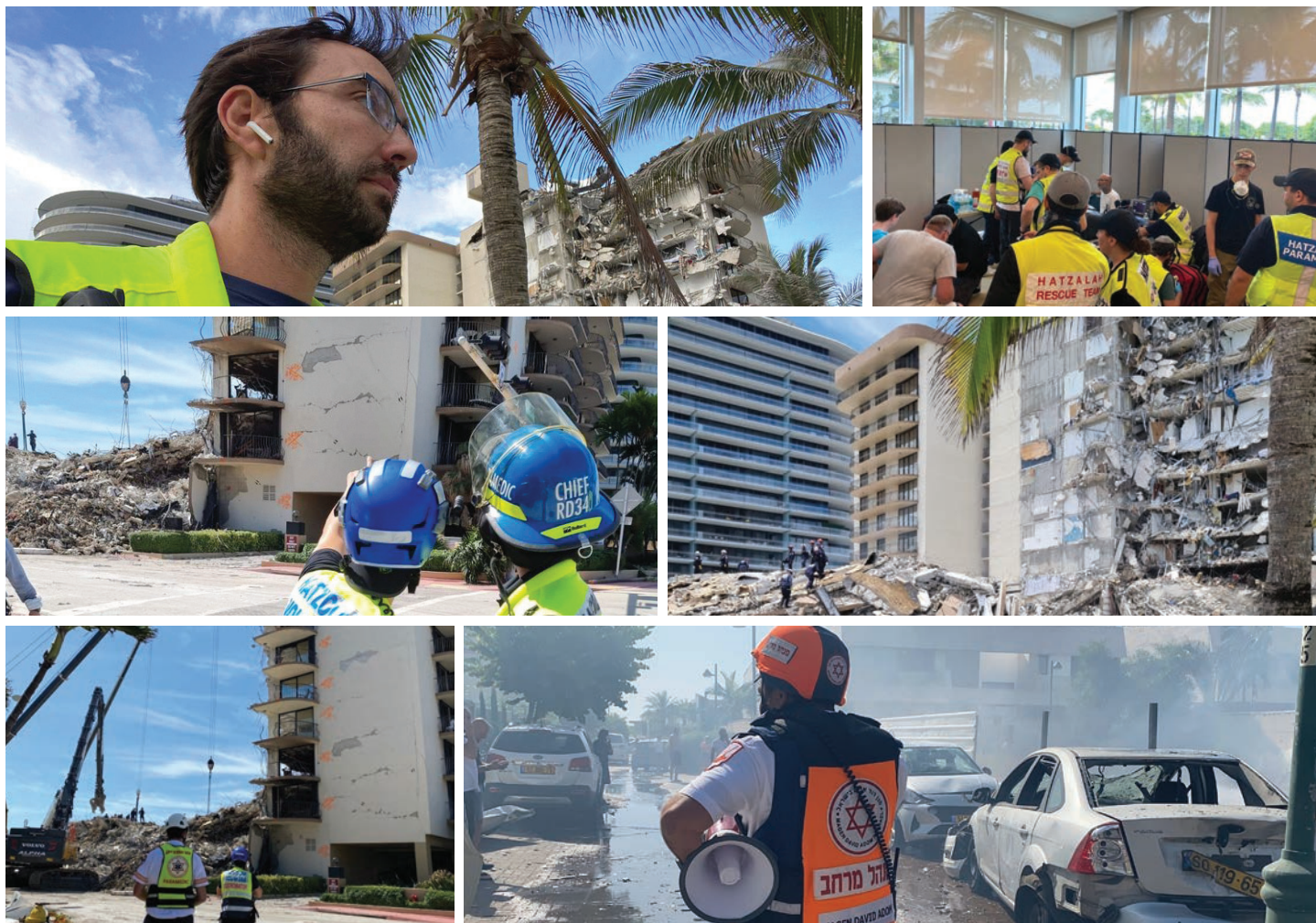


THE Pulse

SEPTEMBER 2021

MDA partnership with hatzalahs around the world trains them for the worst.



