

the

Newsletter of
Australian Friends
of Magen David Adom

AUSTRALIAN
FRIENDS OF
MAGEN
DAVID
ADOM



ISRAEL'S
MEDICAL
EMERGENCY
SERVICE

Pesach 2022
April

LIFESAVER

HISTORY REPEATS ITSELF

This historic photograph, taken in 1948 shows the Smorgon Family presenting an ambulance to send to Israel when the War of Independence began.

Seen here from right to left: Norman Smorgon, unknown, Moisey Smorgon, Jack Lederman, Peter Komisaroff, Benzion Patkin, unknown, Moyshe Plotkin, unknown, John Baron, Mr Cohen, Jack Skolnik, Mr Brilliant, Ben Singer and Victor Smorgon



74 years on, the Smorgon Family is soon to present Magen David Adom with another lifesaving ambulance.





From the desk of the President, Tony Ziegler

As I write this, the situation in Ukraine continues to deteriorate. Magen David Adom is playing its part in helping the humanitarian effort. Thousands of Ukrainian Jews have managed to arrive in Israel, many with injuries, wounds and other ailments requiring immediate care, and they are being given assistance by Magen David Adom. In addition, Magen David Adom sent 4 armoured ambulances, which have completed their frontline service life in Israel, to Ukraine, proudly displaying the Magen David Adom – the red shield of David!

Covid-19 — The pandemic is becoming endemic in Israel. More than 40% of the population has tested positive over the past two years, tragically more than 10,000 have perished, including many Shoah survivors. Israel was the first country to significantly vaccinate its population, especially the older generations who are most at risk. Magen David Adom has been at the forefront conducting millions of tests and vaccinations throughout the country.

Marcus National Blood Services Centre — In early May, after several years of construction, one of the largest non-military infrastructure projects in Israel will be officially opened in Ramla. The new Marcus National Blood Services Centre will be the new Blood Bank for Israel. It has the capacity to process and store sufficient blood supplies for Israel's burgeoning population, which has doubled since the previous facility was built. It is also far more secure, has several floors underground, to protect it from military strikes as well as earthquakes. The Mothers Milk Bank, established by donations from NSW and ACT, will also be housed here.

Bequests — Leaving a bequest to Magen David Adom ensures a lasting and meaningful legacy helping our brothers and sisters in Israel. Please contact our office for confidential assistance.

Sponsors — Our corporate sponsors are generous benefactors financially supporting Magen David Adom. Please support their businesses to thank them for their generosity.

Lifesaving medicycle — AusFMDA is proud to play a critical lifesaving role in emergency situations by funding the purchase of ambulances and medicycles for MDA's fleet. A medicycle purchased by the late Bruce Block was first on the scene of a serious road accident in the north of Israel recently when a bus and car collided causing many casualties. To learn how you can purchase a lifesaving medicycle or ambulance, please contact the AusFMDA office

Pesach — It's Pesach time already! As we sit around our Seder tables, we remember when we were slaves in Egypt, and we remember all our fallen. From those in Egypt during the original Pesach, through the Shoah, through all the wars and terrorism, and now through Covid. We have moved from being slaves in foreign lands to a free people with our own Land. As it is said, the price of liberty is eternal vigilance. With your support, for almost 90 years, Magen David Adom has stood ready to serve all the people of Israel, with eternal vigilance, always ready to save lives of all Israelis every day.

Hopefully, next year in Jerusalem, and in Ramla to see the new Blood Bank!

Chag Pesach Sameach!
A happy and Kosher Pesach!





Connecting with our Community, David Freed CEO

Welcome to our first newsletter for 2022.

When starting in a new organisation, a fundamental requirement is to get a clear understanding of how the organisation connects with its members, supporters, staff, and the community. I have found this connection starts from a simple discussion about the reasons why we are here and what our relevance is to you.

I appreciate the opportunity I have had in those discussions to start developing approaches to better engage with everyone that touches Magen David Adom.

What you will see in the future is a deeper understanding of what Magen David Adom means to you and how we will provide you relevant information around what is happening with MDA in Israel and our local community engagement.

