



THE LIFESAVER

A Time of Freedom and a Time for Change

"Life isn't worth living, unless it is lived for someone else."

This quote from Albert Einstein epitomises the heart and spirit of the self sacrifice made by the extraordinarily dedicated paramedics, volunteers and heroes of Magen David Adom as they run, often towards danger, to save lives and restore the wellbeing and dignity of those in need of emergency medical assistance.

Although we are far from Israel, I am so blessed that, over the past seven years, I have had the privilege to live my "life for someone else" by volunteering with MDA's Australian Friends Society (MDA NSW). I now announce that I am stepping down from my role as President at our Annual General Meeting during March 2018.

Over that time period, there have been so many memorable highlights that it is impossible to make mention of them all. Through your generosity, some 49 vehicles have been donated comprising 35 medicycles, 13 ambulances (including Intensive Care, Bulletproof, 4 wheel drive as well as standard units) and a specialised electric quadricycle. Each and every year, these 49 vehicles respond to over 31,000 callouts including adult and child emergencies, car accidents, women in labour, victims of violence and terror related incidents. On a heart-warming note, five beautiful babies have been born in our NSW donated ambulances en route to hospital.

In addition to these vehicles and in response to MDA Israel's specific needs, we have funded a range of emergency medical equipment and supplies including defibrillators, respirators, blood filters and stabilising equipment.

In representing MDA Israel's crucial work to the local community, we are proud of our relationship with His Excellency the Israeli Ambassador and our Patron, Mr Robert Magid who, together with his dear wife Ruth, have been wonderful friends and supporters.

Also, thanks to the innovative thinking of our own Neill Miller, MDA Israel is introducing specially equipped electric bicycles (e-bikes) to enable its

younger volunteers to reach the scene of an incident in less time and be appropriately equipped for the situation at hand.

As I step down from the

Presidency, I am most encouraged by the very capable Board Members that we have systematically recruited and see so many of them as future leaders within our community. Also, our administration is in excellent shape under our CEO, Doron, and his very talented team comprising Tamara, Rivkah and Diane.

Just as Moses took the Children of Israel out of Egypt but Joshua led them to the Promised Land and King David fought the wars but it was King Solomon who built the First Temple - and appreciating that no one individual owns any communal role nor is anyone bigger than the organisation, I now move on to write the next chapter in my life and wish every success to our very talented Board. May MDA continue to flourish and grow *me'chayil el chayil* - from strength to strength.

On a personal note, I am most grateful to my dear wife, Margaret, my children, grandchildren and family for their patience, understanding and support.

Acharon acharon chaviv - last but definitely not least, I am indebted to so many of you for your friendship and encouragement. You are the cement that binds our local community with Magen David Adom's precious mission of saving lives. On behalf of our Board and Staff, I thank you personally in anticipation of your ongoing support and wish you and those near and dear to you, Chag Pesach Kasher VeSameach.



Roland Nagel with MDA Director General Eli Bin at dedication of Australian vehicles

Committed to Israel and our local community

Many people would know Magen David Adom for the lifesaving services we provide in Israel. Each and every day MDA Israel saves lives with their fleet of emergency ambulances, medicycles, emergency response teams, paramedics, blood supply services. MDA also provides international humanitarian aid, often the first on ground when disaster strikes around the world.

However, closer to home, we too face situations where family, friends and colleagues experience an accident or serious medical emergency. We ask ourselves, would I know what to do in that situation? Would I know how to help and perhaps even save a life?

Magen David Adom understands just how important the right knowledge and training is when responding to any medical situation, no matter how minor or serious. "We are committed to ensuring that we not only provide funding for vital emergency services in Israel but that we contribute to the welfare of our local community".

As such, for the first time, MDA is introducing complimentary first aid training programs for school students. Courses will be conducted by certified trainers and educators and will range from the basics to CPR training.

There will even be free courses offered to parents and grandparents on Caring for Kids. These will include first aid, emergency response plans for babies and children, pool safety and helpful hints. Even a little knowledge could make all the difference.



First aid training contributes to the safety of our local community

We are reaching out to our supporters and the business community to help sponsor this exciting initiative. If you are interested in supporting this important project please contact Doron Lazarus, on 0487 340 092 or doron@magendavidadom.org.au.

Keeping Seniors in touch with MDA

It has been a busy first few months where we have been honoured to present to residents of the Montefiore Home as well as B'nai B'rith Kadimah Gardens and the Maroubra Community.

