

American Friends of Magen David Adom 2017 REPORT TO THE COMMUNITY





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Thanks to you, MDA is resilient in the face of terrorism.

A message from MDA'S Director-General Eli Bin



Dear Friends,

Magen David Adom concluded 2017 with a strong sense of accomplishment. Our technological innovations and advanced training helped save lives, despite terrorists' continued attempts to murder Israelis and disrupt our way of life.

But from these hardships — this incessant exposure to violence — comes a resolve that's uniquely Israeli, where survival, improvisation, and innovation become acts of defiance.

Throughout 2017, we deployed and perfected revolutionary programs and cutting-edge technology that made a difference in the lives of critically injured and ill Israelis.

Our Life Guardian Program, which trains everyday Israeli civilians and integrates them into the sacred work of saving lives, now numbers in the tens of thousands.

The My MDA app, with its ability to provide real-time video of an emergency among its game-changing features, was downloaded more than 100,000 times in just the first year. And as the year closed, we reached an impressive milestone: the 500th Medicycle was about to hit the streets of Israeli towns and cities.

Much of these achievements are made possible by you, our American friends. Your generosity enables us to save lives and set the standard for EMS innovation around the world. This shining partnership is irreplaceable.

So on behalf of Israel's 8.8 million people — and especially the thousands of Israelis whose lives are saved by MDA each year — our most profound thanks. Your support is truly making a difference.

Eli Bin
Director-General
Magen David Adom

Connecting us to Israel. Connecting the world to innovations in EMS.

A message from AFMDA'S leadership

In America, we call 911 during the worst moments of our lives. But what happens if we're too overwhelmed by an emergency to communicate important details? If we can't speak for fear of being discovered by an intruder? If we don't know how to direct the operator to our location?

These are problems that everyone from small-town police chiefs to the chairman of the Federal Communications Commission have been trying to solve for decades in the U.S. Text-to-911 capabilities — among other "next generation" emergency-response communications — are becoming more common, but change is coming slowly for emergency systems that operate differently in every community in America and are unable to keep up with rapid advancements in personal technology.

Thankfully, not only does supporting Magen David Adom reflect our passion for Israel and its people, but we can be proud that MDA shared its lifesaving innovations and insights with communities in America and around the world. And that's the beauty of MDA: it may operate in Israel, but its impact extends to all corners of the globe.

We were reminded of that fact yet again in 2017, as MDA continued saving lives in Israel while building bridges with EMS organizations internationally.

March: Japanese Ambassador to Israel Koji Tomita toured MDA facilities and praised MDA's volunteers, staff, and use of cutting-edge technology.

March: The New York City Fire Department met with MDA in New York to see firsthand MDA's unique dispatch technology and smartphone apps. The members of FDNY found the system enlightening and innovative.

July: MDA and the Indian Red Cross Society held a joint project for capacity building and first-aid training in Delhi.

August: In response to Hurricane Harvey, MDA deployed

a team of paramedics — including Tomer Kaplan, an expert in community health and disease control — to Houston. Local volunteers who were trained in MDA's Overseas Volunteer Program in Israel also joined the MDA delegation.

October: Paramedics from Ecuador's Red Cross and MDA performed joint training exercises.

Whether through its technological innovations or world-renowned training and protocols, MDA is saving lives and keeping families intact. As an organization that does not receive operational funding from the Israeli government, its reliance on your generosity is critical. And in 2017, you answered the call again, helping MDA achieve its noble goal of saving lives in Israel and sharing its expertise with communities around the world.

We hope we can count on your continuing support. Because, as one of Israel's greatest ambassadors, the better MDA becomes at saving lives in Israel, the more likely we are to benefit in our communities in America and around the world.

With gratitude,



MARK D. LEBOW
National Chairman, AFMDA



DAVID M. FRANKEL
CEO, AFMDA



MDA IN 2017 Thanks to you, MDA responded with courage and expertise.

In 2017, MDA responded to everything from terrorist attacks against IDF soldiers to civilian emergencies with expedience and skill, saving countless lives, thanks in part to the training and technology you support. Here are some of the ways MDA cemented its place as one of the world's premier lifesaving organizations in 2017.