To that effect, I spoke in our last newsletter, about a number of initiatives such as the Overseas Youth Program (an 8 week MDA Certified First Responders training course in Israel); First Aid services to our community, wider community engagement and working with our charity cousins.

All these initiatives have been started and are in various forms of delivery. I will keep you posted on each one of them as they develop and become part of what you would expect from an organisation such as Magen David Adom.

We had two very successful campaigns since the last newsletter: Membership 2022 / Chanukah and Heartbeat 2022. After surveying our membership to ascertain what you wanted from your membership, the campaign delivered an increase in both family and individual memberships. We must have got that right! The Heartbeat campaign was focused on providing valuable equipment for our frontline responders and, thanks to your support, we exceeded our target and have ordered equipment to help save lives. As part of our Heartbeat campaign, we delivered our first webinar which featured the Israel Ambassador to Australia, Amir Maimon and three overseas guest speakers. The feedback we received from the webinar was amazing and attendees said the speakers were great and very informative. More of this to come!

I hope you have meaningful time with family and friends over the Chagim and I wish you and your family a Chag Pesach Sameach.



YMCA committee members
at Chanukah event

MDA Challenge at Moriah College

At the end of last year, once again, Moriah College students expressed their practical support of Magen David Adom's lifesaving work in Israel when they raised \$4,000 to purchase a Defibrillator for an MDA ambulance in Israel.

Thanks to 2021 Hillel House Captain, Ben Lonstein and his team who organised a very successful and creative challenge for students to participate in. Using school gym equipment, tasks were created to symbolise physical challenges around Israel. They took turns to collectively run 88km around the Golan Heights, to row 110km around the Kinneret, they cycled 156km from Haifa to Jerusalem and hiked 30km along the Jerusalem Trail.

Australian Friends of Magen David Adom congratulates each and every student for their sterling effort and wonderful outcome. Kol ha'kavod.





National Defibrillator Awareness Day

Magen David Adom inaugurated a National Defibrillator Awareness Day around Israel in February. MDA staff and volunteers hosted CPR and defibrillator training throughout the country in malls, parks, and other public spaces.

In Israel, some 8,000 cardiac deaths occur each year, and about half happen outside of hospitals. Every second counts; after the heart stops beating, a person's chances for survival decrease by 10% every minute, and after four minutes, brain damage can occur.

MDA has set up a program to increase the survival rate and with the help of donors and corporates has placed thousands of defibrillators in public places throughout the country.

Reinforcing the message, MDA conducts ongoing education sessions to instruct Israelis on how to respond if they find themselves needing to access and use a defibrillator. No medical knowledge is required. The defibrillator gives electric shocks as needed, controls the rate of CPR and gives clear and precise instructions. Additionally, each one is connected to MDA's call centre, enabling a paramedic or EMT to give instructions to the bystander, while at the same time dispatching an ambulance to the scene.

Time is critical.



MDA Reunites Holocaust Survivor Siblings

Magen David Adom reunited two siblings, both Holocaust survivors, who had not been able to see each other for ten years.

Magen David Adom has a special department (in conjunction with the ICRC) that helps trace long lost relatives, particularly families torn apart by the Shoah, and has in the past assisted many families to reunite. Many had believed that their entire families were lost in the Holocaust, and only thanks to MDA's tracing abilities, discovered that they had unknown relatives still alive. Some even lived nearby each other, unaware of one another's existence. Today, while the number of reunions decreases as the generation of survivors ages, the Tracing Services department can still assist in finding historical paperwork and uncovering unknown details of those who either survived or died during the Holocaust years.

For the last 10 years Yitti 96 and Yisroel 92 both in poor health, have only been able to speak on the phone until thanks to Magen David Adom Tracing Services and Wish Ambulance made the reunion possible..

The Wish Ambulance team consisting of a paramedic and an EMT drove to Haifa to pick up Yisrael and then drove him to Yitti's home near the southern Gaza border where they spent several hours together. **For Yitti it was special to be able to hold her brother's hand again, and Yisrael said that he would remember the day for the rest of his life.**

Magen David Adom is a proud participant in making these dreams come true.





