

Annual Report 2008



MAGEN
DAVID
ADOM UK



SAVING
MORE
LIVES

Why Israel Needs Us

Magen David Adom continues to save thousands of lives by responding to over 500,000 calls every year. That's one call a minute.

From road accidents, births and everyday emergencies to suicide bombings and other terrorist attacks, Magen David Adom is at the scene at speeds not bettered anywhere in the world. Arriving on average within 8 minutes, Magen David Adom is Israel's only ambulance and medical emergency response service, providing expert emergency treatment to those in need.

Volunteers and First Aid Training

For each Magen David Adom employee there are another 10 highly trained volunteers – a staggering 10,000 who give of their time and immense expertise for free, making it Israel's largest volunteer organisation.

Employees and volunteers come from all sectors of Israeli society: from ultra-Orthodox to secular Jews, Arabs, Christians and Druze. Thousands started their training as students and have continued to dedicate their time to saving lives as part of Magen David Adom's team.

It is not unusual to see Magen David Adom giving the very same training to ultra-Orthodox Jews and Palestinian people together in the same building, or to see Israeli Arabs working alongside Christian paramedics in our ambulances.

It is Magen David Adom that is responsible for all Israel's first aid and pre-hospital medical emergency training.

Ambulances

Magen David Adom has a fleet of 650 ambulances stationed at 109 stations across the length and breadth of Israel – from Metulla in the North to Eilat in the South, inside metropolitan Tel Aviv to the countryside of the Galil, from kibbutzim to isolated border settlements.

Magen David Adom UK funded the first ambulance station in Sakhnin, an Israeli-Arab town in the Galil, and is in the process of setting up a new one in Marar another Israeli-Arab town, also in the Galil.

Magen David Adom provides an ambulance for every type of medical emergency including Mobile Intensive Care Unit vehicles for treating heart attacks, serious road traffic accidents and a specialised neo-natal intensive care unit for the transfer of premature high-risk newborn babies. 25 mobile field clinics can be deployed in the event of a major disaster while 33 bloodmobiles collect essential blood supplies from donors across the country.

Blood Services

Every year Magen David Adom collects and supplies 300,000 units of blood each year for the people of Israel. This provides more than 80% of Israel's blood requirements. This service is highly sophisticated and considered to be one of the most advanced

Magen David Adom responds to over 500,000 calls a year – one a minute



blood services in the world. It collects, checks and distributes blood to wherever it is needed.

Israel is considered one of the few countries which stores unique blood groups collected from Israelis – both Arabs and Jews.

Co-operation

Magen David Adom has a good relationship with the Palestinian Red Crescent and they regularly co-operate with each other. Magen David Adom helps to transfer ill patients from the Palestinian territories to Israeli hospitals – as occurred in the recent conflicts and continuing to this day. After the ceasefire with Hamas, Magen David Adom set up a clinic on the border with Gaza to assist Palestinians who needed medical attention. Unfortunately it had to be closed a few weeks later as the people of Gaza were persuaded by the local leadership to boycott it.

International

Magen David Adom is a non-profit, non-governmental organisation, which depends on donors from across the world. However, as a member of the International Committee of the Red Cross, it is not just Israel that benefits from Magen David Adom. Magen David Adom works internationally to share its support and expertise with those in need around the world. From the Tsunami in Indonesia to floods in New Orleans and earthquakes in Turkey, Magen David Adom shares its experience and skills in emergency response wherever it is needed.

On behalf of our partners in Israel, Magen David Adom UK offered the Pakistan High Commissioner the opportunity to set up a Field Clinic when so many people lost their lives tragically during the earthquake in Pakistan. This offer was declined. Magen David Adom Israel has played an active part with India and Sri Lanka and has now signed a co-operation agreement with the emergency services of Indonesia, the largest Muslim country in the world.

Today, Magen David Adom is ready to help any country that suffers from a disaster. Its expertise is now in great demand and Magen David Adom Israel is involved in projects in Georgia, Azerbaijan and many other countries, as well as training people and setting up first aid schemes all over the world.

