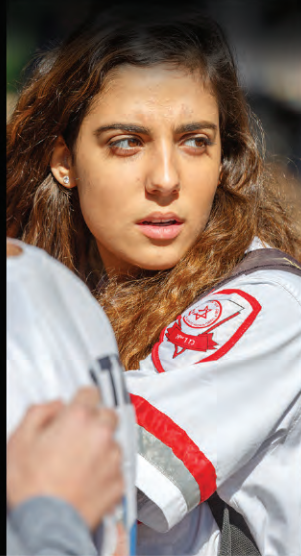


AMERICAN FRIENDS OF
MAGEN DAVID ADOM

Annual Report



2018

Saving lives in Israel and around the world.



Saving lives. It's in our blood.





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A message from MDA's Director-General Eli Bin



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

Dear Friends,

Responding to terrorism remained a major concern for Magen David Adom in 2018. As we have for so many years, Israelis live with the threat of terror or rocket attacks as almost a chronic problem, yet it never overwhelms our resilience or resolve.

Support from our American friends has been truly instrumental in ensuring our ability to respond. You provide about 80 percent of all the charitable dollars we receive, funds that provide ambulances, lifesaving medical equipment and supplies, and more mundane but no less important items, such as the uniforms we wear every day.

Your support also provides nontangible items, like paramedic training, which enables Magen David Adom to be a world leader in terror and mass-casualty event response, an expertise that we now share with other EMS and first-responder organizations across the globe.

In seminars to EMS teams in the U.S. and throughout Europe, we covered topics EMTs never had to think about in the past — like how to avoid inadvertently bringing a secondary explosive device into the emergency room when transporting terror attack victims. Increasingly, EMTs in the U.S. and around the world now have to grapple with this too.

None of this would be possible if not for the support our American friends have provided us for years. And for that, we are eternally grateful.

Your support is saving lives in Israel every day. So thank you on behalf of the men and women of Magen David Adom and on behalf of the 9 million people of Israel.

Your support is truly making a difference,

Eli Bin

Director-General, Magen David Adom





A message from AFMDA's leadership



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

When most people think of Magen David Adom, they know them as Israel's national EMS — with its 1,100 ambulances and 25,000 EMTs and paramedics saving lives in Israel every day. But MDA's work as the collector and protector of the country's national blood supply is no less crucial to the people of Israel.

And on this subject, we're proud to report that construction of the Marcus National Blood Services Center, a \$130 million project to build the world's first shielded underground blood bank, began in earnest in 2018.

What started as a dream little more than seven years ago is becoming a reality, a building that's taking shape before our eyes. And, to our great pride, it's being built almost exclusively by American donors.

Our tremendous gratitude goes to Bernie and Billi Marcus and the Marcus Foundation and to the more than 100 donors whose gifts are critical to this project. We each have a role to play in completing this critical project and providing Israel with a blood center that will accommodate its growing population, but, more importantly, will secure Israel's national blood supply even when Israel is under missile, chemical, or biological attack.

Given what we saw happen in Syria this past year, just over Israel's northern border, we know the unimaginable is possible. Israel has to be prepared. And thanks to your support, it will be.

Thank you again for helping us make Israel and its people stronger, more resilient, and better prepared for whatever challenges they may face in the future.

With our gratitude,

Mark D. Lebow
National Chairman, AFMDA

David M. Frankel
CEO, AFMDA



MDA IN 2018: Thanks to you, MDA responded with courage and expertise.

In 2018, MDA responded to everything from terrorist attacks against IDF soldiers to civilian emergencies with speed 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 2018.



JANUARY

One shift, two babies.

Crews from Magen David Adom's Modi'in Emergency Medical Station were called to two separate reports of women in labor on January 12, 2018. In both cases, the women delivered their babies inside the ambulance. MDA paramedics and EMTs deliver more than 200 babies a year. But to have two babies in one shift is unusual for even the most seasoned crew.



APRIL

MDA holds training with New York paramedics.

Paramedics and EMTs with Magen David Adom held a special training event with personnel from New York-based Hatzalah volunteer EMS organization. Through the training, the Hatzalah personnel learned valuable new skills and are now accredited to work in Israel, should they be needed in wartime.





JUNE

MDA celebrates new collaboration with Philippines Red Cross.

Magen David Adom and the Philippines Red Cross have worked together since Typhoon Haiyan hit more than three years ago. A delegation from the Philippines visited Israel last year as a means of furthering their knowledge in the field of emergency response.



