American Friends of Magen David Adom
Annual Report 2019

SAVING LIVES IN ISRAEL AND AROUND THE WORLD.
WHETHER A VIRUS OR TERRORISTS, ISRAELIS DEPEND ON ONE ORGANIZATION WHEN LIVES NEED SAVING.

Israel's emergency medical service has been on the front lines in the fight against coronavirus while also contending with terrorist attacks, car accidents, and other threats to Israeli lives.

But Magen David Adom is not government-funded. Its 25,000 EMTs and paramedics, most of them volunteers, rely on support from people like you for the supplies and equipment they need to perform their lifesaving work.

No gift will help Israel more in these difficult times. Keep the people of Israel strong this coming year. Donate to Magen David Adom.

Give today at afmda.org or call 866.632.2763.
To our American Friends,

It seems almost surreal to summarize Magen David Adom’s work from last year. As you read this, we’re in the midst of a global pandemic — one that has greatly impacted you in the United States as well as all Israelis. But last year, was not without its challenges too.

In addition to the “normal” medical emergencies that every country has to contend with — heart attacks, car accidents, pending births — the EMTs and paramedics of Magen David Adom also had to treat people injured in the sorts of incidents that have become almost chronic in Israel. This includes lone-wolf terror attacks and rocket attacks from terror groups based in Gaza, who with each action seem to validate our decision to build the new Marcus Blood Services Center in Ramla.

As you may know, this new state-of-the-art facility will not only double Israel’s blood-processing capacity, it will also protect Israel’s strategic blood reserves in a building that’s protected against missile, chemical, and biological attack. There are many people who’ve been instrumental in making this cutting-edge project possible, but no one more than our American supporters, who’ve almost single-handedly contributed the resources to make this initiative a reality.

So, thank you! Thank you for helping ensure Israel has the blood supply it needs — and that it’s safely protected — for years to come. And thank you too for the support you’re giving us now as Israel combats a deadly resurgence of coronavirus. Every day, your support is fueling the work of our men and women and enabling them to save lives.

Todah rabah. Thank you.

Eli Bin
Director-General
Magen David Adom in Israel
To our valued supporters,

In 2019, the impact of American support for Magen David Adom could be seen throughout Israel — through the more than 120 new ambulances that plied the country’s roads to provide medical care to the sick and injured, through the technological innovations that reduced emergency medical response times and sped lifesaving treatment to the sick and injured, and through the significant progress made on building the new Marcus National Blood Services Center and ensuring that Israel has a safe and protected blood supply for years to come.

If there’s been one constant for Magen David Adom, it’s been the organization’s continual commitment to provide better emergency medical care faster and to improve patient outcomes regardless of the severity of the illness or injuries. But there’s been a factor equally as dependable on which MDA can rely, and that’s the support of the organization’s American donors, who’ve made so much of Magen David Adom’s work possible.

The EMTs and paramedics of Magen David Adom are the people who perform the lifesaving work we hear about every day. But your role is just as important. Because it’s your support that provides those men and women with the tools and equipment they need to do their jobs, that provides the ambulances and other lifesaving vehicles that enables them to get to the scenes of medical emergencies, and that finances the training they have to save lives.

You and your support make Magen David Adom’s lifesaving work possible. On behalf of American Friends of Magen David Adom, of MDA in Israel, and of Israel’s more than 9 million people, thank you. Your work and devotion to the people of Israel is playing a role in saving lives there every day.

With our greatest appreciation,

Mark D. Lebow
Chairman of the Board

David M. Frankel
Chief Executive Officer
Israel’s Ministry of Health reaffirms MDA as the country’s national emergency medicine dispatch service.

Enforcing its 2014 ruling, the Ministry of Health confirmed Magen David Adom as Israel’s only official emergency medical response dispatcher. The implementation of the ruling, which took effect January 7, 2019, means that all first responders, including those from United Hatzalah, the only organization not previously dispatched by MDA, are now dispatched by MDA. “With this unified structure, the Israeli public’s emergency medical needs will be better served and potentially even more lives saved,” said Eli Bin, MDA Director-General.

South Florida first responders turn to MDA to help prepare for terrorist attacks.

In the aftermath of two of the worst mass shootings in U.S. history within their state’s borders in 2019, Florida first responders turned to Magen David Adom for its expertise in dealing with another kind of potential mass-casualty incident — one involving a terrorist attack. First responders, including county and municipal EMTs and law-enforcement officials from Miami-Dade, Broward, Palm Beach, and Monroe counties, attended seminars conducted by Guy Caspi, head of mass-casualty training for MDA. As a result of its experience responding to terrorist events, MDA has conducted seminars and training drills with first responders around the world, including in Italy, Germany, Bulgaria, India, the Philippines, and Australia.