JANUARY
MDA's Chaim Rafalowski at UNESCO Conference

Amid a rise in global terror attacks, countries around the world increasingly turn to MDA to learn from its emergency response and mass casualty protocols.

Chaim Rafalowski, MDA's disaster management coordinator, presented the organization's method of integrating Israeli volunteers into its emergency-response system at the first International Conference for Victims Assistance, held in Paris and sponsored by UNESCO, the United Nations' cultural body.

Rafalowski's presentation came on the heels of a mid-January car-ramming attack in Jerusalem that was possibly inspired by similar ISIS attacks in Nice and Berlin.

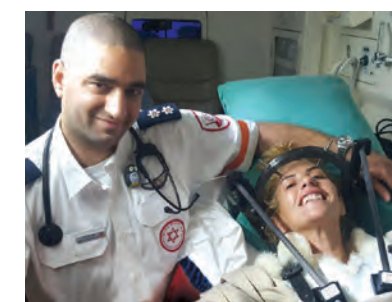


FEBRUARY/APRIL
When It Comes to Saving Lives, MDA Knows No Borders

MDA does whatever it takes to save Israelis. Even when they're on the other side of the world.

In early February, Zohar Katz (above), a 21-year-old Israeli touring South America, became ill when she contracted an insect-borne virus that began destroying her red blood cells. Hospitalized in Peru, Zohar needed fresh plasma and antibodies transfusions, but the hospital's supply was dangerously low.

That's when MDA sprang into action. Dr. Asher Moser, one of Israel's leading hematologists and deputy-director of MDA's National Blood Services Division, arrived in Lima to assist in Zohar's treatment. And on Thursday, February 16, MDA paramedic Yonat Daskal boarded a flight with 90 units of plasma for Zohar and, after further treatment, to eventually take her home.



In a separate incident, in April, Vardit Alon was severely injured riding a motorbike in Thailand. Unable to return home to Israel until she underwent a complex surgery, MDA sent Paramedic

Avichay Hadad to Thailand to assist in her treatment and accompany her back to Israel after the operation.



MARCH

MDA's New Stroke Protocols Will Save Critical Minutes for Patients

In March, MDA announced new protocols that will dramatically reduce the time before stroke victims receive potentially lifesaving hospital treatment, from an average of 54 minutes to just 24 minutes.

The new protocols are facilitated, in large part, by technology developed in-house by MDA, such as its smartphone and tablet apps. Emergency responders can now send comprehensive patient data to hospitals ahead of time, alerting physicians about patients en route to their neurology departments and making the relatively brief time patients spend on ambulances more productive for diagnostics.

"When we're talking about stroke and heart-attack patients, a significant time savings can have a dramatic effect on not just survival rates, but on the extent of recovery for those who do survive," said Dr. Refael Strugo, chief medical officer for Magen David Adom in Israel.



JUNE

MDA Launches Electric Bike Squad

In June, MDA added another vehicle to its lifesaving fleet: electric bikes, each equipped with resuscitation equipment. The bikes from this new unit — called "Life Riders" — can be dispatched to scenes within a radius of 10 kilometers and comprises MDA adult and teen volunteers.



JULY

MDA in Delhi to Train India's Red Cross in First Aid

In response to a request from India's Red Cross, and as part of MDA's international collaboration with other Red Cross organizations around the world, senior MDA instructors spent several weeks leading a workshop for first-aid instructors from the Indian Red Cross.

India, one of the world's most populous nations and a country that deals with an array of emergency scenarios, requested that MDA focus on practical, simulation-based first-aid training, an area in which MDA has become a global leader due to its experience with a variety of man-made and natural emergencies.



JULY

MDA Receives National Award for Quality and Excellence in the Public Sector

MDA received the Rabin National Award for Quality and Excellence in the Public Sector on July 13. The award, named after the late Israeli Prime Minister Yitzhak Rabin and issued by the Prime Minister's Office, is given to organizations that achieve the highest-quality standards in service to the general public in Israel.

"Saving lives requires the best trained professionals, the

best equipment with state-of-the-art technology, and the best managerial practices to operate such a complex and critically important organization," said MDA Director-General Eli Bin in accepting the award. "But, ultimately, we received this award thanks to the tremendous heart of the organization: our employees and volunteers. They are the vivid spirit, the human factor without which there is no value to innovation and technology."



