

American Friends of Magen David Adom

2015 REPORT TO THE COMMUNITY



AMERICAN FRIENDS OF
MAGEN DAVID ADOM



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MDA paramedic Ilan Klein tends to injured Nepalese civilians.



MDA paramedic Ravit Martinez assists search and rescue operations in Kathmandu.

In April, Magen David Adom dispatched a team of 10 MDA paramedics and two doctors to Nepal to assist and provide relief efforts to Nepalese and Israeli victims of that country's devastating earthquake.

MDA was the first international relief organization on the ground and had a three-pronged mission:

- 1 Create a first aid station where MDA could provide treatment to any victim for the first 48 hours by providing painkillers, antibiotics, bandages, and preparing severely wounded victims for transport to area hospitals.
- 2 Assist the "second wave" of victims – those who arrived three or four days later – by opening and operating a field hospital.
- 3 Provide triage-style emergency first aid to any wounded Israelis, wherever they are located.

MDA, Israel's representative to the International Red Cross and Red Crescent Movement, travels anywhere in the world to rescue Israelis and aid all people in humanitarian crises.

2015: A New Threat. A New Response

Part of what makes Magen David Adom (MDA) one of the world's most innovative and effective lifesaving organizations is its ability to evolve as threats change.

This was certainly true in 2015, when a campaign to terrorize Israeli civilians with stabbings and car-rammings began taking shape. And once again, Magen David Adom was on the front lines saving lives.

By the fall of 2015, this wave of terror had become disturbingly commonplace. In October 2015 alone, 11 civilians were murdered and 80 injured. In November, another 10 innocents were killed in random stabbings, shootings, and car-rammings.

As we turned the calendar to 2016, there was no sign of any letup. The unpredictability and senselessness of the violence had Israelis — and Americans whose hearts and souls are in Israel — on edge.

But MDA has responded to the rash of brutality as it always has: by finding new and innovative ways to save lives. Just as it adjusted and adapted to the unpredictable attacks during the Second Intifada, MDA now has a state-of-the-art Command and Control Center that's equipped with an enhanced GPS tracking software to locate victims faster; new smartphone applications that allow citizens a faster way to reach MDA dispatchers; and MDA's three-wheeled Medicycles that enable emergency responders to get around traffic and to hard-to-reach victims faster.

While technology and innovation are crucial tools to saving lives, MDA still relies heavily on the instincts of its well-trained EMTs and paramedics to make split-second decisions. For example, in October 2015 Naor Ben Ezra was stabbed by two Palestinian teenagers as he was riding his bike in the Jerusalem neighborhood of Pisgat Ze'ev. MDA paramedic David Dalfen rushed him into an MDA Mobile Intensive Care Unit and, upon determining that Naor would not survive the ride to a trauma center, he made the instant decision to redirect the ambulance to a closer hospital. The decision to go to the nearer hospital, albeit one more modestly equipped, ultimately saved Naor's life (go to page 8 for more on this incredible story).

The increased attacks in 2015 also reminded us of the dire need for a new national blood center. MDA's current National Blood Services Center — Israel's only national blood bank, which supplies 100% of the blood to the IDF and 97% to the nation's hospitals — is too small and too old to accommodate Israel's growing population. Yet it was suddenly called upon to react swiftly to terrorist stabbings, where victims were losing copious amounts of blood. The need for AFMDA's campaign to build the new, safe, and secure Marcus National Blood Services Center could not be any clearer.

Given the almost unrelenting outbreak of terror in 2015, your involvement with AFMDA played a large role in saving countless Israeli lives. Together we raised more than \$40 million for MDA and made significant progress in our \$100 million campaign to build MDA's new Marcus National Blood Services Center. Plus, our major galas in Los Angeles, New York, South Florida, and Detroit raised record amounts to support MDA.

Dealing with the threat of terrorism in Israel starts with saving more Israeli lives. MDA is one of only a few national organizations that combat that threat daily. Your generosity provides not just the tangible tools to save lives, but also reinforces the deep ties that bind Americans and Israelis.



