Magen David Adom continues to save thousands of lives by responding to over 500,000 calls every year. That’s one call a minute.

From road accidents, births and everyday emergencies to suicide bombings and other terrorist attacks, Magen David Adom is at the scene at speeds not bettered anywhere in the world. Arriving on average within 8 minutes, Magen David Adom is Israel’s only ambulance and medical emergency response service, providing expert emergency treatment to those in need.

Volunteers and First Aid Training
For each Magen David Adom employee there are another 10 highly trained volunteers – a staggering 12,000 who give of their time and immense expertise for free, making it Israel’s largest volunteer organisation.

Employees and volunteers come from all sectors of Israeli society: from ultra-Orthodox to secular Jews, Arabs, Christians and Druze. Thousands started their training as students and have continued to dedicate their time to saving lives as part of Magen David Adom’s team. It is not unusual to see Magen David Adom giving the very same training to ultra-Orthodox Jews and Palestinian people together in the same building, or to see Israeli Arabs working alongside Christian paramedics in our ambulances.

It is Magen David Adom that is responsible for all Israel’s first aid and pre-hospital medical emergency training.

Ambulances
Magen David Adom has a fleet of 750 ambulances stationed at 109 stations across the length and breadth of Israel – from Metulla in the North to Eilat in the South, inside metropolitan Tel Aviv to the countryside of the Galil, from kibbutzim to isolated border settlements.

Magen David Adom UK funded the first ambulance station in Sakhnin, an Israeli-Arab town in the Galil, and is in the process of setting up a new one in Marar another Israeli-Arab town, also in the Galil.

Magen David Adom provides an ambulance for every type of medical emergency including Mobile Intensive Care Unit vehicles for treating heart attacks, serious road traffic accidents and a specialised neo-natal intensive care unit for the transfer of premature high-risk newborn babies. 25 mobile field clinics can be deployed in the event of a major disaster while 33 bloodmobiles collect essential blood supplies from donors across the country.

Blood Services
Every year Magen David Adom collects and supplies 300,000 units of blood each year for the people of Israel. This provides more than 80% of Israel’s blood requirements. This service is highly sophisticated and considered to be one of the most advanced blood services in the world. It collects, checks and distributes blood to wherever it is needed.

Israel is considered one of the few countries which stores unique blood groups collected from Israelis – both Arabs and Jews.

Co-operation
Magen David Adom has a good relationship with the Palestinian Red Crescent and they regularly cooperate with each other. Magen David Adom helps to transfer ill patients from the Palestinian territories to Israeli hospitals – as occurred in the recent conflicts and continuing to this day. After the ceasefire with Hamas, Magen David Adom set up a clinic on the border with Gaza to assist Palestinians who needed medical attention. Unfortunately it had to be closed a few weeks later as the people of Gaza were persuaded by the local leadership to boycott it.
International
Magen David Adom is a non-profit, non-governmental organisation, which depends on donors from across the world. As a member of the International Committee of the Red Cross, it is not just Israel that benefits from the work of Magen David Adom. The organisation works internationally to share its expertise with those in need around the world.

From the Tsunami in Sri Lanka to floods in New Orleans and earthquakes in Turkey, Magen David Adom has provided experience and skills in emergency response wherever it is needed.

When devastating earthquakes hit Haiti a team from Magen David Adom set up a field hospital in Port-au-Prince and worked tirelessly with Red Cross delegations to help deal with the aftermath. On behalf of Magen David Adom in Israel, Magen David Adom UK offered the Pakistan High Commissioner the opportunity to set up a Field Clinic when so many people lost their lives tragically during the earthquake in Pakistan.

Magen David Adom has played an active role in India and Sri Lanka and has now signed a co-operation agreement with the emergency services of Indonesia, the largest Muslim country in the world.

Today, Magen David Adom is ready to help any country that suffers from a disaster. Its expertise is now in great demand and Magen David Adom is involved in projects in Georgia, Azerbaijan and many other countries, as well as training people and setting up first aid schemes all over the world.

Part of the fabric of Israeli Society
Magen David Adom is very much part of the fabric of Israel. Although Magen David Adom’s primary role is saving lives, it is involved in so many other activities. From distributing food parcels to the poor to finding missing persons, Magen David Adom continues to work around the clock to help those in need.
MDA is unique.

What makes Magen David Adom so different?

