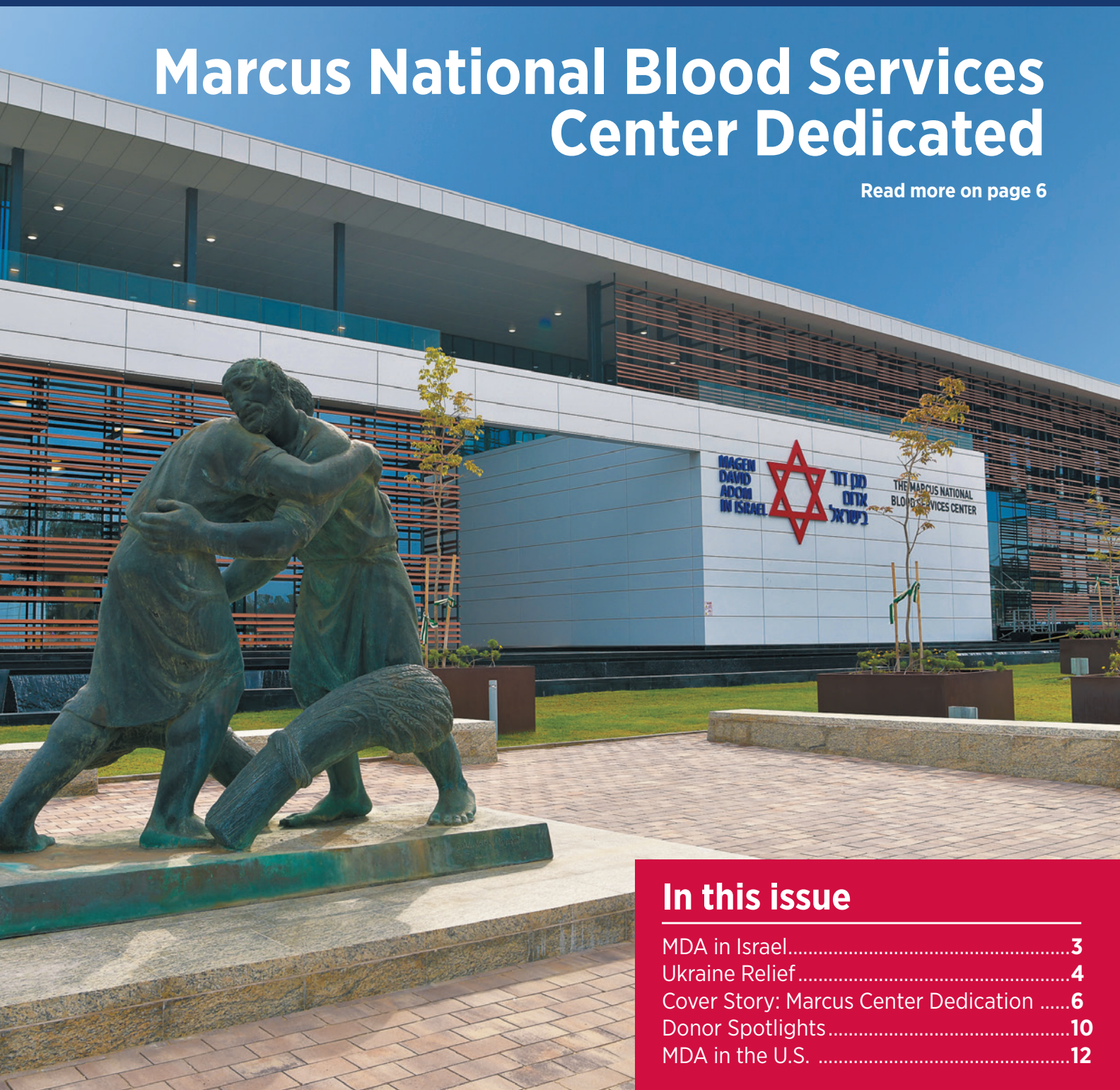


THE Pulse

DECEMBER 2022

Marcus National Blood Services Center Dedicated

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2022 End-of-Year Campaign

As you consider your tax-deductible end-of-year giving, please consider sponsoring the following lifesaving equipment and supplies.



Corpuls3 Defibrillator

MDA EMTs and paramedics perform approximately 500 resuscitations a month. The Corpuls3 is one of the most advanced defibrillators used by MDA that saves lives every day. Every MICU ambulance carries one on board. It not only provides electric shocks to patients in cardiac arrest, but in just seconds it also monitors and transmits a wide range of data in real time to doctors in the hospital emergency room, while awaiting the ambulance's arrival.

Cost: \$36,000 each



LUCAS Chest Compressor

When a person suffers cardiac arrest, having the right equipment at the right moment can literally mean the difference between life and death. This mechanical device administers continuous, consistent chest compressions to the heart, freeing EMTs' and paramedics' hands to administer other lifesaving measures, such as medications. Portable and stowed in a medical bag in the ambulance, the LUCAS device facilitates steady blood flow, slowing oxygen deprivation, and improving the likelihood of the patient's survival.

