



ANNUAL REPORT 2018

A MESSAGE FROM DANIEL BURGER



For Magen David Adom UK, 2018 was a year we are able to look back at with a huge sense of success and pride in what has been achieved.

In January we set out on one of our most ambitious communal crowd-funding campaigns, '70 for 70'. Our aim was simple. To mark Israel's 70th birthday, Magen David Adom UK was to raise enough funds to purchase 70 medicycles for the people of Israel. This was to be realised over and above our existing fundraising commitments. Incredibly, we have reached our target. The generosity of our supporters and the community as a whole is truly outstanding. Perhaps one medicycle in particular stands out. To coincide with the HRH Prince William's official state visit in June, one of the seventy was dedicated in his honour.

The National Blood & Logistics Centre in Ramla is in development and MDA UK continues to work with our American friends and the Israeli Government to ensure it is delivered on time and on budget. It continues to be a hugely successful major gifts proposition. The five-year project began in 2016 and will be completed by 2021. Of the total project cost of £90m, MDA UK is committed to raising £xm. Thus far we have raised well over £xm and this has been exclusively through major donor canvassing.

There are now more ways than ever before to get involved and support Magen David Adom. This year we have run two treks to Israel that attracted over 60 sponsored participants and raised over £200,000. In addition, we ran our inaugural Legacy Mission in Israel, to take in Yom Yerushalayim. The group were taken to various Magen David Adom UK projects and had the opportunity to

meet key people and see the impact a legacy can make close-up. We have identified a need to increase the exposure for our legacy offering and our investment in this has already had its rewards. It is our intention to maintain this level of activity in to the next year as we look to further engage our audience with our legacy proposition.

Looking to the future, 2019 will mark the 70th anniversary of Magen David Adom UK. This provides the organization with the opportunity to both look back but also, critically, look forward. Amongst all the other plans we have in store, it is our intention to continue our growth in the regions. This has seen much staff time and resource spent recruiting lay leaders and volunteers in communities as far-reaching as Isle of Man and Northern Scotland through events and regional tours. The establishment of MDA Ireland is imminent and I have no

doubt that these efforts will translate into support and improved fundraising.

Building on past successes, we will be running a second legacy mission in the early summer. Then, in the autumn, we will be launching Israel360. A new concept in fundraising challenge and one that will take participants under the skin of Israel with exclusive access to people and places that you do not normally get the opportunity to meet or visit.

Magen David Adom UK is committed to saving more lives in Israel. There has never been more people engaged or more opportunities to get involved.

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

Daniel Burger
Chief Executive

SUMMARISED FINANCIAL INFORMATION

	Total	Total	Total
	2018	2017	2016
	£	£	£
INCOME			
Donations and legacies	7,193,817	4,689,377	4,533,886
Investment income	7,298	2,274	822
Total incoming resources	7,201,115	4,691,651	4,534,708
EXPENDITURE			
Costs of raising funds	956,907	639,584	564,654
Charitable activities			
Assistance to MDA Israel	3,120,435	2,299,650	1,996,117
Gifts in kind	1,668,710	366,188	487,259
Miscellaneous charitable activities	124,585	127,137	107,579
Support costs	303,224	464,107	415,608
Total resources expended	6,173,861	3,896,666	3,571,217
NET INCOME FOR THE YEAR	1,027,254	794,985	963,491
Fund balance at 1 January 2018	4,457,109	3,662,124	2,698,633
Fund balance at 31 December 2018	5,484,363	4,457,109	3,662,124

ACHIEVEMENTS AND PERFORMANCE

The funds raised for Magen David Adorn in Israel, international support and UK first aid training programme during the year ended 31 December 2018 totalled £7,193,817 (2017: £4,689,377). It should be noted that whilst total income is 53% up on 2017, income net of Gifts in Kind is 27% 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 2017 only came to fruition in 2018. Magen David Adorn UK continues to increase the capital funding towards The National Blood & Logistics Centre in Ramla. This £90m state of the art facility will safeguard the blood supplies of Israel as well as MDA's store of key medical supplies and vehicles up to 15 metres underground. Work is well under way with the structural work, underground levels already completed and it is estimated the entire campus will be ready by mid-2021. 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 Adorn UK's reach in the UK and further afield continues to grow with loyal committees ranging from Gibraltar to Manchester.

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