

## American Friends of Magen David Adom

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Magen David Adom in Israel – the Red Star of David – is recognized by the State of Israel as its only first aid and disaster relief organization that operates according to the principles of the International Red Cross and Red Crescent Societies.

In 1940 a dedicated and concerned group of Americans realized the importance of Magen David Adom in Palestine when Jewish farming and urban settlements were attacked. Under the auspices of the B'nai Zion organization and the leadership of Herman Z. Quitman and Dr. Harris Levine, "American Red Magen David for Israel" (ARMDI) was incorporated in the State of New York to give medical assistance to the people of Israel (then Palestine).

Now known as American Friends of Magen David Adom, the organization is celebrating its 67<sup>th</sup> year of supporting the vital work of the MDA in Israel.

The organization became affiliated with Magen David Adom and worked to upgrade MDA's emergency medical and blood services.

In 1935 a national organization was formed to provide medical services to the public. Its founding members were physicians and private citizens. At the time, the society's resources consisted of a small truck converted into an ambulance and several dozen dedicated volunteers.

Today, MDA and its team of trained volunteer and professional medical responders depend on AFMDA support to provide the entire nation's pre-hospital emergency needs, including medical, disaster, ambulance and blood services. The MDA National Blood Services Center, located in Ramat Gan, provides 100% of the blood requirements of the Israel Defense Forces and 95% of the blood needs for Israeli hospitals and the general population.

MDS is legally responsible for:

- Providing auxiliary service to Israel's Army Medical Corps in wartime.
- Providing civilian emergency transportation and medical and first aid services and temporary shelter in emergency situations and disasters.
- Organizing blood donations and maintaining sophisticated blood banks for civilian and military use.

Last Updated: April 2010

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## AFMDA

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Total File Count: 158,507

\$95/m base rate

Exchange available

5,000 record order minimum or flat base fee of \$475 plus email and select fees

Data Source: Direct Mail

File is updated quarterly.

Shipping and Select Pricing:  
Email Shipping Fee: \$60/flat  
FTP Post Fee: \$60/flat  
SCF/Zip/State Select: \$6/m  
Key Code Data Select: \$5/m  
Dollar Select: \$5/m  
Recency Select: \$5/m  
Gender Select: \$5/m

Average Gift: \$29.15

Gender Breakdown:  
Male = 42%  
Female = 34%



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