Cost: \$18,000 each



Blood Bag Sealers: Table Mounted Unit

This device is a flexible, efficient, and adjustable desktop blood-bag-sealing system used by lab technicians. Blood production at the new Marcus National Blood Services Center will expand from 270,000 units per year to more than 500,000, making this piece of equipment an essential time and space saver.

Cost: \$5,000 each



Birthing Kits

Last year, MDA teams facilitated nearly 1,000 births. Some of these babies were born in ambulances, in taxis and cars on the side of the road, or at home. The birthing kit carried by all ambulances includes gloves, a drape sheet for mom, umbilical cord clamps, nylon tie-offs, OB towelettes, a disposable scalpel, a receiving blanket, gauze sponges, a bulb syringe, disposable towels, alcohol prep pads, twist ties, a plastic bag for the placenta, and a birthing pad.

Cost: \$1,800 for 100



Gloves

Wearing disposable protective gloves is one of the simplest but most effective way to save lives. They are crucial to fighting infection and protect both the healthcare worker and the patient. Gloves dramatically decrease the risk of accidentally infecting one patient with another patient's illness. Perhaps a patient has been wiping his nose on his sleeve and an EMT adjusts that sleeve to check his blood pressure. Gloves can prevent any number of incidents that may go unnoticed, and MDA needs a lot of them. A gift of any amount will help us provide this vital tool.

\$40,000 needed for gloves by the end of the year.

MDA's A.I. dispatch system now integrates all of Israel's emergency services.

The dispatch systems of Israel's three rescue services are now interconnected so any of the three agencies — the Israel Police, the Fire and Rescue Service, and Magen David Adom — can automatically dispatch one another in emergencies.

The initiative provides the capabilities of a 911 system, while preserving the Israeli system's advantage of enabling callers to talk directly to police, EMTs, or fire rescue personnel without the time-consuming step of first talking to an operator.

The interconnect, which was developed by the in-house programming unit at MDA, will speed the flow of information between all three rescue services and potentially save time and lives in emergencies that require responses from multiple agencies.

Israelis dial separate emergency numbers for police, ambulance, and fire (100, 101, and 102, respectively). The clear advantage of that system is that callers don't have to first talk to an operator as they do in the U.S., a sometimes



time-consuming process that can delay a response by minutes. In a medical emergency, for example, callers are instantly connected to an EMT or paramedic who can provide lifesaving medical instructions to the caller while the ambulance is dispatched.

Previously, while callers in Israel only had to call one number in an emergency, it was incumbent on the police, fire service, or MDA to call or radio the other agencies if the emergency required their response as well. This new, instantaneous three-way connection automated by artificial intelligence eliminates the need for that call.

MDA and Ben-Gurion University announce academic affiliation.



Eli Bin, director-general of MDA, and Prof. Danny Chamovitz, president of Ben-Gurion University of the Negev.

Magen David Adom and Ben-Gurion University of the Negev (BGU), one of Israel's leading universities, began a formal academic affiliation in February designed to improve training for paramedics and EMTs and the quality of pre-hospital emergency care in Israel and potentially around the world. The academic affiliation is believed to be the first between a national EMS and a university.

"Just as some of the most innovative and leading-edge medical centers are designated as teaching hospitals, we're officially making Magen David Adom a teaching EMS organization," said Dr. Eli Jaffe, deputy director for community health and a paramedic at Magen David Adom.

"Our students and MDA have already been training together for more than 25 years," said Dr. Oren Wacht, head of Ben-Gurion University's Department of Emergency Medicine and a volunteer paramedic with MDA. "This affiliation provides us with an opportunity to capitalize on a number of synergies between the two organizations."

This includes coordinating activities between BGU's three-year Bachelor of Emergency Medicine program and MDA's paramedic school in Ramat Gan, as well as sharing experiences and instructors between the two programs, and co-publishing articles in academic journals.



Taking a helicopter tour from Mitzpeh Ramon to Jerusalem.



A graffiti tour in Tel Aviv.

Ukraine Relief

Shortly after Russia invaded Ukraine, Magen David Adom began coordinating assistance with the International Committee of the Red Cross (ICRC), of which MDA is a member. AFMDA launched a Ukraine Emergency Appeal to help fund the services that would be provided. As of mid-September, the emergency appeal has raised more than \$1,167,000.

These funds helped MDA send 10 ambulances to Ukraine. Four of them were armored ambulances that had been decommissioned and were sent to help evacuate the wounded from war zones. An additional six 4x4 ambulances — designed to maneuver in the toughest terrain — were deactivated from MDA's fleet and sent to

Spring mission to Israel.

