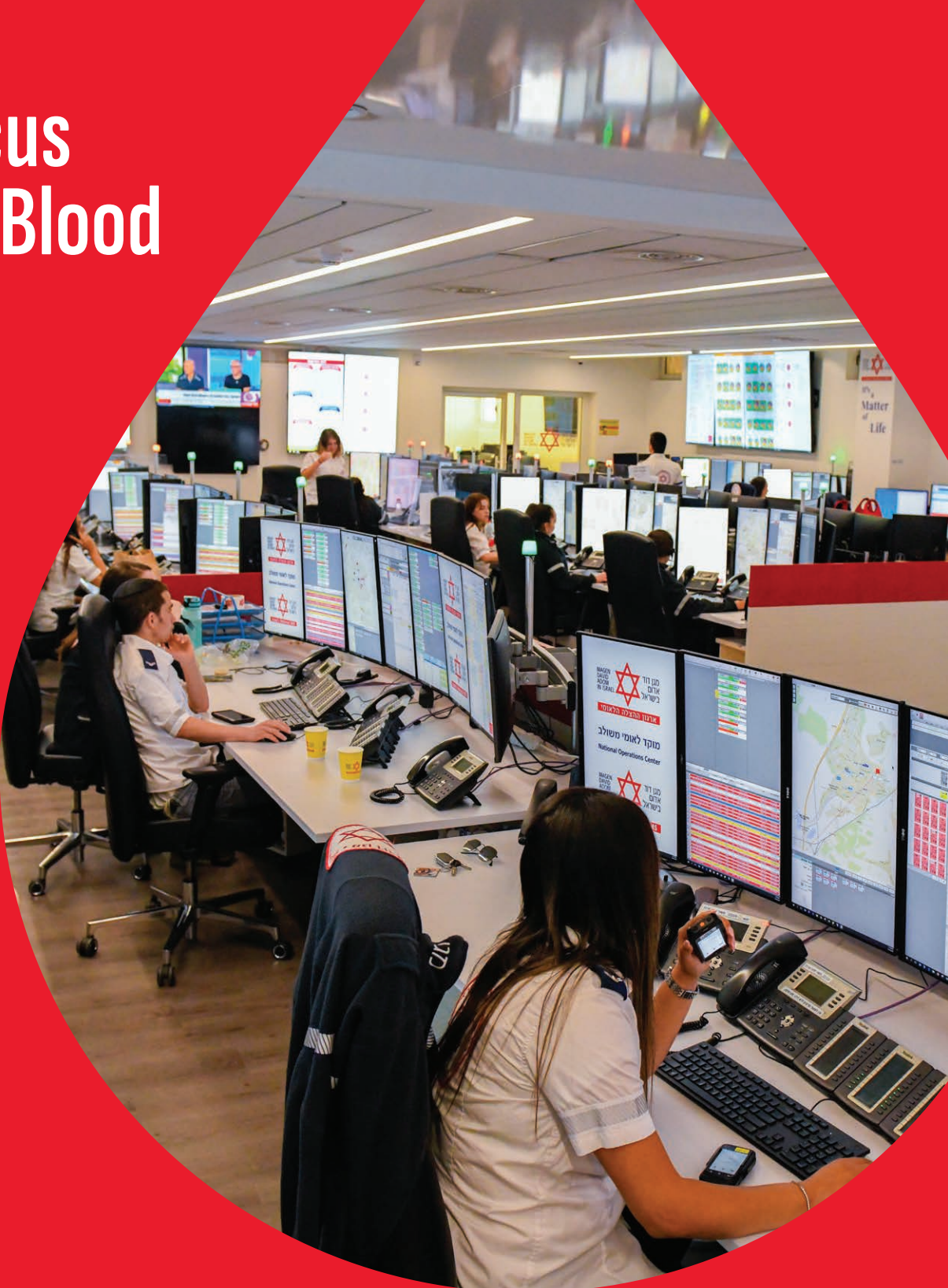


The Marcus National Blood Services Center



2025 ANNUAL REPORT

TO THE MARCUS FOUNDATION AND MARCUS CENTER DONORS

At MDA, we train our first responders to be ready for anything. They must have the ability to see what might happen next, the training to prepare for it, and the skill to do this while still performing their immediate duties. The Marcus National Blood Services Center is tangible proof that Magen David Adom's expertise and forward-thinking focus on preparation is truly lifesaving, thanks to the partnership of dedicated philanthropists like you.

