

Appeal 2005



ISRAEL

Appeal no. 05AA077

Appeal target: CHF 310,713

The International Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. The Federation is the world's largest humanitarian organization, and its millions of volunteers are active in over 181 countries.

[Please click on programme title to go to relevant text and figure to go to programme budget](#)

Programme title	2005 in CHF
Strengthening the national society	
Coordination and implementation	310,713
Total Please click here to view the total budget for this appeal	310,713¹

Related appeals:

Middle East Regional Programmes Annual Appeal 2005 (05AA081) [please click here to go to the appeal](#)

Palestine Red Crescent Society Annual Appeal 2005 (05AA079) [please click here to go to the appeal](#)

¹ This amount corresponds to USD 247,500 or EURO 200,955

Context

The situation in Israel is well known, and significantly affects the national society, Magen David Adom in Israel (MDA), the national provider of ambulance and blood services. Ongoing violence in Israel since the outbreak of the second intifada in September 2000 has diverted significant resources to the response capacity required to cope with multi-casualty incidents, including suicide bombings. The Federation presence, and its operational cooperation programme, has also been affected by this resource strain, and the programme has necessarily been confined to urgent priorities. In addition, to help offset increased staffing and other costs, the International Committee of the Red Cross (ICRC) has contributed to MDA's emergency medical service and blood service.

In addition to the cost of the intifada in human lives and suffering, the violence has caused deep psychological trauma in Israeli society. The situation has also seriously affected the Israeli economy, with many families and communities now finding it difficult to manage without outside assistance and support.

The decision to open a Federation office in Israel was taken in 2000 as part of a programme to enhance operational cooperation between all components of the International Red Cross and Red Crescent Movement and MDA. This coincided with work towards the adoption of a draft Third Protocol Additional to the Geneva Conventions and MDA's status as a national society pending recognition and admission to the Federation.

In this situation, MDA has recognised the difficulty of obtaining international consensus on the issues within the objective of securing the adoption of an additional emblem through the proposed Third Protocol. MDA leaders have publicly stated the priority they attach to the Third Protocol objective and membership of the Federation, and in December 2003, at the 28th International Conference of the Red Cross and Red Crescent, the Movement and governments adopted a decision supporting the protocol objective and calling for the convening of a diplomatic conference as soon as circumstances permit.

Such a diplomatic conference would be convened by the Swiss government as depositary for the Geneva Conventions, and its success would open the way for the recognition of MDA and its admission to the Federation. The Federation office is expected to have a role consulting MDA on the harmonisation of MDA's statutes with those of the Movement so that the process can be completed without delay. In the meantime the Federation will ensure that MDA, working within the Strategy for the Movement, benefits fully from operational cooperation and the interchange of expertise and knowledge with all Movement components.

This already goes well beyond MDA's traditional ambulance and blood service role. For example, a series of earthquakes in the region, including in Israel in February and July 2004, has led to an increased awareness of the risk of earthquakes and the need for proper disaster preparedness. The authorities are currently examining the level of preparedness in Israel and developing a national preparedness and response plan which will involve MDA in its national society role, in conformity with Movement resolutions and decisions.

Red Cross and Red Crescent Priorities

National Society Strategy

Established in 1930, MDA has participated as an observer in the General Assembly of the Federation and in the statutory meetings of the Movement since 1957. MDA's mandate, under the Magen David Adom law and regulations, is to carry out the functions of a national society, to maintain first aid, ambulance and blood services, to conduct training in first aid and pre-hospital emergency medicine, and to encourage training of volunteers in first aid, and basic and advanced life support.

