

THE PULSE

MARCH 2022

In this issue

News From Israel.....	4
Marcus Center Update	8
Donor Spotlights.....	10
AFMDA News	11

MDA's emergency dispatch technology adopted by Hatzalah South Florida.

[Read more on page 4](#)



Come witness history in the making. Marcus National Blood Services Center dedication.

[Read more on page 8](#)



Magen David Adom in 2021

A YEAR IN NUMBERS

2

ADVANCED
LIFE-SUPPORT
MEDEVAC
HELICOPTERS



ADMINISTERED
MORE THAN
1,500,000
DOSES OF THE
COVID VACCINE

700,000

PATIENTS & CASUALTIES
TREATED AND TRANSFERRED TO HOSPITALS



269,023

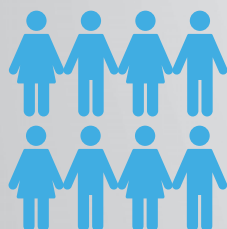
UNITS OF BLOOD
WERE COLLECTED
AND PROCESSED

5M
ISRAELIS
TESTED BY MDA
EMS TEAMS
FOR COVID-19



189

AMBULANCE
STATIONS
NATIONWIDE



27,000
VOLUNTEER EMTs

ISRAEL'S LARGEST VOLUNTEER ORGANIZATION

2,000

AMBULANCES & MICUs
IN ACTIVE SERVICE



MAGEN DAVID ADOM IS RESPONSIBLE FOR FIRST-AID
TRAINING OF 350,000 CIVILIANS, ITS VOLUNTEERS AND
CREWS, AS WELL AS FIRST RESPONDERS OF NEARLY ALL
OF ISRAEL'S HATZALAH ORGANIZATIONS.



972

BABIES DELIVERED WITH HELP
OF MDA TEAMS AT HOME OR ON
WAY TO THE HOSPITAL

No charitable gift has a greater impact on the lives of Israelis.



There are many ways to support Israel and its people, but none is more transformative than a gift to Magen David Adom, Israel's paramedic and Red Cross service. Your gift to MDA isn't just changing lives — it's literally saving them, providing critical care and hospital transport for everyone from victims of heart attacks to casualties of rocket attacks.

Save a life today. Support MDA at [AFMDA.org/give](https://afmda.org/give) or 866.632.2763.



Saving lives. It's in our blood.

afmda.org

Magen David Adom creates sophisticated ambulance dispatch system for Hatzalah South Florida.

Magen David Adom's groundbreaking technology that powers medical and fire emergency dispatching systems in Israel and the EMS system in the Philippines is now operating in the United States.

The computer-aided dispatch (CAD) system developed by Magen David Adom uses artificial intelligence to instantly locate and dispatch the nearest first responders and ambulances to a medical emergency.

In December, Hatzalah South Florida, an all-volunteer EMS organization serving Miami-Dade, Palm Beach, and Broward counties, announced that MDA's technology is now powering its new dispatch system.

It marks the first time MDA's dispatch technology has been adopted by an EMS organization in the United States.

"Given our close relationship [with MDA], it made perfect sense to adopt Magen David Adom's technology and bring those innovations here," said Joseph Dahan, director of Hatzalah South Florida and an EMT with the organization.

Hatzalah South Florida is one of the more than 50 independent Hatzalah (Hebrew for "rescue") volunteer ambulance services that primarily serve Jewish communities in the United States, Israel, and around the world.

"Magen David Adom is in the lifesaving business," said Uri Shacham, MDA's chief of staff and a Medevac paramedic. "So we're pleased to be able to share our technology to help Hatzalah of South Florida in their sacred work of saving lives in their local community."

In a December 14 ceremony attended by several hundred people in Aventura, Florida, the two organizations signed an agreement to continue to share knowledge and training, making their years of cooperation official.

While nearly all EMS organizations purchase dispatching solutions from for-profit technology companies, Magen David Adom began developing its own technology in-house in 2006, after concluding that third-party systems were not meeting the organization's needs.