Israel has always known that it must be prepared to face anything. While no one could predict the horrific events of October 7 or the intensity of the 12-day war with Iran, the Marcus National Blood Services Center was built for moments exactly like these. The center, with its secured and protected infrastructure, is a key factor in Israel's national resilience and in the IDF's ability to operate with strength.

During times of crisis, the Marcus Center has enabled Magen David Adom to maintain uninterrupted national operations, serving as a protected command center and ensuring the continuous collection and distribution of blood when it was needed most. Its performance during these events reaffirmed a fundamental truth: preparedness saves lives. The Marcus Center stands today as a critical pillar of Israel's emergency readiness. On behalf of the volunteers, staff, and patients of MDA, we thank you for your generosity and your faith. Your support is a testament to the power of shared values, and the Marcus Center stands as a beacon of strength, hope, and resilience.



A stylized, handwritten signature in black ink, consisting of a large, sweeping 'E' and 'B'.

Eli Bin
Director-General
MDA



A handwritten signature in black ink, appearing to be 'G. Erdan'.

**Ambassador
Gilad Erdan**
MDA Global President

TO THE MARCUS FOUNDATION AND MARCUS CENTER DONORS

As Eli and Gilad reminded us, preparedness is at the heart of everything MDA does, and it is what defines the Marcus Center's successes in 2025.

This year, we saw that importance during Operation Rising Lion. Even under heavy ballistic missile fire, MDA never flinched, and the Marcus Center played a key role in the nation's emergency response network.

Thanks to your support, the Marcus Center has expanded its capacity, increased its situational readiness, and responded to real needs. When a chemotherapy patient receives the transfusions that enable them to beat cancer. When a burn victim is given plasma that allows them to heal and recover. When a soldier makes it home from the battlefield, thanks to the administration of an innovative whole blood process. When a baby born too soon receives the life-sustaining milk that brings them one day closer to leaving the NICU. It all makes a difference, and it's all thanks to you.

Your support allows the Marcus Center to grow and reach new levels of excellence in research and development, patient advocacy and outcomes, and expand its collaboration with other national institutions such as the IDF. We vow, with your partnership, to ensure that the Marcus Center continues to provide the highest level of innovation and care for Israelis from all walks of life.

With our deepest gratitude, we hope this annual report brings you immense pride in knowing that you have played a pivotal role in making the world a better place.



A handwritten signature in black ink that reads "Mark Lebow".

Mark Lebow
Chairman of the Board
AFMDA



A handwritten signature in black ink that reads "Catherine Reed".

Catherine Reed
Chief Executive Officer
AFMDA

2025 AT THE MARCUS NATIONAL BLOOD SERVICES CENTER

Magen David Adom is Israel's national emergency services system. A leader in mass-casualty response and EMS technology, MDA is internationally recognized for its excellence in emergency medicine. The Marcus National Blood Services Center, supported with a leadership gift from Bernie, z"l, and Billi Marcus and the Marcus Foundation, has become a globally recognized institution for its advancements in blood services. Thanks to generous supporters, the Marcus Center continues to collect, test, and distribute virtually all the blood used by Israel's hospitals and the IDF and pursues research and development to improve its efficiency and successful outcomes for blood product recipients. Also housing the Sussman Family Foundation Human Milk Bank, the facility provides breastmilk to premature babies with urgent medical needs, babies who have lost or are separated from their mothers, and babies whose mothers have been called up for reserve service.

The Marcus Center is the world's first underground and shielded blood bank and processing center. It is designed to protect Israel's blood reserves against missile, chemical, and biological attacks as well as earthquakes. This paradigm-shifting center was funded almost entirely by American Friends of Magen David Adom and was named in honor of Bernie, z"l, and Billi Marcus as a testament to their generosity and lifesaving dedication.



In 2025, the Marcus Center continued to expand its capacity and its activities, collecting blood from donors across the country and raising national awareness for the importance of blood donation. The challenges of this past year also demonstrated the incredible resilience and civic-mindedness of Israelis, who turned out in times of need.

