

Heartbeat

Official Journal of

Magen David Adom

(Victoria, Queensland &
Western Australian Divisions)

www.magendavidadom.com.au

FEBRUARY 2018

**MAGEN
DAVID
ADOM**



Photo by Miki Friedin

International Magen David Adom Conference 2017 in Jerusalem

***Report by David H Sherr &
Glynis Lipson, MDA Australia.***

The formal conference at the WH Bloomberg MDA Centre in Jerusalem commenced with a dedication address to two International Society leaders who passed away during the past 12 months. We were then addressed by YOSI YEHOOSHUA [right], the Yediot Achronot newspaper's security and military correspondent.



A foremost expert in the areas of Syria, Iran, Hezbollah and Isis, he delivered a detailed and very sobering address and one that highlights the knife edge situation Israelis find themselves in – being bordered by countries that harbour one basic desire only – the destruction of the State of Israel.

He touched on a variety of issues that made one believe that the (relative) current peace and prosperity the country is enjoying, seems almost an illusion.

Yosi returned to his initial premise that the biggest threat he sees to Israel is from Hezbollah – with arms etc. initially going to Syria now being directed to Hezbollah, with their rocket capability far superior to Hamas and well able to knock out civilian and other infrastructure within Israel.

Missiles built by Iran are now housed in Lebanon and Syria and with war hardened Hezbollah soldiers on the ready. He believes there are around 150,000 rockets in Lebanon, 10,000 in Syria and together with Hamas, likely to be around 250,000 rockets that are aimed at Israel.

In regard to security issues within Israel, the 'Knife Intifada' is fading although there appears to be a spike in the number of female terrorists found to be under 20 years old.

Also it seems that a large number of the terrorists are from Jerusalem and such attacks have been perpetrated in Jerusalem.

We were then addressed by **ITAMAR ABRAMOVICH**, of MDAI regarding the topic of Quality and Excellence in MDA. He provided an overview of MDA training that made reference to the following statistics and information:

- 30,000 Life Guardians have been trained in the north of Israel alone;
- Much training is completed in synch with the IDF;
- Changes and improvements in emergency medicine have resulted in a substantial improvement in the quality of delivery;
- 72 training classes are held Israel-wide with instructors provided from the field – using only experienced personnel;
- MDA are now going into shopping complexes and offering training to the public;
- On-line focused campaigns now provide appropriate responses to medical emergencies;
- Programs are now offered to all sections of society – including the ultra-orthodox;
- There is now a formal program also for teams training in hospitals and allied health services.

MDA paramedics are now working extensively in hospitals for resuscitations and emergency service events. There is now a strong focus on encouraging youth volunteers.



We were then addressed by **IDO ROSENBLAT**, of MDAI who delivered an address regarding 'Technology' – discussing the inroads into use of technology by MDA. He indicated that the catalyst to the development of a sophisticated technological approach was the 2nd Gaza war.

The Command and Control Systems now developed by MDA are considered the world's best.

MDA now offers one integrated system, that comprises:

- Data collection;
- Automated rescue identification;
- Decision support – with a multiple tier rescue allocation;
- Appropriate support and supervision.

Ido Rosenblat noted that the call centre personnel, ie. those who receive the calls, are trained paramedics who can provide immediate advice.

MDA Call Centres he indicated, are now able to view in real time via the various platforms, and see video images as a part of taking an emergency call.

Response times have dramatically reduced due to the MDA App – which is supported in all languages and is suitable for all disabilities.

The mobile application offers a wide remedy for all MDA emergency staff. It is now used by medics in all of the hospitals throughout Israel.

He concluded his remarks by noting that there are two critical developments going forward:

- Working on/upgrading care systems at the blood bank
- In-the-community project – trying to send appropriate staff to emergencies at home and thereby reduce or avoid completely the need for hospitalization.

We were then addressed by internationally respected **PROFESSOR EILAT SHINAR**, Director of Blood Services – MDAI. She spoke about Quality and Excellence in the area of Blood Services, and the application of ISO to the operation of all activities.



IMDAC Conference 2017

She noted that MDAI are proud to have the process and system ISO certified. (NOTE : The International Organization for Standardisation (ISO) is an independent, non-governmental International organization primarily known for developing and publishing standards that govern specifications for products, services, and systems to ensure their quality, safety and efficiency.)

She noted that every step in the blood collection process is underwritten by the International societies.