How **Magen David Adom** helped Hatzalah of South Florida and other hatzalahs prepare for the unimaginable.

Read about it on page 4.

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Join us for a once-in-a-lifetime trip to Israel and the dedication of the new Marcus National Blood Services Center.

Mission to Israel — Spring 2022



It's Israel like you've never seen it before, shown to you through the eyes of Magen David Adom. Enjoy luxury accommodations as you meet with Israeli political and social leaders while seeing the lifesaving work of MDA EMT's and paramedics in person.

Also consider pre- and post-mission options that include a spa, a festive dinner at Nana Estate Winery, and a trip to Dubai.

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**.



Saving lives. It's in our blood.



As local EMS organization races to scene of Surfside, Fla., condo collapse, training its volunteers received from Magen David Adom comes to the forefront.

Two years ago, members of *hatzalah* (Hebrew for *rescue*) organizations from around the world, including Hatzalah of South Florida, a volunteer EMS organization that primarily serves Jewish communities in Miami-Dade and Broward counties, traveled to Israel to receive training from Magen David Adom on how to treat people injured in building collapses.

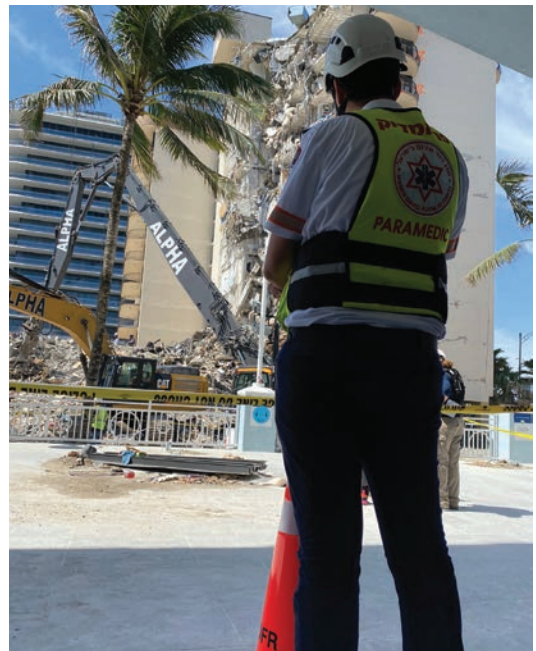
Those skills were very much on the minds of Hatzalah of South Florida first responders when they raced to the scene of a condo collapse in Surfside, Fla., on June 24.

“The course was an eye-opener,” says Andre Roitman, a volunteer EMT with Hatzalah of South Florida. “Removing people from rubble after a building collapse requires proactive medical procedures to prevent atrial fibrillation and renal failure once the weight pinning the victim is removed. It’s not a matter of merely pulling them from the debris. But because of our training, when we arrived on the scene [that] morning, we were incredibly confident we had the tools and training to make a difference.”

Tragically, only two people, a 15-year-old boy and his mother, were pulled from the rubble alive, although the



mother succumbed to her injuries shortly after arriving at the hospital. Another 11 people were injured and self-evacuated. But 98 people perished when more than half of the building pancaked in the early morning hours, the possible result of decaying of the rebar that served as reinforcement for the building’s concrete.





MDA paramedic Uriel Goldberg (right) arrived from Israel to join the rescue teams in Florida.

In the immediate aftermath of the collapse, Magen David Adom held a refresher course for Hatzalah of South Florida's volunteers via Zoom on treating crush injuries in the hope that more survivors might be pulled from the rubble in the first hours. MDA also sent a paramedic from Israel over to Surfside to assist Hatzalah of South Florida with any logistical needs that could have potentially emerged.