JULY

MDA joins emergency summit on earthquake preparedness.

MDA was part of an emergency summit convened by Israel's Defense Ministry to review the country's earthquake readiness. The summit was called after several small, but worrisome quakes rocked the country in 2018 and included the IDF Home Front Command, police, firefighters, and other organizations from around the country.



AUGUST

MDA begins supplying whole blood units for IDF.

For the first time in its history, MDA began providing the Israel Defense Forces Medical Corps with whole blood units to soldiers wounded on the battlefield. In the past, IDF medical personnel were required to carry platelets, white blood cells, and red blood cells. Under the new regulations, they were able to carry more whole blood, allowing them to provide more effective treatment to the soldiers.



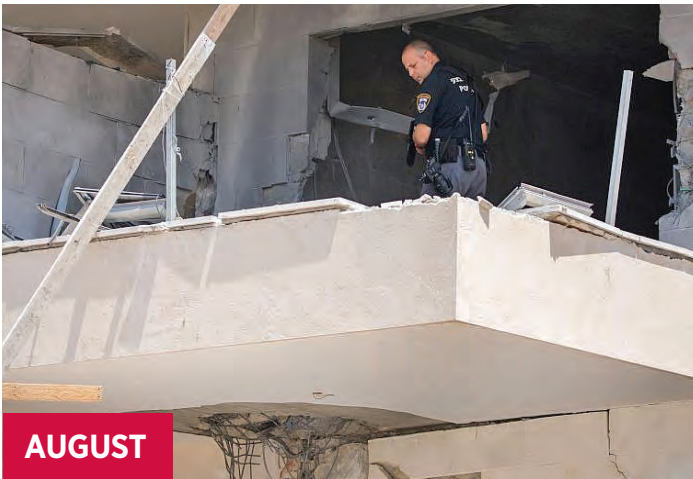
MDA Stories from Israel:



JULY

MDA responds to terrorist attack in West Bank settlement of Adam.

Magen David Adom personnel treated and evacuated three Israelis stabbed by a 17-year-old Palestinian terrorist in the West Bank settlement of Adam. A 31-year-old man and 58-year-old woman were seriously injured in the attack, while a third man was slightly injured.



AUGUST

MDA on the scene as rockets and mortars from Gaza targeted civilians in southern Israel.

MDA EMTs and paramedics were on high alert in early August as rockets and mortars from the Gaza Strip hit communities in and around Sderot. On August 8, three people were injured in an attack, while 13 others suffered from stress as a result of the attacks. The next day, two more people were injured in an attack. Residents of Be'er Sheva heard the Red Alert Siren later that day as the capital of the Negev was targeted by rockets for the first time since 2014.



NOVEMBER



MDA responds as rockets and mortars rain down on southern Israel.

Terrorists in the Gaza Strip fired more than 400 rockets and mortars over two days in mid-November. The attacks claimed the life of a man in his 40s and critically wounded an IDF soldier and two women. Before a ceasefire was reached, MDA put its paramedics in the southern part of the country on the highest alert, and also moved some EMTs from the north to provide relief for those serving in the southern communities.



**Acts of terror
injure hundreds
of Israelis.**

**One act from
you can save
thousands.**

In Israel, only one agency is the official ambulance, disaster-response, and blood-services agency for the nation's 9 million people.

Yet, it's not funded by the government. When you support Magen David Adom, you get the satisfaction of knowing your gift has impact. If you value life and want to make Israel a stronger, safer place, there's no greater way than by supporting Magen David Adom.

Save a life in Israel. Support Magen David Adom at afmda.org/one-act or call 866.632.2763.



Saving lives. It's in our blood.

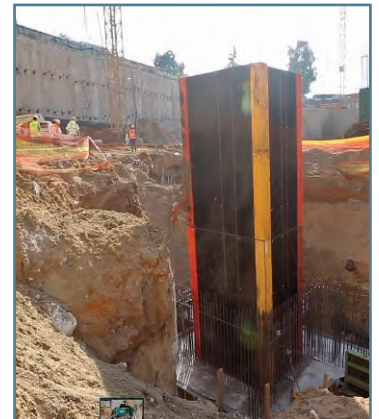
MDA's Marcus National Blood Services Center

Construction of Magen David Adom's new Marcus National Blood Services Center, which started in 2017, made considerable progress in 2018.