Probably the most dynamic speaker to address the conference was **DR YANIV LEVYATAN** (a strategic consultant and professor at Haifa University) whose address was on ***The New Media*** as an effective marketing tool in the new era.

His address was fascinating and he covered much ground that MDA in Australia will need to encompass during his near 2-hour presentation.

[Continued]



Mayor of Jerusalem Nir Barkat with Eli Bin.



IDF Medical Training Corps at the Ariel Sharon Base.

Photo by Miki Friedin

IMDAC Conference 2017



Photo by Aaron Schaimetz



Photo by Miki Friedin

IMDAC Conference 2017

We were also addressed by **MOHAMMED KABIA**, a Palestinian who is dedicating his efforts to speaking out against the BDS Activities on Social Media and more especially in universities in the West. With a haltering command of English, his story is a frightening one as it appears the proponents on campus of the BDS Movement are brainwashed and unable to effectively argue their case or provide any evidence to support their virulently anti-Israel bias.

The international society presentations (USA, France, United Kingdom, Belgium and Christian Friends of MDA) showed a diverse range of marketing and promotional ideas. Many of these strategies will no doubt eventually be implemented by Magen David Adom Australia.

Delegates to the conference also participated in visits to:

- The Erez Crossing (one of only three crossings into Gaza);
- Sfinat Hamidbar (in the Negev);
- A reception provided by the Mayor of Jerusalem, Nir Barkat;
- The IDF Medical Corps training base at the Ariel Sharon Base [shown right and below];
- The dedication of emergency vehicles as provided by numerous societies including MDA Australia's gracious donors, as shown on other pages in this issue of Heartbeat.



Photos by Mikki Friedin

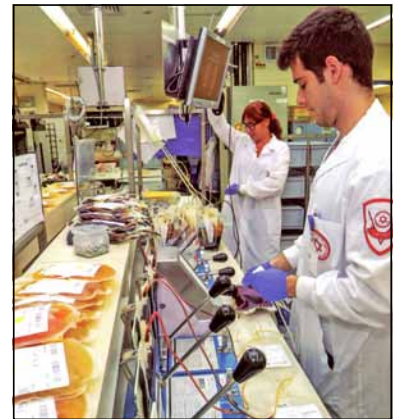
Protecting Israel's blood supply for the 21st Century

Without a safe, secure and sufficient blood supply, Israel's very existence is threatened.

Magen David Adom (MDA), recognised around the world as Israel's national EMS and disaster relief agency, has an equally important responsibility for collecting, testing and distributing 97% of Israel's national blood supply and 100% of the blood supply needed by the Israel Defence forces. Israel's current national blood-services centre, where blood is collected from around the country, tested and prepared for patients, is located in Ramat Gan, in a building constructed in 1985. The world has changed dramatically in the interim, and it has become imperative that a new, more secure blood centre be built.

Magen David Adom and the people of Israel need your help to build this new blood centre. Why is the blood supply vulnerable?

1. The current centre is now vulnerable to Hamas' and Hezbollah's increasingly sophisticated rockets, which today can reach virtually any part of Israel. In the last war, a missile hit within 100 metres of the national blood bank.
2. In 1985, there was no risk of cyberattack. Chemical and biological attacks were highly unlikely and the current facility is not sufficiently protected from either of these now real threats.
3. The current building's underground bomb shelter isn't large enough for employees and the sophisticated equipment required to process and store the blood in a protected environment during a war or national crisis.



Protecting Israel's blood supply for the 21st Century

4. Israel's population has nearly doubled since the current blood centre was built in the 1980's requiring 72% more blood units and straining the capacity of the urgent facility.
5. Today's blood centre doesn't meet current Israeli building standards for earthquake resistance, leaving the blood supply vulnerable in the event of a quake emanating from either of the country's fault lines.
6. With limited cold blood storage capacity, there is not sufficient space for larger blood-supply requirements, such as during a national crisis or mass casualty event.
7. The current facility is not large enough to enable MDA to expand its research labs or blood archive.
8. The current blood bank is located in a likely target area, and due to the density of the population limits access and parking for blood mobiles and other large vehicles that deliver blood and other critical resources from the field.

To meet the needs of Israel's civilians and the Israel Defence Forces, we need to build a new national blood centre.

A new blood centre will be safer from both rocket and chemical attack, enable blood mobiles and other supply vehicle to safely offload materials in a secure underground facility, and have the capacity to meet the demands of a country with a population that's expected to reach more than 10 million by 2039.