Mark D. Lebow

MARK D. LEBOW
AFMDA National Chairman

MESSAGE FROM MDA'S DIRECTOR-GENERAL ELI BIN

"Todah" for Helping Us Expect the Unexpected

To our American friends,

At Magen David Adom, we try to anticipate what we cannot foresee. Just as our brave EMTs and paramedics were starting to recover from 2014's Operation Protective Edge, we were faced with a new challenge in 2015.

Two-thousand-fifteen introduced Israel and MDA to a systematic campaign of Palestinian terrorism that uses knife attacks, car-rammings, and random shootings to inflict carnage and fear. By the fall, we understood them to be calculated attacks because our EMTs and paramedics reported that many of the injuries, particularly stab wounds, were consistent — as if the attackers were being taught where to strike and slash for maximum violence and bloodletting.

Sadly, there have been fatalities from these attacks. Yet, MDA's medics, who have benefitted from the world-class training you support, were able to attend to most victims in minutes, thus ensuring that most of them would survive. But for those Israelis who are alive today, memories of the attacks linger.

This is also true for MDA's medics. They're often treating members of their own communities. Maintaining one's composure amid such grotesque injuries is quite challenging. What keeps them moving forward to continue their lifesaving work?

For many of MDA's finest, knowing that Americans support us means everything. In our part of the world, it's easy to feel isolated and abandoned. But Americans have always stood by us, joined at the hip by a dedication and passion for preserving life. That gives our MDA medics the incentive to keep running toward danger to save lives. Your encouragement gives us courage, hope, and confidence.

I don't know what the future brings. But it's my responsibility to continue expecting the unexpected. The one thing that I'll never take for granted, yet hope I can continue to count on, is your support of MDA. We truly couldn't save lives without you.

With everlasting gratitude,



ELI BIN

Director-General, Magen David Adom



Previous page: Saving lives in Israel starts with MDA's advanced dispatch centers where trained EMTs and paramedics (above) begin helping victims before help gets to the scene.

Paramedic David Dalfen has seen a lot in his time with MDA. But in October 2015 when he arrived at the scene of a terrorist attack in the Jerusalem neighborhood of Pisgat Ze'ev, even he was shaken.

"Wow, this is something else," he said to himself as he approached the victim. "This is a kid."

Naor Ben-Ezra, a 12-year-old boy, was riding his bike when two Palestinian cousins (a 15-year-old and a 13-year-old) approached him and stabbed him repeatedly. Naor lost critical amounts of blood and his life was in imminent danger.



As the threat of terrorist stabbings became commonplace in 2015, MDA's technological assets and human ingenuity became increasingly critical. As a result of MDA's heroic efforts, lives were saved.

Fortunately, Dalfen arrived in one minute and immediately began to stanch Naor's wounds and took other crucial measures to maintain the boy's blood pressure and respiration. But because his wounds were very deep and caused extensive internal bleeding, Naor needed to be whisked into surgery to save his life.

Given the severity of Naor's condition, Dalfen was ordered to rush the boy to Hadassah Medical Center's Ein Keren facility, a level-one trauma center. Unfortunately, the facility was far from where Naor was stabbed.

With the boy's blood pressure dropping and time running out, Dalfen made a critical decision in order to get him to surgery faster: he redirected the ambulance to Hadassah Mount Scopus, a smaller but much closer hospital. As they offloaded Naor, his heart stopped, confirming that Dalfen's decision to bring him to the nearer hospital was the right one. Fortunately, doctors were able to resuscitate Naor and whisk him into surgery.

Naor made it through surgery successfully. Dalfen was credited with playing an integral role in saving him. And in a poignant moment two months after this harrowing episode, Naor was at the Western Wall with his friends, family and the man who saved his life, David Dalfen, to celebrate Naor's bar mitzvah.



Top: Naor Ben-Ezra is rushed onto an MDA Mobile Intensive Care Unit. He's alive today and enjoying quality time with his dog, thanks to MDA's David Dalfen (left).



Yarin Eshcenazi (center photo) is alive today, and nearly fully recovered, because of the heroic efforts of MDA's Yair Schusheim (right).



Soldiers in the Israel Defense Forces are always at-risk — even in non-combat scenarios.

That lesson was learned again in August 2015 when IDF soldiers Yarin Eshcenazi and Yuval Appel were nearly killed by a Palestinian terrorist who ran them over with his car as they were on patrol near the junction on Highway 60. And if not for the lightning-quick instincts and professional medical care of MDA paramedic Yair Schusheim, the story could have ended more tragically.