BLOOD COLLECTION

264,961

total whole blood units collected

8,859

blood drives conducted nationwide

45

blood collection vehicles, including two 5-bed bloodmobile buses that traveled north to south to bring in more donations



Every unit of blood donated is a precious resource, given wholly from the heart. A single blood donation has the potential to save three lives. The Talmud says, "**Whoever saves a life, saves the world entire.**" As a supporter of the Marcus Center, your generosity is truly immeasurable.

Thanks to its testing and safety capabilities, the Marcus Center supplied hospitals with:

226,919

units of red blood cells

171,701

units of plasma, platelets,
and cryoprecipitate

6,798

apheresis units

The Marcus Center also pioneered a whole blood protocol that has been shown to cut battlefield deaths in half. This year, **5,578** units of type O+ whole blood units were transferred directly to the IDF, meaning more soldiers were able to survive catastrophic wounds.

SAFETY FIRST: ALFRED E. MANN NATIONAL EMERGENCY RESERVE BLOOD VAULT

Deep within the Marcus Center, an already fortified facility, is an extra safeguard protecting some of Israel’s most precious resources. The Alfred E. Mann National Emergency Reserve Blood Vault is located 50 feet underground, on the bottom-most level of the Marcus Center. This 900-square-foot vault can store a strategic two-week reserve of 25,000 blood units and a reserve of donated human milk.

Designed according to precise specifications issued by Israel’s Home Front Command, the blood vault reflects the same high standards found in military-grade armor and surveillance systems. Its concrete walls, reinforced with miles of steel rebar, blast doors, airlocks, and advanced filtration systems, enable it to maintain functionality even during chemical or biological attacks, when the potential for contamination and total destruction of the blood supply is greatest.

Even if the aboveground interiors of the building sustain damage, the vault remains untouched.

During the 12 days of conflict with Iran in June 2025, the blood vault was ready, remaining fully operational with ready-to-use blood, blood components, and donor milk.



A NEW ERA FOR EMERGENCY MEDICAL TRAINING

The Center for Advanced Emergency Medical Training opened in September 2025 at the Marcus Center, dramatically expanding the breadth and depth of emergency medical education for first responders. The CAEMT specializes in simulation-based training and virtual reality. In multi-scenario simulation rooms replicating real-world traffic and weather conditions, students face rare emergency scenarios and practice complex procedures in an immersive, safe environment. This innovative center features:

- 14 scenario simulation rooms that replicate lifelike settings such as ambulance births, hospitals, bathrooms, living rooms, and bedrooms
- 84-seat auditorium, classrooms, and control rooms
- Debriefing rooms for observation, review, and immediate feedback
- Virtual reality ambulance simulator mounted on a hydraulic motion platform and two real Mobile Intensive Care Unit ambulances installed in a green-screen environment with augmented reality, fully functional lights, sirens, and electrical systems, and integrated medical equipment

MDA is the sole authorized provider of paramedic certification in Israel, including courses for the IDF, police, and security services. In 2025, it certified 497 paramedics, including 105 National Service participants.

With a goal of increasing annual enrollment to 650, the new training center and its innovative approach will both expand the number of qualified paramedics and ensure best-in-class instruction.



OPERATION RISING LION AT THE MARCUS CENTER

Thanks to the Marcus Center's operational abilities and capacity, Israel was able to source and supply blood seamlessly even as Iranian missiles fell across the nation.

During Operation Rising Lion, MDA Blood Services conducted **157 blood drives** and collected **16,008 blood units** that were supplied to hospitals and the IDF, saving the lives of civilians, police officers, and soldiers.

A total of **476** units of whole blood were supplied to hospitals and the IDF.

Forty percent of blood donors during the operation were women, and 3,076 of the blood donors of those ages 13 to 24 were first-time donors.



**THE SUSSMAN FAMILY
FOUNDATION
HUMAN MILK BANK**



Every year, about 10% of Israeli babies are born prematurely and face heightened medical risks. The Sussman Family Foundation Human Milk Bank ensures that these and other medically complex infants receive safe donor milk that significantly improves short- and long-term health outcomes.

Operating within MDA's national emergency medical system, the milk bank adheres to Ministry of Health and WHO-aligned standards for safety, volume, and donor eligibility. It oversees the end-to-end donation pipeline: recruitment and screening; processing; pasteurization; storage; and distribution to infants in NICUs and homes nationwide.