"In the 2000s, Magen David Adom was faced with responding to the Second Intifada and a war with Lebanon," said Ido Rosenblat, Magen David Adom's chief



Baruch Sandhaus, Hatzalah South Florida executive director, and Ido Rosenblat, MDA chief information officer, made the years of cooperation between their organizations official by signing an agreement to continue to share knowledge and training.

information officer. "The types of incidents we were responding to — including simultaneous suicide bombings and missiles launched against Israeli cities — weren't the types of emergencies software developers based in the U.S. and Europe could ever have imagined.

"It became obvious to us that we would need to develop our own systems in-house — systems that would conform to the way we work, rather than conforming the way we work to accommodate the limitations of the systems," he said. "So, by developing our systems ourselves, we now have EMS applications designed by an EMS organization."

Today, Rosenblat oversees more than 50 full-time programmers, many of them EMTs or paramedics themselves, who are continually adding new capabilities to the system.

"Because many of them are EMTs, they're acutely aware of how the system needs to perform for the end user," Rosenblat said.



MDA administers fourth dose to elderly.

In early January, to thwart the spread of the Omicron variant and protect populations most at risk of becoming seriously ill from the disease, MDA administered fourth doses of the Covid vaccine to seniors living in eldercare facilities. The rollout of the fourth

dose came as Israel's confirmed cases of coronavirus neared the country's all-time record, prompting the Ministry of Health to launch an initiative for the additional vaccine booster. Israel was the first country to begin administering a fourth round of the vaccine.

"One cannot imagine Israel's medical system without Magen David Adom," says health minister.

Israel's Minister of Health Nitzan Horowitz visited MDA's Operations Center in Kiryat Ono in December to view the state-of-the-art technology MDA developed. "One of our advantages we [in Israel] have in

fighting Covid and in all routine emergencies is Magen David Adom," said Horowitz. "[They're] accessible, fast, professional, and advanced."



MDA makes it possible for siblings to meet in person after a decade.

Israel Regev, 92, from Haifa, and his sister, Yeti Itzik, 96, from Kibbutz Nir Oz, both Holocaust survivors, have not seen each other for more than 10 years. The siblings maintained regular telephone contact, but because of their medical conditions and distance, they have not been

able to hug or see each other face to face. In December, thanks to MDA's Wish Ambulance, they finally embraced and held hands. "This meeting will stay with me until my last day," said Israel, a founder of a village in the Jezreel Valley, who served in the first Golani battalion.



Magen David Adom and the United Arab Emirates hold a joint emergency exercise.

As a result of the historic Abraham Accords Peace Agreement between Israel and the United Arab Emirates, a joint training took place between Magen David Adom and the Emirati National Ambulance Service in December. The exercise was conducted virtually with observers from the Netherlands, Italy, and France. The simulated multi-casualty scenario involved a

bus accident in an isolated location with challenging terrain and weather conditions, causing dozens of injuries. Spokespersons from both organizations noted the importance of cooperation and the fact that communities in both countries rely on emergency organizations to provide a quick, efficient, and professional response during emergency events.



MDA CEO takes shifts at Covid testing sites.

At one of Israel's drive-through Covid testing stations in January, among the testers was none other than MDA's director-general, Eli Bin. "All of MDA's management are required to spend at least four hours at the testing sites to assist the employees and volunteers,"

said Bin. One man reported he was shocked to see Bin conducting tests well after midnight. "Eli Bin is an example and a role model for management and leadership, especially in these challenging days," he posted on social media.

MDA participates in IDF national exercise to test Israel's response to massive missile attack.

In November, the Israel Defense Forces and Defense Ministry's National Emergency Management Authority launched a first-of-its-kind, weeklong exercise that simulated a full-scale war with Lebanon's Hezbollah terror group amid a period of domestic turmoil. The drill was meant to see how well Israeli emergency response organizations — namely the military, police, fire department, and Magen David Adom — learned lessons from

this past May's 11-day conflict with Palestinian terror groups in the Gaza Strip. "MDA employees and volunteers, who work around the clock to save lives in Israel, understand the enormity of the responsibility placed on their shoulders. They worked diligently during this exercise so the citizens of Israel know that in an emergency, they have someone to trust," said MDA Director-General Eli Bin.





Teenager saves older man from certain death.

