

SAVING LIVES ON PARK LANE

In September our Annual Dinner was held at The Dorchester, Park Lane and raised a record-breaking total of £2.1m.

The Ballroom was filled with over 400 people, including 150 new faces and several new table hosts.

Gyles Brandreth played host and compère for the evening and was thoroughly entertaining – with laughter heard throughout the room whenever he took to the stage. The Rt Hon Sir Eric Pickles honoured Daniella Baron Cohen and Gil Weiser for their continuous dedication to MDA in Israel and the UK, and for instilling a sense of philanthropy into many Israelis, through the establishment of Israeli Friends of MDA.

Continued on page 3



INSIDE

Let's Save Lives Now	2
The Legacy of Saving Lives	2
MDA to Open Israel's First Breastmilk Bank	2
Saving Lives on Park Lane	3
Old City New Ambulances	4
Trekkers Walk 60km for 70k	5
Ambassador Hosts International MDA Conference	5
Judge Rinder Rises for Hendon	6
Another Lifesaver for the Lifesavers	6
CFMDA Honours Hadassah Convoy Massacre Victims	6
Upcoming Events	6

ELECTRIC VEHICLES JOIN OUR LIFESAVING FLEET

Tens of electric vehicles will be joining the thousands of medicycles, bicycles and First Responder vehicles in saving lives.

The small electric vehicles easily merge into traffic, reduce pollution and allow for easy manoeuvrability due to their size.

The first electric vehicles reached Israel at the end of September and underwent a long customisation process, at the end of which they

received authorisation to be used as emergency vehicles to provide first aid.

Speaking about the vehicles, MDA Director General Eli Bin said: "We've been working for a year to bring dozens of electric vehicles to Israel and add them to the lifesaving activity for the public's benefit nationwide. We have undertaken a comprehensive check and found that these vehicles will significantly reduce MDA crews' response times, and will become yet another important innovation that MDA has been leading during all its years of existence."



LET'S SAVE LIVES NOW



As you will see across the pages of this jam-packed edition of Red Shield, there is so much happening in the world of Magen David Adom. In the UK we have flourishing committees up and down the country. Our

Christian Friends group continues to grow and grow. Young Magen David Adom (YMDA) is relaunching. Our trekkers, who numbered just 7 in 2016, grew to 22 in October of this year. The 2018 trek is already looking likely to double in size. The success of Israel is mirrored by the success of MDA. Yom Ha'atzmaut 70 will see significant celebrations and we at MDA UK will play a big part in that, with committees old and new organising even more events in places such as Dublin, Hull, the Isle of Man, Maidenhead, Sheffield and Southend to name just a few.

In Israel, digging has begun at the new National Blood & Logistics Centre in Ramla. The project, a partnership between Israeli philanthropists, American Friends of Magen David Adom, the Israeli government and Magen David Adom UK will directly improve MDA's lifesaving capabilities through increased speed of response and efficiency. The contribution from the UK community to this initiative has been overwhelming and there are still some naming and donor opportunities available for those who would like to be involved in this landmark project.

In short, there are more ways than ever to support Magen David Adom and its lifesaving work in Israel and across the world. Please, don't wait for a tragedy or emergency to occur for you to get involved. There are so many ways you can contribute and make a difference right now!

Daniel Burger

Daniel Burger
Chief Executive

THE LEGACY OF SAVING LIVES

Throughout his life, Stanley Grossmith was a staunch supporter of Magen David Adom UK. Together with his family, Stanley was committed to the organisation and saving lives in Israel. The pinnacle of this dedication was the legacy that he left when he sadly passed away in 2016.



Stanley held MDA close to his heart. Throughout his life, Stanley was a regular supporter, giving in the knowledge that his donations were saving lives in Israel and across the world. Twenty-five years ago, Stanley, together with his brother Warren, donated a blood room at the MDA Basel Station in Tel Aviv, in memory of their late parents, Louis and Dora Grossmith. Fifteen years later he dedicated a motorbike in memory of his late wife, Wendy.