In 2025, the milk bank distributed 142,000 ounces of milk to NICUs nationwide — a 20% increase from 2024 — and some 2,000 infants received donor milk, while 550 milk donors participated in the project.

After October 7, unprecedented numbers of women were suddenly unable to nurse their babies due to a range of issues, from trauma and injury to being called up for reserve duty. The need for donor milk beyond nourishing severely premature infants opened up a new paradigm for the milk bank.

The milk bank's relocation to the Marcus Center has been pivotal in its ability to expand. Since relocating, it's doubled its capacity and added 500 new donors to the program.

In 2025, the milk bank distributed 142,000 ounces of milk to NICUs nationwide — a 20% increase from 2024 — and approximately 2,000 infants received donor milk, while 550 milk donors participated in the project..

In 2025, with the support of the milk bank's leadership, the Israeli Ministry of Health officially expanded eligibility criteria to include later-term premature babies and infants whose mothers were unable to breastfeed. As a result, the Sussman Family Foundation Human Milk Bank anticipates an increased demand for donor milk in 2026. They are, therefore, investing in equipment that increases efficiency and decreases waste while diligently working to raise awareness among potential donors.

The milk bank aims to honor the wishes of every new mother and is excited for this new chapter of providing safe and nutritious donor milk to infants in Israel. Your support helps provide upgraded and specialized equipment, disposable and reusable supplies, transportation and storage freezers, and donor recruitment resources to meet the growing demand.



A STAR IS BORN

Almog Shor and Roi Tzabari, a young couple from Tel Aviv, know firsthand the value of each drop of human milk, and they've made it their mission to give back even more than they received. The couple's son, Kochav (Hebrew for *star*), was born at just 27 weeks of gestation. Almog's water broke spontaneously three weeks prior, and she was hospitalized with the hopes of giving the baby as much time to grow in the womb as possible. When the baby's situation deteriorated, Almog was rushed in for an emergency C-section, and little Kochav was born weighing just two pounds.

Covered in tubes and clinging to life, Kochav depended on milk from the Sussman Family Foundation Human Milk Bank to survive and grow. As time passed, Almog was able to nurse Kochav herself, but she never forgot the gift that they had received.

"A month after Kochav was discharged from the hospital, I noticed I was storing a lot of milk in the freezer we bought especially for this purpose, while he was receiving fresh milk," Almog explained. "There's no reason for the milk to sit in the freezer if it can help babies who need it, just as my Kochav did. Since then, every time the freezer fills up, I donate the milk to the milk bank."

All in all, Almog has donated nearly 16 gallons of breastmilk and, through her social media advocacy, has inspired other women to donate as well. Now, Almog describes donating her extra milk as one of her happiest moments as a mother, saying, "The thought of how many premature babies I can help is truly overwhelming and incredibly moving."



"The thought of how many premature babies I can help is truly overwhelming and incredibly moving."

IN 2025, THE MARK D. LEBOW CONVENING CENTER WAS HONORED TO HOST 136 EVENTS WITH MORE THAN 12,700 ATTENDEES AND VISITORS.

Notable events included:

Cyber Directorate Day

Blood Banks Conference

Security Officers Conference, Ministry of Health

Professional Conference on Strokes

National Volunteer Instructors Conference

International Magen David Adom Committees Conference

International Seminar in Emergency Response

Investigations Division Conference



VISITORS

Distinguished individuals and delegations visited the Marcus Center over the course of 2025, including leaders of prestigious global organizations, ambassadors, and other dignitaries.

Visitors included:

- Prime Minister Benjamin Netanyahu
- President Isaac Herzog and First Lady Michal Herzog
- United States Ambassador Mike Huckabee and Janet Huckabee
- Latin American Ambassadors Delegation
- French Ambassador Frédéric Journès
- Lithuanian Ambassador Audrius Brūzga
- Lithuanian Minister of Health, Marija Jakubauskiene, accompanied by 3 senior medical officials
- AFMDA's Rise Together Mission
- Israeli Navy Cadets



THANK YOU

Magen David Adom is profoundly grateful for the enduring philanthropic legacy of Bernie, z"l, and Billi Marcus, which continues to support the lifesaving mission of Magen David Adom.





PROTECTING



SAVING &



GIVING LIFE



**THE MARCUS NATIONAL
BLOOD SERVICES CENTER**