More than five and a half acres of land was donated by the government in Ramla, just miles from Israel's International airport and near major highway arteries that will greatly facilitate blood distribution. The total cost of the project will be approximately \$130 million – the overwhelming majority of which will be funded by our generous American donors.



Protecting Israel's blood supply for the 21st Century

The current centre, located just outside Tel Aviv in Ramat Gan, is likely to be retained by MDA and used with a smaller staff to create some production redundancy during times of conflict, when blood is most critically needed and most at risk from enemy strikes.

How many investments enable you to touch the lives of virtually every Israeli?

BLOOD IS LIFE. Whether it's used for routine surgeries or emergency lifesaving interventions everyone in Israel has either benefited from blood or knows someone dear to them who has. Your support to construct a new national blood centre expresses your love of Israel in a way few gifts can – by saving **ISRAELI LIVES**, by ensuring the vitality of the state, and by sustaining Israel's self-sufficiency for decades to come.

What you get in return is something very special: the knowledge that, when a life is saved in Israel years from now because of blood transfusion, you in a significant way will have helped to make that happen. **Together we will build it.**

MDA Saving Lives... with YOUR support!

"It's time to bring in your tzedakah box from home

We don't want it sitting there all alone

We need your help to save lives everyday

So make sure to fill them up

To complete a mitzvah the Jewish way"

Tyla Chapman & Zachary Rosenbaum, Presidents Young MDA



FREE MDA Tzedakah Ambulance Money Box!

Kids love them, adults can fill them and MDA needs them!

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Meeting with Deputy Minister of Defence at MDA Command Centre, Ramat Gan, Israel



Deputy Minister of Defense, Rabbi Eli Ben Dahan (Habait Hayehudi), visited the Magen David Adom National Command and Control Centre in November.

The visit, which was accompanied by the Chairman of Magen David Adom Australia, Victoria, Glynis Lipson, began with a thorough briefing from MDA Director General, Eli Bin. He spoke of MDA activities, among which are blood services, and the new, first-ever underground Blood Bank set to be built in Ramla. He also mentioned the Life Guardians project and **"My MDA"**, a mobile application created by the organisation [right].



Deputy Minister of Defense, Knesset Member, Rabbi Eli Ben Dahan [top right]: *"MDA is a monopoly, in the positive sense of the word, such as the IDF and the Ministry of Education, and many other good and efficient organisations. I was impressed that MDA constantly aims to improve. The organisation knows it must provide quality services, and it continuously test itself, improving and shortening response times and procedures. I am happy that this is the vision of the organisation and I thank you for your work. I will try to assist you in any way I can so you can continue to save lives."*

Magen David Adom Director General, Eli Bin:



"There is no other organisation in the world, certainly not in Israel, that faces challenges that must be faced by the government using an organisation like MDA, but without government funding. I am certain that you've discovered an organisation that operates with the best of technologies; that saves lives, and acts as a model for other EMS organisations worldwide. I hope that together with the leadership of the state, you will continue to believe

that you have an organisation that does everything to remain prepared for any scenario, and that this organisation must be reinforced as the leading organisation in the country for saving lives. I would like to thank you for dedicating from your precious time to us."

MDA Director General, Eli Bin.

Purchase fabulous custom made Baby Hampers from Magen David Adom



Make a new baby happy and help support MDA in Israel at the same time.

For the full range, contents and pricing details phone MDA on (03) 9272 5633 or online at www.magendavidadom.com.au

Collectible MDA Models Now Available

MDA die-cast collectible toys are miniature duplications of the life-saving vehicles in the MDA fleet in Israel.

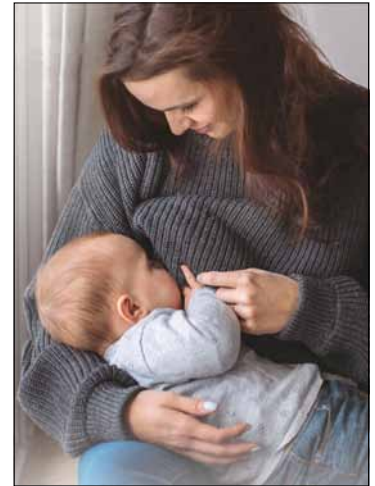


Please visit the MDA office to purchase these items as wonderful gifts for all ages.