When Schusheim arrived to the scene of the attack, he found Eshcenazi and Appel with critical injuries, including broken bones, severe head injuries and brain damage, and extensive internal bleeding.

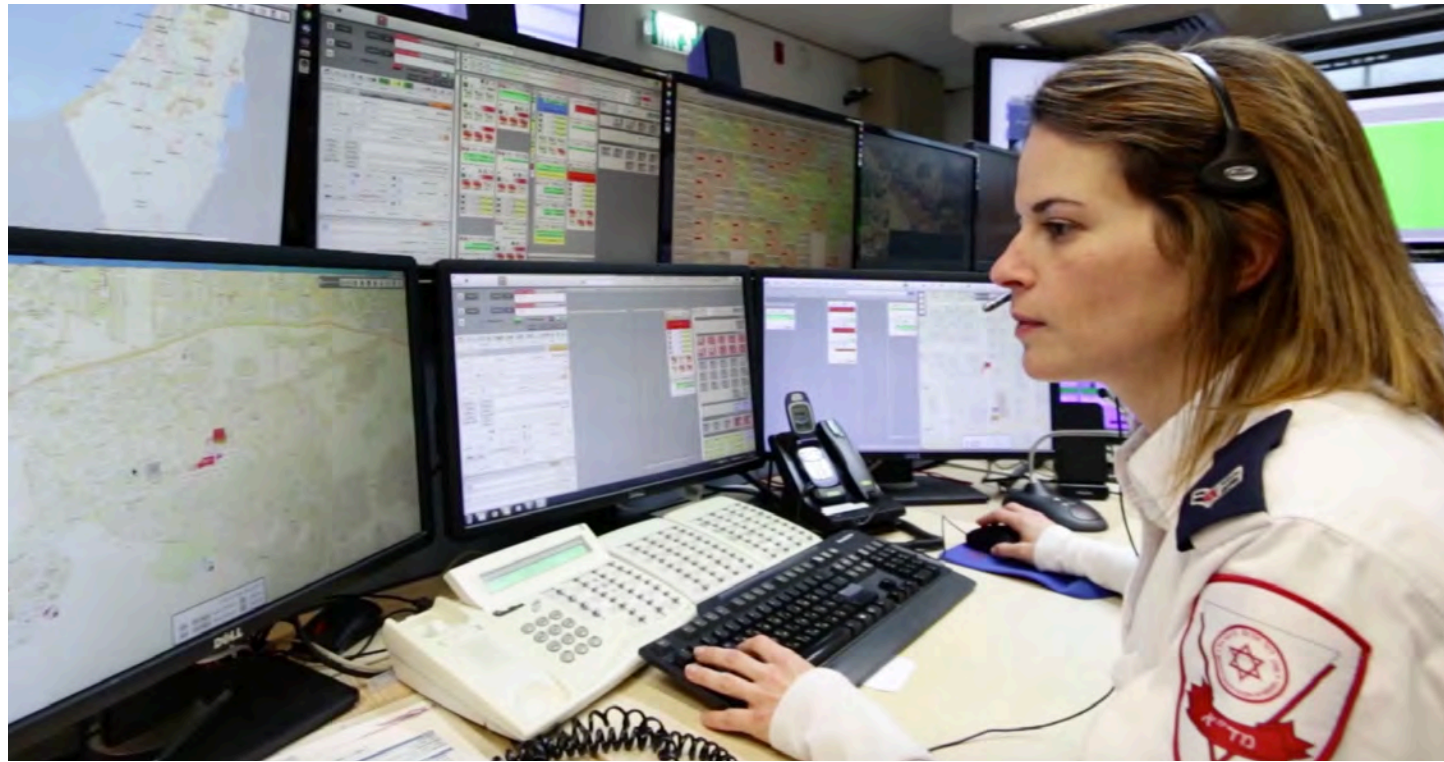
"There was blood all over me and I could see that my leg was [nearly] severed," Eshcenazi said.

Based on the severity of the soldiers' injuries, Schusheim didn't think either of the soldiers would survive. But because of MDA's rapid response and expert interventions en route to the hospital, Eshcenazi and Appel both lived, although both would have to endure months of grueling rehabilitation.

