

MAGEN
DAVID
ADOM UK



SAVING
MORE
LIVES



ANNUAL REPORT 2017

A MESSAGE FROM DANIEL BURGER



Magen David Adom is Israel's ONLY national medical emergency and blood service. There is no other organisation responsible for delivering lifesaving medical response across the length and breadth of the country. We are fortunate that our work is supported by teams of volunteers and when anyone in Israel dials 101, it is Magen David Adom they are calling. Incredibly, this is provided as a non-governmental service and is dependent on the generosity of donors from across the world. Which means the challenge of funding and running Magen David Adom is a challenge which we in the Diaspora must share.

This challenge is exacerbated by the changing nature of Israel and its relationship with Jewish communities around the world. Some no longer see Israel as the cause it once was. It is down to us, the organisations working in the 'philanthropy for Israel' space, to make the case to a new generation of donors. The case for Israel.

We are fortunate that Magen David Adom is an attractive cause to so many people. The tangibility of our product; the vehicles, the stations, the National Blood & Logistics Centre and even the consumables, mean that donors can literally see how they are supporting a humanitarian cause and saving lives. Each year, numerous UK supporters join an ambulance shift out of one of our stations. Nothing shows how valuable our support is like a day at the coal face and there is no better way of truly seeing Israeli society. Critically, we must not rest on our laurels. Over the past years we have invested manpower in growing the reach of the organisation geographically, demographically and through a wider range of fundraising opportunities.

In addition to our work in Ireland, the Channel Islands and the Isle of Man, this past year has seen a concerted effort to reach the Jewish community of Gibraltar and the vibrant expat population of Israel. Both responded positively and generously to our mission and the coming year will see a continued push across new and exciting borders.

All in all, 2017 was a year of excitement and achievement. We could not do this without your support.

Thank you.

A handwritten signature of Daniel Burger in red ink, written in a cursive style.

Daniel Burger
Chief Executive

SUMMARISED FINANCIAL INFORMATION

	Total 2017	Total 2016	Total 2015
	£	£	£
INCOME			
Donations and legacies	4,689,377	4,533,886	5,700,813
Investment income	2,274	822	1,377
Total incoming resources	4,691,651	4,534,708	5,702,190
EXPENDITURE			
Costs of raising funds	639,584	564,654	596,948
Charitable activities			
Assistance to MDA Israel	2,299,650	1,996,117	1,909,538
Gift in kind	366,188	487,259	1,218,512
Miscellaneous charitable activities	127,137	107,579	151,579
Support costs	464,107	415,608	419,699
Total resources expended	3,896,666	3,571,217	4,296,276
NET INCOME FOR THE YEAR	794,985	963,491	1,405,914
Fund balance at 1 January 2016	3,662,124	2,698,633	1,292,719
Fund balance at 31 December 2016	4,457,109	3,662,124	2,698,633

ACHIEVEMENTS AND PERFORMANCE

The funds raised for Magen David Adom in Israel, international support and UK first aid training programme during the year ended 31 December 2017 totalled £4,689,377 (2016: £4,533,886). It should be noted that whilst total income is 3% up on 2016, income net of Gifts In Kind is 7% up on the year. Legacy income was a considerable part of the success of this year's income as many of the estates we were notified of in 2016 only came to fruition in 2017. The audited accounts show a decrease in the donations and gifts, this is due to the movement between brought forward and carried forward pledges. However, the actual in year total donations are up year on year to £5,013,142 (2016: £3,188,282) representing a 57% increase on 2016. As Israel's National Blood & Logistics Campaign continues to develop, Magen David Adom UK has been able to increase its capital funding for this project. The National Blood & Logistics Centre is a £90m state of the art facility in Ramla which will safeguard the blood supplies of Israel as well as MDA's storage of key medical supplies and vehicles up to 15 metres underground. The foundation work is nearing completion and it is estimated the entire campus will be ready by mid 2021. As the state of Israel turns 70, Magen David Adom UK is committed to putting at least 70 medicycles on the road in 2018 as well as its usual commitment for new ambulances. None of this success would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees ranging from Jersey to Scotland and the Isle of Man to Cambridge.

*The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.