* of giving *tzedakah* and supporting Magen David Adom's heroic work is so important to the Barry Family, they wanted to make a gift that will have an everlasting impact on the State of Israel — their extraordinarily generous founders level gift to the new Marcus National Blood Services Center did just that. American Friends of Magen David Adom is beyond grateful to Stanley and Marilyn Barry for their endless support of our lifesaving mission and for holding MDA so close to their hearts.



Barry Feldman, right, with Moshe Noyovich, Noyovich, project engineer for the Marcus National Blood Services Center.

MIDWEST

National Board member Barry Feldman of Cleveland visited the Marcus Center construction site in May to see for the first time the Cold Room he donated with Iris November. Barry recently hosted a parlor meeting in partnership with the Cleveland office of Israel Bonds.

Upcoming Event

November 21, 2021 – Avi Issacharoff Live! A virtual event. For more information: afmda.org/avi

WESTERN

AFMDA donor and volunteer leader Dr. Judy Berg has taken a leadership role in the establishment of the Southwest Regional Board. A Clinical Professor Emerita from The University of Arizona College of Nursing in Tucson, Arizona, Dr. Berg has a long history of serving on boards for nonprofit nursing and interprofessional organizations and has years of experience related to development of mission and goals for organizations, participation in strategic planning, and stewardship of organizations within a changing economic landscape. AFMDA Western Region feels incredibly fortunate to have Dr. Berg leading this new board.



Upcoming Events

December 12, 2021 – Celebrating MDA: Inspiring Achievement in Challenging Times – Beverly Hilton. For more information: afmda.org/la

January 30, 2022 – Celebrating 20 Years of Magen David Adom in Arizona – Congregation Or Tzion.



NORTHEAST

Call to Action to young professionals.

The Northeast Region will be relaunching its Young Leadership Board in 2022. If you know of anyone in their 20s or early 30s in the New York Metropolitan Area who is passionate about Magen David Adom and interested in having an impact on saving lives in Israel, please contact Ali Bernstein at abernstein@afmda.org or 646.388.7516 for more information.



NORTHEAST

Ambulance campaign sends two new ambulances to Israel.

The Northeast Region launched a special ambulance campaign that brought together multiple families to sponsor a Life Support ambulance. Thanks to the generosity of Janice Rossbach, Alvan and Leslie Ramler, Nancy and David Heller, Susan and Sandy Toochin, and Alfred and Nancy Dilamani, the first ambulance from the campaign arrived in Israel last month and joined the fleet in the Negev Region. The second ambulance was donated by Aaron Albert, The William P. Goldman and Brothers Foundation, David Snell, and Tony and Pam Schneider and will be shipped to Israel next spring. To learn more about this unique campaign that offers an opportunity to sponsor a partial ambulance at different giving levels, please contact northeast@afmda.org.

SOUTHEAST

Braman Family Foundation completes MDA's armored ambulance fleet.

The Braman Family Foundation recently donated \$250,000 to sponsor an armored ambulance for MDA. The donation of this armored ambulance brings its armored fleet to 50 and fulfills MDA's need for armored vehicles. "My father and I saw a video of an ambulance being attacked in Israel during the recent sectarian riots between Israeli Arabs and Jews. A rock was thrown into the windshield that nearly hit the driver. This inspired us to provide more secure vehicles to Magen David Adom," says Debi Braman Wechsler, executive director of the foundation.



SOUTHEAST

Welcome Yishai!

Yishai (pronounced Yee-Shy) Mizrahi was born in Jerusalem, raised in Seattle, spent his young adulthood in New York, before making his way to South Florida seven years ago. Yishai has worked in a major gifts capacity at both the South Palm Beach and Palm Beach Jewish Federations since 2015. Today, he serves as director of major gifts for AFMDA's Southeast Region. Yishai lives in Boca Raton, with his wife, Rachel; son, Gabriel; daughter, Maya; and pup, Griffey. Please join us in welcoming Yishai. Contact him at ymizrahi@afmda.org or at 561.835.0510.

Upcoming Events

December 5-9, 2021 – South Florida Speaker Series featuring Ambassador Ron Dermer.

For more information, please contact southeast@afmda.org or 561.835.0510

December 16, 2021 – Miami Cocktail Reception - EDITION Hotel in South Beach.

For more information: afmda.org/miami

March 6, 2022 – 2022 Palm Beach Gala

March 31, 2022 – 2022 Boca-Delray Community Event at St. Andrews

MEET PLANNED GIVING DONOR

Dr. Eli Weil

Longtime Magen David Adom donor Dr. Eli Weil wanted to make a lasting impact, saving lives and honoring his family. The 91-year-old retired internist and nephrologist decided to make a contribution of \$1 million to ensure a Weil family ambulance is part of Magen David Adom's ambulance fleet in perpetuity.

The life of an ambulance in service is typically seven years. To date, Dr. Weil has funded two ambulances for MDA, but the ambulance fund is his most significant gift. His new contribution will be invested and the interest used to provide a new Weil family ambulance whenever the one in use needs to be replaced.

"When my first ambulance went into service in 2011, a woman gave birth in it on its first call," says Dr. Weil. "Learning that was extremely gratifying. I'm in the lifesaving business."

"MDA is important to me and not long ago I started thinking about a way to honor my family on a permanent basis," says Dr. Weil.

Eli Weil's late wife, Croce (rhymes with Lucy), was supportive of his philanthropy and attended both ambulance dedications, as did his two beloved nephews, Dr. Howard Weil, an anesthesiologist in Nashville, and Dr. Martin Weil, a dermatologist in Atlanta. The first ambulance was dedicated in memory of his brother, his nephews' father.

"I have no children, so this program will leave a lasting legacy for me, my family, and the State of Israel," says Dr. Weil.



Build your legacy with many happy returns.

SMART IDEAS FOR YEAR-END BENEFITS

Here is a checklist of some tax-wise year-end charitable gifts that can provide you with tax savings and possible income benefits:

- Make a gift of appreciated assets
- Fund a charitable gift annuity
- Establish a charitable remainder trust
- Make a gift of life insurance
- Create a charitable life estate



Create certainty and help save lives in Israel with an MDA charitable gift annuity.

Create your MDA legacy today by contacting Marilyn Stern Emas, director of estate and planned giving, at msternemas@afmda.org or 212.757.1627.



MAGEN DAVID ADOM

is Israel's national paramedic and Red Cross service. A leader in mass-casualty response and in EMS technology, Magen David Adom treats and transports nearly 1 million people to hospitals every year, collects, safety tests, and distributes nearly all the blood to Israel's hospitals, and, through its affiliation with the Red Cross movement, responds to disasters around the world.

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