After removing more than 11,000 truckloads of soil to begin the construction process at the Ramla location, the next step was to complete excavations at the site and build retaining walls. That work was completed in October 2018.

Afcon-Minrav was chosen as the general contractor for the project after a rigorous tender and selection process. Funding of the Marcus National Blood Services Center project is led by AFMDA and is MDA's largest and most complex capital project in the organization's history.





What does it take to build the Marcus National Blood Services Center?

Reinforced Steel Rebar	10,471 U.S. tons
Length of Electrical Cables (all Sizes)	207,000 feet
Diameter of the Biggest Supporting Piles	3.95 feet
Number of Main Electrical Generators	4
Redundancy Required for Emergency Situations	N+1
Number of Electrical Switchboards	114
Number of Light Fixtures	4,942

Site Specifications

Site Area	5.68 acres
Site Perimeter	1,968 feet
Total Construction Area	519,840 square feet
Number of Floors	2 above ground, 3 underground
Roof Level (above-ground floor)	40.55 feet
Lowest Floor Level	50.2 feet below ground
Shielded Blood Bank Laboratories Area	163,000 square feet
Blood Cold Rooms Area	11,922 square feet
Constructed Above Ground	80,946 square feet
Constructed Underground	48,756 square yards (21,865 square yards for parking)

MDA Events in 2018: 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 events around the country in 2018 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 2018.



JANUARY



OCTOBER

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

Nearly 600 people attended an inspiring event benefiting Magen David Adom in Detroit on October 17, 2018 at Shaarey Zedek Synagogue. The amazing evening was co-chaired by Judy and David Karp and featured Harvard Law Professor Emeritus Alan Dershowitz as keynote speaker. In addition to hearing Dershowitz's thoughtful comments on domestic and foreign affairs, guests came away with a deeper understanding and finer appreciation of MDA as a global leader and innovator in emergency medicine, the guardian of Israel's blood supply, and as a world leader in international disaster relief.



A packed-room of 175 people attended a timely and informative Magen David Adom event on October 18 at the JCC of Greater Ann Arbor. The special evening was moderated by Joan Lowenstein and featured Harvard Law Professor Emeritus Alan Dershowitz as keynote speaker. The event was the first in Ann Arbor and laid the groundwork for sharing MDA's amazing work with a new community of enthusiasts.

Palm Beach Major Donor Reception

On January 29, 2018, AFMDA's Southeast Region welcomed distinguished donors and friends for an inspiring evening of conversation and philanthropy at the beautiful home of Lois Pope. Yoav Limor, a senior defense correspondent for the daily Israeli newspaper *Israel Hayom*, discussed Israel's defense and security establishments. Mosab Hassan Yousef, a former Hamas member turned Israeli informant, was the featured speaker.



OCTOBER

Los Angeles Red Star Ball

The 6th Annual Red Star Ball was held October 30th at the famed Beverly Hilton and honored the lifesaving work of MDA paramedics. The event was packed with incredible performances, including Gladys Knight, The Gipsy Kings, Ninet Tayeb, and Andrew Dice Clay.

Jacqueline Goldman received the Lifetime Achievement Award, Steven Mizel was the Humanitarian of the Year, and Ruthi and Elliot Kahn were the Leadership-Next Generation Award recipients.



DECEMBER



Annual MDA New York Gala

The New York Gala was held on November 29th at Chelsea Piers with more than 350 people in attendance helping to raise more than \$5 million. Richard Edelman, of the communications and marketing firm that bears his name, was honored with the Visionary Leadership Award, and Janie Smukler was recognized with the Young Professional Leadership Award. Keynote speaker and Paralympian Noam Gershony inspired all with his bravery. Other special speakers included Ambassador Dani Dayan, the consul general of Israel in New York, and award winners from years past, Kent Swig and Elie Katz. It was a magical evening full of inspiring stories and innovative installations that showcased the numerous ways Magen David Adom helps save lives.

Impact in Israel: Your Gift at Work with MDA

Magen David Adom keeps you connected to Israel in the most profound and tangible way: by saving lives. In 2018, your support of MDA's training and technology helped save countless Israelis. Here are some of the ways you made an impact in 2018 – 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.

\$175K

RAISED IN 2018 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.



85 + 32
AMBULANCES MICUS

RAISED FOR ISRAEL IN 2018

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.