While Magen David Adom's training didn't result in rescues that day, it's emblematic of the increased coordination between MDA and hatzalah organizations around the U.S., volunteer EMS organizations that serve Jewish communities from coast to coast. While MDA has provided hatzalah organizations with training and technical assistance, hatzalah EMTs have in turn volunteered in Israel, supplementing MDA personnel during national emergencies, such as when Israel underwent rocket attacks from Hamas in May.



"We're creating a worldwide Jewish EMS community," says Uriel Goldberg, a paramedic and trainer for Magen David Adom, who serves as MDA's coordinator with the American hatzalah organizations. "It's a mission that will ultimately save more lives — in the U.S. and in Israel."

Michael Strongin, a Magen David Adom-certified Hatzalah paramedic in South Florida and member of the MDA International Unit.

In Mt. Meron disaster and Hamas rocket attacks, Magen David Adom faced back-to-back emergencies this spring.

Spring in Israel brought increasing relief from Covid as case numbers dropped amid Israel's and Magen David Adom's world-leading vaccination efforts.

But that brought little in the way of calm, as MDA EMTs and paramedics faced back-to-back emergencies in late April and May following a human crush event that killed more than 40 people at a Lag B'Omer celebration at Mount Meron and an 11-day war with Hamas that sent thousands of rockets into Israel.

The Mount Meron disaster emerged as the single largest civilian mass-casualty event in Israel, killing 45 men and boys and injuring hundreds, many of them critically. The crowds were particularly

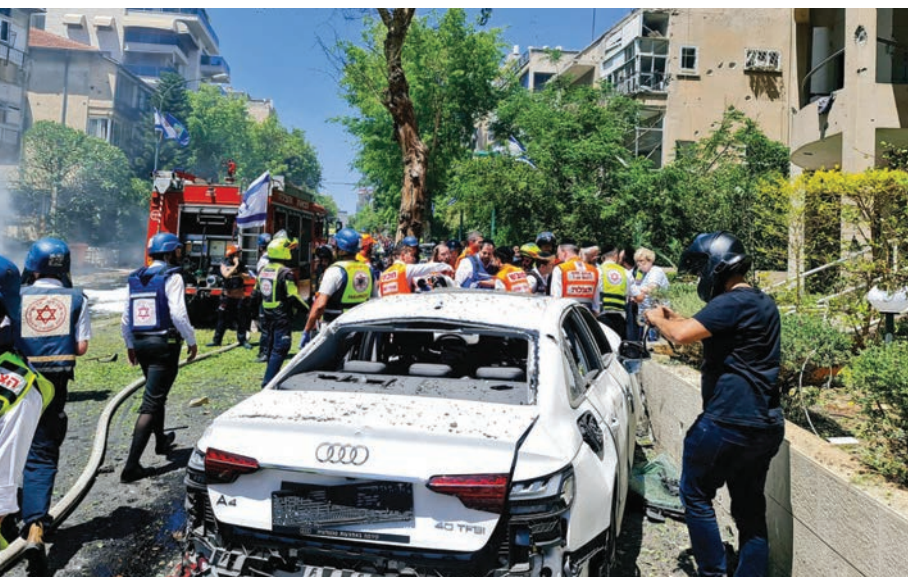
large this year, observers said, as many more people flocked to the annual festival site after the pandemic forced its cancellation last year.

Given the size of the event, MDA already had hundreds of EMTs, ambulances, and Medicycles at the scene, and even had one of its Medevac helicopters and a mobile clinic on-site. But concerns about crowding prompted MDA to conduct a mass-casualty training drill the morning of the event.

The incident happened when celebrants were leaving the outdoor stadium and descending a beverage-slicked ramp, causing people to slip in what one observer called a human avalanche. Blocked by a choke point

near the exit, people were crushed to death by other bodies or asphyxiated by the weight of the people on top of them.