AUGUST

MDA Assists Hurricane Harvey Relief Efforts

Toward the end of the summer, Hurricane Harvey devastated Southeast Texas with historic flooding. Tens of thousands of people lost their homes and will need relief assistance for an extended period of time.

MDA deployed a team of three paramedics to Houston in coordination with the American Red Cross, Haim Dagan, Itzik Mor, and Tomer Kaplan, an expert in community health and disease control. A member of MDA's relief efforts in the Philippines also traveled to Texas. They were joined by local volunteers trained in MDA's Overseas Volunteer program in Israel.

During the historic 10-day mission — MDA's first invitation for assistance from the American Red Cross — MDA shared best practices for multicasualty events and natural disasters and learned from the Red Cross' vast experience.

In 2017, the threats to Israeli civilians continued: 400 terrorist attempts resulted in 54 terrorist attacks that killed or severely injured Israelis. MDA responded to these emergencies with experience and skill, saving countless lives, thanks in part to the training and technology you support. Here are some of the attacks MDA responded to in 2017.



JANUARY 8

In response to a vehicular terror attack at the Arnon Hanatziv Promenade in Jerusalem, MDA provided emergency medical treatment to 15 victims and evacuated them to local hospitals. Tragically, four of the victims died.



APRIL 23

MDA provided emergency medical treatment and evacuated four stabbing victims after a terrorist attacked civilians in two separate incidents on HaYarkon Street in Tel Aviv.



MARCH 15

An Arab teenager crashed her car into a group of innocent people waiting for buses at the Gush Etzion Junction. MDA medics treated for shock a 28-year-old woman in advanced stages of pregnancy, and then transported her to a hospital in Jerusalem.



JULY 14

MDA responded to a shooting attack on the Temple Mount in Jerusalem, where terrorists opened fire on border policemen, killing two and injuring a third.

Within minutes — and with the gun battle still raging — MDA paramedics Aharon Adler, Aharon Steinmetz, and Yisrael Weingarten arrived on the scene and began resuscitation attempts.

While treating the victims, Adler's leg was hit by a ricocheting bullet. Despite the pain, he continued treating the patients. Only after completing his lifesaving work and the victims were evacuated to the hospital did Adler agree to seek medical treatment.

Two weeks later, all three MDA paramedics were honored and promoted in a ceremony honoring their poise under fire.



APRIL 6

When a terrorist drove his car into two young soldiers at a bus stop in Ofra, MDA paramedics rushed to the scene from Jerusalem and Ofra — one of MDA's 16 emergency medical stations in Judea and Samaria. A 19-year-old victim received emergency medical treatment and was evacuated to Hadassah Mount Scopus Hospital. Sadly, a second victim, Sgt. Elchai Teharlev, z'l, was pronounced dead at the scene.

Work on the world's first underground blood bank and processing center is underway.

After more than five years of planning, construction on MDA's new Marcus National Blood Services Center began in earnest in 2017.

The massive job of excavating the site started with the removal of more than 11,000 truckloads of soil to accommodate the three floors of the facility that will be built underground — with each floor's footprints dwarfing the floors above ground.

Specialty retaining walls, known as "slurry walls," were built later in the year to facilitate the removal of the soil and provide safer and more efficient ways for construction workers to dig out the site.

The project to build the Marcus National Blood Services Center is led by AFMDA and is MDA's largest and most complex capital project ever.



Blood Processing Floor

Much of the publicity surrounding the design of the Marcus National Blood Services Center has focused on the fact that it will be the world's first underground, shielded blood center, designed to safeguard Israel's national blood supply. But from a medical standpoint, the center's most important feature is its blood-processing floor, approximately 23 feet underground, which will increase Israel's blood-processing capacity nearly twofold to accommodate the country's rapidly growing population.

The blood will be safety tested for pathogens, sorted by blood type, and labeled and tracked using a highly secure computer system to ensure patient safety.

Making an Impact in Israel Donors come together to support MDA.

