



AMERICAN FRIENDS OF
MAGEN DAVID ADOM

ARMDI

Support Israel's Heroes

Naomi Kaplan has experienced the worst tragedies a parent can face. When she lost her daughter Ann when she was an NYU student, Naomi donated the "Ann Kaplan Blood Bank" in the MDA Haifa Emergency Medical Station and brought her other daughter, Judy, to the dedication. Shortly after that, Judy lost her life to lung cancer. Mourning a second child, Naomi chose to name the new MDA Sderot Station in her memory. She says, "During the war in Lebanon, every time I heard about the rockets landing in Haifa, I thanked God that I chose the Blood Bank in the MDA Haifa Station in memory of my Annie. Then, this past winter, the same thing happened in Sderot. Never in my life have I felt so good about any of the gifts I have made as I do about these two. I feel honored that perhaps I have done something to make a difference between life and death for the people in Israel."

Re'ut Farkash, a Dispatching Center Operator in the "Moked" at the MDA Jerusalem Emergency Medical Station, now being renovated and rebuilt as the William H. Bloomberg MDA Jerusalem Station, remembers when the call came from Mercaz HaRav Yeshiva in Kiryat Moshe on March 6, 2008, reporting that a gunman was moving through the facility, that there were multiple shootings and reports of wounded. "We immediately dispatched ambulances to the scene and four arrived there within 90 seconds."

A Case for Giving
in 2010

SAVING LIVES IN ISRAEL

12,400 MDA volunteers, 1,600 MDA staff On Call 24/7 365 Days a Year

Donors to American Friends of Magen David Adom may not have been in the front lines, driving the ambulances or tending to the wounded during the Gaza conflict in January 2009, but AFMDA was definitely there.

Stations in Sderot and Ashdod as well as Beer Sheva, Kiryat Gat and Rehovot – all of which were built or modernized and renovated by AFMDA - played a key role in saving lives. Rockets fired by Hamas in the Gaza Strip pounded 1,180 sites in Israeli communities and MDA teams were dispatched to every location where they treated and evacuated 770 casualties.

Thanks to their heroic actions, often while under fire, only four civilians lost their lives. Most of the ambulances and other emergency vehicles were also given to the people of Israel by AFMDA supporters.



American Friends of Magen David Adom formerly known as “American Red Magen David Adom” celebrate its **70th anniversary** anniversary coincides with **Magen David Adom’s 70th anniversary**



70 YEARS
SAVING LIVES
1940-2010

AFMDA has a proud legacy of service to Israel, starting with 1940 – in the days of the Yishuv, before the establishment of the State – when a group of New York supporters recognized the key role played by the 10 year-old “Mogen Dovid Adom for Palestine” in protecting Jews who were attacked in the Arab riots of 1929 and 1936-39. “American Red Mogen Dovid for Palestine,” was formed to give medical assistance to the people of Israel (then “Palestine”).

To celebrate the 70th anniversary of American Friends of Magen David Adom, a Campaign goal of \$70 million has been set for 2010 and 2011.

Your annual gift will enable the staff and volunteers of Magen David Adom to meet the growing challenges and threats facing the State of Israel by supporting the lifesaving first responder and blood services needs of the people of Israel.

Magen David Adom, on guard for Israel’s people 24/7, is Israel’s second line of defense. **Your annual gift** is the difference between life and death and gives both Israel’s citizens and the Jewish People the confidence to sustain and build a prosperous, safe and secure Israel.

Magen David Adom (AFMDA) – which was
“Magen David Adom for Palestine,”
“Magen David Adom for Israel” and “ARMDI” - will
celebrate its 70th anniversary in 2010. AFMDA’s 70th
anniversary marks the 80th anniversary of
Magen David Adom in Israel.



**70 YEARS OF
MAGEN DAVID ADOM
IN ISRAEL
2010**

Your annual gift forms the base of support, which
allows MDA to pay for the tools and materials that are so urgently
needed by Magen David Adom personnel every
day: Bandages, tourniquets, blood testing
equipment, sutures, gauze pads, oxygen masks,
defibrillators, defibrillator finger clips and much
more. **Your annual gift to American Friends of
Magen David Adom gives our allocations
committee access to unrestricted money that can
be directed to where it is most needed, depending
on current urgencies.**

American Friends of Magen David Adom is the
authorized organization supporting MDA in Israel
and representing Magen David Adom in the US.
Thanks to AFMDA/ARMDI supporters, more than
800 MDA ambulances and emergency vehicles
operate 24/7 from over 100 Emergency Medical
Stations and 11 dispatch stations throughout Israel,
traveling nearly 10 million miles a year to answer
every call. MDA also provides 97% of Israel’s daily
blood needs – 100% of the Israel Defense Forces’
blood requirements – and has launched the MDA
Israel Cord Blood Bank. **Magen David Adom (MDA)
is Israel’s only government mandated ambulance
and emergency medical responders, however it
receives no government funding for its essential
work and depends on AFMDA and the annual
generosity of donors like you.**

Every gift is important to American Friends of Magen David Adom

Not only the major contributions which built
facilities and put vehicles on Israel’s roads, but
the unrestricted gifts to the AFMDA Annual
Campaigns and to the emergency “Code Red”
Campaigns. Unrestricted annual gifts enabled
AFMDA to present \$500,000 to MDA during the
war for portable bomb shelters, helmets, flak
jackets and urgently needed medical and blood
supplies.

MDA – Answering Every Call – 520,000 in 2008



It is not just the size of the **annual gift** that makes an impact. Contributors support **AFMDA** at levels in which they are able and in their own special ways.

Throughout her lifetime, **Erna Kahn Marx** was dedicated to Magen David Adom, serving the Emanuel Cellar Chapter as President for 10 years and making an uninterrupted annual gift for more than 25 years. Three months before she passed away, having survived her husband Henry, and with no children, Erna decided to make a \$4 million leadership gift to AFMDA, to support the MDA Israel National Blood Services Center in Ramat Gan. That gift, said Erna, "makes my whole life seem worthwhile."

In 1948, **Laura Mogitz** of Brooklyn, who worked at the lunch counter at Ohrbach's on 34th Street in Manhattan, scraped \$7 together from the nickels and dimes she got as tips and made a donation to "Mogen Dovid of Palestine." Despite the family's financial difficulties, she and so many like her in the "Brooklyn League for Mogen Dovid for Palestine" played a role in helping MDA at the dawn of Israel's independence. Years later, her son – who learned the importance of every annual gift from his mother – joined the professional staff of AFMDA and is dedicated to "Saving Lives in Israel."

Fela Grzymek is a Holocaust survivor who lost her parents and family at the hands of the Nazis. When her husband Morris passed away she knew what she wanted to do with the money he left her. In 2006, she donated a Mobile Intensive Care Unit (MICU) ambulance to AFMDA and in 2009 she dedicated another. She says, "I believe Israel is the answer. Ambulances save lives. And I believe Magen David Adom makes a difference in Israel."

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SAVING LIVES IN ISRAEL
1940-2010**