MDA to open Israel's first Breastmilk Bank

Breastfeeding mothers will soon be able to donate excess milk for premature babies and those in hospital.

Though there are some 500 milk banks around the world, this will be the first one in Israel. It is scheduled to begin operation in April 2018.



The bank will collect two types of milk: milk from mothers who gave birth from the 34th week until six weeks after birth, which will be used primarily for premature babies.

Research has shown that breast milk has many advantages over baby formula, and provides antibodies that protect the baby from disease and help build the immune system, which is especially important for premature babies.

Dr Asher Mozer, Deputy Director of the Blood Bank Services explained that in addition to checking the health of the women before they make a donation, the milk collected will be transferred to the milk bank where it will undergo additional tests and analysis. It will then be pasteurised and frozen for storage.

Initially, the focus will be on providing for babies born prematurely, and for babies in hospital. Any excess milk will be given to any infant who needs it, he said.

Professor Eilat Shinar, Director of the Blood Bank, said that by working with the Israel Milk Bank and the Health Ministry it will be able to provide the best service for babies.

Milk donations will be accepted at the Jerusalem blood donation center and other locations around the country. The milk bank, to be operated along similar lines to the Blood Bank, will be funded primarily by Magen David Adom with support from the Health Ministry.



Mini MERV – the latest addition to the MDA Fleet



Mini MERV – Mini Medical Electric Response Vehicle

The **Mini MERV** will be used by First Responders in city centers where there is a known problem with parking and traffic issues.

Due to its small form the vehicle can maneuver quickly and find parking even in the most heavily congested areas. The vehicle can maneuver between vehicles and is outfitted with emergency lights and sirens making it a full-fledged EMS vehicle.

With an enclosed compartment, the Mini MERV is able to operate in stormy weather conditions when Medi-cycles and E-bikes are not as efficient. The vehicle has both heating and air-conditioning therefore making it perfect for hot days when the Medicycle First Responders suffer from heavy motorcycle gear and for cold or rainy days.

As a dedicated medical security vehicle it is allowed to be driven on the road, so it is able to travel from point to point without limitation or need for towing. Due to its small form the vehicle can fit into areas where an ambulance cannot (entering into blocked off areas such as parking lots or gated parks).

Its size also allows for two crew members to be transported by the vehicle, thereby doubling the treatment abilities during the response. MDA has 8 units available for immediate donation. Thereafter 20 additional units are expected to arrive in early 2018.

Life-Saving Medicycle Donations to MDA Israel



The **Erdi Foundation** generously donated two Medicycles to Magen David Adom in Israel in memory of Eva and Les Erdi z"l. The life-saving vehicles are now in the MDA station in the Negev region (southern Israel).

Sue & Jeffrey Appel and Family have generously donated a new Medicycle stationed in Modi'in.

Your generosity assists MDA in saving lives and perpetuates the saying: **"WHOSOEVER SAVES A SINGLE SOUL...**

AS THOUGH HE HAD SAVED A WHOLE WORLD"



MDA Appeal Launch 2017 with Nitsana Darshan-Leitner & Yonatan Yagodovsky



When there's an emergency in Israel – when a car crashes or when a bomb falls – everyone dials 101

The call is answered with, “*Shalom, Magen David Adom,*” and ends with, “*We’re on the way.*” In a moment of chaos and despair, it’s the first step towards comfort and healing.

Magen David Adom (MDA) is Israel’s official ambulance service, blood services, and the disaster rescue agency and each of Israel’s 8 million residents relies on the paramedics of MDA to respond to all emergencies.

MDA HAS TO BE READY FOR ANY EVENT, SMALL OR LARGE.

MDA is not a government agency, so it’s totally dependent on the support of generous people like you, who ensure that dispatch centres are equipped with the latest communications technology, that all paramedics, medics and volunteers have the most up-to-date training, that the country has enough ambulances, and those ambulances are stocked with the most sophisticated lifesaving equipment.

MDA Appeal Launch 2017



The launch of our 2017 Annual Appeal was highlighted
by our very special guest speakers:

Nitsana Darshan-Leitner from Shurat Hadin Israel Law Centre, **Yoni Yagodovsky** Director Fundraising & International Department MDA Israel and Master of Ceremonies, **Justice Mark Weinberg AO**. Popular Real Estate auctioneer **Philip Kingston** (below) stepped into a new role. After researching the vital needs of MDA with an amazing array of facts and figures, Philip got to the core of why support of Magen David Adom is so imperative. As a result donations to the 2017 appeal helped fund our targets for the year.