With the celebration of the new Marcus National Blood Services Center dedication in the middle of the trip, AFMDA hosted a mission to Israel from April 26 to May 9. The spectacular dedication aside (see page 6), highlights included private briefings from Minister of Defense Benny Gantz; Ambassador Ron Prosor, former Israel Permanent Representative to the United Nations; and several other high-level officials and experts, as well as insider briefings at Erez Crossing (the checkpoint between Israel and Gaza) and a behind-the-scenes tour of Magen David Adom's National Command and Control Center.

But it wasn't all business. Mission participants attended a culinary institute and learned how to make pasta from scratch, dined while sipping wine from vineyards across Israel, and watched the *Yom HaAtzma'ut* air show from the three-story penthouse balcony of The David Kempinski hotel in Tel Aviv. Fun was had by all, but most importantly, attendees witnessed firsthand that you can't walk down a street in Israel without seeing the indelible symbol of Magen David Adom.

Participants in a pre-mission trip visited Israel's craters in Mitzpeh Ramon and others who extended their trip with AFMDA flew to the United Arab Emirates (UAE). They spent Shabbat with some 50 other Jewish families at the Chabad Villa of Dubai and met with Ambassador of Israel to the UAE Amir Hayek and with the first female paramedic in Abu Dhabi. A special highlight included touring the Louvre Abu Dhabi.





aid the Ukrainian Red Cross in traversing conflict-ravaged cities and towns. (Ambulances in Israel are put out of service after 10 years.)

In March, MDA sent paramedics on assessment missions to Poland and Moldova to determine the assistance war refugees might need. As a result of their findings, MDA set up a field clinic in Chisinau, Moldova, on Ukraine's border. Additionally, when the Israeli Health Ministry, Sheba Medical Center, and Clalit HMO opened the region's first civilian field hospital in Mostyska, Ukraine, MDA paramedics formed a critical contingent of the hospital staff. They provided access to routine treatment for injuries and illnesses mostly unrelated to war.

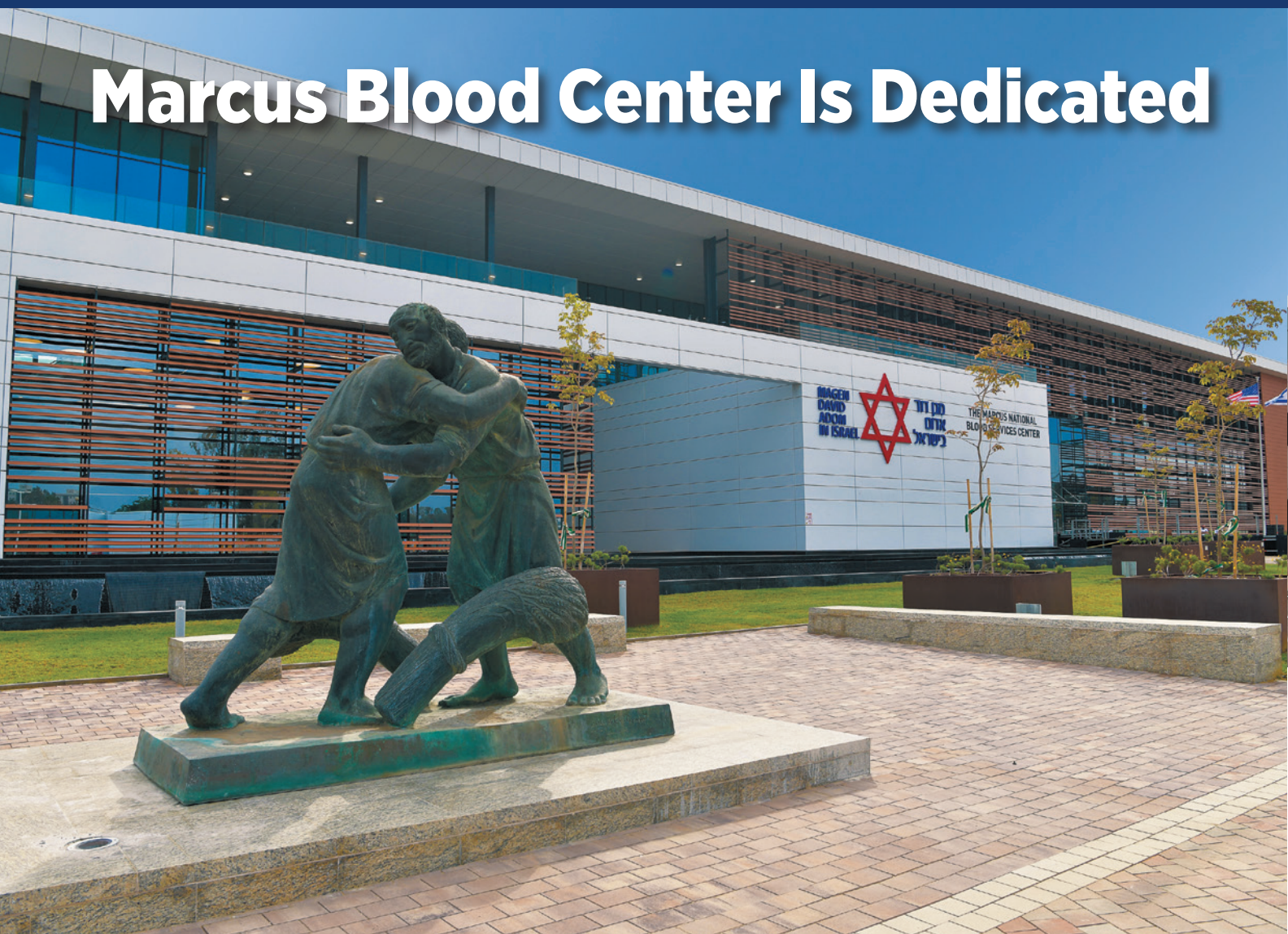
In Israel, a humanitarian hotline was established to assist the thousands of refugees who fled to Israel. Russian- and Ukrainian-speaking volunteers provided assistance regarding medical needs and the navigation and coordination of the various social service and governmental agencies. MDA's tracing unit also helped refugees track down missing relatives.