AFMDA proudly continued a tradition of holding major galas to celebrate MDA's heroism and accomplishments. Large- and small-scale events around the country in 2017 helped raise awareness and introduce MDA's lifesaving work to new communities and audiences. From New York to Los Angeles, and from Detroit to south Florida, people learned about MDA's unique role and the unparalleled service it provides 24/7 in Israel. Here's a sampling of major events from 2017.



FEBRUARY

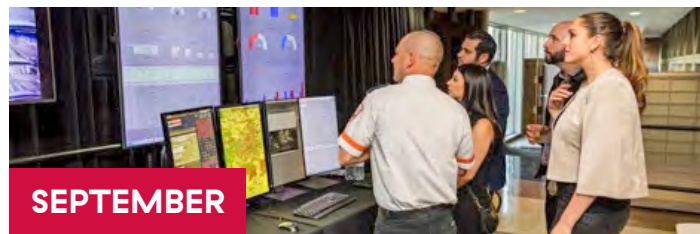
Palm Beach Celebration of Life Gala

More than 600 guests gathered at the Mar-a-Lago Club to help MDA save lives in Israel at the annual AFMDA Palm Beach Celebration of Life Gala. The event raised \$1.3 million to support MDA ambulances, equipment and training and its new Marcus National Blood Services Center.

David Dalfen, a MDA paramedic based near Jerusalem, was recognized for his critical role in saving the life of a 12-year-old Israeli boy who was stabbed in a terrorist attack by two Palestinian teens in late 2015.

The event was chaired by Dianne and Abe Bernstein and Stacey and Craig Shapiro, with corporate support from the Bristol Palm Beach. The keynote speaker, Pulitzer Prize-winning syndicated columnist and commentator Dr. Charles Krauthammer (z"l), spoke about the current American political climate and its impact on Israel.

Throughout the evening, guests explored how MDA's emergency responders work on the ground. A replica of MDA's command-and-control center, the "Mamlam," was on display and connected to the live, real-time system in Israel, showing how MDA coordinates the dispatch and response of its 1,000 ambulances, 500 Medicycles, and close to 15,000 professional and volunteer EMTs and paramedics.



SEPTEMBER

Dr. John J. Mames Chapter — Michigan Region Celebration of Life Gala

The annual Dr. John J. Mames Chapter — Michigan Region Celebration of Life Gala, held at Congregation Shaarey Zedek, was both a celebration of MDA and a tribute to one of its biggest benefactors, Manny (z"l) and Natalie Charach.

Manny, who passed away in July 2017 (more on page 16), was remembered as a modest but relentless leader who never sought the spotlight, instead casting it on the real heroes at MDA.

Alan Muskovitz hosted the event, Sandy Danto made a compelling request for support, and new ambulance sponsorships were announced by Beverly Baker and the Morris and Beverly Baker Foundation, Sy and Judy Berman with Shelly and Jody Mendelson, and Mynetta and Adrian Christie.

There was also special recognition of four Michigan-area MDA overseas volunteers: Lauren Goldstein, Samantha Katz, Nathan Klausner, and Stephanie Schulman.

Keynote speaker Jonathan Medved discussed how Israel's thriving tech economy impacts the world and saves lives.



OCTOBER

Los Angeles Red Star Ball

AFMDA's fifth annual Red Star Ball raised more than \$12 million at The Beverly Hilton on Monday, October 30. For the second time in three years, the star-studded event featured a performance by entertainment icon and comedian Jerry Seinfeld.

The gala was chaired by AFMDA Western Region President Dina Leeds and her husband, Fred Leeds. It also recognized Dr. Miriam and Sheldon Adelson with the Humanitarian of the Year Award, Renee and Meyer Luskin with the Lifetime Achievement Award, and Nikita Kahn with the Leadership-Next Generation Award.

The emotional pinnacle of the evening occurred when Roy Grilak and Gilad Mezamer, two IDF soldiers whose lives were saved by MDA, came on stage to express gratitude to the MDA supporters in the room. Mezamer, to his surprise, was then greeted and embraced by Robert Leeds, a Los Angeles teenager who sponsored the MDA ambulance that rushed him to the hospital after his throat was slashed by a terrorist in 2015. Leeds was then followed on stage by MDA paramedic Aharon Adler, who rushed blood units to that same ambulance aboard his Medicycle, a move that played a critical role in saving Mezamer's life. Finally, MDA Director-General Eli Bin and Mezamer's mother, Meirav, also joined the stage for a tearful, yet triumphant, embrace.