Part of the fabric of Israel

Magen David Adom is very much part of the fabric of Israel. Although Magen David Adom's primary role is saving lives, it is involved in so many other activities. From distributing food parcels to the poor to finding missing persons, Magen David Adom continues to work around the clock to help those in need.



Magen David Adom has 10,000 volunteers, making it Israel's largest volunteer organisation

Saving More Lives in 2008

The ongoing rocket attacks on Israelis in the south, the deadly shooting at Mercaz Ha'Rav Yeshiva in Jerusalem and the suicide bombing at a shopping centre in Dimona remind us of the desperate need for Magen David Adom's expertise.

While the terrorists set out to destroy lives, the dedicated team of Magen David Adom medics and volunteers are always on hand to try to save lives often, as we have also seen in recent months, these heroes of the Jewish State place themselves in great danger. As Magen David Adom continues to respond to the barrages of rockets, its everyday

“The first responders of Magen David Adom are true heroes – placing themselves in real danger in order to save the lives of others.”

work as an emergency medical service carries on nationwide. In the last year alone, Magen David Adom responded to over 500,000 calls.

Magen David Adom remains a completely independent and autonomous organisation and relies on the support of Friends from around the world. This year as with every year, the UK Friends have been wonderfully generous and supportive. During the course of the year we donated a total of 16 ambulances, 1 bloodmobile and 30 first response motorbikes, a vast quantity of operational consumables and significant financial support to a variety of management and training programmes.

Particular highlights of the year included: Lewis and Natalie Chester and their family funding the refurbishment of the Carmiel station; the Messing family's gift of an armoured ambulance, two Mobile Intensive Care Unit ambulances and a 4-bed bloodmobile; Dr Maurice and the late Mrs Marjorie Schwartz's donation of an armoured ambulance and 4 motorbikes; and the first of the new two-bed bloodmobiles was dedicated by Irving Carter and his family. The Archie Sherman Charitable Trust participated in a Purim party at which the Sherman family officially opened the new Magen David Adom ambulance station in Migdal Ha'Emek.

Meanwhile, Edgware United Synagogue's LIFE committee raised £14,000 at their Yom Ha'atzmaut dinner for a motorbike and the Pulse Committee raised over £100,000 to fund a new station in Shoham. Hendon MDA continued their successful campaign by raising £20,000 at their Gala Dinner. The Impromptu Committee held their Annual Lunch at the home of Lady Rosa Lipworth with Guest Speaker Elaine Page. Christian Friends of Magen David Adom dedicated their first ambulance in Tiberias.

The Manchester Committee appointed Jeremy Hart as the new Chairman taking over from Jonathan Ferster. At their Gala Dinner former US Assistant Secretary of State, James P Rubin, was the Guest Speaker.

Every year Magen David Adom collects and supplies 300,000 units of blood for the people of Israel





Magen David Adom is Israel's only ambulance service

David Kahtan stepped aside from his long-time Chairmanship of Young MDA to make way for new Co-Chairmen, Harry Thwaites and Daniel Geey. Young MDA continues to go from strength to strength and we owe a great debt of gratitude to David for his vision, commitment and hard work which is recognised both here and in Israel. David Kahtan and David Gross launched the Young Patron's committee which bodes well for the future of Magen David Adom UK.

Magen David Adom paramedics Sarah Cascella, Udi Gelbstein and Yossi Cohen are three ordinary men and women for whom the words 'unsung heroes' could have been coined. They addressed audiences across the UK towards the end of the year and attended our Annual Dinner, with Guest of Honour Brigadier General Nehemia Dagan. The first responders of Magen David Adom are true heroes – placing themselves in real danger in order to save the lives of others. They could not do what they do without the support of our own heroic donors and supporters.

We would like to convey our appreciation to our lay leaders for their guidance and assistance and our support groups around the country who have worked so hard during the year. We would also like to thank all the office staff and extend our appreciation for the great help given to the office by our volunteers.