MDA has approximately 1,400 staff and some 10,000 volunteers, about half of whom are youth between the ages of 15 to 18. It operates 100 first aid and ambulance stations in 11 regions. In addition to its ambulance and first

aid stations, MDA has a crew of on-call volunteers (“first responders”) who have been provided with communication devices and first aid/resuscitation equipment and can provide help, using their own vehicles, where this is needed. MDA has been designated as the national blood services provider, and operates a central blood bank and fractional plant in its blood services centre in Tel Aviv. Another major service MDA provides is training. Each year, MDA trains some 50,000 people from the general public and the medical emergency professions in first aid, resuscitation and pre-hospital emergency medicine

The relationship between MDA and the Movement has undergone a period of intense change and growth in recent years, including as a result of the strategic decision of the Federation to open an office in Israel. MDA has forged closer ties with sister national societies and is incorporated in Movement activities in the humanitarian field. It has developed its international, tracing and disaster preparedness departments and expanded its activities in the field of dissemination. It is developing new programmes in disaster preparedness, is committed to sending delegates on international relief operations with the Movement, and is training staff for this purpose. During 2004, high level contacts between MDA and the Federation included discussions on MDA’s integration into the Movement, health and blood services, disaster management, and cooperation projects with other national societies.

International Red Cross and Red Crescent Movement Context

The ICRC has maintained a permanent presence in Israel since 1967. As lead agency in the situation, the ICRC coordinates the relief response of the International Red Cross and Red Crescent Movement. It is also supporting MDA’s activities in key areas including health and emergency response, international humanitarian law and fundamental principles, and restoring family links.

The Federation office in Israel is helping MDA strengthen its ties with other national societies, promoting MDA’s integration into Movement activities, and supporting MDA in developing programmes and activities in areas such as disaster management and dissemination. The Israel office provides MDA with advice and guidance on a daily basis to enable it to better understand the role, activities and operating procedures of a national society within the Movement. It also provides MDA with access to expertise in organizational development, strategic planning, statutory review, and Movement and national society policies and practice.

Strengthening the National Society

The Federation Israel office aims to support MDA in three key areas. First, the Federation Representative in Israel will continue to assist MDA strengthen its relationships and programmes with other national societies and to ensure that MDA benefits fully from operational cooperation with the Movement. Second, it will provide MDA with advice and guidance to develop as a “well-functioning national society” in accordance with Federation *Strategy 2010*. Particular areas of interest are strategic planning, communications, fundraising, and delegate recruitment procedures. Third, the Federation Israel office will support MDA’s efforts to build capacities in disaster response, disaster preparedness, and promotion of humanitarian values, and to develop its role as auxiliary to the authorities in the humanitarian field.

In each of these areas, MDA will be supported also through the Federation’s Middle East regional office in Amman, and the Ankara regional delegation responsible for Turkey and the Caucasus as well as the Geneva-based secretariat as appropriate.

1. Health and Care *Please click here to return to the title page*

Background and achievements

MDA has a long history of providing effective medical services consisting of first aid services and training, and ambulance and blood services. With the development of ties between MDA and the Movement, the Federation has encouraged MDA to contribute to Movement work in the fields of health and care. The immediate past president serves, in his personal capacity, as a member of the Federation's Health and Community Services Commission. MDA Blood Services contributes its expertise on issues such as blood safety and volunteer recruitment.

Through its office in Israel, the Federation is able to assist MDA to liaise and develop projects and exchanges with other national societies. The Federation will continue to support MDA's integration into Movement activities and relief operations in the health sector by finding places for MDA delegates on training courses such as the Basic Training Course (BTC), Emergency Response Unit (ERU), and Field Assessment Coordination Team (FACT). The Federation Israel office will also continue to support exchange and training programmes where MDA can share its expertise with other national societies, as, for example, when MDA provided instructors for courses on response to mass-casualty incidents for staff of the Kenya Red Cross Society. The Federation will also assist MDA's efforts to develop health projects with other national societies, such as the proposal being developed by MDA and the Uganda Red Cross Society (URCS) for cooperation in a number of areas, including establishment of a first aid training centre for URCS and training of first aid instructors.

In 2004, MDA undertook a completely new activity of providing food parcels to needy families during the holiday period. MDA decided to take this step in view of the worsening economic situation in Israel, and needs observed by MDA staff and volunteers on ambulance duty. Discussions are taking place in MDA as to whether this sort of activity is one that MDA should continue in the future. The Federation Representative in Israel provides insight into activities of other national societies, and thus assists MDA's senior management which is looking at developing new activities in the humanitarian sphere.

