

# A VISION FOR MAGEN DAVID ADOM UK

## IN ISRAEL, THE NEW MIDDLE EAST AND BEYOND

### MISSION

#### MDA UK'S MISSION IS TO SAVE MORE LIVES

Magen David Adom UK will spearhead the global effort to ensure that Magen David Adom in Israel has the infrastructure, equipment, training and personnel required to achieve this mission.

### PURPOSE

- To save more lives in Israel and across the world
- To showcase MDA as a beacon, reflecting Israel's humanitarian values
- To share MDA's innovation and expertise beyond Israel's borders

### VALUES

Values that embody Magen David Adom in Israel and MDA UK are:

	<b>EQUALITY</b> – We treat everyone the same. The organisation and its services are for anyone and delivered by everyone, regardless of religion, race or gender MDA does not discriminate.
	<b>TRUST</b> – MDA is a fundamental pillar of Israeli society and the second most trusted 'brand' in Israel. In the UK we must reflect that accolade.
	<b>IMPACT</b> – To make the biggest difference possible we have low costs and high lifesaving returns. In Israel, our workforce is volunteer-led resulting in lower operational costs and ensuring that every donation goes further.
	<b>COLLABORATION</b> – MDA works with people, communities and countries to deliver and share innovative, life-saving expertise.
	<b>PRIDE</b> – We are proud of our people, our organisation and all that it does to save lives across the world.
	<b>VOLUNTEERING</b> – Without Israel's largest volunteer workforce, MDA would not be able to provide its exceptional life-saving service. Without the support of volunteers in the UK, MDA UK would not be able to support the outstanding work of MDA in Israel.

### OBJECTIVES

- **ADVOCACY** - to promote the MDA brand and mission
- **AUDIENCE GROWTH** - to reach those who have not previously given and facilitate/develop their ongoing support
- **FUNDRAISING** - to raise the money necessary to achieve our mission



## ACTION

Magen David Adom UK delivers its mission and purpose through:

- Remitting **£5m+** to MDA in Israel each year
- Having constructed **40** stations with **10** currently work in progress
- Funding **400+** emergency vehicles currently on the road, and committing to put between 20-30 new ones on the road each year
- Supporting the organisation's **27,400** volunteers (90%) and staff (10%), made up of a diverse mix of religious and ethnic backgrounds
- Leading the European Societies both strategically and tactically, in order to achieve greater influence and highlight Diaspora specific matters, when communicating with MDA Israel, as one voice



## OPPORTUNITIES

- The **Abraham Accords** open new borders
- Partnerships with organisations such as **International Health Partners** and **Jordan National Red Crescent Society** enable broader delivery of the mission and exposure to new audiences
- Utilise MDA UK's thought-leadership from MDA Israel to the benefit of both parties

## THREE-POINT PLAN TO DELIVER THE MISSION AND SAVE LIVES

### 1 ADVOCACY

Utilise the MDA (Israel) brand in order to simultaneously showcase a) all that is good about Israel b) the difference donations make to the people of Israel and those supported by MDA across the world and c) as a reason to support Israel at a time when the necessity is questioned

### 2 REACH

Take MDA Israel to countries that previously have not either been exposed to MDA or have had closed borders with Israel, thus encouraging support and engagement

### 3 STANDING

Increase audience size and donations from within the UK to enhance MDA UK's standing within its own community as the leading Israel charity and advocates for Israel