The future is promising and will continue to be successful only with the marvellous help of our workers and great donors.

Stuart Glyn
Chairman



Eli Benson
Chief Executive

Treasurers' Report

It is pleasing to report that 2008 was another successful year for Magen David Adom UK. Our headline income may have been down from £6.1 million to £4.6 million, but the 2007 figure was augmented by Gifts in Kind of nearly £1.4 million. In cash terms, there was a decline of just under 4%, and given the prevailing financial circumstances, we believe this to be a creditable result, but we are by no means complacent.

Our governance costs remain under 10% of our gross income and even adding in the cost of generating donations and legacies, our expense ratio remains under 20%. As a charity we keep our costs under close and constant scrutiny being mindful of the need to make the best possible use of the funds that we receive from our donors. The full effect of the economic recession is likely to work through and impact on our income in 2009. These are uncertain times for all charities and we wish to maximise the effectiveness of our resources. With that in mind, and in common with many organisations in the private sector, we have decided to institute a salary freeze for our staff. They work incredibly hard and are truly dedicated to Magen David Adom but nevertheless, the economic realities of the present needs to be confronted.

The accompanying report by our Chairman and Chief Executive details our major achievements and activities in 2008. Regrettably, we continue to be affected by administrative and bureaucratic delays in Israel which prevent us from embarking on the construction of new casualty stations around the country which are vitally needed. This is a constant

source of frustration and explains our high cash balance. We need to maintain our funds for these projects which are in any event restricted and also to provide for our existing commitments to supply a range of goods and services for which funds have been designated for use in 2009.

An additional cause of concern is the decline in the value of Sterling. Most of our expenditure on behalf of Magen David Adom is for items priced in foreign currencies. This means that even if we maintain our existing level of income, it will not go as far in providing support. The needs of Magen David Adom do not decline in line with our currency,

“As a charity we keep our costs under close and constant scrutiny being mindful of the need to make the best possible use of the funds that we receive from our donors.”

but if anything increase, as has been shown with the recent outbreak of conflict with Gaza. Major outbreaks of conflict place a heavy load on all the resources of Magen David Adom, both manpower and inventory, and whilst fortunately the manpower does not need to be replaced, the inventory does.

Magen David Adom UK is a major provider of funds to facilitate training courses so that the volunteers and paramedics always have the highest levels of capability and that the lessons learnt from recent conflicts can be passed on to further improve performance. It has often been said that Magen David Adom is Israel's second line of defence. This is all too true, which is why we need your continued support.

As these financial statements are a summary only, those seeking further understanding of the financial affairs of the charity can refer to the full accounts including the Auditors' Report, copies of which are available from the Chief Executive, Magen David Adom UK, Shield House, Harmony Way, London NW4 2BZ. The full accounts were approved by the Board on 17th April 2009.

The full accounts have been audited and an unqualified opinion was received on these.

**Nicholas Posnansky & Toni Shasha
Treasurers**

Summarised Financial Information

Magen David Adom has a fleet of 650 ambulances stationed at 109 stations across the length and breadth of Israel

	Year Ending 31.12.08 £	Year Ending 31.12.07 £
Income		
Donations and legacies	4,045,695	4,292,979
Investment income	294,254	291,844
	<hr/> 4,339,949	<hr/> 4,584,823
Gifts in Kind	-	1,378,640
Other incoming resources	274,448	215,494
	<hr/> 4,614,397	<hr/> 6,178,957
Resources expended		
Cost of generating donations and legacies	450,078	521,763
Charitable activities	4,755,482	5,462,254
Governance costs	436,473	475,989
	<hr/> 5,642,033	<hr/> 6,460,006
Net income for the year	-1,027,636	-281,049
Fund balance at 1 January 2008	5,305,085	5,586,134
	<hr/> £4,277,449	<hr/> £5,305,085
Fund balance at 31 December 2008		
Restricted funds at 31 December 2008	1,968,599*	1,740,357*
Unrestricted funds at 31 December 2008		
Undesignated	427,510	742,228
Designated	1,881,340	2,822,500
	<hr/> £4,277,449	<hr/> £5,305,085



* These balances are restricted for specific purposes or are donations subject to conditions imposed by the donors.