At a ceremony six months later honoring Schusheim and the other paramedics who were instrumental in the rescue, two surprise guests appeared, Eshcenazi and Appel, who were almost fully recovered from their injuries.

"If the rescue had been delayed even by one minute, neither Yuval or I would be standing here," Eshcenazi said.

"People come to the world for a purpose," Schusheim said. "My purpose is to help others. I think it's my destiny."



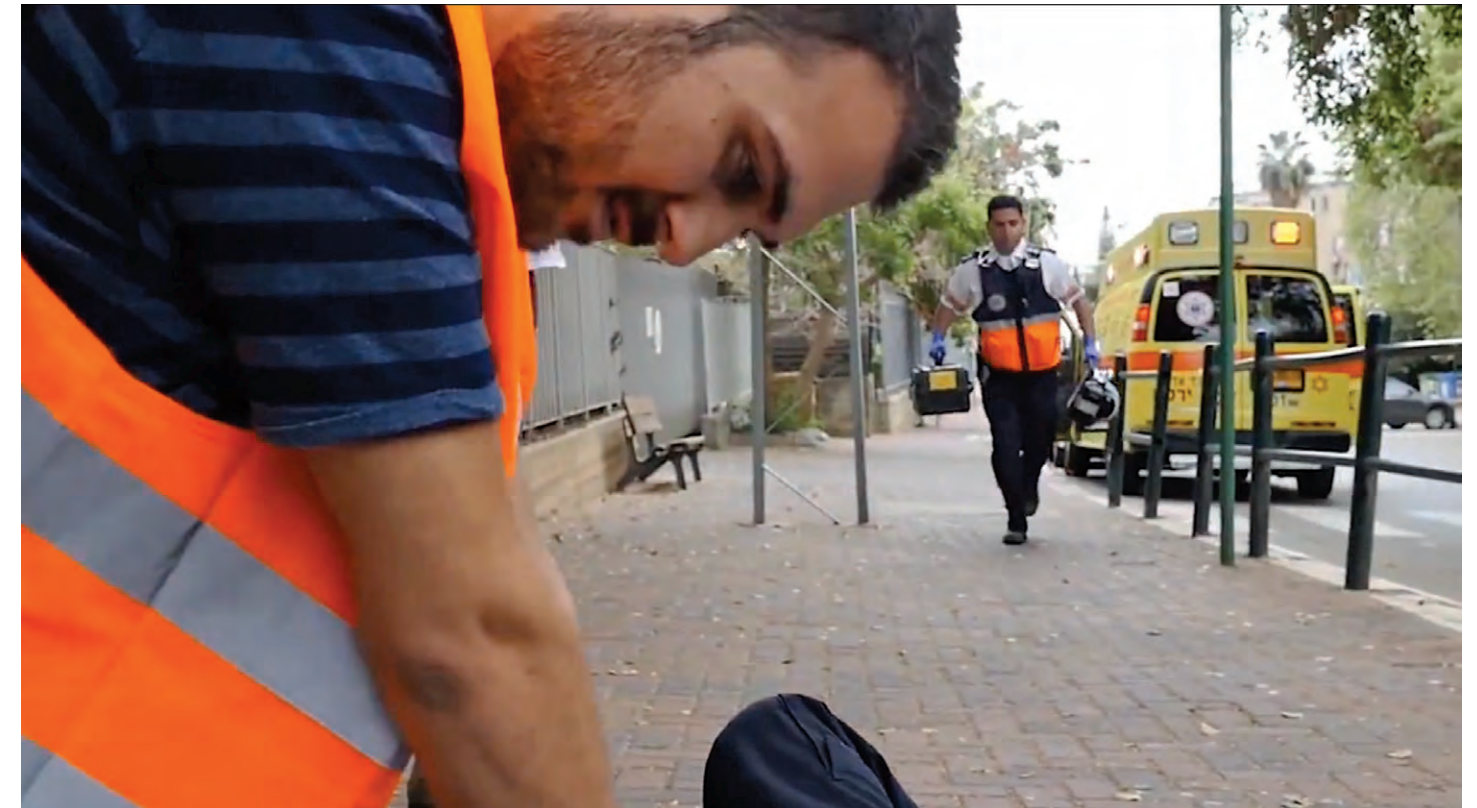
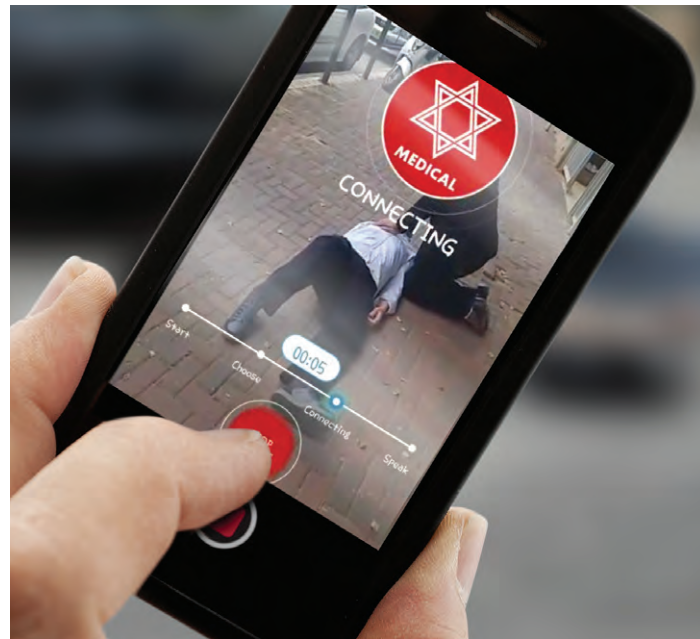
Technology that Saves Lives