One has to look no further than the senior members of our wonderful community to gain inspiration for the work that we do at Magen David Adom. This is even more apparent when we hear of the incredible stories of courage by those who survived the horrors of the Holocaust. It was therefore a real privilege to recently present to the residents of the Montefiore Home in Woollahra, where we paid tribute to International Holocaust Remembrance Day on 27 January. A day that marks the anniversary of the liberation of Auschwitz, some of those present, themselves Holocaust survivors.

It is also deeply moving when your audience responds with personal stories of engagement with MDA, as children, parents, grandparents and now, as great grandparents. It is at these moments that you can say with pride that MDA has had a direct and profound impact on the lives of many generations past and many more in the future. As always, our Magen David Adom red roses were an absolute hit.

We are always available to provide your organisation with an Israel Update, so please contact the office on 9358 2521 to arrange a time.



Woollahra Montefiore Home residents hold up We Remember



MAGEN DAVID ADOM

Israel's Medical Emergency Service

It's a Matter of Life

MEMBERSHIP 2018

Have you renewed your MDA Membership for 2018 ?



Every day Magen David Adom saves lives in Israel but we cannot do it without you.

Please consider continuing your vital partnership with the people of Israel by renewing your MDA membership for 2018.

Call (02) 9358 2521 or visit

www.magendavidadom.org.au

Thank you for your support

Annual professionals luncheon – latest cyber threats

Yuval Illuz, Chief Information Security and Trust Officer at the Commonwealth Bank was the very informative guest speaker at the Australian Friends of Magen David Adom (NSW)'s annual luncheon for Barristers, Solicitors, Accountants, Financial Planners and Professionals held in the offices of Colin Biggers & Paisley on March 15.

In his welcome, Doron Lazarus, CEO gave a personal account of his experience while volunteering on an ambulance shift with MDA. He described some of the challenges that paramedics face daily – racing to attend to a call while navigating through heavy traffic, not being able to communicate with the patients who don't speak your language, carrying a patient from their apartment to hospital down four flights of stairs without a lift.

Keith Bethlehem, MDA's honorary solicitor introduced the guest speaker, Yuval Illuz who began his talk by saying that he had always wanted to become an MDA volunteer and joined up after completing his army service. He confirmed that he had shared many of Doron's experiences during his time as a paramedic.

Yuval explained that as of February 2018 there are changes to professionals' responsibilities in reporting cyber breaches. He helped to clarify the meanings of words like phishing, malware, ransomware, denial of service and gave general recommendations on precautions to take to minimise risk, etc. Yuval certainly gave attendees much to consider with regard to possible consequences for themselves and their businesses. The talk was followed by a Q & A session.

The luncheon was well attended with ample time for guests to mingle and network. Our thanks are extended to Yuval Illuz for taking time out of his busy day and to Keith Bethlehem and Colin Biggers & Paisley for their generous hospitality.



Andrew Hendry and Jarrod Tucker



Brad Joffe and Keith Bethlehem



David Cleminson and Mark Josman



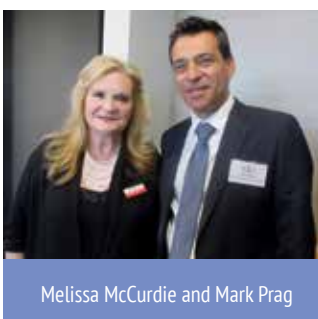
David Lewis, Jake Selinger and Ron Moss



Yuval Illuz and Cara-lee Schapiro



Jenna Meyerson and Adam McCurdie



Melissa McCurdie and Mark Prag



Peter Sheldon and Dan Smith

Breast milk bank director guest speaker at AGM

The Australian Friends of Magen David Adom Annual General Meeting was held on Wednesday March 28 at White City.

We once again thank Roland Nagel for his many years of dedication and commitment to Magen David Adom. He was instrumental in delivering unprecedented growth for MDA and his efforts will ensure that many more lives will be saved in Israel.

We were also honoured to host Dr Asher Moser, Deputy Director Blood Services with MDA Israel. Dr Moser's professional career began in Pediatrics at Hadassah Medical Center in Jerusalem, after which he completed a fellowship in Pediatric Hematology and Oncology at the National Institute of Health, Bethesda in Maryland, USA.



Dr Asher Moser,
Deputy Director
MDA Blood Services

In addition to his senior role coordinating the MDA National Blood Services, Dr Moser is also heading up Israel's first national Mother's Milk Bank of Israel.