Nitsana Darshan-Leitner kept over 300 people spellbound as she explained the work of Shurat Hadin Israel Law Centre currently representing hundreds of terror victims in lawsuits and legal actions against Hamas, Islamic Jihad, the Palestinian



MDA Appeal Launch 2017



Authority, the PLO, Hezbollah, Iran, Syria, Egypt, North Korean Government, The Arab Bank, Bank of China and many others. The cases being litigated in the Israeli, American, Canadian and European courts allow the victims of terror to fight back.

"It's not OK to kill Jews, Jewish blood does not come cheap"

Yoni Yagodovsky explained all the new and exciting technology being implemented by MDA Israel. Calling an ambulance in Israel is just like Uber, once you dial 101, you can now track your ambulance, and see the route, and how long it will take to arrive at the patient. Funds raised at the 2017 appeal will go towards the purchase of mobile emergency shelters, medical supplies and the new blood bank in Ramla.

When you support Magen David Adom, you get the satisfaction of knowing your donation has impact – that you're literally helping SAVE LIVES.

Thank you to all the supporters of Magen David Adom Australia, we look forward to our 2018 campaign.

Glynis Lipson, Chairman Magen David Adom Australia.



MDA Appeal Launch 2017



**An Israeli man stabbed
in a terror attack needed
a miracle to survive.
Here's how he got one.**



**When a security guard was stabbed at
Jerusalem's Central Bus Station
the knife pierced his heart –
a normally fatal injury.**

**But Batsheva Asayag, a 19-year-old woman fulfilling her
national service duty with Magen David Adom, had just
ended her ambulance shift when she saw the attack.**

She quickly ran to the fallen security guard, applied pressure
to the wound with one hand, and dialed MDA with the other.
Within a minute, four MDA medics on two ambulances arrived.
The medics applied lifesaving measures, hoisted the patient
into a Mobile Intensive Care Unit ambulance, and rushed
him to the hospital.

The total time from the initial phone call to the patient's arrival
at the hospital? Less than nine minutes. Magen David Adom
paramedics and EMTs saved the man's life.

But it was **YOUR** generous donations that provided their
training, purchased their ambulances, and provided the
equipment needed to get the victim to the hospital alive.

**Let's also celebrate the miracles you make possible with
your support of Magen David Adom. Make a gift today.**

**Support ISRAEL with a donation
to Magen David Adom Australia**

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**Looking for hands-on
Medic experience in Israel
for five months?**

Masa MDA is the program for you!



February – June 2018

What's included in the program:

- Four week Medics course through MDA in Jerusalem;
- Hebrew language Ulpan classes geared specifically for medical professions;
- Volunteer at various Magen David Adom stations throughout Israel;
- Participation in the MDA Instructors course;
- Intern and help instruct during the MDA course run by the MDA Overseas Program;
- Housing for the entire duration of the program;
- Monthly pocket money for groceries;
- Monthly bus pass for transportation in the city you are living;
- Full Medical Insurance;
- Trips around Israel.

Eligibility

- Ages 18 – 30;
- High school graduate;
- Masa MDA online application;
including clear medical history and all required vaccines;
- No need for previous medical knowledge;
- Basic conversational Hebrew;
- Independent and motivated;
- All nationalities are welcome.



masaMDA
Israel Journey

**MAGEN
DAVID
ADOM**



SAVE THE DATE!

**SUNDAY 29TH
JULY 2018**
St Kilda Town Hall

UNITY DAY
יום האחדות
#BringBackOurUnity



UNITY DAY STREET MARKET

- **ARTS & CRAFTS MARKET** ■ **ISRAELI FOOD**
- **MUSIC** ■ **ENTERTAINMENT**
- **COMMUNITY STALLS AND MORE !**

For more information, to book a stall or to become a sponsor, please email: emma@mdavic.org

UNITY DAY STREET MARKET

**RETAIL AND COMMUNITY
STALLS AVAILABLE.**

To book your stall please contact
the MDA office on 9272 5633
or email emma@mdavic.org



Beersheba 100th Anniversary Celebration



The 100 year celebration of the liberation of Beersheba was a very emotional experience for me.