MDA Angels Give A Little Bit Extra

An emergency call to an address in Netanya, led to MDA youth volunteers going above and beyond the call of duty.

MDA's 101 Dispatch Centre received a call for an elderly man who required help after a fall.

After treating the patient, Romi, a youth volunteer on the ambulance noticed that the elderly man and his wife needed more than medical assistance. They were lacking many basic items and food. "He told us that they were struggling financially," said Romi, "and that really touched me. I spoke to the staff in the Netanya MDA station who helped collect some money, and along with a few other youth volunteers we bought food and other items for the couple."

Romi and a few other youth volunteers delivered the goods to the pair. "They needed extra help, beyond just medical assistance. The smiles on their faces when we arrived the second time was worth everything. We wish them many more years of good health."

The elderly couple were extremely touched and surprised by the team of angels.

"We can't thank them enough for their help and kindness."



First Wounded Ukrainians Arrive in Israel for Medical Treatment

When a Russian missile crashed through their apartment in Kyiv, Irina Karaush, 44, and her 19-year-old son, Mark were badly injured.

Irina and Mark were evacuated to a local hospital in Kyiv but were desperate when the hospital couldn't treat the complexity of their injuries. Nachman Dickstein, a volunteer at Magen David Adom and ZAKA living in Kyiv, Ukraine, heard about their plight and contacted Magen David Adom in Israel to help bring the patients to Israel for medical care.

Magen David Adom contacted HatzolAir, a charity based in New York through their representative in Israel, MDA paramedic Aharon Adler who immediately joined the important mission and set up a private plane that took off from New York to the Romanian-Moldova border and from there to the Ben Gurion Airport.

The plane was loaded with 7 tons of medical, humanitarian equipment and food to help the many refugees on the Moldova-Romania border.

MDA Intensive Care ambulances met the casualties at Ben Gurion airport and took them to Hadassah Ein Kerem Hospital for specialised treatment.

Magen David Adom is assisting the refugees through a number of channels.

A special hotline centre has been set up to assist Ukrainian refugees who arrive in Israel which is staffed by Russian and Ukrainian speaking volunteers. The hotline is based in MDA's National Command Centre in Kiryat Ono and will be operated jointly with the International Red Cross. Volunteers will provide assistance regarding medical needs and coordination among the various services and government agencies.

In addition, Magen David Adom is operating a training centre for doctors and medical students in Ukraine to provide medical and humanitarian aid on the ground and will be sending Russian and Ukrainian speaking MDA paramedics to Poland to treat injured Ukrainians at the border.

As Israel's National Emergency Service, MDA continues to be guided by the International Red Cross as well as by the Ministry of Foreign Affairs in Israel, and will do whatever is required, when requested, be that medical or humanitarian aid.



COMMUNITY CONNECTIONS

A Gift Certificate for a Simcha

A DOUBLE MITZVAH

There is no better way to honour family and friends celebrating a simcha than with an MDA gift certificate or e certificate which signifies that a donation has been given to Magen David Adom. Proceeds of the MDA Simcha program go towards the funding of medical equipment and supplies which benefits everyone, it is a double mitzvah! Memorial donations can also be acknowledged in this way.

Perhaps you are celebrating a birthday or simcha and wish for donations for MDA instead of presents, just as Terry Davis did when he recently celebrated his 70th birthday. Please phone the MDA office 9358 2521 or go online at www.magendavidadom.org.au to set this up.

When invited to friends, longtime supporters of MDA, Charles and Vivienne Beck prefer to take an MDA gift certificate instead of chocolates or flowers. As Charles says, "No-one needs another box of chocolates or a bunch of flowers, a donation to MDA is much more meaningful and helpful."

It is quick and easy, just phone the MDA office 9358 2521 or go online at www.magendavidadom.org.au to give all the details.



Terry & Sue Davis

MDA FIRST AID OPPORTUNITIES

First Aid is invaluable in helping to save lives, the core of Magen David Adom's DNA

Magen David Adom's mission is to save lives and one of our initiatives is giving back to our local community by introducing a range of First Aid Courses and kits.