MDA’s life saving work has been going on for 80 years. Over that period literally millions of people have received the skilful state-of-the-art emergency medical attention of Magen David Adom and countless lives have been saved.

This is the very public face of Magen David Adom but MDA is much more.

At our Annual Dinner, there was a presentation of more of the activities of Magen David Adom which do not catch the public eye and which most people in the UK are unaware of. The video showed the story of a young soldier badly injured during the conflict with Hamas. The large quantities of blood needed to save his life were provided by MDA. He has made a commitment now to become a lifelong blood donor. The video described the work undertaken by teams of MDA medics in Haiti working with Red Cross and Red Crescent societies. MDA teams are still there.

Finally there was the heartrending story of middle-aged man, totally immobile as a result of degenerative neurological disease and whose only means of communication was with his eyes. His one wish was to attend the wedding of his son, his only child. The family contacted MDA and, with the benefit of our specially constructed ‘Wish Ambulance’, Dad had his wish to be under the Chuppah with his son granted.

340 people attended the Dinner which raised over £1.1m. Special guest speakers were Sir Nicholas Young of British Red Cross Society and Rory Bremner. Among our guests were young people who had spent some of their gap year on active “service” with the MDA Ambulance Service. Hundreds of students from the UK have spent time with MDA Israel returning from this extraordinary experience as ambulance medics. Many thanks to all of them.

Other events included the MDA Catwalk & Cocktails event which raised £11,000. The Pulse Committee’s Moulin Rouge Party raised £70,000. Young MDA held its 3rd themed Friday night, achieving a hat-trick of sell-out dinners where 160 young professionals enjoyed gourmet Indian delicacies, raising £11,000. The UK hosted the annual meeting of MDA supporters from around the world at the Jewish Museum in Camden in June.

The Impromptu committee held a lunch with Nancy Dell’Olio raising £10,000. The annual midsummer garden party in Hull was held in July and we had 6 representatives in the London Marathon (including our Deputy Chairman Henry Ejdelbaum). Sarah Cascella a senior MDA paramedic was here during August and the Manchester committee organised a very successful luncheon kindly hosted by Renee Hodaria.

Magen David Adom has a fleet of 750 ambulances
MDA UK organised an online petition for International Red Cross access to kidnapped Israeli soldier GILAD SHA’LIT which reached over 116,000 signatories and was presented to the The Rt Hon Tony Blair, the Representative of the Quartet in Jerusalem by MDA UK’s National Chairman, Stuart Glyn.

David Greenberg took over the reigns of YMDA from the outstanding outgoing chairs Harry Thwaites and Daniel Geey, and proceeded to organise his first event when 50 young professionals attended a breakfast with Colonel Richard Kemp, the former Commander of British Forces in Afghanistan. We would like to thank Harry and Daniel for their extraordinary contributions and we know that David and his team will take YMDA from strength to strength. We all wish them well.

During the year we dedicated 5 Command Bloodmobiles, a 4-Bed Bloodmobile, several motorbikes and ambulances. We also dedicated an armoured ambulance.

At the request of MDA in Israel, in their capacity as Members of the International Red Cross movement, we have secured and facilitated the transfer of over £2m of medical gifts in kind to 3rd world countries.

The demands made by Magen David Adom continue to increase but, along with so many in the charitable sector, income has decreased. We are currently unable to meet all the requests we receive from MDA in Israel.

MDA is committed to providing the very best service to all the people of Israel and continues to act as a humanitarian ambassador for the State around the world. MDA is proud of the fact that it remains entirely independent from Government control. If MDA is to maintain its exemplary standards, we need to find ways of providing them with the essential tools for them to carry out their fundamental mission.

Finally, on our behalf and that of Magen David Adom in Israel we would like to convey our sincere thanks to our fantastic workers and generous donors.
2010 was a particularly difficult and challenging year for Magen David Adom UK with the effects of the UK recession and low interest rates being fully impacted on us for the first time.

Our donations received and legacy income was down by a third and our investment income, mainly bank interest down by nearly one half. The fact that our gross revenues were only down by a relatively small amount is the result of a substantial amount of gifts in kind received during the year.

These gifts in kind of medical supplies are donated onwards in the name of Magen David Adom in Israel to less developed parts of the world where they are gratefully received and help promote goodwill towards Magen David Adom, in Israel. These gifts whilst most welcome are no substitute to our prime task of raising money and aiding Magen David Adom itself.