The MDA Mother's Milk Bank will allow nursing women to donate excess milk to babies whose mothers are not available or able to nurse. The Bank will be established in the MDA Jerusalem station, and the facility's operation will be funded mostly by MDA.

Establishing the National Mother's Milk Bank will significantly enhance the resources required to treat premature babies and other newborns. Its primary goal is to increase the chances of survival and health of premature babies and newborns in Israel.

Dr Moser is on a brief private visit to Sydney.

Soccer superstar Cristiano Ronaldo raises awareness of the importance of blood donations

Renowned soccer player Cristiano Ronaldo called on the public to join the BeThe1 initiative as part of a nationwide blood drive that took place at dozens of blood donation sites across Israel.

Blood donations are vital to saving lives, however many people are unaware of this until they or their loved ones are in need of a blood transfusion.

Blood has a very short shelf life. It is only by means of a steady, regular stream of volunteer donors that the required supply can be guaranteed. For this reason, Real Madrid soccer star, Ronaldo, has joined Magen David Adom's campaign.

"It is within our powers to bring about change by donating blood. Each donation can help save 3 people, either in an emergency or in long-term care," says Ronaldo, Portugal's soccer team captain and Real Madrid player. "This is why I'm excited about joining forces with Abbott Israel and MDA's campaign, which will help raise awareness of the importance of donating blood, and will encourage people across the globe to become life-long blood donors and life savers."

Ronaldo is the first international ambassador of the BeThe1 initiative, active across the world, aiming to inspire as many people as possible to become regular blood donors and to help save lives.

He first donated blood at age 24 when a teammate's son became ill and in need of a blood donation. Since then he has donated regularly, and avoids any activities that may prevent him from donating, even temporarily.

MDA's Blood Services incorporated Ronaldo's image to generate the public's interest and held blood drives at 43 different locations around Israel as well as at the central Blood Bank in Tel Hashomer.

As Israel's largest supplier of blood to civilians and the IDF, MDA sees great importance in combining with the international company, Abbott Israel, to raise awareness of the importance of blood donations. Abbott International is a world leader in infectious disease detection, whose diagnostic devices are used to scan over 50% of the world's blood supplies.

Prof Eilat Shinar, Director MDA Blood Services stressed, "MDA requires about one thousand units per day for its blood services. Blood donation is voluntary but there are times when it is more difficult to find donors. If the sick and injured, civilian or military are to receive the best treatment possible in times of routine or emergency, it is vital that the public joins in saving lives by attending MDA blood donation locations around the country to give blood all year round."



Lifesize image of Cristiano Ronaldo is on display in blood collection centres



Ronaldo calls on the public to BeThe1

"Ronaldo invites each and every Israeli to Be The 1, to lead and to take part in saving lives. Join us and become regular blood donors in Magen David Adom," added Director General, Eli Bin.

See MDA at work – be inspired

Over the past few months Ido Golan Gutin, MDA International Department, has hosted a number of NSW supporters through MDA facilities.

Barry & Carol Pryer found their visit to the Bloomberg Station to be "unbelievable". Carol says, "I wish other people could see what a wonderful, fantastic organization MDA is and what truly dedicated people the staff and volunteers are. Carol was full of praise for Ido. "We really appreciated the time he spent with us, he's a darling."

Sydney caterers, Stanley and Felicia Kahn visited the William H Bloomberg Jerusalem Station with their Israeli family. Felicia said of

the visit, "We were blown away by the operation, it was an absolute eye opener, a wonderful opportunity to familiarize ourselves with what MDA does – it's so much more than an ambulance service."

Board member Mark Josman and wife Jan visited the MDA Blood Bank located in the grounds of Tel Hashomer hospital in Tel Aviv. They were



Stanley and Felicia Kahn stand in front of the ambulance bequeathed by the Late David Ratner

How a car can call MDA even when the driver cannot

Magen David Adom will be able to respond to car accidents, even when the driver is unconscious and no one has witnessed the crash, thanks to new technology soon to be rolled out in Israel in April.

With eCall, sensors on new vehicles will capitalise on Magen David Adom's cutting-edge geolocation capabilities and alert MDA emergency medical teams when a car has been involved in an accident. Dispatchers will then be able to use a cellular connection in the car to talk to the driver and send an ambulance if the driver is unresponsive or says he or she is injured.

eCall is just another way Magen David Adom is using technology to get to the sick and injured more quickly, to begin treatment sooner, and ultimately save more lives.



