

# NATIONAL LIFESAVING DAY RAISES £2M

Over the 36-hour campaign, from Sunday 29th - Monday 30th November, the entire community came together to help Magen David Adom UK exceed its fundraising target of £2,000,000.

Our 36-hour fundraising initiative culminated with a live-stream event on Monday 30th November, watched by over 1,400 people. The incredible Rob Rinder hosted the event, which showcased the breadth and depth of MDA, Israel's only National Medical and Blood Emergency Service. Rob explained, "For me, MDA encompasses all that is good and great about Israel, which is why I am such a passionate supporter and why I'm here tonight."

Viewers heard messages of support from celebrities including Gal Gadot and Fauda's Lior Raz, and enjoyed entertainment provided by Master Mentalist Lior Suchard, musician Idan Raichel and many more.

At the end of the show, MDA UK phone lines were ringing off the hook. Donations came flooding in, taking the total raised over the £2million target, to £2,080,000 - and the donations were still coming in days afterwards!

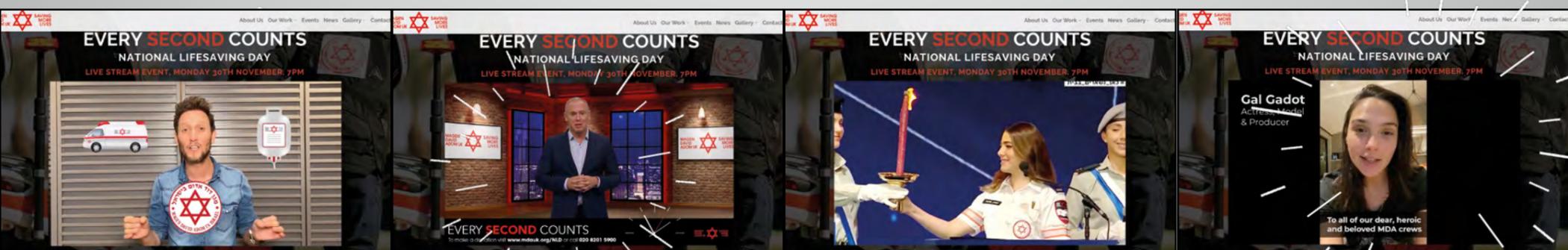
Sopwell House was home for the MDA UK team for the day. All hands were on deck, manning the phone lines in a Covid-19 friendly environment. They were joined by longstanding MDA supporters, Susie Segal and Malcolm Carter (pictured), who not only donate generously to the organisation but were also helping to fundraise for MDA.

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## THE YEAR WHEN EVERYTHING CHANGED



This time last year, few of us had even heard of Zoom. Now it is a feature of daily life. Fundraising events were seldom online. Now, a virtual

element to any campaign is an absolute necessity.

For Magen David Adom UK, nowhere was this more pronounced than in our hugely successful 'National Lifesaving Day'. We set ourselves and our supporters the ambitious target to raise £2m in just 36 hours. Teams and committees across the country opened their contact books, their wallets and their hearts and took us over the line. Incredibly, since the campaign went live, The Marcus Foundation has come forward and offered to match every pound we raise towards the National Blood & Logistics Centre. So please - if you have not yet done so, now is the time to donate: [www.mdauk.org/NLD](http://www.mdauk.org/NLD)

It was not just fundraising that migrated online this year, MDA UK launched a new legacy portal too. In partnership with Farewill, we are making Will writing so easy that it can be done from the comfort of your own home - and for free. There's more information overleaf and it really is something that is applicable to supporters of any age.

For those of you looking for a slightly different way to support MDA, we have launched an exciting competition with the Bezalel Academy of Art and Design in Jerusalem. Their students are taking part in a competition to design the 35 limited edition mezuzot that will be affixed to the main entrances and significant spaces within the new National Blood & Logistics Centre in Ramla. If you would like the opportunity to sponsor one of these landmark items, please be in touch.

I hope you have a restful break and look forward to seeing you (in person I hope) in the new year.

*Daniel Burger*

Daniel Burger  
Chief Executive

## A BLOODMOBILE IN MEMORY OF AN INSPIRATIONAL LEADER

### "Acts of kindness never die"

Rabbi Sacks z"l

The Jewish News initiated a crowdfunding campaign with MDA UK to purchase a bloodmobile in memory of Rabbi Lord Jonathan Sacks z"l.

Rabbi Sacks was an ardent supporter of Israel and a champion for Magen David Adom. On the day he was ennobled in 2009, Lord Sacks spoke at the MDA UK Fundraising Dinner and gave a stirring and memorable appeal.

MDA UK Board Member and then Dinner Chair, Nicholas Springer, recalls, "He attended our annual dinner on the day he was introduced to the House of Lords. He delivered the best appeal speech we ever heard. He is sorely missed both within and outside our community and the bloodmobile we are dedicating in his memory will be a fitting tribute."

Rabbi Lionel Rosenfeld of Marble Arch Synagogue, where Lord Sacks was once the minister, has lent his support to this campaign. He described Rabbi Sacks as "our moral compass and spokesman. Donating to MDA for this vehicle in his name is a wonderful way to honour what he held dear - the sanctity of life.