Two months after completing MDA's first-aid providers course and becoming a member of its youth volunteer corps, 15-year-old Mia Shapiro Starlin heard calls for help while she was shopping and ran out to the street to find a man lying unconscious on the ground. He wasn't breathing and had no pulse. A passerby called 101 and, while MDA was dispatching a Mobile Intensive Care Unit ambulance, the EMT on the phone instructed the passerby on how to perform CPR. Meanwhile, another bystander retrieved a defibrillator MDA

had installed nearby. Mia identified herself as an MDA volunteer and took charge of the CPR, initiating the electric shock treatments. When the ambulance team arrived, together they fought for his life. "When his heart started beating, I was really excited," said Mia. "I realized I saved a life." Mia is one of 14,000 teenage first-aid providers who make up more than a third of MDA's volunteer staff. Donations from Americans make training Israel's youth and installing portable defibrillators in public spaces possible, helping MDA to save more lives each year.

She went to the beach to see the sunset and ended up saving five lives.

Inbal Rauchwerger-Dayana and her family have an annual tradition: watching the first sunset of the Jewish new year at a beautiful but isolated beach. As the sun disappeared and darkness fell, Inbal suddenly heard shouts for a lifeguard. An MDA EMT, Inbal ran to the shore, where she saw hands grasping for the surface amid the surf. Immediately, she called MDA's emergency dispatch to report the incident, but she knew because of the desolate location with no roads, it would take awhile for help to arrive. When four people were dragged out of the water, Inbal drafted three young men to assist. Taking control and giving

orders, she instructed the civilians to follow her lead as she started CPR on one of the victims. She ordered others to take the long trek to the road to meet the ambulances and show the EMTs the way down to the beach. At the same time, Inbal directed a nearby surfing instructor to go out on his board to check on other swimmers caught on a rock jetty. One at a time, he brought two more victims to shore. In the end, six people went into the sea that evening. Five of them will get to see another sunset, thanks to Inbal and the caring civilians who helped her save them.



Help us complete Israel's most crucial project.



There are still many areas of the new Marcus National Blood Services Center that require your support so it can be opened and ready to function at full capacity.

With the threat of a war or more terrorist attacks always looming, this fortified facility, which will double Israel's blood-processing capacity and protect its blood supply against missile, chemical, and biological attack, is needed sooner rather than later to ensure the future health of Israelis.

Sponsorships are available at almost every donation level. These opportunities will enable you to secure Israel's future — even as you provide the gift of life to Israelis.

Join us to ensure the health of the people of Israel. **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 15).**

Come witness history in the making!



DEDICATION OF THE MARCUS NATIONAL BLOOD SERVICES CENTER.

**Join us in Israel to celebrate the new, state-of-the-art blood center
with Israeli dignitaries and other passionate Magen David Adom supporters.**

**MONDAY, MAY 2, 2022
5:30 P.M.**

**Sderot Herzl 133
Ramla, Israel**

Register to attend this inspiring event.

R.S.V.P. at afmda.org/marcus-dedication or 646.388.7508.



Dr. Mark Collons

Growing up, there was always a *tzedakah* box in the kitchen at Mark Collons' home. "My parents were of modest means, but they always made a point to donate." It had a profound impact. Throughout his life, Mark's philanthropy has focused on Jewish causes and Israel.

And so it was no surprise that Mark, a retired orthodontist, twice traveled to Israel in the 1980s to help open and work at free orthodontic clinics through Dental Volunteers for Israel. "Everywhere I went, I saw Magen David Adom." Realizing that MDA served throughout the country, Mark began contributing to MDA regularly.

Mark called MDA when he began to make legacy decisions to ensure MDA would benefit from his life's work. He told us, "Every time there is anything in the news about Israel that requires emergency medical response, MDA is always there. It's important to support blood services and emergency care — it always will be — today and tomorrow. I have to do what I can do. It's so rewarding to know through my support, I will always be part of MDA."

As his first named gift to MDA, this fall Mark donated a Mobile Intensive Care Unit (MICU) ambulance, which was recently dedicated at AFMDA's Los Angeles event in December. It was an opportunity to remember his parents in a way he knew that they would want to be remembered and a way to honor the lessons of his parent's kitchen *tzedakah* box.