Veteran EMTs and paramedics called it the worst disaster they'd ever seen, as medics hurriedly tried to pull survivors out of piles of bodies and administered CPR and other lifesaving measures to the people whose injuries didn't render them beyond resuscitation. MDA's presence at the site, and the addition of hundreds of additional EMTs who raced to the scene after the emergency call went out, inevitably saved hundreds of lives. But MDA personnel were still stunned by the magnitude of the disaster, staying after the injured were evacuated to recite Kaddish for the dead.





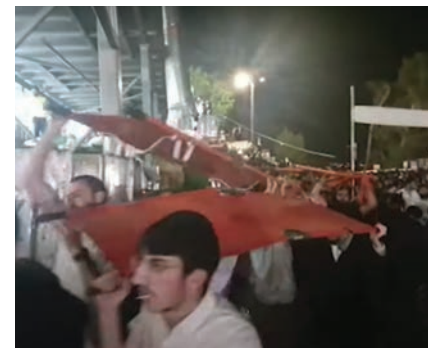
Less than two weeks later, sectarian riots broke out in East Jerusalem, which quickly spread to other Israeli cities, including many in which Jews and Arabs have lived side-by-side for decades. Within hours, Hamas added to the chaos by launching rockets, the first of what would be thousands before a ceasefire was declared.

“I’m extraordinarily proud of our full-time and volunteer EMTs and paramedics,” said Eli Bin, director-general of Magen David Adom. “They performed professionally and fearlessly under dangerous circumstances, and ensured the death toll was a fraction of what it otherwise would have been.

“Other than the Iron Dome, few factors were as significant in mitigating the loss of life in this conflict,” he said. “They were truly lifesavers... [during that] week and a half.”

In all, 12 Israelis died as a result of Hamas rockets; 10 directly from injuries sustained in blasts, including a 16-year-old girl and 5-year-old boy; and two from injuries sustained in falls while en route to bomb shelters. Magen David Adom treated more than 355 people suffering from rocket-related injuries or, in one case, a rocket-induced heart attack.

MDA also treated 196 people injured in sectarian riots, including at least one man who later succumbed to his injuries. Twelve ambulances and one motorcycle were also damaged and temporarily taken out of commission to undergo repairs.



Druze community receives its first MDA Mobile Intensive Care Unit ambulance.

In July, a Mobile Intensive Care Unit (MICU) ambulance was dedicated at a special ceremony at the Magen David Adom (MDA) station in Julis, a Druze village in northern Israel northeast of Akko. It was made possible thanks to donations from Mounhal Hamoud, the owner of the Merkaza department store

chain, and the International Fellowship of Christians and Jews (IFCJ), a longtime MDA partner. “I want to thank MDA, our partners for many years,” said Safwan Mreeh, director of security and minorities at IFCJ. “I’m sure we will continue to save lives together in the future.”



MDA awarded medal of honor by Prime Minister Netanyahu and minister of health.

In June, Magen David Adom was presented with a medal of honor by then-Prime Minister Benjamin Netanyahu and Minister of Health Yuli Edelstein in recognition of the organization’s groundbreaking work combating the coronavirus in Israel. The organization set up extensive Covid testing facilities, swabbed 4.5 million Israelis, and administered the vaccine to 700,000 Israelis.

“I am proud of the organization’s volunteers and employees — from Metula to Eilat. The MDA family has been involved in the crisis since day one, and we fought it successfully and with increased and steadfast forces,” said Eli Bin, MDA’s director-general.

Israel National Fire & Rescue Authority launches new dispatch system designed by MDA.

A new computer-aided dispatch system provides fire services with cutting-edge technological capabilities and brings two of Israel’s rescue services onto the same “911” platform. The system, designed for the Fire Authority by MDA, provides an array of new capabilities. It enables dispatchers

to locate cell-phone callers instantly; shows the locations of all fire-rescue, EMS, and law-enforcement vehicles in real time on the dispatchers’ screens; and simultaneously alerts emergency medical services about relevant incidents so they can instantly send EMTs and paramedics to the scene.





MDA sends delegate to Philippines to help them combat pandemic.