Our direct financial assistance to Magen David Adom was as a consequence of our reduced income down on that for 2009. As the second largest Friends Society, the pressures we feel on our ability to raise funds has a knock on effect on Magen David Adom itself. The pressures on it to provide one of the best emergency medical services in the world remain constant.

In order to maximise our ability to assist Magen David Adom in these difficult times we continued to maintain strict controls over our expenditure and imposed a salary freeze on our dedicated staff for a second year. Even with our lower income base our governance costs remain under 10% of our gross income and even adding in the cost of generating donations and legacies, our expense ratio remains under 20%.

Our previously high levels of liquidity are now substantially reduced and are represented largely by restricted funds which we can only utilise for those purposes that have been stipulated by the donor and a strategic reserve which we feel it prudent to maintain to cover future overhead requirements and emergency requests for funding from Magen David Adom in Israel.

Designated funds represents the majority of our funding commitment to Magen David Adom for 2011. In the light of our experience in 2010 and the decline of the Pound against other currencies we have felt it prudent to reduce our funding commitment for 2011. This is a source of regret for us and concern for Magen David Adom as their needs and the demands made of them remain the same regardless of what we and other Friends Societies are able to provide. We feel it prudent to err on the side of caution and would prefer to under promise and over deliver rather than the other way around. We hope that with the help of our loyal supporters and dedicated staff that we will have a better year than last and will exceed our initial commitment.

Legacies are a vital part of our income although by their very nature the amount that we receive is unpredictable and can vary considerably from year to year. We should like to commend to you that you consider leaving a legacy to Magen David Adom UK in your will. Such legacies if the will is properly drafted are exempt from Inheritance Tax. All legacies are appreciated regardless of size and even if not given for a specific purpose, we try and accommodate the wishes of the executors or family so that there is a lasting monument to the memory of the donor.

Nicholas Posnansky & Toni Shasha
Joint Treasurers
## Summarised Financial Information

### Income

<table>
<thead>
<tr>
<th></th>
<th>Year Ending 31.12.10</th>
<th>Year Ending 31.12.09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations and legacies</td>
<td>3,052,992</td>
<td>4,515,280</td>
</tr>
<tr>
<td>Investment income</td>
<td>24,497</td>
<td>47,163</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,077,489</strong></td>
<td><strong>4,562,443</strong></td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>1,850,784</td>
<td>356,474</td>
</tr>
<tr>
<td>Other incoming resources</td>
<td>159,074</td>
<td>196,608</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td><strong>5,087,347</strong></td>
<td><strong>5,115,525</strong></td>
</tr>
</tbody>
</table>

### Resources expended

<table>
<thead>
<tr>
<th></th>
<th>Year Ending 31.12.10</th>
<th>Year Ending 31.12.09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of generating donations and legacies</td>
<td>463,069</td>
<td>559,361</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>5,158,387</td>
<td>5,137,280</td>
</tr>
<tr>
<td>Governance costs</td>
<td>338,191</td>
<td>384,283</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,959,647</strong></td>
<td><strong>6,080,924</strong></td>
</tr>
</tbody>
</table>

### Net income for the year

<table>
<thead>
<tr>
<th></th>
<th>Year Ending 31.12.10</th>
<th>Year Ending 31.12.09</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net income</strong></td>
<td><strong>-872,300</strong></td>
<td><strong>-965,399</strong></td>
</tr>
<tr>
<td>Fund balance at 1 January 2010</td>
<td>3,312,050</td>
<td>4,277,449</td>
</tr>
<tr>
<td>Fund balance at 31 December 2010</td>
<td><strong>£2,439,750</strong></td>
<td><strong>£3,312,050</strong></td>
</tr>
<tr>
<td>Restricted funds at 31 December 2010</td>
<td>1,059,904*</td>
<td>2,441,749*</td>
</tr>
<tr>
<td>Unrestricted funds at 31 December 2010</td>
<td>316,887</td>
<td>157,546</td>
</tr>
<tr>
<td>Undesignated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated</td>
<td>1,062,959</td>
<td>712,755</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£2,439,750</strong></td>
<td><strong>£3,312,050</strong></td>
</tr>
</tbody>
</table>

*These balances are restricted for specific purposes or are donations subject to conditions imposed by the donors.*

---

Magen David Adom is Israel’s only ambulance service

As these financial statements are a summary only, those seeking further understanding of the financial affairs of the charity can refer to the full accounts including the Auditors’ Report, copies of which are available from the Chief Executive, Magen David Adom UK, Shield House, Harmony Way, London NW4 2BZ. The full accounts were approved by the Board on 14th April 2011. The full accounts have been audited and an unqualified opinion was received on these.
We are not only grateful to all our groups, old and new, who have worked tirelessly for MDA during the year but also all the individuals that have supported Magen David Adom in whichever way they have been able to do so.