MDA paramedics can respond more quickly to accidents thanks to eCall technology

Advanced delivery training mannequin

The most advanced delivery training doll in the world is now used by MDA.

The doll mimics the birth procedure in a realistic way. It is connected to monitors and it can be used to practice treating the mother and baby in real life situations. Students at the MDA Paramedic Education Center are the first to have the experience, and there is already a long line of nurses and midwives waiting for their turn.

In the past year MDA crews have accompanied some 15,000 women in labor to hospital and delivered over 1,800 babies either at home or in the ambulance! This means that crews have to be trained in the labor and delivery process prior to arrival at hospital. The experience of delivering a baby in the back of an ambulance is challenging both for the mother and certainly for the crew, experienced as it may be.

As a result, the MDA Medical Directorate began the search for innovative ways to improve MDA crews' knowledge and skills in dealing with birth and related emergencies. A unique advanced training mannequin, the only one of its kind in Israel was acquired to train crews and the paramedic students in labor and delivery, as well as how to deal with complications that may occur either to the mother or the baby.



Mannequin provides true to life training experience for medics



Delivery process is closely monitored on screens showing vital statistics

fortunate to have Dr Asher Moser, Deputy Director of MDA Blood Services, take them around and explain the day to day running of the Blood Bank. Mark was "amazed at the strategic importance of the service that the blood bank provides to all Israelis. The whole collection process is critical because you can't stockpile the blood, it only lasts a few



Dr Moser explains the Blood Bank to Mark & Jan Josman

days. It's a continuous process that needs to be maintained at all times."

Our members, donors and supporters are encouraged to organise a free MDA tour during your next trip to Israel.

Whether you will be based in Tel Aviv, Jerusalem or even Haifa, this is an ideal opportunity to see for yourself how MDA operates and to have the chance to meet some inspirational paramedics and volunteers and hear their stories first hand.

Please phone Tamara Lowbeer on 9358 2521, in advance of your trip, to set up a tour to fit in with your schedule.

MDA Simcha Program

Many of you, our supporters, make a donation to honour your family and friends celebrating a Simcha. We are pleased to advise that donors can now choose from two different designs - a more traditional certificate and a modern certificate as well as an e-certificate.

The proceeds go towards the MDA Simcha program which directly supports the MDA Wish Ambulance. Everyone benefits. Memorial donations can also be acknowledged in the same way.

The Wish Ambulance is provided free of charge to a person who is terminally ill or incapacitated, to attend a family reunion or simcha, visit the Kotel – to fulfil a special wish.

Since the last issue of the **LIFESAVER** in Chanukah 2017, the following people have been honoured in this special way.

BNEI MITZVAH

Sammy Mervis

FOR BIRTHDAYS

40th

Tanya Pisk

60th

Debby Bachmayer

Jeff Hurwitz

Mo Levitt

Zelda Levitt

70th

David Deston

Ronny Fendel

Wendy Fine

Colin Gross

Kari Schaefer

Andrew Steiner

75th

Alan Franklin

80th

Don Blumgart

Agnes Ginges

Ruth MacDonald

90th

Milton Goldman

Efraim Romek Lieberfreund



Family and friends helped Colin Gross celebrate his 70th birthday in February by very generously connecting the Simcha with MDA. Colin is seen here with his wife Barbara. Hearty mazal tov.

Other Birthdays

Greg Adams

Leon Goodman

Helene Greenblau

Bertha Moser

Ivan Nurick

Alex Rybak

Linda Rybak

Colin Sussman

Lulu Varejes

2nd Bar Mitzvah

Shmuel Abrahams

OTHER CERTIFICATES

Wedding

Melissa & Gideon Chain

Kelly & Kenny Lewis

Michelle & Or Tal

Anniversaries

30th

Mark & Ariane Schneider

40th

Peter & Gloria Allen

Leon & Louise Miller

50th

Zoe & Hymie Goldstein

Eric & Frankie Guld

55th

Alan & Molly Joffe

60th

Ella & Elkie Jacobson

Robert & Vera Rowland



Gloria and Peter Allen celebrated their 40th wedding anniversary in February at a 'Ruby and Rio' themed party. In lieu of presents, guests were invited to donate to one of their favourite causes, Magen David Adom. Thank you. Peter & Gloria are seen here surrounded by their family.