MDA’s stroke protocols dramatically reduce time to provide victims with crucial hospital treatment.

In a trial conducted by MDA and Shaare Zedek Medical Center in Jerusalem, the average time in which stroke patients begin receiving lifesaving hospital interventional treatment was reduced from 54 minutes to just 24 minutes, cutting the time by more than half. As a result of this dramatic finding, MDA introduced the protocol to all Israeli hospitals. “This protocol — and the technology we’re using — is already saving lives in Israel,” said Dr. Refael Strugo, chief medical officer for MDA. “If it can save lives somewhere else in the world too, so much the better.”

New technology automatically notifies MDA of auto accidents that require medical attention.

Late-model cars in Israel now have the ability to autonomously call for ambulances when the driver has been involved in an accident, reporting not only the exact location of the crash, but the specifics of the drivers’ and passengers’ injuries. A joint venture between MDGo, an Israeli tech startup, and MDA, the system uses sensors already installed in most new car models and designed for a variety of purposes. This has not only dramatically reduced response times, but also enabled MDA to respond with the appropriate equipment and protocol for the injuries the driver and passengers have sustained.
MDA in 2019

**MARCH**

MDA opens first national breast milk bank.

Magen David Adom has created a national breast milk bank to allow nursing mothers to donate surplus milk for babies who need it. MDA tests and analyzes the milk before pasteurizing and storing it. The bank was set up in conjunction with Israel’s Ministry of Health and Israel Milk Bank, a nonprofit that’s been working to create a human milk bank in Israel. “This collaboration brings together the knowledge of three different organizations for one critical goal: to increase the chances of survival and health of premature babies and newborns in Israel,” said MDA Blood Services Director Professor Eilat Shinar.

**APRIL**

MDA paramedic aids victims of California synagogue shooting.

In April 2019, MDA paramedic Shimon Abitbul was attending Shabbat services while visiting his daughter and grandchildren in Poway, California when a 19-year-old terrorist opened fire on congregants. When the shooting subsided, Shimon sprang into action and began administering CPR to a 60-year-old congregant who was grievously wounded in the attack and ultimately died of her wounds. Shimon said he won’t be daunted by this latest experience witnessing violence. “We are Jews. And we choose life.”

**APRIL**

MDA paramedic helps victims of the deadly Cyclone Idai in Mozambique.

In February 2019, a cyclone devastated Mozambique, killing hundreds and leaving hundreds of thousands homeless and hungry. That’s why Magen David Adom sent Harel Sasson, an MDA paramedic with extensive disaster-relief training, to help other International Red Cross officials set up a field hospital and coordinate relief efforts over the next four months. It was another opportunity to show Israel’s commitment to assisting other nations in need and what MDA does best — save lives.

**JUNE**

Magen David Adom initiates program to reduce heart attack fatalities by making defibrillators publicly available on Israel’s streets.

By placing defibrillators on Israeli streets, MDA will enable passersby to begin lifesaving treatment in the crucial first few minutes after a patient suffers a heart attack — even before a paramedic or first responder arrives — which greatly increases the chances of patient survival. The first kiosk in Israel was installed in Ramat Gan, outside Tel Aviv, in June 2019. About 100 kiosks were installed throughout Israel in the next few months, with another 150 to be installed in a second phase.
**JUNE**

Female EMT becomes first Druze first responder on a Medicycle.

“In my community, they have a difficult time with the fact that a woman would ride a motorcycle or drive an ambulance and treat patients at all hours of the day,” said Balkees Abu Awad. “But I feel that beyond my personal drive to treat patients and save lives, I have an additional mission of not only driving the ambulance, but also being a first responder and riding the Medicycle for Magen David Adom.” Balkees’ Medicycle is sponsored by the Eugene Applebaum Family Foundation from Bloomfield Hills, Michigan.

**JULY**

Magen David Adom conducted a terrorism- and emergency-response training for civilians, during which more than 150 people attended a three-day training session that was sponsored by the Milwaukee Jewish Federation. The instruction, known as First 7 Minutes training, taught course participants how to remain safe amid the chaos of a violent incident and how, in the immediate aftermath of an attack, to render critical first aid and other assistance in the seven minutes it typically takes first responders to arrive. **For information about how to schedule First 7 Minutes training in your community, contact First7Minutes@afmda.org.**

**JULY**

Introducing Israel’s latest lifesaving vehicle — MDA’s Seabulance.