When Israelis dial “101” to report emergencies, the calls are routed to the Mamlam, the Hebrew name for MDA’s National Command and Control Center and the nerve center of its emergency response apparatus.

The Mamlam is an American-sponsored technological marvel that dispatches medics to any corner of Israel and then tracks their whereabouts in real time.

In 2015, MDA enhanced the center even further. In an effort to “see” the scene of an emergency and dispatch the most appropriate vehicles and personnel faster, MDA launched the world’s first smartphone video emergency app. MDA dispatchers and civilians can now expedite emergency care simply by sharing a live video feed from their phones.

“The app allows callers to obtain immediate service at the push of a button, even via text messages,” said MDA Director-General Eli Bin. “This gives our dispatchers critical information about the location of an incident and even enables them to receive video broadcasts from the scene.”



The Life Guardian Program

For MDA’s team of 15,000 paramedics and EMTs (87% of whom are volunteers), new technologies are essential to helping them reach the scene of an emergency quickly. Once they arrive, their training is what ultimately saves a person’s life.

By constantly refining and improving its training and protocols, MDA has cemented itself as a leader in the emergency response community. For example, in late 2015, MDA created a new cutting-edge initiative called the Life Guardian Program. The initiative trained or recertified everyday Israeli citizens in CPR and first aid. So when an emergency happens, the nearest Life Guardians are notified by an app on their smartphone and can rush to administer treatment at the scene until an MDA ambulance or Medicycle arrives.

“The Life Guardian Program has added tens of thousands of first-responders who are on call at any moment from their homes or offices,” said MDA Director-General Eli Bin. “Now there’s an even greater possibility that the nearest first-responder won’t just be down the street, but potentially just downstairs or right next door — an important consideration given the rise of terrorism and the potential for something even more dire in the months or years to come.”

AFMDA EVENTS THAT HELPED SAVE LIVES



AFMMDA not only raised records amounts of funds for MDA, but also did so in impressive ways. Its major events around the country gave supporters the opportunities to celebrate MDA's lifesaving work in grand and memorable style.

The Los Angeles Red Star Ball

With the help of special guest performer, Jerry Seinfeld (at left), the October 2015 event was a major fundraising success, raising millions of dollars, including a \$5 million gift from Sheldon and Dr. Miriam Adelson. Honorees included (pictured below from left): Ben Marandy and Ruth Flinkman-Marandy (Lifetime Achievement Award honorees), Barak Raviv (Next Generation Award), Gila and Adam Milstein (Humanitarian of the Year Award).