64th

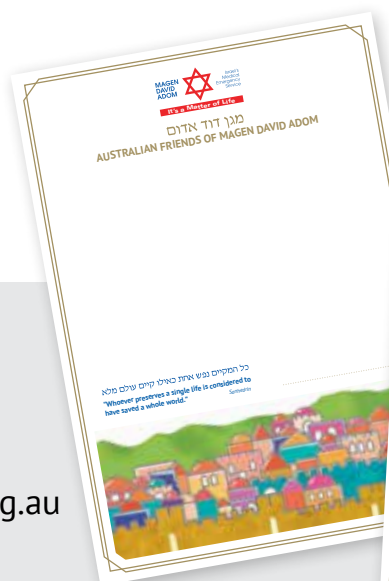
Herbert & Sonia Lipschitz

In Honour & Appreciation

Robyn & Gabby Bloom

Joseph Beutum

Terry Davis



Choose from Traditional (left)
or Modern (below)

Requesting an MDA gift certificate, card or e-card couldn't be easier. You can

- Go online to www.magendavidadom.org.au
- Phone the MDA office 9358 2521
- Email admin@magendavidadom.org.au
- Post cheque to PO Box 293, Edgecliff NSW 2027

Foresight and love of Israel

The Talmud says, "Whoever saves a single life has saved the entire world". This statement is especially true in regard to estates because a bequest in one's Will helps to save countless lives over many years.

In the last few months Magen David Adom in NSW has been most fortunate to have received generous estates from

**John George Davis
Gerty Ewen**

Both of these Estates stipulate the purchase of fully equipped ambulances which during their service will, on average, be called to 400,000 calls for help a year. That's a lot of people whose lives will be saved and who will benefit from John Davis and Gerty Ewen's foresight, planning and love of Israel to include Magen David Adom in their Wills.

In times of war, terrorist attacks, medical emergencies and crisis Magen David Adom is there. 365 days a year, 24 hours a day MDA reaches out to every man, woman and child in each corner of the nation with vital lifesaving services.

But, MDA can only fulfil its staggering responsibilities through the generosity of its friends around the world.

By making a provision for Magen David Adom in your Will, you can help safeguard precious Israeli lives today, tomorrow and for generations to come.

Your legacy will make a difference.
Honour a life by saving a life.

If you are thinking of including a bequest to MDA in your Will, please complete the confidential coupon enclosed or phone Tamara Lowbeer in the office on 9358 2521.



Wish Ambulance reunites brothers

As their health declined, Shlomo and Avraham Locker, once-close brothers, lost the ability to travel. But in some ways they lost something even more precious: the ability to get together as siblings. But after two years, they were finally reunited thanks to Magen David Adom's Wish Ambulance.

Shlomo, who is 78 years old, lives in Bat Yam, south of Tel Aviv, while the 85-year-old Avraham lives in Nazareth Ilit, in Israel's North.

Magen David Adom's Wish Ambulance teams, equipped with specially adapted medical equipment, enabled the two Holocaust survivors to see each other again after such a long separation.

"You have done a great mitzvah," said Shlomo, "This is really a dream that gives us both the strength to heal."



Emotional meeting as the brothers embrace for the first time in two years

The love of books & cards helps raise funds for MDA

The MDA Book Club originally set up by past Board member, Linda Stein nearly 15 years ago, continues to meet regularly on Sunday evenings in different members' homes.

"We choose a variety of books covering many different genres. There is always lively discussion culminating in a very pleasant supper to which we all contribute. We raise money for MDA by donating \$10 each at every meeting," says Jeanie Kitchener, Convener of the Book Club.

Anyone interested in joining should contact Jeanie on 0409 363 232.



Present at the last meeting:
Front, L-R Margaret Weiss, Diane Seeto, Wendy Cohen
Top Judy Doobov, Jeanie Kitchener, Marion Tritsch, Gina Stern

MDA Kalookie Players

A group of dedicated Kalookie players, Marian Appel, Natalie Geffen, Cynthia Goodman, Connie Sher and Elna Fletcher meet every Tuesday afternoon in each other's homes.

Some have known each other for many years and others are new friends. All enjoy keeping their minds active and spending time together and at the same time they are doing good by donating their winnings to Magen David Adom. Natalie has moved away recently but will still stay in touch and will join the game when she can.

With thanks to our Corporate Sponsors 2017/2018

The generosity of our Corporate Sponsors enabled us to offset the majority of costs associated with our fundraising events. As such, we were able to distribute more funds directly to MDA Israel, than any year prior.



If you would like to become a Corporate Sponsor and help save more lives, please contact Doron Lazarus on (02) 9358 2521 or doron@magendavidadom.org.au

MDA NSW – Our People

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