Our Support Groups

We are not only grateful to the groups who have worked tirelessly for Magen David Adom during the year but also to the individuals that have supported us in whichever way they have been able. We also thank all synagogues from across the country that have sent Magen David Adom UK funds and hope that our supporters will continue to do so in order that we can carry on saving more lives in Israel.

Christian Friends of MDA

Raised £20,300 through meetings and events and dedicated their first ambulance in Tiberias in June.

Dinner (London)

Held at the Millennium Hotel, Mayfair and was attended by 370 people. Brigadier General



Dinner (London) - left to right: Nicholas Springer (Dinner Chair), Brigadier General Nehemia Dagan (guest of honour), Professor Yehuda Skornick (President of MDA Israel), Stuart Glyn (Chairman of MDA UK)

Bournemouth Friends

Raised over £300 from coffee mornings and through collections.

Cambridge Friends

Held their annual summer garden party raising £2,100 • Dr Jeannett Josse spoke about her journey to Belarus, raising £450 • All funds raised go towards the Command and Control Project, specifically for Global Positioning System equipment (GPS).



Hendon MDA - garden party - left to right: Norma Neville (Vice Chair), Peter & Jo Wagerman (hosts), Mevlyn Rosehill (Chair)

Nehemia Dagan was the guest of honour. The event raised £1.5 million.

Hendon MDA

Welcomed the Ashkenazi Chief Rabbi of Israel, Yona Metzger, for an evening of conversation • Enjoyed a concert at the Royal Festival Hall • Held a Garden Party at a private home in Hendon • Gala evening featuring music and songs of Frank Sinatra.



Left to right: The Impromptu Committee with Lady Rosa Lipworth (host), Daniel Gordon (MDA medic) and Elaine Paige (guest speaker)

Hull Friends

Hull Friends of Magen David Adom continued to raise funds from various functions during the year. Several ambulance donations have been made and the dedications carried out at stations around Israel.

Pulse

The 'Pulse' committee held a 60's themed party to celebrate Israel's 60th anniversary. The event was held at the Landmark Hotel. This fun and colourful dinner and dance was attended by 160 people, and over £100,000 was raised.



Dinner (Manchester) - The Manchester Committee with Ruby Wax at the end of their Cabaret Supper



The Pulse Committee and 60's dancers



YMDA Football in the Media - left to right: Panelists Raphael Honigstein, Graeme Le Saux, Henry Winter & Mel Goldberg joined by Harry Thwaites and Daniel Geey

Impromptu Committee

Had a visit to the Shaw Theatre to see 'Golda's Balcony' • Literary Lunch with Elaine Paige who discussed her latest book, held at a private home in St John's Wood for 120 ladies.

Manchester Committee

Their Annual Dinner was attended by 350 people. James P Rubin, former US Assistant Secretary of State, was the guest speaker.

Young Magen David Adom

YMDA held a breakfast with Sir Sherard Cowper-Coles, Ambassador to Afghanistan, previously to Israel and Saudi Arabia, attended by 80 people • Held a Yom Ha'atzmaut Party • Had a Friday night dinner held at St Johns Wood Synagogue • Had a sports panel question evening • Held a Ball in December at the Millennium Hotel, Gloucester Road • They also had a successful mission to Israel.