The courses offered are either nationally accredited and are suitable for individuals or corporates seeking certification or they can be more informal, targeted sessions for groups of mums and bubs, babysitters and grandparents.

A typical course would include first aid essentials, CPR, First Aid in education and care settings and more.

Our First Aid Kits are designed to comply with Australian Workplace legislation and standards and are available to purchase either online or by calling the office.

Membership First Aid Course

FREE of charge as part of your 2022 MDA Membership. The course is 2- 3 hours, unaccredited and based on First Aid awareness. The course is provided in a group session and will be run twice a year in May and November.

For costings, bookings, & more information

visit www.magendavidadom.org.au or call the MDA office at 02 9358 2521.





Irena Nebenzahl ob”m 1934-2021

A ZEST FOR LIFE AND ENDURING LOVE OF ISRAEL

Irena Nebenzahl was a woman ahead of her time, a woman who was game to try anything. Born in 1934 in Krakow, Poland, she came to Australia with her parents and younger brother, Ben, in 1939. Although she married young – age 18 – she always had an independent streak, which rebelled against the constraints of the era.

After meeting her husband, Michael, at a Great Synagogue Youth Camp, she enjoyed observing family rituals: Shabbat dinners, Seders, Barmitzvahs. A love of Israel was fostered through many visits and via support for the Emanuel Synagogue (or Temple Emanuel, as it was then) and various Israeli charities. Irena carried this love of Israel and Judaism through her entire life, as a collector for Blue Box well into her 80s and with regular donations to Magen David Adom, as well as a very generous bequest after her death in June 2021.

Irena was stylish, elegant and interested in the world: she adored theatre, ballet and opera; she was a regular at Art Gallery Society talks and literary lunches. After divorcing, she also embraced many ventures, working in a travel agency, opening a hair salon and a clothing shop.

But travel was Irena’s enduring love. Her adventurous spirit soared in later years and she visited more than 250 countries during her life.

Irena was fiercely independent and a very loyal friend. She was generous to her family and friends, never forgetting birthdays or special occasions. She adored taking her grandchildren to elegant restaurants or the theatre and often hosted dinner parties at home. Well into her 80s she kept in touch with friends around the world via email or met up with them for a European cruise or the opera in Verona.

Irena was always young at heart and filled with an infectious energy and zest for life. Her family and friends miss her daily.

EDITOR

Thanks to Irena’s foresight and generosity, a fully equipped MICU – Mobile Intensive Care Unit Ambulance, will soon be commissioned into Magen David Adom’s fleet.

A Bequest such as Irena’s has enormous impact on the lives of many in Israel now and for the years to come. If you want to make a significant difference and are considering including a bequest in your Will, please phone Tamara Lowbeer on 9358 2521 for more information.

WITH THANKS TO OUR SPONSORS & SUPPORTERS



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Australian Friends of Magen David Adom

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SCAN ME

SPONSORSHIP OPPORTUNITIES

When you chose to
give, why not choose to
give life by becoming a
corporate sponsor of
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HOW TO REGISTER

To register your interest in being a
AusFMDA sponsor, contact David Freed
at david@magendavidadom.org.au
or 02 9358 2521.

Australian Friends of Magen David Adom's
(AusFMDA) Sponsorship Program showcases your
brand to our loyal supporter base as well as the
wider community.

Key Benefits of being an AusFMDA Sponsor:

Depending on your level of sponsorship, Australian
Friends of Magen David Adom will show your
brand on the following channels:

- The AusFMDA website
- Digital communications
- Social media
- Print Campaign reaching some 5,000 donors
throughout the year.

In addition, you will be acknowledged at all Magen
David Adom functions, culminating in our Annual
Campaign events. These events attract an influential
audience of key supporters including business and
communal leaders, politicians and dignitaries.

ANNUAL GENERAL MEETING

Australian Friends of Magen David Adom Limited

will take place on

MONDAY 23 May, 2022 at 6pm | Bondi Junction

Please RSVP to events@magendavidadom.org.au

Nominations for the Board must be received by the Hon Secretary at
events@magendavidadom.org.au on the prescribed nomination
forms no later than Monday 9 May, 2022 at 12 pm EST.

Members & donors welcome

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