Chaim Markos Rafalowski, disaster relief coordinator for Magen David Adom, was among four Israeli healthcare officials dispatched to the Philippines to help that nation in its battle against the coronavirus pandemic. The team arrived there on Tuesday, July 28, for a six-day visit to share best practices.

“Israel has always been a good friend to the Philippines,” Philippines Ambassador to Israel Macairog S. Alberto said. “Your willingness to share your time and expertise with our medical personnel reflects the nature of that friendship.”

Delegation from Arab countries visited MDA.

In June, Magen David Adom hosted a delegation of young leaders and influencers from the United Arab Emirates, Bahrain, Morocco, and Egypt who wanted to learn about the world’s best emergency medical services organization. The delegation

was in Israel as part of the Leaders of Tomorrow program, organized by ISRAEL-is in partnership with Israel’s Ministry of Strategic Affairs. This is the reciprocal visit following an Israeli delegation’s trip to Dubai earlier this year.



New technology automatically notifies MDA of car accidents that require medical help.

Beginning in February, late-model cars in Israel have started to autonomously call for ambulances when the driver has been involved in an accident, reporting not only the exact location of the crash, but also the specifics of the drivers’ and passengers’ injuries.

This new technology has not only dramatically reduced response times, but also enables MDA to respond

with the appropriate equipment and protocol for the injuries the driver and passengers have sustained. “Because we’ve developed almost all our [EMS] apps ourselves, we’ve become an incubator for startups,” says Ido Rosenblat, chief information officer for MDA. “The result is that tech companies and MDA are working to save lives together.”

Israel Post issued stamps commemorating work of MDA.

In February, three postage stamps commemorating Magen David Adom were released by Israel’s postal service, honoring the organization’s work during the pandemic and its role in providing emergency medical care to

Israel’s people. “A first-class stamp is a great way to honor men and women who’ve done a first-class job during this crisis,” said Eli Bin, MDA’s director-general.



MDA EMTs saved their father's life.

It was a morning the Taha family will never forget. The Taha children, Basel and Manar, both EMTs for Magen David Adom, awoke to the screams of their mother because their father, Adel, 51, was unconscious. “My sister called an ambulance; my brother ran to a nearby mosque, where a defibrillator was placed for the general public. We immediately started treatment. After seven electric shocks and 40 minutes of

resuscitation, the pulse returned, and we breathed a sigh of relief,” said Manar. “Thanks to our professional knowledge, we saved Dad’s life,” added Basel.

Last year, Magen David Adom launched a program that placed hundreds of defibrillators, like the ones the Tahas used, in on-street kiosks throughout Israel.



MDA's Wish Ambulance helped fulfill the dreams of a 6-year-old boy.

People think of Magen David Adom as the organization that saves people's lives in Israel. But sometimes the organization is focused on saving the quality of their life. Six-year-old Adam Janko, who's undergoing treatment for brain cancer, wished to be an MDA EMT for the day. In May, MDA's Wish Ambulance made his dream come true. “Adam fell ill several months ago, underwent two head surgeries, and radiation treatment in Austria,” said Adam's mother, Michelle Meidan Janko.

“Ahead of the third surgery, we wanted to make him happy and make his dream come true. From the moment he entered [MDA's National Operations] Center, he kept asking questions and was very excited. And he managed to forget about the operation for a few moments.” Said Alon Rizkan, an MDA paramedic who accompanied Adam that day, “The MDA family wishes him health and a speedy recovery — and we hope he'll be joining our ranks as an EMT when he reaches adulthood.”

MDA opened Covid vaccination centers specifically for 12- to 15-year-olds.

With rapid growth rates of coronavirus infection caused by the Delta variant in June, Magen David Adom reopened vaccination centers across Israel. The vaccination centers targeted 12- to 15-year-olds, which were recently approved to receive the Pfizer vaccine. “The goal is to ultimately

be vaccinating about 25,000 of the younger teens every day to provide as many eligible Israelis as possible with immunological protection against the disease,” said Dr. Shafir Botner, director of paramedic training for MDA.