With the launching of its first “Seabulance,” MDA EMTs and paramedics can now provide advanced levels of medical care to patients on Israel’s Lake Kinneret (Sea of Galilee) and seamlessly transition them back to land for additional care. Just a week after going into service, the boat and its crew have been involved in multiple rescues. In 2018, MDA EMTs were involved in more than 160 water rescues around the country.

**SEPTEMBER**

19-year-old injured in terror attack becomes MDA EMT less than two weeks later.

After a terrorist bomb in southern Samaria killed his sister and nearly took his life, Dvir Schnerb completed the EMS course he had been enrolled in and was certified as an EMT by MDA. In his new role as a volunteer EMT, Dvir, 19, will honor his sister’s memory by working to save the lives of others. “I want to use this moment to say thank you to all of the medical professionals who saved my life. You all gave me a gift, the gift of life. I promise to use this gift to be the best I can be,” Dvir said.
MDA provides ailing elderly couple one last sunset together at the beach.

Devorah and Gad first met in second grade, 78 years ago, and married in 1957, when they were both 23. An experience they’ve always treasured is sitting on the beach and watching the sun set slowly over the horizon. In October, their daughters Michal and Yael, mindful that their father’s terminal cancer was getting worse, contacted Magen David Adom’s Wish Ambulance so they could give their parents one more sunset together. With their husbands, Michal and Yael met their mom and dad at Herzliya Beach and made the visit even more memorable for their parents by scheduling a renewal of their vows ceremony.

All in an MDA first responder’s work: Two days, three baby deliveries!

He didn’t know it on an early Sunday morning, but in the next 48 hours, Isachar Veiss would deliver three healthy babies in home births in three different cities: Giv’atayim at dawn, Bnei Brak on his shift the next day, and later that shift in the HaTikva neighborhood in Tel Aviv. “I’m happy that each of these three births was successful and the mothers and newborns are doing well,” Isachar said of his unusual two-day experience.

MDA paramedics bring Be’er Sheva mother back to life days before daughter’s wedding.

A bride’s family was holding a festive event at her parents’ home, and as the party was ending, the bride’s mother, Hannah Samborsky, 55, went into cardiac arrest and soon collapsed and appeared lifeless. One family member quickly called the MDA emergency hotline, 101. Paramedic Mordechai Rokach got the call and immediately started coaching the family on basic CPR. Minutes later, MDA paramedics arrived and gave Hannah an electric shock, which restored her heartbeat. With Hannah in serious but stable condition, the MDA team evacuated her to Soroka Medical Center’s intensive care unit, where she regained full consciousness two days later. After consulting with their rabbi, the family decided to go ahead with the wedding as planned.
Tremendous progress was made in 2019 in the construction of Israel’s most crucial project.

**Notable actions:**

- A decision was made to divide the construction into phases and focus on the central core of the building’s structure and framing and then complete the lower levels and surrounding areas. This enabled the construction crew to work more efficiently to move the timetable forward.

  - All the massive piles and foundation were completed and the foundation laid.

  - The reserve blood supply vault was built and encased in a highly shielded shell of rebar and enforced cement.

  - The slurry walls were sealed and concrete walls were poured for levels U3 to L1.

  - Four cranes were mounted on the site over the course of the year to handle the movement of tons of rebar and other building materials.

  - Preliminary work on the perimeter areas was partially completed for levels U3, U1 and L0.

  - The purchase orders were issued for the main utilities, including the four huge industrial generators and the special filtration system that will protect the underground floors from biological and chemical attack.

Most exciting was the beginning of the installation of the mechanical support systems, including the HVAC ducts, electrical raceways, sprinkler piping, drain and sewage piping, and electrical switchboards.

For more information and to set up a private conversation, please contact Catherine Reed at creed@afmda.org or 866.632.2763 or your local AFMDA fundraiser (page 19).
AFMDA Events in 2019

**MARCH**

Celebration of Life Gala

Raising more than $3.1 million at the Breakers, the Sussman family, recipients of this year’s Humanitarian Award, announced an additional gift of $1 million for MDA’s new blood center. The event was attended by more than 650 people and featured former U.N. Ambassador and South Carolina Governor Nikki Haley, who was interviewed by attorney and constitutional law scholar Prof. Alan M. Dershowitz.