DECEMBER

Annual MDA New York Gala

AFMDA's annual MDA New York Gala on Thursday, November 30, drew more than 500 guests and raised more than \$5 million to support MDA.

The event, held at Pier Sixty at Chelsea Piers, recognized MDA's first responders in Israel and honored Kent M. Swig, a leading commercial and residential real estate investor and developer in New York, with AFMDA's Visionary Award. Elie and Esther Katz received the Young Professional Leadership Award. Elie is the former mayor and current deputy mayor of Teaneck, New Jersey. Ambassador Dani Dayan, consul general of Israel in New York, made opening remarks.

"We all cherish life, we cling to it, and we'll do anything to preserve it," Swig told guests. "And MDA are the miracle workers of the modern age, and there's no worthier cause than this."

The event featured several interactive installations designed to immerse guests in the MDA "experience." An enclosed, 360-degree virtual-reality movie theater allowed people to watch a video of MDA's response to a simulated terrorist attack in Israel. And a workstation of MDA's revolutionary command-and-control center — the "Mamlam" — was installed on location, enabling guests to track any MDA ambulance or Medicycle in Israel in real time.

Your Gift at Work in 2017

Magen David Adom keeps you connected to Israel in the most profound and tangible way: by saving lives. In 2017, your support of MDA's training and technology helped save countless Israelis and kept their families intact. Here are some of the ways you made an impact in 2017 — and can continue to in the future — in Israel.

EQUIP A PARAMEDIC

They're heroes in Israel. But not without you. Donors equipped MDA paramedics and EMTs for a year with critical tools to save lives.

\$17.6M
RAISED IN 2017 FOR MDA
TRAINING, EQUIPMENT,
AND OTHER NEEDS



MDA AMBULANCES AND MOBILE INTENSIVE CARE UNITS

Every year, MDA needs 100 new ambulances and Mobile Intensive Care Units to replenish its fleet.



42 + 15
AMBULANCES MICUS
RAISED FOR ISRAEL IN 2017



MARCUS NATIONAL BLOOD SERVICES CENTER

MDA's Marcus National Blood Services Center is still under construction, and sponsorship opportunities are available — from naming a molecular lab to securing the facility's subterranean floor. MDA's new blood center is a critical national security project, and your support safeguards Israel's lifeblood for the foreseeable future.

\$18.9M
RAISED FOR
MNBSIC IN 2017



MEDICYCLES

MDA's revolutionary three-wheeled Medicycles on the road offer paramedics the ability to navigate hard-to-reach patients. More than 300 are in use today, but more are needed — especially in heavily congested urban centers. Donors sponsored Medicycles with a gift of \$36,000.



42 MEDICYCLES
SPONSORED
IN 2017



To learn more about these items or any other funding opportunities, contact your regional AFMDA office (see page 19) or AFMDA Chief Development Officer Catherine Reed at CReed@afmda.org or 866.632.2763.

MDA: Humanity First



The Magen David Adom Wish Ambulance Initiative fulfills the dreams of individuals who face serious or terminal illnesses or who are not independently mobile. A wish come true is an important triumph for a patient and provides aid and support to the family.

In September, an MDA Wish Ambulance helped realize Ruti Yulzari's dream of seeing her grandson sworn into the Israel Defense Forces at the Western Wall. Yulzari, a cancer patient, was transported by MDA from her home in Rehovot to Jerusalem, where she hugged her grandson, saluted him, and watched the ceremony. There is nothing more Israeli and Zionist than the dream of a proud grandmother with only one request: to hear her grandson declare "I swear allegiance" to the IDF in person.

In 2017, MDA fulfilled similar wishes for 183 other patients. Since the start of the initiative in 2009, MDA's Wish Ambulances have touched 900 patients and their families. These wishes have included everything from bar mitzvah

celebrations to seemingly trivial activities, like going to the beach or dining out with family.

Over the years, the number of "wish" requests to MDA has increased dramatically. MDA fulfills an average of four wishes per week. At an event marking the end of the 2017 Wish Ambulance campaign, MDA Director-General Eli Bin announced that MDA will inaugurate two additional Wish Ambulances to meet the demand.