“To save one life is to save the world entire.” — *The Talmud*



This High Holiday season, as we seek spiritual and physical renewal for ourselves and our loved ones, let us also remember those in Israel who nurture and renew life every day. Whether it's treating civilians wounded in terror and rocket attacks or vaccinating them against Covid, no organization in Israel saves more lives than Magen David Adom.

Magen David Adom is not government-funded. Its 27,000 volunteer EMTs and paramedics and 4,000 full-time professionals rely on support from people like you for the vehicles, supplies, and equipment they need to perform their lifesaving work.

No gift will help Israel more this coming year. Support Magen David Adom by donating today at afmda.org/rosh or call 866.632.2763. *Shanah tovah.*



Saving lives. It's in our blood.

afmda.org

The dream is nearly a reality!

Help ensure the Marcus National Blood Services Center is completed.



No project is more crucial to the future security of Israel than the Marcus National Blood Services Center. But you can play a role in helping to complete this important lifesaving facility.

Sponsorship opportunities are still available at levels starting at \$3,600 for a mezuzah to rooms, laboratories, and key areas to be named for gifts starting at \$18,000.

And we are now seeking donations for critically important pieces of equipment for the blood bank and laboratories. They range from blast freezers (for storing of temperature-sensitive plasma products) to a system for the detection of bacteria in blood components. These items and many others are vital for the testing and processing of blood units and in need of sponsorship.

For information on how you can help make that final push to complete construction or sponsor an important piece of blood center equipment, please contact your local AFMDA development executive or CEO Catherine Reed. (Contact info on page 19.)





The Sussman Family's \$3 million gift to bring cutting-edge milk bank to Marcus Center.

In March, the Sussman Family of Palm Beach Gardens, Fla., announced a \$3 million gift to support Magen David Adom, paving the way for MDA to relocate Israel's Human Milk Bank to the new shielded blood-services center. The Human Milk Bank is one of the most important initiatives in Israel. To premature or sick babies, access to human milk can be the difference between life or death.

"Our support of Magen David Adom has always come from our belief that there's no more powerful way to make an impact in Israel than to help save a life there," said Andrea Sussman, who jointly announced the gift with her mother, Elaine. "And, by ensuring the expansion of the Human Milk Bank, we'll be helping the most vulnerable of all Israelis, newborn preemies, at the most vulnerable part of their lives."

The Sussman Family has given a total of \$7 million for construction of the new blood facility, the Marcus National Blood Services Center.





Lois Pope

As Covid swept the U.S., Lois Pope's plans to dedicate her 13th ambulance or, as she put it, her "bat-mitzvah ambulance," had to be put on the back burner. Knowing how urgently it was needed, Lois sent her ambulance off to Israel to help the brave paramedics and EMTs of MDA save lives.

This year, Lois will celebrate the dedication of her 14th ambulance, donated in honor of her dear friend, Tova Leidesdorf. *Mazel tov*, Lois, on this joyous *simcha*!



Ronit and Dr. David Neuman and The Ben Josef Family

It is with great pleasure that we welcome Ronit Neuman to the National Board of Directors at AFMDA. Ronit and her family have been staunch supporters of Magen David Adom for many years and serve on the local advisory board in South Florida. In 2019, the Neuman and Ben Josef family sponsored an ambulance for the city of Ashkelon.

Thanks to their philanthropy and foresight, the ambulance saved countless lives during the most recent attacks on Israel by Hamas. Please join us in welcoming Ronit, David, and their family to Magen David Adom.



13-year-old's love for Israel yields ambulance.

On his 13th birthday, Flynn Goldstein (center) was surprised by a very special gift donated to Magen David Adom by his grandparents, Harvey and Phyllis Gitlin, in honor of his bar mitzvah and his incredible love and passion for Israel.