**OCTOBER**

Detroit Event

AFMDA CEO David M. Frankel presented Sandy and Jim Danto with a tzedakah box in honor of their decades of support of MDA and Israel. Keynote speaker was Bret Stephens, who is a Pulitzer Prize-winning op-ed columnist for the *New York Times* and an expert on U.S. foreign policy.
NOVEMBER

New York Miracle Makers Gala

At the Pierre Hotel, three exceptional paramedics from MDA were honored for their heroic lifesaving efforts in Israel. The evening also featured Israeli journalist Michal Divon, David Makovsky of the Washington Institute, and world-renowned Israeli mentalist Lior Suchard. The inspiring program was followed by a lively casino night.

DECEMBER

December 4th Event

At the Four Seasons Hotel in Los Angeles, David Horovitz, founding editor of the Times of Israel, led an engaging discussion with Mosab Hassan Yousef, known as “The Green Prince,” covering his past, current activities in the Middle East, and the safety of Israel in the coming year.
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 2019, your support of MDA’s training and technology helped save countless Israelis. Here are some of the ways you made an impact in 2019 — 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.

$301K RAISED IN 2019 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.

49 AMBULANCES + 29 MICUS RAISED FOR ISRAEL IN 2019
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.

**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 future.

$11.2M RAISED FOR MNBSC IN 2019

**MEDICYCLES**
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.

51 MEDICYCLES SPONSORED IN 2019
2019 Financial Information

Revenue and Expenses by Category

**TOTAL REVENUE**
(per IRS form 990)

- $18,522,400  
  MDA project expenses, training equipment, Blood Services Center supplies and general projects
- $11,224,593  
  The Marcus National Blood Services Center
- $10,690,268  
  Ambulances, MICUs, Medicycles and other emergency medical response vehicles
- $23,039  
  Other income

Total: $40,460,300

**TOTAL EXPENSES**
(per IRS form 990)

- $11,706,385  
  The Marcus National Blood Services Center
- $10,823,898  
  MDA project expenses, training equipment, Blood Services Center supplies and general projects
- $7,209,927  
  Ambulances, MICUs, Medicycles and other emergency medical response vehicles
- $6,150,960  
  Project- and program-related operating expenses
- $4,859,902  
  AFMDA operational expenses
- $4,108,351  
  AFMDA fundraising expenses

Total: $44,859,422
80.01%

*additional financial available upon request*
American Friends of Magen David Adom mourns the passing of generous friends and supporters who passed away in 2019 or about whose passing we learned in 2019.

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.

Barbara Kay, z”l
The board of American Friends of Magen David Adom, MDA in Israel, and our staff mourn the passing of Barbara Kay, an AFMDA board member, longtime supporter and dear friend of Magen David Adom. Barbara’s selfless leadership, gentle wisdom, humane spirit and boundless generosity will live on in the local and global Jewish communities she served. We offer our heartfelt condolences to her entire family and hope they are comforted by her memory and the thousands of lives she helped save by her ambulance sponsorships, and her visionary support of the new Marcus National Blood Services Center.

David Fleischer, z”l
The board of American Friends of Magen David Adom, MDA in Israel, and the organizations’ staffs mourn the passing of David N. Fleischer, an AFMDA board member, executive committee member, longtime supporter, and dear friend of Magen David Adom. We offer our heartfelt condolences to his entire family and hope they will be comforted by his memory and by the knowledge of his lasting legacy—the thousands of lives in Israel saved by his ambulance sponsorships, his support of constructing the new Marcus National Blood Services Center in Ramla, and his role in many other MDA initiatives over the years.

Evelyn Azarchi
Marvin Berman
Stanley Bobb
Donald Brown
Steven Colman
Gerald Crohn
Tibor Feldmar
Andrew Fredman
H. Frank
Carilyn Goldberg
Barry Goldstein
Leon Goldstein
Patricia Goldstein
Rachel Goldstein
Robert Goodman
Erika Herczeg
Gene Howard
Howard Kaplan
Herbert Katz
Jane Korman
Lawrence Lerner
Elliot Levine
Lillian Levitt
Stanley Levy
Donald Malasky
Ronald Margolis
Robert Markson
Allen Menuck
Jack Nagel
Peter Nussbaum
Robert Pergament
Susan Schwartz
Joseph Sitrick
Sarah Swale
Nancy Sylk
Ira Tritt
Violet Werner
Magen David Adom is Israel’s national ambulance, blood-services, and disaster-relief organization, serving as emergency medical first-responders for the state’s 9.2 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.