His gifts to the organisation have saved countless lives and this was something that he wanted to continue to do even when he was no longer alive. For Stanley, leaving a legacy meant that not only would his memory live on, but it would do so through a cause that he strongly believed in.

Before he passed away, Stanley told MDA UK that he intended to remember the organisation in his will. Together, a project was identified that would be impactful and meaningful to the Grossmith family.

Stanley decided that he would like his legacy gift to sponsor the ground floor courtyard at MDA's new National Blood & Logistics Centre in Ramla (below). As the project develops, Stanley's legacy lives on. By leaving a gift to MDA UK in his will, Stanley has planted a seed that will save lives for generations to come.

Stanley was a man who was loved and adored by his family. Through his legacy, his wish that other people should benefit from his estate can be fulfilled.

Leaving a gift in your will is one of the most valuable and lasting ways you can support MDA. It will enable us to continue to provide vital lifesaving services for many years to come.

For more information on leaving a legacy to Magen David Adom UK, please contact the office on 020 8201 5900 or email rachelcohen@mdauk.org.



MDA TO OPEN ISRAEL'S FIRST BREASTMILK BANK

Magen David Adom in Israel will open a breastmilk bank next year.

The need for a supervised breastmilk bank is urgent as only 50% of mothers of premature babies are able to breastfeed and some infants cannot digest processed milk formula.

The ministry has budgeted NIS 1 million for the establishment of the bank – an amount that will be matched by MDA in Israel.

The bank will initially be established at MDA's Jerusalem station, and will be transferred to MDA's new National Blood & Logistics Centre in Ramla when it opens.



SAVING LIVES ON PARK LANE

Guest Speaker, Captain Ziv Shilon, shared with guests his near-death story detailing how he lost one of his hands (and nearly his life) when a bomb blew up right in front of him in the Gaza Strip. He went into detail about how Magen David Adom saved his life providing him with a crucial 56 units of blood. Despite the obstacles of several surgeries and months of rehabilitation, Ziv remains positive. As part of an impassioned address, Ziv told donors "I have experienced the essential role that Magen David Adom's blood service provides. Without them, I would be dead."

Following Ziv's address, the campaign film 'On The Frontline' was played to the guests and highlighted how MDA's frontlines and MDA's lifesavers are needed across the length and breadth of Israel and beyond. The take home message was that MDA does not discriminate, every life is a life that must be saved.

Also in attendance at the event was Professor Eilat Shinar, National Blood Services Director, who showcased our Capital Project – The National Blood & Logistics Centre in Ramla – a partnership with the Israeli government, Israeli philanthropists and American Friends of MDA. A model of the new lifesaving centre was on display during the reception.

Speaking after the event, MDA UK Chief Executive Daniel Burger commented: "We are so delighted and overwhelmed with the support we have received this evening, from our incredible long-standing donors, and also new ones. Nothing makes me more proud than seeing the support from the next generation grow, not only from within our own community but also from our Christian Friends (CFMDA)."



OLD CITY, NEW AMBULANCES

Three ambulances were dedicated during Sukkot, including a new Mercedes ambulance in the Old City.

Magen David Adom UK's Vice President, Irving Carter, dedicated a Mercedes ambulance to MDA at the Tower of David in the Old City. This is the first new ambulance in the Old City in 10 years and is the only ambulance of its kind that serves the Old City.

During the dedication ceremony Irving said: "It is our privilege to dedicate this Mercedes Vito ambulance to the Old City. This was a rare opportunity to give back to somewhere that has given us so much."

The dedications continued over Sukkot with Lady Joy Bourne who dedicated an ambulance at the MDA Basel Station, Tel Aviv, in memory of her husband, Sir Clive, and Marjorie Ziff who dedicated an ambulance in memory of her husband, Israel.