\$9.3M
RAISED FOR
MNBSB IN 2018



MEDICYCLES

Putting MDA's revolutionary three-wheeled Medicycles offers paramedics the ability to rush to hard-to-reach patients. More than 600 are in use today, but more are needed — especially in heavily congested urban centers. Donors sponsored a Medicycle with a gift of \$36,000.



32 MEDICYCLES
SPONSORED
IN 2018

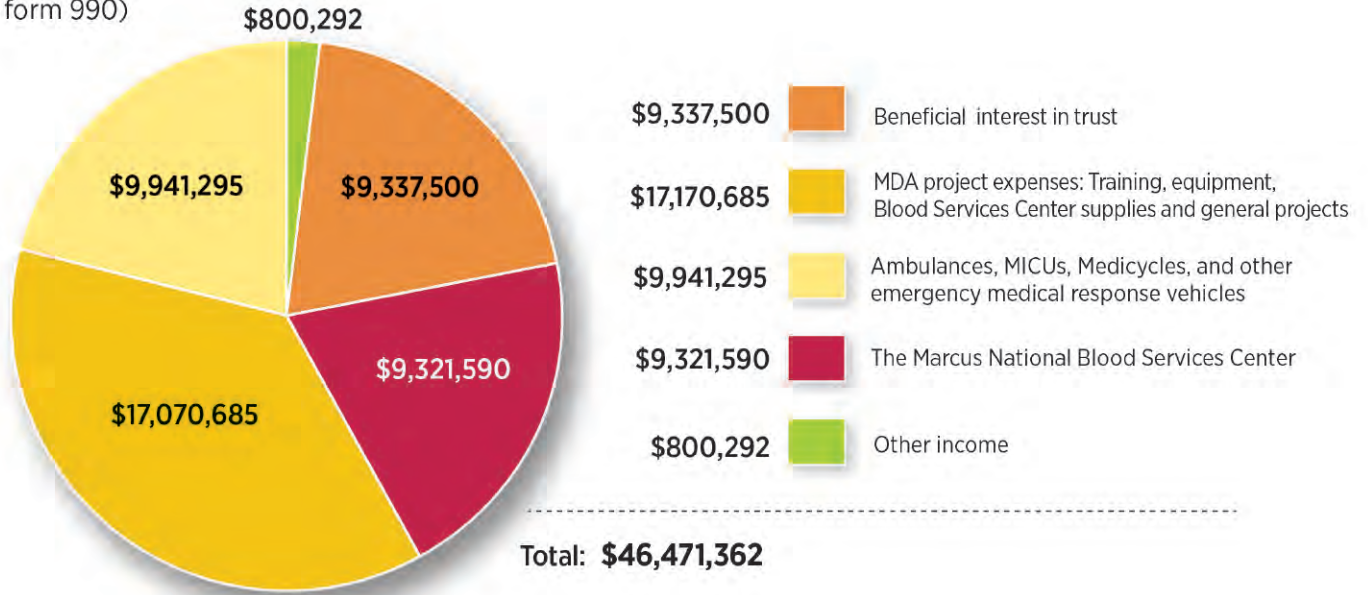
To learn more about these items or any other funding opportunities, contact your regional AFMDA office (see page 19) or AFMDA Chief Development Officer Catherine Reed at CReed@afmda.org or 866.632.2763.