With many organizations that require support, MDA is closest to Mark's heart. He hopes to become even more involved in the future.



New Beginnings Church

Pastors Larry and Tiz Huch founded the ethnically diverse, nondenominational New Beginnings church in 2004, located in Bedford, Texas, between Dallas and Fort Worth. Since doing so, they have dedicated their lives to building stronger ties between Christians and Jews — and supporting Israel and the Jewish people in significant and meaningful ways.

"It's become my No. 1 mission to bring the Christian world back to being in love with the Jewish people," said Pastor Larry, a leading televangelist known to millions of global viewers of New Beginnings' TV ministry. He emphasizes that his goal is "to restore the church to its Jewish roots," noting that he and Tiz live by the concept of *tikkun olam* — repairing a broken world — a deeply held belief that has inspired and motivated New Beginnings' impactful philanthropic projects in Israel and elsewhere.

Among the church's extraordinary Israel initiatives has been a special partnership with AFMDA to sponsor MDA's MICU ambulances, which are primarily used in life-threatening situations, along with other much-needed vital medical equipment. With the tremendous support of its dedicated followers, New Beginnings has generously sponsored eight MICUs to date, as well as a Smartbox defibrillator. "You know, the little amount that we give to Israel is a tiny part of a drop in the bucket," said Pastor Larry. "But what's more important than the money is drawing people's hearts back to the land of Israel and the Jewish people."

SOUTHEAST

December events with Ambassador Ron Dermer

Former Israeli Ambassador to the United States Ron Dermer spoke at multiple December events in Palm Beach, Boca Raton, and Miami (including the first-ever AFMDA Real Estate Luncheon) about the lifesaving work of Magen David Adom. “Because of your support,” Ambassador Dermer told the guests, “the people of Israel can feel secure, no matter what challenges lie ahead.”



Jeff and Moni Cohen with AFMDA's Jessica Nessim. Photo: Carlos Chattah

SOUTHEAST

An evening of tasty drinks and lively conversations was held at the world-famous Edition hotel in the heart of Miami Beach, hosted by Moni and Jeffrey Cohen. MDA's Chief of Staff Uri Shacham gave an inspiring overview of the challenging year MDA had in 2021 and extended his heartfelt thanks to the South Florida community for its tremendous support. David Lombardi surprised the guests by announcing his sponsorship of a lounge for blood center drivers in MDA's new Marcus National Blood Services Center. The lounge honors his wife of 33 years, Shari Lombardi, who began her tenure as chair of AFMDA's Miami Advisory Council.

Important event update!

The date for 2022's Palm Beach Gala has changed from Sunday, March 6, 2022 to **Sunday, December 11, 2022**. For more information, please contact palmbeach@afmda.org or 561.835.0510.

WESTERN



Above, from left: Dave Parrone, Dr. Anita Pakula, Julie Pakula, Joe Urcis, and Marion Zola.

From left: MDA paramedic Yasmeen Mazzawi, Dr. Mark Collons, Uri Shacham, Prof. Eilat Shinar, and Ido Rosenblat, MDA's chief information officer.

On December 12, the Western Region celebrated MDA's inspiring achievements at the Beverly Hilton, featuring a panel discussion moderated by David Horovitz, founding editor of *The Times of Israel*, with Uri Shacham, MDA's chief of staff; Professor Eilat Shinar, M.D., director of MDA's Blood Services Division; and Prof. Itamar Grotto, M.D., M.P.H., Ph.D., a global health expert. The event featured the dedication of a Life Support Ambulance by Marion Zola and Julie Pakula in memory of Marion's husband, Samuel, and Julie's daughter, Rina, and a MICU ambulance by Dr. Mark Collons honoring Mark's parents, Joseph J. and Anna W. Collons.



WESTERN

Eleanor Lindenbaum's Mobile Intensive Care Unit ambulance was dedicated on December 5 at a 20-year anniversary gala in honor of StandWithUs and the Abraham Accords, as well as on December 17 at Chabad Jewish Center of Palos Verdes. The Western Region is so grateful for Eleanor's generous support over the years.

Left: Eleanor Lindenbaum and son, David Lindenbaum, at dedication.