We are also very grateful to the numerous synagogues from all over the country that have sent Magen David Adom UK funds and hope that you will continue to do so in order that we can help save many more lives in Israel.

**Annual Dinner**
Held at the Millennium Hotel in Mayfair, the Annual Dinner was attended by 340 people. Impressionist and comedian Rory Bremner made a change from the usual dinner agenda and kept guests entertained throughout the evening. The event raised £1.1 million.

**Christian Friends of MDA**
Raised £155,000 from events and meetings throughout the year which will be put towards a Blood Mobile in addition to the two ambulances that they have already dedicated.

**Hendon**
Continued to raise vital funds for MDA by holding a series of fundraising and social events including a special tour of the Docklands and Canary Wharf led by an official blue-badge guide.

**Hull & Sheffield**
Both groups held fundraising activities during the year including the Hull annual garden party which raised £1,000 and a talk in Sheffield by Richard Simon, MDA’s Regional Director about the history of MDA. Their support, as always, is much appreciated.

**Impromptu Committee**
Held a visit to Kensington Palace’s Enchanted Palace exhibition and lunch with Sue Rubin which raised £3,500. They also raised £10,500 from a literary lunch with former international lawyer and charity fundraiser Nancy Dell’Olio.

**Pulse**
Held a Moulin Rouge Party at the newly opened Red Room at Les Ambassadeurs, Hamilton Place, where The X Factor’s Stacey Solomon entertained the guests. This was attended by 140 people and raised £80,000.

**The Regions**
Sarah Cascella and Richard Simon completed their third and final tour of the regions making presentations on the work of Magen David Adom and the life of a paramedic. This tour visited Sheffield, Hull, Newcastle-upon-Tyne, Birmingham and Nottingham. Over 700 people attended the five presentations.
Young Magen David Adom

This year, YMDA held a Catwalk and Cocktails event at Café De Paris which raised £11,000. GMTV’s Mark Heyes hosted the event with models from the community. An Indian themed Friday night dinner was held at St. John’s Wood Synagogue where 160 guests enjoyed gourmet Indian delicacies and raised £6,000. 750 young professionals attended a sell-out Yom Ha’atzmaut Party at the Proud Galleries in Camden, where body paint, glow sticks, blue and white candy floss and Jaffa oranges were handed out to revellers throughout the evening. The event raised £12,000. The annual Poker Competition raised £7,000.
Our Benefactors and Patrons