"We are lucky to be able to make people's wishes come true," said Wish Ambulance Director Yonat Daskal. "We cannot take that for granted."

In Memoriam / ז"ל

It was a particularly difficult year for the AFMDA family in 2017, when our community lost several key leaders.



APRIL



JUNE

APRIL: Dr. Robert Sadoff, former president and chairman of American Friends of Magen David Adom.

JUNE: Benjamin Saxe, former executive vice president of American Red Magen David for Israel, with Eli Bin.



JUNE



JULY

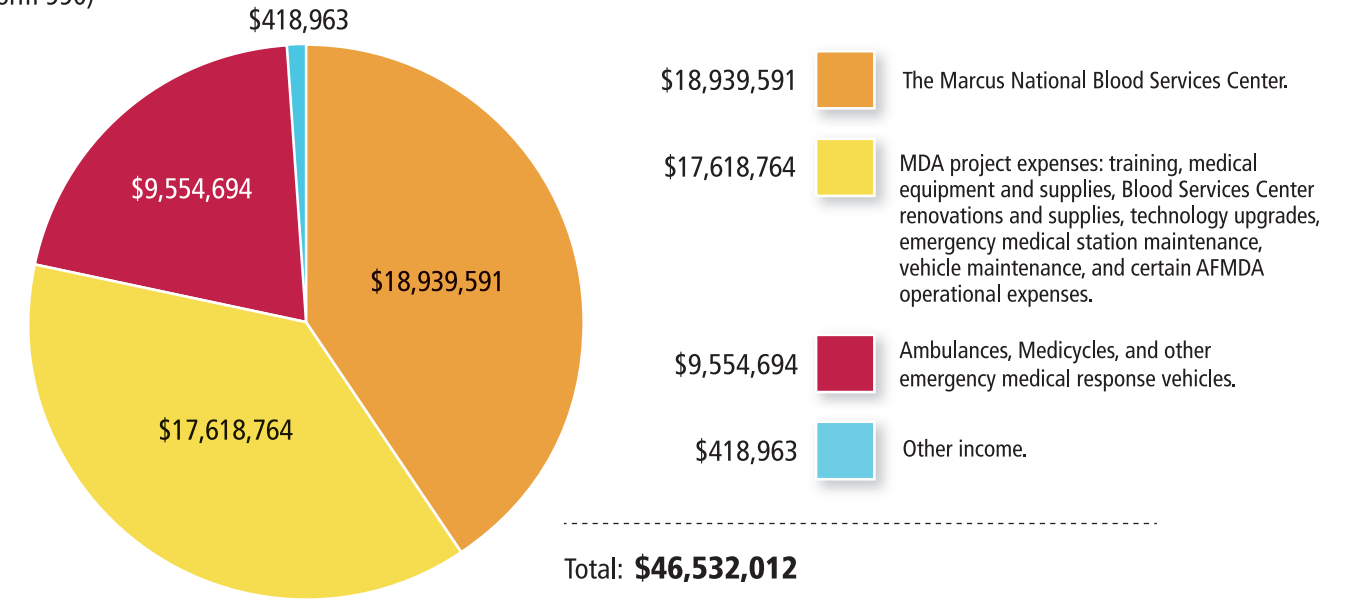
JUNE: Manuel "Manny" Charach, along with his wife, Natalie, hold the record for most MDA ambulance sponsorships at more than 40. In addition to other key forms of support, Manny's legacy lives on in the Natalie and Manny Charach Ashdod MDA Emergency Medical Station.

JUNE: Leslie "Les" Handelsman, longtime AFMDA Board Member and a 40-year volunteer on behalf of MDA.