The Life Support Ambulance was dedicated at Flynn's home on June 22nd in the company of his parents, Michelle and Doug Goldstein, and extended family, friends, and AFMDA representatives.



Renee Rosenstock Ambulance Dedication

Renee Widman Rosenstock of Ft. Lauderdale, Fla., is a proud supporter of Israel and the Jewish community. The daughter of Holocaust survivors, Renee has dedicated her life to ensuring that her family's legacy lives on through her philanthropy. On June 21st, Renee dedicated a Magen David Adom ambulance in honor of her grandson, Bradley, and in loving memory of her son, Jordan Rosenstock z"l — both bright shining stars in her life. *Mazel tov*, Renee, and the entire Widman Rosenstock family.



Stanley and Joyce Black Family Foundation

Stanley Black and his late wife, Joyce, have been philanthropic leaders in the Los Angeles-area Jewish community for many years and longtime supporters of AFMDA. In May, the Stanley and Joyce Black Family Foundation donated another ambulance that featured a dedication attended by Mr. Black and AFMDA staff. Many thanks to Stanley and his family!

New AFMDA Board of Directors Member: Kurt Schwartz

Kurt Schwartz of Concord, Mass., joined the National Board of Directors of American Friends of Magen David Adom, bringing to the position not only his passion for Israel and MDA, but also his professional experience as a former EMT, as undersecretary for Homeland Security and Emergency Management, and as director of Massachusetts's Emergency Management Agency. Kurt, his wife, Susan, and their family are longtime supporters of MDA. They have donated multiple Mobile Intensive Care Unit ambulances and sponsored the Immunohematology Laboratory at the new Marcus National Blood Services Center currently under construction in Ramla.



The Baby Ambulance

In 2019, a group of friends came together in support of Israel and sponsored a Magen David Adom Mobile Intensive Care Unit ambulance. Thanks to the Rosen, Schwartz, Blavatnik, Kronrad, Rubenstein, and Weisfisch families, the EMTs on board the ambulance delivered a record-breaking seven babies in its first six months of service. MDA ambulances are not only lifesaving, they are also life-giving. Thank you to our Ft. Lauderdale families for giving MDA the tools they need to welcome more babies into this world.



SOUTHEAST

Ritz Carlton Bal Harbour

On June 2nd, we held our first event in Miami since Covid began in support of the brave medics of Magen David Adom. Supporters from Miami came together at the Ritz Carlton, Bal Harbour to stand with Israel and Magen David Adom. We want to thank the Neuman, Ben Josef, and Lowenstein families for cosponsoring our event and ensuring its success.

SOUTHEAST



Aspen

Dana and Michael Werner once again opened their home and hearts to Magen David Adom, hosting a cocktail reception on July 26th in Aspen, Colorado. Friends of the Werners and supporters of Israel gathered to hear Uri Shacham, MDA's deputy director and chief of staff, share how MDA's preparedness helped get the State of Israel through one of its darkest years. The night ended with the dedication of a Medicycle, the Werner's second lifesaving vehicle to serve in MDA's fleet.

WESTERN



Welcome Dorin Esfahani

We are pleased to introduce the most recent addition to the Western Region fundraising team, Dorin Esfahani. With major gifts fundraising experience from her time at UCLA Health Sciences Development, Dorin joins AFMDA as a senior development executive working with our team in Greater Los Angeles to expand our growth in the area. Please join us in welcoming Dorin.



WESTERN

MICU Ambulance Tour

The Stanley and Joyce Black Family Foundation generously donated a Mobile Intensive Care Unit (MICU) that went on a tour through the Los Angeles area, Orange County, and Arizona to visit with a number of schools. The tour included an event featuring AFMDA at the home of Dr. Alan and Ellen Rothbart in Scottsdale, Arizona. How exciting to share this wonderful gift and MDA's incredible mission of saving lives with so many children and adults who are committed to Israel.