WESTERN

On December 13, Anat and Mark Lyon opened their home to Professor Eilat Shinar and friends to share information about the important work of Magen David Adom in Israel.

Right: MDA's Prof. Eilat Shinar and AFMDA's Elana Michael with Noel and Janet Schachner.





Photo: Zeitlin Photography.

MIDWEST

Ilene and Howard Emmer of Bloomfield Hills, Michigan, sponsored a Life Support Ambulance and provided the funds to supply and maintain the vehicle beyond its first year of lifesaving work. A small group of family and close friends gathered in December to dedicate the vehicle in memory of Ilene's mother, Esther Kolovsky, herself an ambulance donor, and to celebrate Ilene and Howard's milestone birthdays and 40 years of marriage.

NORTHEAST

On November 22, Michael Kann, his wife, Dr. Phyllis Weingarten, and seven friends toured MDA's new Marcus National Blood Services Center with Professor Eilat Shinar and Moshe Noyovich, AFMDA's senior representative in Israel. "The overall blood donor management and processing is truly amazing, perhaps exceeded in scope only by the new center itself," said Michael. "Our family has supported MDA for many years, and this, along with our lifelong dedication and love for the State of Israel, motivated us to see this most impressive new blood center."



NORTHEAST

Yael Dunayer remembers July 10, 2020, as the day she learned her eldest brother, Hezy, who lived in Israel, had suffered sudden cardiac arrest and passed away at age 55. "One had to be around Hezy and feel the goodness he radiated," says Yael. To honor her brother's legacy, she and her husband, Barak, donated a defibrillator that is now connected to MDA's 101 emergency call center in Hayarkon Park, Tel Aviv. To learn how you can donate a defibrillator to save lives in Israel, please contact your local AFMDA representative (See page 15).

PLANNED GIVING INSPIRATIONS

Bequests to AFMDA are a powerful way to help protect the future of Israel and create a legacy that inspires family and loved ones to do the same. We celebrate two donors who made significant bequests.



James Klinghoffer, z”l

James Klinghoffer’s passion for giving was initiated by his parents — Harry and Edith Klinghoffer — who encouraged him to pay success forward and always try to help others. When James established his legacy plans, he said, “I give because my parents were very charitable people and they instilled that value in me.” Like his mother before him, James Klinghoffer included Magen David Adom in his legacy with a multimillion-dollar bequest from his estate. May his memory be for a blessing as his gift helps to save lives in Israel.



Dr. Lewis J. Teich, z”l

A lifelong learner and collector, retired podiatrist Dr. Lewis J. Teich was determined to make an impact on the people of Israel. His love for Israel and Magen David Adom’s mission joined together to fulfill his purpose to be remembered as a lifesaving force. Two years ago, he began working with AFMDA’s director of estate and planned giving to confirm his legacy goals to leave behind his estate. Lewis allocated a portion to AFMDA to establish a Perpetual Ambulance Fund. Through his foresight and philanthropy, an ambulance with his name and his heartfelt message will always be on the streets of Israel saving lives.

Security for you today. A brighter future for Israel tomorrow.

AGE	RATE
65	4.2%
70	4.7%
75	5.4%
80	6.5%
85	7.6%
90+	8.6%

If you are looking for a way to secure your future, a charitable gift annuity may be the answer for you.

Creating a gift annuity is easy. Fund one by transferring cash or property to us and create lifetime payments for yourself, for you and another person, or as a gift for someone special.

Other benefits of a charitable gift annuity include:

- Income tax savings
- Capital gains tax avoidance
- Possible tax-free payments

Now is the right time to lock in your payout rate with a gift to fund an AFMDA charitable gift annuity.



For a detailed, no-obligation illustration of your gift annuity payment and tax benefits, or to discuss other ways to create your MDA legacy, please contact Marilyn Stern Emas, director of planned giving and estates, at msternemas@afmda.org or 212.757.1627.



MAGEN DAVID ADOM

is Israel's national paramedic and Red Cross service. A leader in mass-casualty response and in EMS technology, Magen David Adom treats and transports nearly 1 million people to hospitals every year; collects, safety tests, and distributes nearly all the blood to Israel's hospitals; and, through its affiliation with the Red Cross movement, responds to disasters around the world.

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