Perhaps the most crucial and unique role MDA played was its operation with the German Red Cross in Ukraine. Due to MDA's considerable experience providing medical treatment and transport during conflicts, and the number of Russian- and Ukrainian-speaking Israeli citizens, the ICRC asked MDA to help evacuate civilians from war zone areas. About 30 paramedics who could speak one or both of the Slavic languages were sent for two-week rotations to serve in Odessa, transferring the sick, injured, and elderly either to hospitals within Ukraine or for further treatment outside the country.

MDA's mission in Ukraine is winding down. We are thankful to all supporters of the MDA Ukraine Emergency Appeal. Your gift has made this lifesaving and humanitarian work possible.



Marcus Blood Center Is Dedicated



On May 2, 2022, the dream became a reality. Held on site at the new Marcus National Blood Services Center in Ramla, Israel, Magen David Adom dedicated the world's first subterranean, shielded national blood services center.

The event included a never-ending supply of good food and drink, an exhibit of a variety of vehicles that make up MDA's fleet, multimedia presentations and lights, special guests and performances, and an enormous sense of pride and accomplishment.

Prof. Eilat Shinar, M.D., director of MDA's Blood Services Division, acted as M.C. for the evening. She began the dedication ceremony in the presence of Israeli President Isaac Herzog, Defense Minister Benjamin Gantz, Health Minister Nitzan Horowitz, United States Ambassador to Israel Thomas R. Nides, and 500 VIPs, American donors, and MDA personnel.

"I am so delighted to join you in inaugurating the Marcus National Blood Services Center, which embodies the most moving essence of our shared humanity," said President Herzog as he addressed the crowd.

"To receive a blood transfusion — the irreplaceable gift of life — from complete strangers is a stark reminder that we are one living, breathing tapestry of humanity, now safeguarded in this impressive new Marcus Center."

Each of the ministers shared inspiring words of gratitude before Eli Bin, director-general of MDA, took to the podium.

"Magen David Adom and the people of Israel are indebted to our friends in the diaspora for making this dream a reality," said Bin. "This is another world-first from Magen David Adom in our daily struggle to preserve life in the face of adversity."



And to the donors he said, “The Talmud teaches us that ‘Whoever saves a single life, saves the world entire.’ Sitting here with us today are people who have saved more worlds than we can count.”

Highlights of the celebratory event included performances by Tararam and The Shalva Band. Tararam, which in Hebrew means commotion, is an ensemble that produces

sounds from ordinary objects and combines it with movement and choreographed drumming.

The Shalva Band comprises eight talented musicians with disabilities. The band gained celebrity when it performed for Eurovision in 2019. Attendees were moved by and enthralled with both groups.

Bernie and Billi Marcus, the philanthropists who provided the lead gift of \$35 million, watched the festivities by live webcast with friends and other Marcus Center donors at St. Andrews Country Club in Boca Raton, Florida. Via video, they shared the reason they got involved.

“On a visit many years ago to Israel’s blood bank, amid the missile and rocket attacks, I realized how delicate and vulnerable the blood system was,” Bernie Marcus said. “Fortunately, we were able to help get [the new facility] jump-started. And now we know that Israel’s blood supply will be safe for all its citizens, including Muslims, Christians, and the millions of tourists who go to Israel every year.”

Their sons, Fred Marcus and Michael Morris, attended the event, provided moving remarks, and accepted an award on their parents’ behalf from Mark Lebow, chairman of American Friends of Magen David Adom, and Catherine Reed, the organization’s chief executive officer.



Marcus Blood Center Dedication

Rabbi Yechiel Abu-Hazera, chief rabbi of Ramla, affixed the mezuzah to the main door. The last letter of the *klaḥ* (scroll) was inscribed by Bernie and Billi with the help of a scribe and shipped to Israel prior to the ceremony.