Benefactors
Joan & Robin Alvarez
Ruth & Henry Amar
Sami & Nadine Aysoy
Maurice & Renée Barnett
Mrs Bertha Bekhor & Family
The Ruth Berkowitz Charitable Trust
Doris & Bertie (z”l) Black
The Black Family
Patsy Bloom & Robert Blausten
The Bouhadana Family
Bosphorous Foundation
Sir Clive Bourne Family Trust
Bettina & Michael Bradfield
Adèle & Martin Brownstein
Anna & Dr Michael Brynberg Charitable Trust
Gillian & Irving Carter & Family
Natalie & Lewis Chester
Rabbi Jeffrey D. Cohen
Dr Hilda Cohen MBE
Joy & Stanley Cohen OBE
Muriel & Gus (z”l) Coren
Elizabeth & Sidney (z”l) Corob
David & Erika Crocker
Felicia & Michael Crystal
Stella & Sonny David
Manny & Brigitta Davidson
Alan & Sheila Diamond Charitable Trust
The Dorset Foundation
Julian Dwek
The Edwards Family
Ejdelbaum & Sucharewicz Families
Roy & Sara Ettlinger
Sheila & Stafford Fettleman
Gertrude & Freddy Fox OBE
Jacqueline & Michael Gee
Lynn & Stuart Glyn
Mark Goldstone
The Gerald Gundle Philanthropic Trust
Jo & Rick Haller
Catherine & Michael Halimi
The Jaffe Family
The Kaymer Family
Myrna & Isaac Kaye
Joe Kiersz
Nathan & Frances Kirsh
Leonard Lass
Sally Lass
Colette & Peter Levy OBE
Bernard Lewis
David Lewis CBE
Celina & Peter Marcus
The Maurice Marks Charitable Trust
Diana & Allan Morgenthau
Doris Pacey Charity Foundation
The Pears Foundation
Susan & Roy Peires
Elizabeth & Daniel Peltz Rayburn Trading
Rosalind & Brian Redbart
Bianca & Stuart Roden
The Cecil Rosen Foundation
Lesley & Murray Rosen
Joshua & Michelle Rowe
The Ruimy Family
David & Marion Ryde
Beverly & David Saffrin
Dr Morris & Margery (z”l) Schwartz
Hilary & Mark Seitter
The Archie Sherman Charitable Trust
Dr & Mrs Leonard Sinclair
Stella & Louis Silverbeck
The Sobell Foundation
David & Alison Sonn
Rosalyn & Nicholas Springer
Ruth Sterne
Jonathan Symons
DN & CH Tarsh Charitable Trust
Francis & Camille Weaver
Hazel & Gerald Westbury OBE
Dyna & Fala Weinstock Charitable Trust
The Wolfson Family Charitable Trust
Patrons
The Bier Charitable Trust
The Bluston Charitable Settlement
Peggy & Paul Brett
Manny & Brigitta Davidson & Family
Dr David & Judy Dangoor
Barbara & Peter Elliston
Victor & Susie Faux
Alan & Priscilla Fenton
Franks Family Foundation
Brenda & Michael Franks
Joyce & Norman Freed
Nigel Gee
James & Sarah Glyn
Edna & Peter Goldstein
The Paul & Rose Gottlieb Trust
Roger & Vicky Grant
Morwen & Michael Heller
Miriam Hyams
Nonek Jacobson
Israel Lazarus Charitable Trust
Michael & Pamela Lester
Cecil & Hilda Lewis Charitable Trust
Debby & David Lipkin
The Loftus Charitable Trust
Simon & Tanya Lowe
The Hilda & Samuel Marks Foundation
The Morgan Charitable Trust
The Lowy Mitchell Foundation
The Morris Charitable Trust
Jill & Brian Moss OBE
Philippa & Richard Mintz
Michael & Norma Neville
Sara & Paul Phillips
David Podro
Dr Leonard Polonsky
The Gerald Ronson Foundation
John & Jeanie Rosefield
Murray & Lesley Rosen
K.C Shasha Charitable Foundation
Michael Shemtob
Sir Bernard & Lily Schreier
Steinberg Family Charitable Trust
Jonathan Symons
Norman & Irvin Tam & Families
Louisa & Julian Treger
Irene & Donald Weinberg
The Honourable Charles & Mrs Wigoder
Susanne & Jeffrey Zanet
Mr & Mrs Stephen Zimmerman
I would like to donate: £36 [ ] £50 [ ] £100 [ ] £250 [ ] £500 [ ] £1,000 [ ] Other £__________

Name ____________________________ Address ____________________________
Postcode ____________________________

Telephone ____________________________ Email ____________________________

[ ] I enclose a cheque/charity voucher made payable to ‘Magen David Adom UK’

[ ] I do not require a receipt

[ ] I would like to donate by Banker’s Order the sum of £__________

with effect from: [ ] month [ ] quarter [ ] year and thereafter each

[ ] month [ ] quarter [ ] year until further notice. A Banker’s Order form will be sent to you.

[ ] Please charge my Amex / Maestro/ MasterCard / Visa / CAF Card

Card No.  ___________ ___________ ___________ ___________ ___________ ___________ ___________ ___________

Valid From ___________ ___________ ___________ ___________ ___________ ___________ ___________ ___________

Expiry Date ___________ ___________ ___________ ___________ ___________ ___________ ___________ ___________

Issue No. (Maestro Only) [ ] Security Code [ ] [ ] [ ] [ ]

[ ] Gift Aid

I want Magen David Adom UK to treat as GIFT AID DONATIONS all donations I have made for the past four years, and all donations I make from the date of this declaration until further notice unless I notify you otherwise in writing. I confirm I have paid or will pay at least as much UK Income Tax and/or Capital Gains Tax as Magen David Adom UK reclaim from my donations in any Tax year.

Signature ____________________________ Date ____________________________