Why We Need You

Benefactors

Gabrielle & Mark Addlestone
Ruth & Henry Amar
Sami & Nadine Aysoy
The Ruth Berkowitz Charitable Trust
Doris & Bertie (z"l) Black
The Black Family
The Bouhadana Family
Sir Clive Bourne Family Trust
Bettina & Michael Bradfield
Gillian & Irving Carter & Family
Natalie & Lewis Chester
Rabbi Jeffrey D Cohen
Dr Hilda Cohen MBE
Joy & Stanley Cohen OBE
Elizabeth Corob
David & Erika Crocker
Felicia & Michael Crystal
The Dorset Foundation
The Edwards Family
Ejdelbaum & Sucharewicz Families
Sheila & Stafford Fertleman
Jacqueline & Michael Gee
James & Sarah Glyn
Lynn & Stuart Glyn
The Gerald Gundle Philanthropic Trust
Jo & Rick Haller
The Jaffe Family
Myrna & Isaac Kaye
Joe Kiersz
Leonard Lass
Colette & Peter Levy OBE
David Lewis CBE
The Maurice Marks Charitable Trust

Tova & Leslie Morgan
Diana & Allan Morgenthau
Jill & Brian Moss OBE
Doris Pacey Charity Foundation
The Pears Family
Elizabeth & Daniel Peltz
Rosalind & Brian Redbart
Bianca & Stuart Roden
The Cecil Rosen Foundation
Lesley & Murray Rosen
Joshua & Michelle Rowe
The Ruimy Family
Sir Bernard Schreier
Dr Morris & Margery (z"l) Schwartz
K.C Shasha Charitable Foundation
The Archie Sherman Charitable Trust
The Sobell Foundation
Rosalyn & Nicholas Springer
Ruth Sterne
Francis & Camille Weaver
Hazel & Gerald Westbury OBE
The Wolfson Family Charitable Trust

Patrons

The Bier Charitable Trust
The Bluston Charitable Settlement
Franks Family Foundation
Joyce & Norman Freed
Edna & Peter Goldstein
Roger & Vicky Grant
Morven & Michael Heller
Miriam Hyams

Magen David Adom is a non-profit, non-governmental organisation, which depends on donors from across the world



Magen David Adom is responsible for all Israel's first aid and pre-hospital medical emergency training

Nonek Jacobson
Israel Lazarus Charitable Trust
Debby & David Lipkin
The Loftus Charitable Trust
Simon & Tanya Lowe
Philippa & Richard Mintz
The Morris Charitable Trust
Sara & Paul Phillips
David Podro
Dr Leonard Polonsky
Michael Shemtob
Norman & Irvin Tarn & Families
Irene & Donald Weinberg
The Honorable Charles & Mrs Wigoder
Mr & Mrs Jeffrey Zamet
Mr & Mrs Stephen Zimmerman

Young Patrons

Yonni & Angela Abramson
Jason Appel
Alexis Baron
Susan & Richard Beenstock
Livia Benisty
Vladimir Bermant
Ilana & Jason Cuttler
Rob Dallal
James Diner
Saul Doctor
Adam Fenner
Daniel A. French
Paul Garbutta
The Geey Brothers

Thomas Goolnik
Elan Gorji
Nick Grant
James Greenfield
David Gross
Nicky Jason
Shai Joory
Chiara Kantor
Naomi & Mark Kaye
Ben Levene
Karen Lipkin
Joshua & Sarah Luks
Rebecca Magnus
Julian & Eleanor Osen
Shelley Peston
Sagi D. Saltoun
Daniel Seal
Daniel Sherdian
Ben Sitruk
Hollie Springer
Michal Stemmer
Ben & Katie Summerfield
Ben Tausig
Ben Teacher
Harry Thwaites
Erica & Michael Weinberg
Alex Wolf
Daniel Young
Shira Zadikov

I would like to donate £ _____

Name _____

Address _____

_____ Postcode _____

Telephone _____

Email _____

I enclose a cheque/charity voucher made payable to 'Magen David Adom UK'

I require a receipt

Please charge my Amex / Maestro/ MasterCard / Visa

Card No.

Valid From Expiry Date Issue No.

Security Code (appears on the reverse of your card)

I want the Charity to treat as GIFT AID DONATIONS all donations I have made for the six years prior to this year, and all donations I make from the date of this declaration unless I notify you otherwise in writing

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Signature _____ Date _____

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