Other special moments included remarks from Captain Ziv Shilon, a former commander of the Givati Brigade in the Israel Defense Forces, who was critically wounded and survived thanks to the 56 units of blood MDA provided. The celebration ended with a moving rendition of *HaTikvah* sung by Shalev Snoof, a volunteer EMT with MDA.

"We are so grateful to each and every one of the more than 600 Americans who contributed to support this incredible facility," said Catherine Reed, chief executive officer of AFMDA.



More Celebrations

Ramla and Boca Raton weren't the only sites celebrating the dedication of the Marcus National Blood Services Center. A watch party of the live webcast was also held in Cleveland. Donors from the city sponsored the Cleveland Community Room, which is the main waiting and recovery room for blood donors. And thousands of people watched the webcast from their homes and offices.

Private tours of the Marcus Center took place prior to the celebratory event for those donors who came to Israel for the dedication. More than 100 Americans were in awe of the massive facility and its secure rooms and systems, and deeply moved to see their names on the rooms, halls, departments, and labs they sponsored.



The Donick Family



Dr. Irvin I. Donick, z”l, led a remarkable life — the epitome of the American dream. According to his family, Irv viewed everything in his life as “somewhere between excellent and perfect.”

Irv was born in 1937 in Poland. He and his parents survived the Holocaust after great hardship and struggle. His parents’ ingenuity and determination led them to arrive at Ellis Island on June 7, 1947, and they settled in Baltimore, Maryland.

Irv married Barbara and had three children and 11 grandchildren. He had a prominent career as a podiatrist. He loved to travel the world with Barbara. His travels included spending great lengths of time in Israel, where they had many close friends and family. He passed away in August 2020.

Earlier this year, his daughter, Dr. Suzi Siegel, who lives in Lincolnshire, Illinois, was in Israel as a volunteer physician with the Ta’am/Israel Now trip. She saw Magen David Adom’s ambulances and Medicycles responding to medical emergencies. Suzi realized that providing a lifesaving vehicle to MDA and the people of Israel would be a meaningful and impactful way to honor her father’s memory.

Suzi shared the idea with her mother and siblings. They decided to sponsor a new Suzuki V-Strom 650 Medicycle. They are the first donors in the Midwest to sponsor this innovative vehicle for MDA. The Suzuki takes the maneuverability of a standard Medicycle and adds high performance for even greater versatility, reliability, and speed through rough terrain and remote locations.

The David and Rose Himelberg Foundation



The David and Rose Himelberg Foundation recently funded the foundation’s 11th ambulance for Magen David Adom, totaling over a million dollars in contributions to MDA.

Norman Himelberg’s passion for supporting Israel through MDA was motivated by his father’s stories about his family during the Holocaust. Only two of his father’s siblings survived, one of them escaping to Israel before its statehood in 1948.

David Himelberg left Poland in the early 1930s for South America and became a cabinet maker. A few years later, he immigrated to the United States, where he peddled socks. While living in Brooklyn, he met his wife, Rose.

David’s knowledge and understanding of Spanish from his time in South America gave him the idea of opening a store for the growing Latino community. Building upon his first store’s success, David opened many more stores around New York City and quickly learned to save and invest in the stock market. Through his successful investments, David and his son, Norman, began their family foundation in memory of their wife and mother, Rose. Norman now runs the foundation.

Giving to MDA is a way for the Himelberg family to ensure they are doing their part in supporting Israel. Norman believes he not only is honoring his family’s legacy, but he also understands the importance an ambulance can have when it comes to saving lives. We are deeply appreciative to Norman for his generous and continuous support.

Michael L. Weissman



Michael Weissman of Deerfield, Illinois, and his family recently dedicated a Life Support Ambulance in memory of his beloved wife of 60 years, Joanne, z"l, who passed away earlier this year.

This was Michael's second sponsored ambulance for Magen David Adom. The first was a Mobile Intensive Care Unit, which was donated by Michael and Joanne. He decided there was no better way to honor her life than to sponsor one in her memory.

Michael and Joanne created a loving family that includes four sons, four daughters-in-law, and eight beautiful grandchildren. The family loves spending time together. Additionally, in their retirement, Michael and Joanne had great adventures traveling the world.

Supporting Israel is very important to Michael. Besides memorializing his wife, he hopes this contribution encourages others to follow his lead and provide ambulances for Magen David Adom and the people of Israel.

David Wiener



Sitting, from left: Dorin Esfahani, AFMDA director of major gifts; David Wiener; Sheryl Fleischer. Standing, from left: Janet Morgan, AFMDA region director; Ellen Rofman; Catherine Reed, AFMDA CEO.

AFMDA was proud to present the inaugural David Wiener Lifetime Philanthropy Award to David Wiener of Beverly Hills, honoring him for his tremendous philanthropic legacy benefiting the Jewish people in the diaspora and in Israel. The award was presented by Catherine Reed, chief executive officer, at a special ceremony at the home of David and his wife, Sheryl, on March 29.