New York Red Star Gala

In December 2015, Ronald O. Perelman (Humanitarian Award recipient), former New York City Mayor Michael R. Bloomberg, and the former Israeli consul general to New York Ambassador Ido Aharoni were among the luminaries as AFMDA raised critical new funds for MDA's new Marcus National Blood Center. Major AFMDA leaders were honored, including Gaby Ferman Lehrer and Mark R. Lehrer (the Star of David Leadership Award); Herb and Susan Donner and Sylvia and Dr. Jaime Sznajder (Jerusalem Award); and Stella Amar-Cohen (Young Professional Leadership Award).



Ronald O. Perelman and former New York City Mayor, Michael Bloomberg.



AFMDA Chairman Mark Lebow (back row, third from right) and Michael Bloomberg pose with MDA volunteers and leadership, including MDA Director-General Eli Bin, MDA Chief Financial Officer Alon Fridman (back row, second and first from right, respectively), and MDA Blood Services Director Prof. Eilat Shinar (back row, third from left). MSNBC's Krystal Ball (back row, center) hosted the event.

Michigan Region Celebration of Life Gala

Honoring Joel Jacob and featuring Pulitzer Prize winner Dr. Charles Krauthammer, the October's Dr. John Manes Chapter—Michigan Region Celebration of Life Gala celebrated MDA and the continuous support of members of the Greater Detroit community. Michigan Governor Rick Snyder helped present the awards, including bestowing the Rising Star Award to Benny Margolis and Melissa Mendelson.



Gala emcees Drs. Margo and Doug Woll bookend keynote speaker, Dr. Charles Krauthammer.

Palm Beach Friends Celebration of Life Gala

For the first time, Palm Beach Friends of MDA's Celebration of Life Gala paid tribute to an entire family's multigenerational commitment to philanthropy and Israel. Sydell L. Miller and her family were honored with AFMDA's Humanitarian Award. Several new MDA ambulances (pictured below) were sponsored at the event and additional funds were raised for the new Marcus National Blood Services Center.





Ambulances

In 2015, generous American donors supplied 122 ambulances to MDA. These vehicles quickly brought paramedics to stabbing attack victims, provided a safe environment to deliver newborn babies, and so much more. Ambulances are the key to MDA's lifesaving work and Americans helped save many lives by sponsoring them.



Training

MDA is Israel's largest volunteer non-governmental organization (NGO) relying on 13,000 active volunteers, including hundreds of American young adults. And with American support, they all received critical training to keep their lifesaving skills up to date. MDA also records all emergency calls and communication between ambulances and dispatch centers. Recording each call allow supervisors to review the performance of paramedics and identify areas where further training is needed.