As an Australian, driving into Jerusalem and Beersheba seeing the Australian, New Zealand and Israeli flags flying in the streets made me very proud to be an Aussie. Israel was abuzz with Aussies. Everywhere you went you heard that very distinct accent. Hotels were booked out for months, it was like mini-Australia.

To be a part of all the official celebrations, on an MDA ambulance was very heartwarming.

Seeing the re-enactment of The Charge of The Light Horse Brigade made me so proud of what the ANZAC's achieved 100 years ago.

A few days later I was taken by Effi Yaacobi together with Maurice Klein from J-AIR to visit the ANZAC cemetery and the new museum in Beersheba. At the cemetery, I had tears in my eyes.

To see one Jewish grave, and a boy of 16 that was killed, so many thoughts went through my mind. To give your life at 16, how did his parents feel? I was so privileged to be there at this time, and such a proud Australian.

Glynis Lipson, Chairman Magen David Adom Australia.



Maurice Klein, J-AIR [left] and Glynis Lipson with tour guide Effi Yaacobi.



Magen David Adom Launches DONATION POINT

The Smarter way to Accept Donations!

Collecting small change donations has become less effective due to the shift towards card payments and a reduction in the use of cash. Traditionally, small change donations for all charities have been collected by placing Tzedakah boxes in retail stores, shopping centres, restaurants or cafés.

The Donation Point Tap (shown at right) provides MDA with the opportunity to accept donations electronically and securely at any location using Contactless card payment acceptance.



It also eliminates the need to collect and count cash, reduces risk of theft and reduces the effort placed on Magen David Adom volunteers.

**“No spare change?
No problem, just TAP”**

American Friends of MDA's Donna Calcaterra's 613 Foundation honours holocaust survivor

Donna Fried Calcaterra's most recent ambulance sponsorship, honoring Holocaust survivor Ernie Haas (z'l).

They lived on the same street – but Ernie Haas and Donna Fried Calcaterra never crossed paths until a couple of years before Mr. Haas died at 91 in August 2016. Still, that was long enough for Ms. Calcaterra to learn that they had something else in common. That was their desire to assist the people of Israel.

On the eve of Holocaust Memorial Day 2017, Ms. Calcaterra dedicated a Magen David Adom ambulance in Mr. Haas' memory at a ceremony at the Park Ridge Marriott. It was the 15th ambulance she has donated to MDA through her **613 Foundation** – or at least MDA thinks is the 15th. She has lost count.

“Every ambulance has a story,” Ms. Calcaterra said. “This one feels particularly special because it’s honoring Ernie’s last wishes. And his story had to be told.”

She met Mr. Haas through her cousin, Jacob Solomon (Jack) Berger of Mahwah, who translates yizkor books – Holocaust memorial books – into English from Yiddish and Hebrew.

“Ernie happened to attend a talk Jack was giving, and he told Jack how he survived the Riga ghetto and six camps,” Ms. Calcaterra recalled. Mr. Haas also mentioned that he was one of four people left in a local group of Riga survivors who wanted to donate funds they’d collected over the years to an Israeli cause, possibly to Magen David Adom. Mr. Berger suggested that Mr. Haas call his cousin, who oddly enough happened to live on the same block in Park Ridge.

The newfound neighbors talked for two hours, exploring the amazing coincidence of their geographic and ideological proximity. *“When we found out Donna was our neighbor, we joined her for lunch, and she brought us a miniature ambulance charity box from American Friends of Magen David Adom and gave us literature and told us what her foundation was doing, and we thought it was a wonderful idea,”* said Myrna Haas, Ernie’s widow.

Ms. Calcaterra runs the 613 Foundation with her daughter, Jenna, in tribute to her late husband, Salvatore Calcaterra, whose Wall Street brokerage number was 613 – the number of



AMERICAN FRIENDS OF
MAGEN DAVID ADOM



American Friends of MDA's Donna Calcaterra's 613 Foundation honours holocaust survivor

commandments in the Torah. In addition to donating ambulances, Medicycles, mobile intensive care units and bloodmobiles, the fund also helps Israeli soldiers in various other ways.

Ms. Calcaterra, originally a commodities broker, learned how to trade stock options, so she could contribute to the coffers of the 613 Foundation, when she was 60.

"Everything the foundation does helps Israel, particularly the soldiers," said Ms. Calcaterra, who also has facilitated the donation of ambulances from churches in her voluntary capacity as head of the American Friends of Magen David Adom (AFMDA) interfaith outreach program. The foundation now is raising money toward construction of an underground, sheltered MDA blood center in Ramla.