Orphaned at 12 years old by the German invasion of Poland during WWII, and having survived several labor

and extermination camps, including Auschwitz, David's young life was shaped by his early challenges and deprivations. He barely escaped death several times before being saved by American soldiers and eventually reuniting with his older brother in April 1945.

David immigrated to the U.S. and eventually landed in Los Angeles. In 1979, he founded DW Development, constructing shopping centers and apartment buildings. David still goes into the company's Beverly Hills office daily. After being widowed twice, David is married to Sheryl Fleischer.

An avid supporter of Jewish philanthropic causes, David shares his story about overcoming adversity and giving back. Magen David Adom is deeply grateful for David's decades of commitment to its mission of saving lives in Israel. Through his generous support of ambulances, stations, and programs, he has touched the lives of thousands of Israelis, providing them with the world-class emergency medical care they need and deserve. The award has been named for him and will be presented to others in the future who emulate David's generosity and commitment.

Dr. Simone Brenner: Grateful to Leave a Legacy



Dr. Simone Brenner earned an Ed.D. at the University of Rochester and enjoyed a nearly 50-year career teaching kindergarten through doctoral-level students. But among her most highly valued memories are the two visits she made to Israel. The land and the people were, in her words, “the highlight of my life.”

After returning home, she was determined to find a way to translate her love for Israel into action and decided the best way was through philanthropy. She put her research skills to work to find the charity that would have the

greatest impact on the people of Israel. After a thorough search, she determined that Magen David Adom fit all her goals, and she became a loyal donor to AFMDA.

Neither she nor her brother have children, and so when it came time to organize her estate plans, Simone concluded that the best way for her family name to continue and to honor her parents, her brother, and her soulmate, C Parsons, was to sponsor ambulances through a bequest to AFMDA.

“I can’t imagine a better way to show my love for my family and the people of Israel than by placing the Gronskey family name on three ambulances that I am so proud to be able to sponsor.”

Dr. Brenner enjoys good health and the wonderful life she shares with C Parsons in Highland Beach, Florida, and she is confident that her passion for Israel and Magen David Adom will live on for the next generation.

“I am grateful to have the opportunity and resources to create a legacy in honor of my loved ones.”

For information on how you can create a legacy, visit legacy.afmda.org or call Marilyn Stern Emas at 212.757.1627.

MDA IN THE U.S.

MIDWEST REGION

Students Against Terrorism raise funds for MDA.

After a two-year hiatus due to the pandemic, Students Against Terrorism (SAT) was determined to bring back its major fundraiser, Points for Peace, a 3-on-3 basketball tournament that named MDA this year’s beneficiary. SAT is a student-run organization of Akiba Yavneh Academy, a Modern Orthodox, co-ed, early-childhood through 12th-grade college-preparatory school in Dallas, Texas.

Each year, students select a charity in keeping with SAT’s mission to demonstrate solidarity with Israel and support victims of terrorism there. The tournament raised more than \$30,000 from registration fees, sales of food, and Points for Peace *kippot*, which will be used to purchase flak jackets and helmets for MDA medics.



Noa Ksabi and Ben Rael, club presidents.



Ambulance sponsor gives a different set of wheels.

Scott Casty of Chicago, Illinois, was thrilled to learn the ambulance he sponsored for Magen David Adom was instrumental in bringing a new life into the world when it was used to rush medics to the scene of an unexpected home birth in Northern Israel.

But when Scott learned the baby had been born on his own birthday in February, he thought it was *bashert* (fate), and decided to buy a stroller for the baby. In August, the stroller was presented to the baby's parents on Scott's behalf by the paramedic and senior EMTs who had delivered the baby six months ago. Casty participated in the presentation via Zoom.

Evangelicals and Jews dedicate ambulance.

It took seven years for Jeff and Arlene Berg of Pittsburgh to raise funds for an ambulance in Israel. On September 11, the Bergs and Crossroads Ministries, where they attend church, joyously celebrated their lifesaving achievement during services at the church. A dedication ceremony was also held at Community Day School, a Jewish school, the next day. The Bergs received funds from a variety of Christian and Jewish sources, including their church and other Christian congregations, the Jewish Association on Aging, the Friends of Israel Gospel Ministry, plus individual donations from Jews and Christians.



Helping Chicagoland prepare for the unexpected and unimaginable.

In September, Magen David Adom was in Highland Park, Northbrook, Northfield, and Chicago providing its unique First 7 Minutes training. The program teaches communities what to do after a violent attack in the seven minutes it typically takes for medical services to arrive.

One interfaith session included people from various religious institutions and another, hosted by the Israeli and Mexican consulates, was conducted in Spanish for leaders of the local Mexican community.