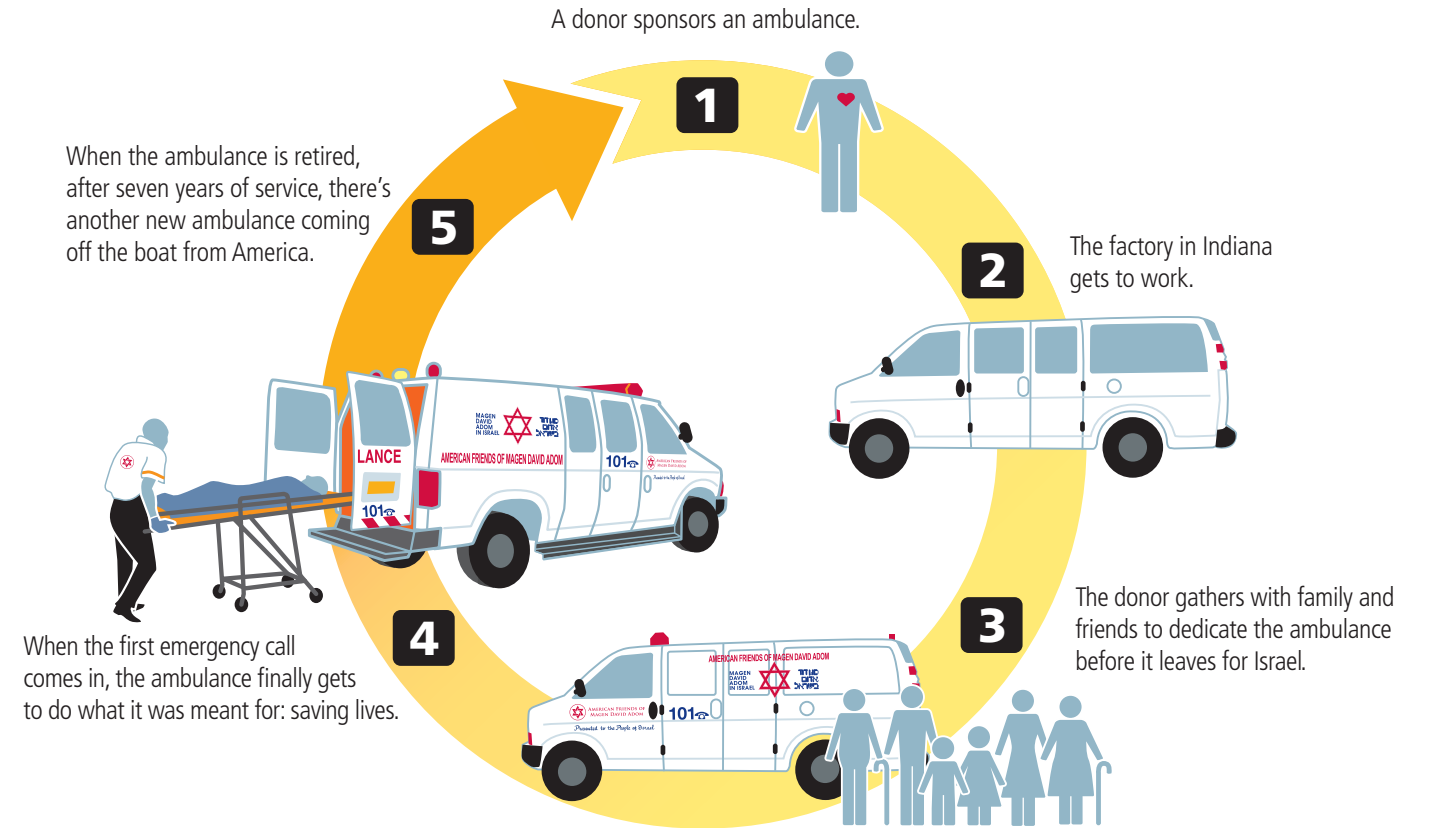


Securing Israel's Blood Supply

MDA is responsible for maintaining Israel's national blood supply, including collecting, testing, storing, and distributing donated blood. In 2015, you helped keep our \$100 million capital campaign moving for a MDA's new underground Marcus National Blood Center. There is no alternative, as Israelis desperately need a modern facility to prepare for the emergencies to come. American's support towards the new blood center campaign in 2015 suggests the future of the project looks very promising.