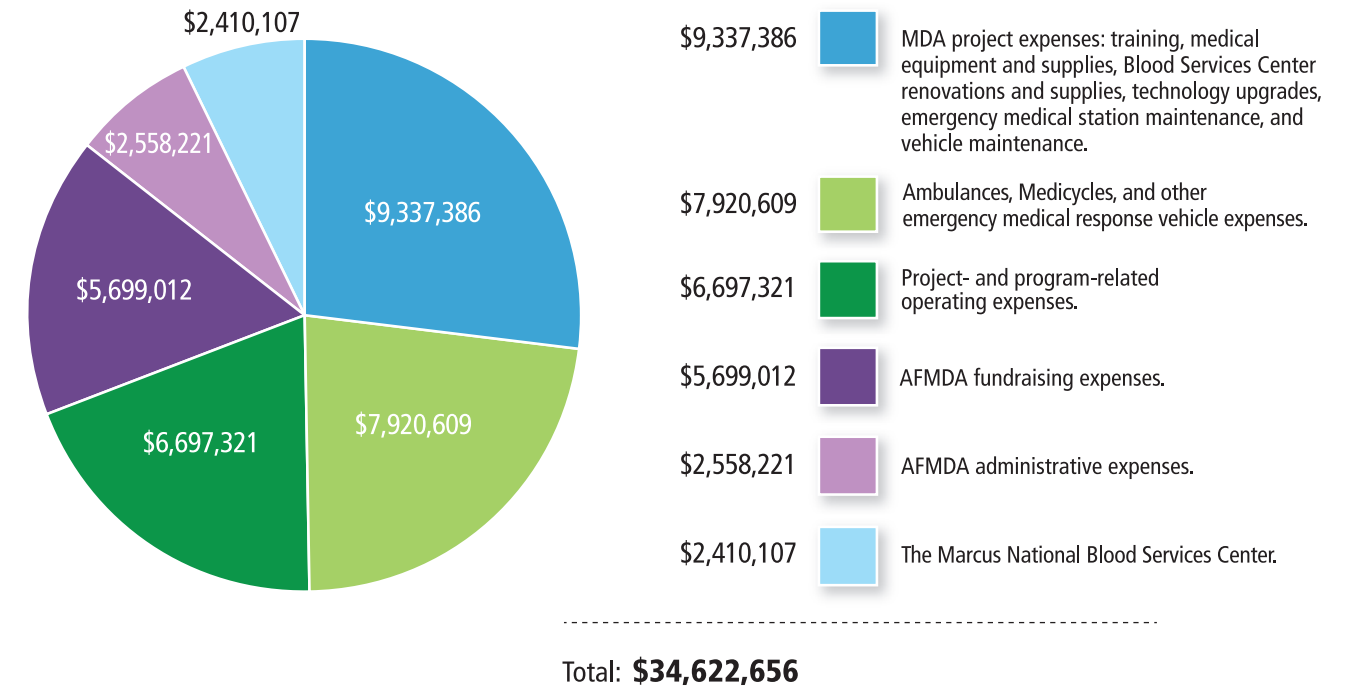
2017 Financial Information

Revenue and Expenses by Category

TOTAL REVENUE (per IRS form 990)



TOTAL EXPENSES (per IRS form 990)



Additional financial data and IRS form 990 are available at afmda.org.



CONTACT US

Magen David Adom is Israel's national ambulance, blood-services, and disaster-relief organization, serving as emergency medical first-responders for the state's 8.8 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

352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free 866.632.2763
Tel 212.757.1627
info@afmda.org

NORTHEAST REGION

352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free 866.632.2763
Tel 212.757.1627
northeast@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

MIDWEST REGION

3175 Commercial Avenue, Suite 101
Northbrook, IL 60062
Toll-Free 888.674.4871
midwest@afmda.org

WESTERN REGION

6505 Wilshire Blvd., Suite 750
Los Angeles, CA 90048
Toll-Free 800.323.2371
Tel 323.655.4655
western@afmda.org

AFMDA ISRAEL

Tel 058.667.9988
israeloffice@afmda.org

PLANNED GIVING PROGRAM

American Friends of Magen David Adom
352 Seventh Avenue, Suite 400
New York, NY 10001
Tel 212.757.1627
legacy-giving@afmda.org

AFMDA NATIONAL OFFICERS AND DIRECTORS

National Chairman

Mark D. Lebow

Vice Chairs

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352 Seventh Avenue, Suite 400
New York, NY 10001
866.632.2763 · info@afmda.org



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MAGEN DAVID ADOM  **מגן דוד אדום**
IT'S A MATTER OF LIFE

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