As Rabbi Sacks himself wrote: "Grant strength to those who see to the needs of the injured and sick, and open our hearts in prayer and our hands in generosity, so that by our actions we may bring comfort, healing and support."

So far, the campaign has raised £40,000 of £135,000. If you'd like to donate, please visit: [www.mdauk.org/rabbisacks](http://www.mdauk.org/rabbisacks)



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## NATIONAL LIFESAVING DAY RAISES £2M

MDA is a non-governmental, not-for-profit organisation that depends upon the generosity of its supporters from friends organisations around the world to save lives. This year, due to Covid-19, MDA UK has been unable to hold any fundraising events, therefore the need to raise these much needed funds was greater than ever.

On behalf of the MDA UK team, THANK YOU! We are astounded by all the generous donations from our supporters all over the world. Your support will make a huge, lifesaving difference.

If you'd like to see our campaign page and read all the messages of support, please visit: [www.mdauk.org/NLD](http://www.mdauk.org/NLD)



We are so grateful to everyone who donated, taking us over the £2million target. The power of communal effort is outstanding and we are truly overwhelmed by all the support, especially in such a challenging year. Congratulations to everyone involved and thank you!

**Chief Executive, Daniel Burger,**  
**Magen David Adom UK**



# WE'RE SO CLOSE

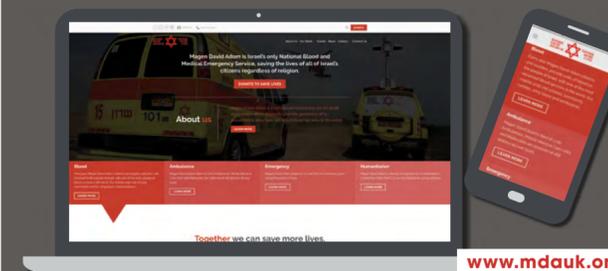


Magen David Adom in Israel is just months away from completing its landmark National Blood & Logistics Centre in Ramla.

The project has been a genuine collaboration between MDA UK, American Friends of MDA (AFMDA) and the Israeli government. National Lifesaving Day raised an incredible \$2,000,000 bringing MDA UK closer to its target, and the donations are still coming in! Amazingly, the lead donor, Bernie Marcus (The Marcus Foundation), has now offered to **match every pound** we raise, up to a total of \$10,000,000. If you haven't already donated, now is the time! Please visit [www.mdauk.org/NLD](http://www.mdauk.org/NLD) and help us take this project over the line.



## HAVE YOU SEEN OUR NEW WEBSITE?



[www.mdauk.org](http://www.mdauk.org)

## COVID-19 MDA SUMMARY



**3,000,000+**  
SAMPLES HAVE  
BEEN TAKEN BY  
MDA TEAMS



**170%**  
INCREASED NUMBER  
OF CALLS RECEIVED  
TO 101 MDA  
EMERGENCY LINE



**12,000**  
PLASMA UNITS  
DONATED



**3,400**  
PLASMA UNITS  
USED TO TREAT  
CRITICALLY ILL  
PATIENTS

\*Correct as of Monday 7<sup>th</sup> December 2020

# ISRAELI AMBULANCE DEDICATIONS IN... HERTFORDSHIRE



The Sukkot holidays are a time when, traditionally, hundreds of thousands of pounds of lifesaving vehicles are dedicated by Magen David Adom UK donors in Israel. This year, due to the restrictions imposed as a result of Coronavirus, it was not possible to dedicate in Israel, so instead, Israel came to the UK and the dedications took place in St Albans, Hertfordshire.

In the grounds of Sopwell House, Magen David Adom UK's generous supporters had the rare opportunity to dedicate an ambulance, all within a half an hour drive from their homes and in a fully Covid-19 compliant environment.

Families Green, Paul, Spector, Sinclair and Reiss, together with Richard Spector of the 'Challenge 50' group, all took the time to tour the vehicle to gain a better understanding as to how their contributions are saving lives.

It was the first time that Magen David Adom ambulance dedications had taken place in England since the 1960s and provided memories that no-one present will ever forget.



Our family is delighted to be involved with such a great cause through the Debra Reiss Foundation. We would have loved to have been able to share in this special occasion with Magen David Adom in Israel. However, under these unique circumstances in which we find ourselves, we enjoyed sharing this memorable occasion and seeing an Israeli Ambulance here in Hertfordshire.

**David Reiss**



Ruth & Jeremy Green & family



Debra & Robert Sinclair



David Reiss & family



Richard Spector & family

## HAVE YOUR WILL MADE FOR FREE

MDA UK has partnered with Farewill to bring you a free Will writing service.

In just 15 minutes you could write your Will online with professional support from Farewill, the largest Will writer in the UK. It is incredibly important for everyone, no matter how old, to have a legally-binding Will.

There is absolutely no obligation to include a gift in your Will to MDA UK to use our service, but we hope you will consider a gift once your loved ones are provided for.

To write your will for FREE, visit: [www.mdauk.org/farewill](http://www.mdauk.org/farewill)



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