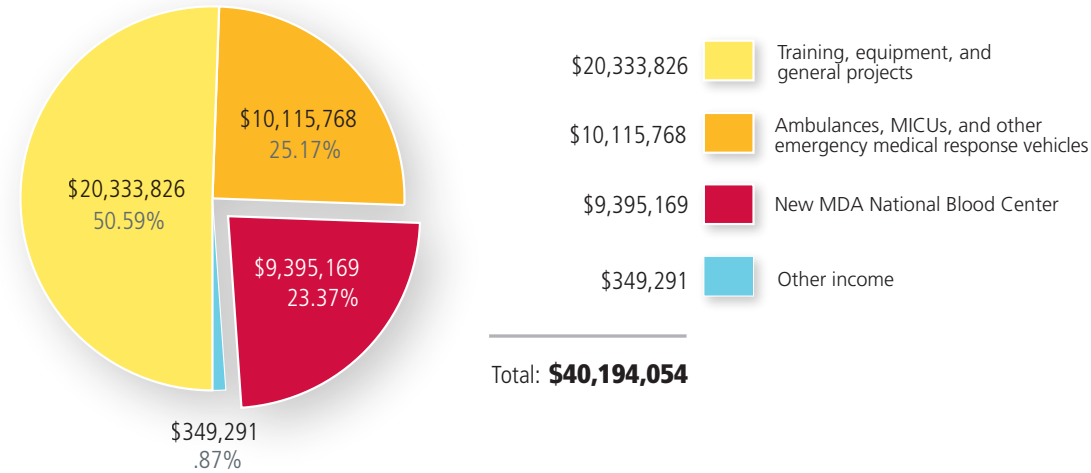
The Life of an Ambulance



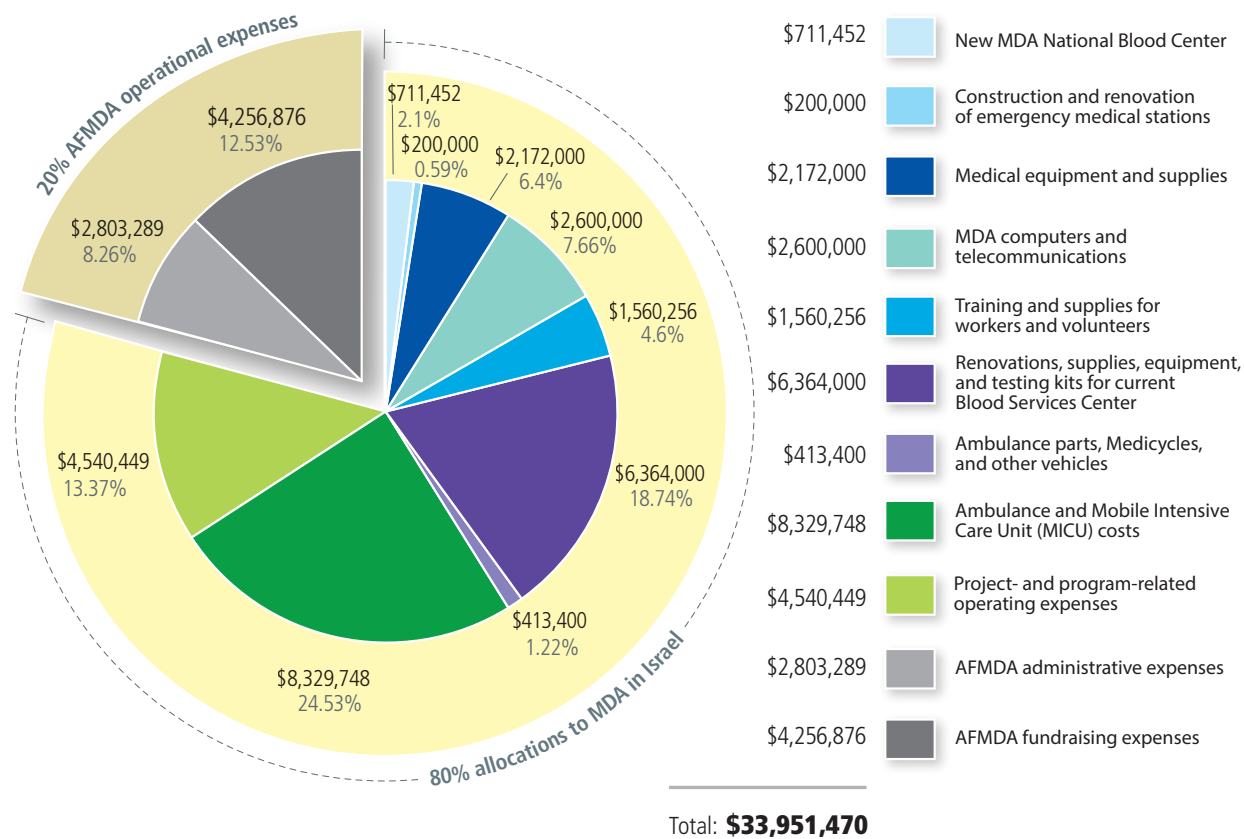
Thanks to your generosity, the cycle of life keeps going.



Funds raised by AFMDA in 2015



AFMDA operational expenses and allocations to MDA in Israel*



*Funds raised are allocated for the following year.

Additional financial data available upon request.

Magen David Adom Magen David Adom is Israel's ambulance, blood-services, and disaster-relief organization, serving as emergency medical first responders for the state's more than 8.5 million people. MDA is the only organization mandated by the Israeli government to serve in this role, but it's not a government agency. MDA relies on donors to ensure dispatch centers are equipped with the latest communications technology, ambulances are stocked with cutting-edge lifesaving equipment, and paramedics have the most up-to-date training. Your gift will make a tangible impact on the lives of Israelis. *Through your gift, you're saving lives.*

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SAVING LIVES IN ISRAEL



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