Over the course of a few meetings, Ms. Calcaterra learned that Mr. Haas shared her passion for Israel, though in many ways his feelings were the product of his tragic personal story.

In the face of growing anti-Jewish violence in 1938, he, his parents, and his two siblings escaped to Furth from Neumarkt, a Bavarian town in Germany. In November 1941 the family was deported from Furth to a labor camp, Jungfernhof, and then to the Riga ghetto. Thus began nearly four hellish years of slave labor, beatings, cold, and starvation.

His younger brother had been sent out of Germany to the United States on a Kindertransport. In 1943, Mr. Haas' mother and his older sister, Ilse, were interned in Strasdenhof, a labor camp near Riga. He saw his sister only once after that, in April 1944, through a barbed-wire fence as he passed by on a transport. He received word that August that his mother had been murdered, but he didn't know what happened to Ilse.

"He told me that what kept him going was the thought that if his sister survived there would be nobody left for her, so he had to stay alive," Ms. Calcaterra said. *"In fact, his sister had been killed, but he didn't find out till after the war."*

At his liberation on March 11, 1945, Mr. Haas was 20 years old, and he weighed 80 pounds. In July 1946 he sailed to America with \$10 from a charitable organization in his pocket.

He married Myrna in 1959, and they had three sons. In his forties, Mr. Haas started a highly successful commercial real-estate company.

"My husband was a phenomenal person, coming here penniless, the only survivor of his town, becoming not only a successful businessman but a successful mensch and a parent par excellence," Ms. Haas said. She added that she and her husband felt fortunate to meet Ms. Calcaterra and learn about the possibility of donating an ambulance.

"We were very impressed with her philanthropic generosity and her kindness, especially since Israel meant so much to my husband," Ms. Haas said. *"It was a refuge that wasn't available to him and his family in the 1930s. We've always supported Israel but this was something very concrete to help the people of Israel."*

Mr. Haas was battling health problems then, though, and the ambulance purchase was put on hold. When Ms. Calcaterra learned of Mr. Haas' death from stomach cancer in August 2016, she was recovering from a broken hip.

"Myrna called to tell me he had passed away and I felt horrible," Ms. Calcaterra, who also has donated two bloodmobiles and a Medicycle, said. *"But I knew there was some reason for our meeting one another. I called AFMDA and asked the regional director to pay a shiva call on my behalf and let Myrna know I was donating an ambulance in Ernie's memory."*

Gary Perl, AFMDA's director of major projects, said the new ambulance shown off to family and friends of the Haas family last Sunday will be shipped to Israel by freighter. *"In approximately two months from now it will arrive at the port of Ashdod and will be incorporated into the Magen David Adom fleet,"* he said.

That fleet, which carried approximately 637,000 patients to Israeli hospitals last year, includes 700 white life-support ambulances (which cost \$100,000) and 374 yellow mobile intensive care units (\$125,000), as well as more than 300 three-wheeled Medicycles (\$36,000). Some 100 new ambulances are needed every year as older ones get decommissioned.

"MDA does not receive Israeli government funding, so it relies heavily on the generosity of donors like Donna Calcaterra," said Erik Levis, the Director of Communications for AFMDA. Ms. Haas said she was extremely touched by Donna's donation.

"As Donna always says, the spirit of the person whose name is on the ambulance lives on," Ms. Haas said. "When it makes a run to pick up a victim or a sick person or a mother in labor, Ernie's spirit will be there comforting them, and that's a comfort in a small way to me."

Originally featured in New Jersey Jewish Standard – April 2017.

**It's one thing to visit Israel.
It's another thing
to save a life there.**

Magen David Adom's Overseas Volunteer Program

MDA's Overseas Volunteer Program offers young adults (ages 18 – 30) from around the world the chance to work on MDA ambulances alongside Israelis.

The 6-week program will teach you MDA's world-class emergency medical response techniques and send you out into the field – no prior experience needed!



Why see Israel from a tour bus?

Help save lives and make a real impact in Israel! To learn more and get information on dates and fees please call **9272 5633**



#ITSAMATTEROFLIFE 4 x 4 Life Support Ambulance



In March 2017, Magen David Adom Australia embarked on a 24 hour campaign to raise \$120,000 to purchase an urgently needed 4 x 4 Life Support Ambulance.