In the four-hour training, participants learned how to work together as a community to save lives, such as how to stop the bleeding without tourniquets, how to classify urgent and non-urgent injuries, and how to call for help, which proved more difficult than one would think. Following a 90-minute lecture, they practiced a series of drills to reinforce the knowledge imparted.



EVENTS

MDA in Ukraine

In June, a special conversation via Zoom was held for Chicagoland rabbis about MDA's work in Ukraine. The panel included an MDA doctor and three paramedics who had recently returned from providing humanitarian and medical assistance in Ukraine and Moldova.



*AFMDA Cleveland Advisory Council
Photo: Mariana Endelman Photography*

NORTHEAST REGION



years, will be one of the first things people see when they arrive at the Marcus Center. AFMDA deeply appreciates our Northeast Regional Board for their commitment and dedication to Magen David Adom and its new Marcus National Blood Services Center.

EVENTS

Gathering in person for the first time in more than two years, events were held in Boston, New York, and Philadelphia this past spring with former United States Ambassador to Israel Ron Dermer and Magen David Adom Paramedic Itai Orion. In May, more than 50 people got together for a night out on Broadway to see the revival of "Funny Girl." In November, a group enjoyed "The Neil Diamond Musical: A Beautiful Noise."

Cleveland Fall Event

In September, the Cleveland Fall Event was held at Young Israel in Beachwood. The evening featured American-born, Israeli comedian Joel Chasnoff and MDA Senior EMT Dovale Shachor. The crowd roared with laughter at Chasnoff's unique brand of uplifting, Israel-positive comedy and was moved and inspired by Shachor's dedication to saving lives in Israel.

Regional board makes a joint gift.

The Northeast Regional Board collectively decided to make a gift to Israel's most strategic security project in the nation, MDA's Marcus National Blood Services Center. Above and beyond board members' generous personal contributions, together they sponsored a Coffee Corner for the Marcus Center's employees. This room will serve as a dedicated space for employees to take a much-needed break from their critical and lifesaving work. Additionally, the regional board dedicated a Bougainvillea golden-rain tree, which was planted in the front courtyard of the Marcus Center. The tree, which can live up to 150



Robert and Francine Lipstein with Ambassador Dermer (center) in their home in Merion, Pennsylvania.

SOUTHEAST REGION

In memory of Ross the Boss.

Not long after the passing of Howard Ross, Sydney Ross sponsored a Mobile Intensive Care Unit (MICU) ambulance in his memory. In celebration of Howard's life, close friends and family got together to dedicate the MICU and honor the legacy he left behind. Howard, aka Ross the Boss, loved children, and if he could, he would have helped every child that crossed his path. This new lifesaving and life-giving ambulance ensures that every seriously ill or injured Israeli child it carries is in one of the most advanced medically equipped vehicles in the world.



MDA comes to Orlando.

Debbie Meitin and Larry Gutter of Altamonte Springs, Florida, have been supporting Magen David Adom for nearly two decades. Recently, they opened their home to host the first of what is expected to be many more activities in the Orlando community. When asked why they want to help promote and support MDA, Debbie said it's because she and Larry both know how vital the organization is for life in Israel. Having medical backgrounds themselves, they especially appreciate the invaluable work of MDA's Blood Services Division. After visiting both the old and new blood centers, Debbie decided to provide for MDA in her estate plans, ensuring a strong Israel for decades to come.



Honoring the duty of service.

Earlier this year, Howard W. Jaffie, a Vietnam veteran, proudly dedicated his third ambulance, a Mobile Intensive Care Unit, in memory of his parents, Sylvia and Edward Jaffie, ז"ל. Howard understands the importance of first responders and their "duty to service." His father, Edward, was chief of the Lindenhurst Fire Department in Long Island, New York, for many years. To honor Howard's parents' legacy, friends and family gathered in Boca Raton, Florida, for a celebratory ambulance dedication. Thank you for your service, Howard, to our country and for your generosity to the people of Israel.





From left: Lizzy Savetsky with her daughter Juliet; Tammy Karu, national director of strategic philanthropy and region director; Jessica Nessim, major gifts director; Adi Ben-Ezra, senior development executive; and Sally Schimko.
Photo: Carlos Chattah.

EVENTS

Miami's 4th Annual Women's Philanthropy Brunch

In April, with more than 150 women in attendance, AFMDA Miami held its largest Women's Brunch yet. AFMDA is grateful to featured guest speaker Lizzy Savetsky and "Tahini Goddess" Sally Schimko, two incredible women, for sharing what it means to be an unapologetically loud and proud Zionist on social media in a time of increasing anti-Semitism. Special thanks to event host Gabriela Gut for opening her home and heart to MDA, and to the Host Committee that made the event so successful.