TREKKERS WALK 60KM FOR £70K

In November, 22 Magen David Adom UK supporters trekked 60km across Israel and raised in excess of £70,000 for MDA UK, covering the cost of a lifesaving ambulance.

The trek took place over five days and included tours of the blood centre at Tel Hashomer as well as other MDA facilities, and all 22 trekkers took part in simultaneous ambulance shifts. On the last day of the trek, participants joined the dedication at the MDA Yerucham Station of the medicycle that was raised through sponsorship at last year's inaugural trek.

Trekker and brand ambassador for MDA UK, Michelle Rosenberg, commented: "We are all overwhelmed by the experience. This fantastic group of people came together with a shared love of Israel and a determination to support MDA's essential efforts in saving lives. This is the second year that I have done the trek - bring on 2018."



BRITISH EMBASSY HOSTS INTERNATIONAL MDA CONFERENCE

Delegates at the International MDA Conference (IMDAC) took time out for a quintessentially English Tea at the British Ambassador's residence, hosted by Deputy Ambassador Tony Kay.



JUDGE RINDER RISES FOR HENDON

The MDA UK Hendon Committee gathered supporters and friends for a fundraising lunch at Sami's restaurant in Hendon with Judge Rinder, star of Strictly Come Dancing and an ITV reality courtroom series.

Judge Rinder took the time to speak to guests individually and discussed his connections with Judaism and Magen David Adom.

The 65 guests in attendance raised over £2,000, which will be put towards funding the terrace at the new National Blood and Logistics Centre in Ramla.

Hendon Committee President, Melvyn Rosehill said: "It was 'our honour' to be joined by the nation's favourite Judge, Judge Rinder, who really worked the room and expressed his gratitude for the work MDA does. Another fantastic event by our Hendon Committee, raising vital funds for our National Blood and Logistics Centre."



ANOTHER LIFESAVER FOR THE LIFESAVERS

Our Lifesavers will be dedicating their second ambulance to MDA over Pesach. The dedication will take place in Israel and everyone is welcome!

For more details, please contact Ben Bar-Lev at benbar-lev@mdauk.org or call 020 8201 5900.



CFMDA HONOURS HADASSAH CONVOY MASSACRE VICTIMS

In April 1948, a convoy bringing medical and military supplies and personnel to Hadassah Hospital on Mount Scopus, was ambushed by Arab forces.

To mark the 70th anniversary of the Hadassah Convoy Massacre, Christian Friends of Magen David Adom is raising money to donate an ambulance in memory of the ones that were destroyed in the attack. CFMDA will dedicate the new ambulance in March 2018 at Mount Scopus.

For more information or to donate to CFMDA, please contact the office on 020 8201 5900.

CHRISTIAN FRIENDS
MAGEN DAVID ADOM

UPCOMING EVENTS

YMDA Relaunch Party

Early February

Contact Ben Bar-Lev on 020 8201 5900

Inaugural Maidenhead Committee Dinner with Prof Eilat Shinar

Saturday 17th February

Contact Ben Bar-Lev on 020 8201 5900

Southend Brunch with Prof Eilat Shinar

Sunday 18th February

Contact Natalie Feldman on 020 8201 5900

"An Afternoon of Music" - Cambridge

Sunday 18th February

Contact Natalie Feldman on 020 8201 5900

The Green Prince - Herts (location TBC)

Tuesday 20th February

Contact Racheli Cohen on 020 8201 5900

Isle of Man Dinner with Prof Eilat Shinar

Friday 23rd February

Contact Natalie Feldman on 020 8201 5900

Manchester Dinner

Sunday 29th April

Contact Natalie Feldman on 020 8201 5900



YMDA IS RELAUNCHING!

And what better way to get in the fundraising spirit than by joining Raging Bull Events, where some of the proceeds will go to Magen David Adom UK – you don't want to miss it!

To book tickets visit ragingbullevents.com