2018 Financial Information

Revenue and Expenses by Category

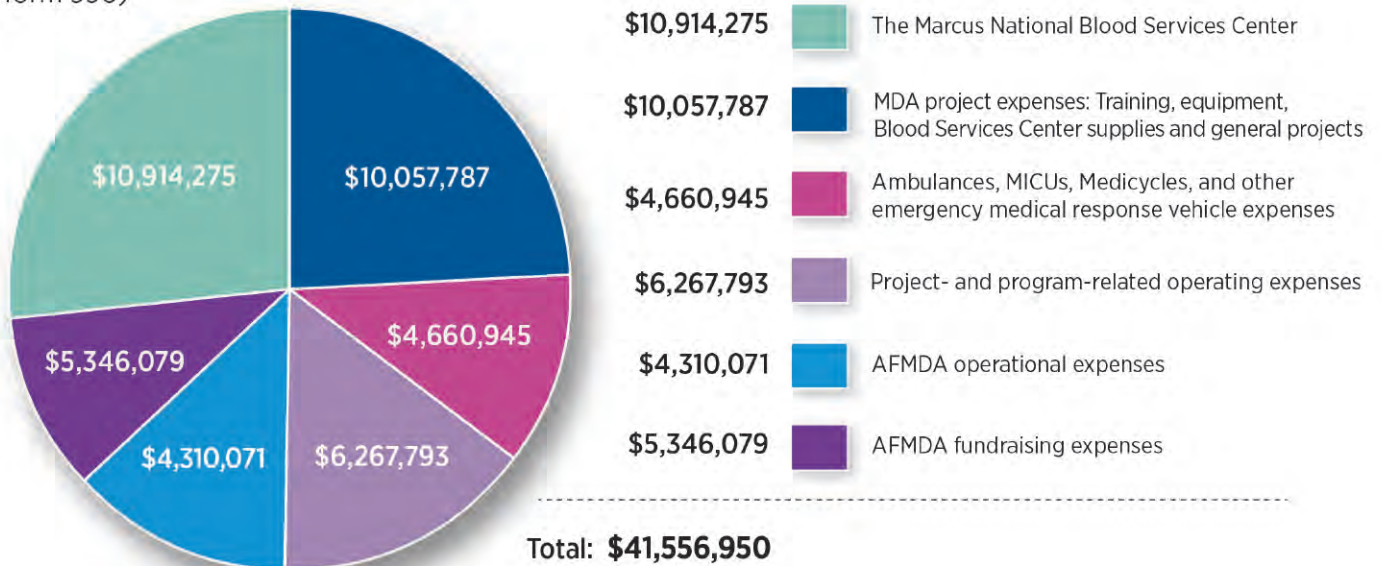
TOTAL REVENUE

(per IRS form 990)



TOTAL EXPENSES

(per IRS form 990)



Additional financial data available upon request.



American Friends of Magen David Adom mourns the passing of generous friends and supporters who passed away in 2018 or about whose passing we learned in 2018.

Their devotion to Israel and Magen David Adom saved lives and made Israel a stronger nation. May their memories be for a blessing among the mourners of Zion.

Miriam L. Ackerman
David Albaum
Margaret K. Alley
Richard Aron
Myron Ash
Stanley Auster
Abraham Bades
Adrienne K. Bartos
David Berent
Joseph Bernstein
Helena Bigos
Adele Block
Nancy Breitbarth
Merwyn Brodsky
Burton N. Bromson
Bert Bronheim
Natalie Buchbinder
Paulette Buchbinder
Irving Carr
David Charney
Edward G. Cohen
Eli Cohen
Joseph Cohen
Robert Cohen
Alvin Doppelt

Sheldon Durst
Carole Fambrini
Joshua Feldstein
Joyce Friedman
Ada Goldstein
Joyce A. Goodwin
Phillip Gordon
Sylvia Greenberg
William Gross
Marvin Hans
Bruce Hoffman
Stuart Jackson
Cynthia Jacobson
Marsha L. Jenks
Ronald Kantrowitz
Fred Kaplan
Edythe Kay
Ronald Kaye
David G. Kelman
Roselyn Kraus
Charles Krauthammer
Henry Krienke
Steve Lazarus
Martin Levinson
Gerda Levy

Sarah Luhby
William C. Martin
Robert Mayer
Jacob Meldung
Lillian Meyer
Elaine S. Mintzes
Tillie Molho
Bernard Nenner
Elisha Novak
Neil November
Miriam Orzech
Jan Pitcher
Morris Rabinowitz
Arnold Rimm
George Rudes
Melvin Rukin
Corinne Saldanha
Franklin Schachter
Barry Shapiro
Muriel A. Shapiro
Nathan Shapiro
Alvin Sherman
Alvin I. Singer
Mildred Sklar
David Smith

Morton Spivack
Manny Sternfeld
Barbara Stokely
Adelaide E. Suplin
Richard Sussman
Patricia Szabo
Arthur Tauscher
Sheldon Terman
Endre Vamos
Frederic Weinfeld
Seymour Weinrib
Henrietta Weisberg
Marvin Weisner
Ellen Weiss
Barry Wofsy
Dorothy L. Wolf
Alfred Wolff
Joseph Yashon
Stanley Zimmering
Esther Zucker



Contact us

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 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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z"l: It is with great sadness that we mourn the passing of Barbara Kay in 2019, before the annual report was complete.



Saving lives. It's in our blood.

afmda.org

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