Sunset Cruise

In May, Daniel, Elie, and David Deshe and family hosted 30 of their closest friends on the family yacht for a sunset cruise around Miami's harbor on behalf of Magen David Adom. Dr. Shafir Botner, director of MDA's Paramedic School and one of a handful of paramedics serving in MDA's Medevac helicopter service, spoke about the importance of supporting the State of Israel through Magen David Adom. AFMDA is grateful to the Deshe family for their endless support of MDA and for hosting a special evening at sea.

Toscana North Highland Beach

Some 30 people gathered in May at Toscana North, generously hosted by Marilyn and Bob Rosenberg. Dr. Shafir Botner shared personal stories from the field in a discussion moderated by Boca-Delray Major Gifts Director Yishai Mizrahi. Topics discussed included MDA's lifesaving efforts in Ukraine, heroic work saving lives during the terror surge in Israel, and the recent Marcus National Blood Services Center dedication.





From left: Event Chairs Ari and Ann Deshe and David and Shari Lombardi.

Culinary Adventure in Miami Beach

Sam Gorenstein, executive chef of Abbalé Telavivian Kitchen, is famously known for putting his own spin on Israeli cuisine, which has made Abbalé one of the most popular restaurants in Miami. That's where Chef Gorenstein, with the help of Food and Travel Writer Sara Liss, shared his delicious recipes and culinary journey with supporters of MDA. The crowd was deeply moved when Yosef Kurey, an Israeli-Arab paramedic, shared his story about putting his life at risk to save others during a recent Tel Aviv terror attack. Thank you to Event Chairs Ann and Ari Deshe and Shari and David Lombardi, and to our generous supporters and corporate partners for making this event so special.

Upcoming Events

Heroes of Israel

Villa Grande Club at Porto Vita
January 12, 2023

Boca-Delray Community Event

Tuesday, March 21, 2023

Palm Beach Gala at The Breakers

Sunday, April 16, 2023
Featuring Howie Mandel

WESTERN REGION

From Sherman Oaks to Israel.

Marya and Oscar Stein of Sherman Oaks, California, wanted to provide a lifesaving family gift to Israel. At the end of March, their dream became reality when a Life Support Ambulance was dedicated at their home with friends and family. AFMDA is grateful to Marya and Oscar Stein, Heather and Ori Entis, Madelaine and Richard Rosenberg, Vivien Duerling and Thomas Curran, and Thelma Rosenberg for their inspiring generosity.



Welcome Maxine Epstein.

Maxine Epstein, LCSW, recently assumed the role of Northern California director of major gifts. Maxine has worked in nonprofit management for more than 30 years with a focus on financial resource development, major gifts, strategic analysis, leadership, and helping individuals reach their philanthropic goals. She plans to connect with current and new constituents in creative and strategic ways to advance Magen David Adom's mission and presence within the Bay Area and Northern Pacific Coast.

EVENTS

Israel's Security Challenges

In June, AFMDA hosted Brigadier General (Ret.) Amir Avivi at the Fairbanks Country Club in San Diego. In a discussion facilitated by Michael Aron, Avivi discussed Israel's national security challenges amid a fast-changing world. He drew from his vast experience as a senior member of Israel's defense and counterterrorism establishment for more than 30 years. He was joined by his wife, Anat, a volunteer EMT with Magen David Adom, who shared a moving account of her role saving lives during the 11-day war with Hamas in May 2021. Many thanks to Mike Aron for helping organize this event and to the guests who helped raise funds for a new ambulance.



MDA Senior EMT Anat Avivi, Janet and Noel Schachner, and Gene Goldsman.



From left: Rachel Scotch, chairwoman; Shoshana Simones; Dr. Marina Izak; Courtney Kaplan; Jessica Rosenblum, vice chairwoman; Lauren Tinker.



From left: Elana Michael, AFMDA senior development executive; Rachel Scotch; Shoshana Simones; Lauren Tinker; Jessica Rosenblum; Courtney Kaplan; and Judith Berg, chair, Southwest Region Board.

Phoenix Launches Women's Division

AFMDA's Phoenix Women's Division hosted an inaugural event on September 12 at House of Diamonds Phoenix. This dedicated group and their organizing committee created an engaging evening in a beautiful venue.

Information about the mission of Magen David Adom was provided and served to stimulate many conversations about MDA and its critical role in emergency response and care in Israel. Guests learned about MDA's role in the collection, storage, and distribution of Israel's blood supply, as well as the collection and distribution of human breast milk for premature infants.

The highlight of the event was the presentation made by Dr. Marina Izak, MDA's deputy director of the national Blood Services Division, who recently traveled with MDA on a humanitarian mission to Ukraine. Dr. Izak spoke about her experiences as a volunteer physician at a refugee camp in Moldova.

AFMDA is grateful to the dynamic and enthusiastic women who came forward to create this new division. The Phoenix Women's Division looks forward to bringing more events to the community and helping raise awareness and funds in support of MDA's mission.

Contact Us

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 International Committee of the Red Cross, responds to disasters around the world.

NATIONAL HEADQUARTERS

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October 29 - November 5

2023