We are delighted to inform you that the 4x4 Ambulance you generously donated to Magen David Adom in Israel has joined our fleet and is now stationed in Jerusalem.

We are most grateful to the following for your support of our mutually sacred cause, namely the saving of lives in Israel. Your meaningful gift is very much appreciated.

- Les & Eva Erdi Humanitarian Charitable Foundation
- R & S Tatarka Family Charitable Foundation
- A B Oxford Cold Storage Foundation
- Marlene & Able Zelwer
- Jesse & Anna Coppel
- The Dina & Ron Goldschlager Family Charitable Foundation
- Estate of John Maxwell Smith
- The Jewish Community of Melbourne



Magen David Adom Australia Appeal / Telethon 2017

When rockets are in the air,
we need to protect Israel's most
precious resource underground

Israel's new National Blood Services.

Our goal is to help fund the safest
underground national blood supply facility
in Israel's history – for Israel's future.

Please help us make it a reality!



The MDA Telethon 2017 raised funds for the new underground Blood Bank set to be built in Ramla. Above, some of our telethon volunteers from Beth Rivkah College.



Membership Discount Card



Your annual family membership of \$50
provides you with **FREE** ambulance
service in Israel should you require it.

You will also receive a membership brochure with
numerous businesses offering discounts to you
on presentation of your 2018 membership card.

Business categories include:

HEALTH		HOMEWARES	
JEWELLERY		TOYS	
PET SERVICES		VEHICLE RENTAL	
BEAUTY		FOOD	
FLORISTS		FASHION	

Birthdays, Bar Mitzvahs & Anniversaries

BIRTHDAYS

Judith Field	70th
Shamir Freeman	
Zoltan Freidman	70th
Jona Goldman	80th
Josh Kahan	90th
Jeff Kestenber	60th
Leslie Wolfson	

BAR MITZVAHS

Aaron & Jordyn Birnbaum
Shmuli Cohen
Kalman Sharp

WEDDINGS

Noga & Ben Cohn	Wedding
Jesse & Anna Coppel	Wedding
Jodi Omsky & Jonathan Lazarovitz	Pre Wedding

"Money for Jam"

Aleisha Smith, Account Manager from the Entertainment Book company presenting a cheque for \$2,942 to MDA's Sharon Unger.



ENTERTAINMENT BOOK 2018

Order your brand new 2018 / 2019 Entertainment Book now to receive **over \$15,000** in valuable offers.

Call MDA Victoria 9272 5633 during office hours to order. Please support MDA as it is a **win-win for you and for us**. **For every book sold MDA receives \$14.**



PLACE YOUR ORDERS NOW!

MDA's Tree of Life – LIMITED LEAVES REMAINING!

Every leaf makes a difference to the vital work of MDA

The Tree of Life continues to grow as family and friends celebrate and honour loved ones. With your donation, an engraved leaf or foundation stone will be placed on The Tree of Life at MDA Australia's Emergency Medical Station at Yokneam, Israel.



For further information please contact the MDA office.



A gift in your WILL saves lives in Israel for generations to come.

**Large or small – every gift makes a real
difference to the lifesaving work of
Magen David Adom Israel**

**ALL DONATIONS OF \$2 OR MORE ARE
NOW FULLY TAX DEDUCTIBLE!**

Now registered as a public benevolent institution A.B.N. 87613175821

A gift in your WILL can be large or small.
It can be for a specific purpose or for a general donation.
It can be a specific amount or a percentage.

EVERY GIFT MAKES A DIFFERENCE TO SAVING LIVES IN ISRAEL.

- ☐ Please send me information about including a gift in my Will.
- ☐ I have included a gift to MDA in my Will.
- ☐ Please send me appropriate wording to include in my Will.
- ☐ I would like a confidential discussion with an MDA representative regarding the inclusion of a gift in my Will.

All information is treated in the strictest confidence.

Name:

Address:

Daytime Phone No:

Email:

VIC: 306 Hawthorn Road, Caulfield Sth, VIC 3162
Tel: (03) 9272 5633 Email: info@mdavic.org

QLD: PO Box 5887, Gold Coast MC, Bundall, QLD 9726
Tel: (07) 5539 0632 Email: mdaqld@hotmail.com

WA: 61 Woodrow Ave, Yokine WA 6060
Tel: (08) 9275 3313 Email: mdawa@optusnet.com.au

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