MIDWEST



Board Member Barry Feldman Visits Marcus Center

National Board member Barry Feldman from Cleveland toured the new Marcus National Blood Services Center with AFMDA Senior Israel Representative Moshe Noyovich.

MIDWEST



First 7 Minutes Training Webinar

In June, MDA paramedic Raphael Herbst held a special First 7 Minutes Zoom training session with executive directors of more than 20 major synagogues in the Chicago area. The one-hour session showed participants how to remain safe and administer lifesaving care amid the chaos of a violent incident. For more information about First 7 Minutes training, contact First7Minutes@afmda.org.



NORTHEAST

Private Screening of *Ambulance*

On July 25th, Hoffman SummerWood Senior Living Community, West Harford, Conn., enjoyed a private screening of *Ambulance*, the Israeli docuseries that highlights the work of MDA. The program featured a Q&A with paramedics who star in the series, and Rabbi Aaron Jaffee announced a fundraising campaign for MDA, which will run through the High Holidays. If you are interested in hosting an event or donating, contact northeast@afmda.org.



NORTHEAST

In Appreciation of Their Incredible Staff

After working tirelessly during the pandemic, the staff at MORRE-TEC received a unique tribute with an MDA ambulance was dedicated in their honor. Owner Len Glass stated it was "in deference to extraordinary efforts expended by each and every one of them during the Covid-19 pandemic, as our staff did not miss one day's production." The Glass family was so moved by their team's care and devotion, they wanted to do something exceptional to show their appreciation, and sponsoring an ambulance to Israel while honoring their staff was just a special thing to do.

Upcoming Events

December 12, 2021 – Celebrating MDA, The Beverly Hilton, Beverly Hills, Calif.

March 6, 2022 – Palm Beach Gala, The Breakers, Palm Beach, Fla.

March 22, 2022 – Boca-Delray Community Event, St. Andrews Country Club, Boca Raton, Fla.

April 26 – May 9, 2022 – Mission to Israel, featuring the dedication of the Marcus National Blood Services Center.

MEET PLANNED GIVING DONOR

Annette Singer, z”l

Annette Singer was a mother, grandmother, and great-grandmother. In addition to being a “strong, loving, and fierce matriarch of her loving family,” Annette lived her values and lived with intention. She was an accomplished artist who worked at and enjoyed art throughout her life. She was proud to have been the first civilian woman staff photographer at the Holabird Signal Depot in Baltimore during World War II. Her artwork was exhibited in numerous juried shows throughout Maryland and Florida.

Her granddaughter Margot said her bubbe was “A bright, shining North Star who has taught me to live whole-heartedly, with authenticity, grace, humor, and wit.”

Annette’s family knew Israel and securing the safety of the Jewish people was a priority for her, so they were not surprised that in 2012, when she was 93, Annette established an AFMDA Charitable Gift Annuity. She followed her first annuity with two more — one in 2013 and another in 2018.

When she passed away last year at the age of 101, AFMDA received a generous bequest from Annette’s will to support Magen David Adom’s lifesaving mission. Through her planned gifts, Annette Singer’s AMFDA commitment to saving lives in Israel will continue for generations to come. This Woman of Valor’s memory is a blessing, and her legacy is a forever blessing for all of Israel.



Build your legacy with many happy returns.

Our charitable gift annuity gives you payments every year for as long as you live.

When you fund a charitable gift annuity, we agree to send you a check each year for as long as you live, based on your funding amount and your age at the time of funding. The payment amount never changes. You’ll get these benefits as well:

- Receive an income-tax deduction this year for part of the funding amount.
- If you fund it by transferring stock, some of your capital gains are eliminated, some spread over a number of years.
- After a lifetime of payments to you, any remaining funds support our lifesaving mission in Israel in your name.



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

Create your MDA legacy today by contacting Marilyn Stern Emas at msternemas@afmda.org or 212.757.1627.



MAGEN DAVID ADOM

is Israel's national 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.

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