Goal

Enable MDA to contribute its expertise in medical care and training to the Movement, deploy health professionals on missions with the Movement, and broaden its understanding of the Federation's approach and programmes in health and care in the community.

Objective 1

Contribute to work of the Federation's Health Commission, collaborate with the Federation and national societies in the fields of blood safety and blood donor recruitment, develop cooperation projects with other national societies, and share its expertise in emergency pre-hospital care and first aid training.

2. Disaster Management *Please click here to return to the title page*

Background and achievements

Disaster management is a relatively new activity area for MDA. A position of disaster preparedness coordinator was established in 2002 (supported by the ICRC), and MDA is looking at its role and possible activities in this field. In 2003, the Federation Israel office organized a visit by MDA's Disaster Preparedness coordinator to the Federation and the ICRC in Geneva to discuss disaster response, disaster preparedness and conflict preparedness.

At the International Red Cross Conference in December 2003, MDA pledged to continue to develop its activities in disaster management. The disaster management workshops MDA has organized with the Movement and MDA's access to Federation expertise in disaster management have enabled it to work more closely with the Israel authorities. In 2004, MDA has had meetings with the Ministry of Health and the National Steering Committee for Earthquake Preparedness to discuss MDA's role and cooperation with national societies and the

Movement in the event of an earthquake in Israel. MDA now participates in three sub-committees of the National Steering Committee for Earthquake Preparedness (public education, medical response, international assistance).

MDA has decided to include a module on earthquake preparedness/response in its courses for staff and volunteers, based on materials to be agreed with the education sub-committee of the National Earthquake Committee (NEC) and on Federation training materials on disaster and earthquake preparedness, and first aid training.

MDA provides first aid, ambulance and blood services in Israel and as such should play a crucial role in disaster management planning and represent a major component of the national disaster preparedness and response plan. In 2005, MDA will continue to develop its activities and expertise in disaster preparedness and response, reflect on its role in national disaster preparedness plans, consider its strategic objectives in the field of disaster management, develop protocols for disaster response, contribute its own and Federation expertise to the national reflection on earthquake preparedness, and coordinate disaster management activities with external stakeholders. The Federation Israel Office will arrange for MDA personnel and volunteers to participate in training on the Movement's disaster management tools and assessment (e.g., Regional Disaster Response Teams, Emergency Response Units).

Goal

Define and develop MDA's role as auxiliary to the authorities in disaster response and preparedness within the State of Israel, and promote understanding within Israel of the role to be played by the national society in the event that Movement assistance would be sought in a natural disaster.

Objective

Organize disaster management training for MDA staff and volunteers, strengthen links with authorities responsible for disaster/earthquake response in Israel, participate in the Israel National Steering Committee for Earthquake Preparedness, and consider developing education or other activities in disaster response and preparedness in accordance with Strategy 2010.

3. Humanitarian Values *[Please click here to return to the title page](#)*

Background and achievements

Following its 2002 decision to include a component on international humanitarian law (IHL), the Movement and the fundamental principles in all training courses (staff and volunteers), MDA has increased its dissemination capacity. MDA now has two volunteers working on the issue and plans to recruit staff in 2005. The Federation Israel office and the ICRC will continue to encourage MDA to further develop its dissemination programme.

With the support of the ICRC, MDA has organized IHL training days for MDA senior management and volunteers and published a revised version of its booklet "International Humanitarian Law", with information on IHL, the Movement and MDA. The Federation Israel office has translated the Federation course materials, "Principles to Action", into Hebrew. The Federation Israel office and MDA will work together to develop, organize or facilitate such a course for MDA staff and volunteers in Israel; MDA will be invited to send delegates to courses in Geneva.

Goal

Expand MDA programmes for dissemination of international humanitarian law (IHL) and raise awareness of the work of the Red Cross Movement and the Movement's fundamental principles among MDA volunteers and staff, and the wider public.

Objective

Establish a dissemination unit and/or recruit a dissemination officer to organize activities and programmes to raise awareness of IHL, the Movement and the fundamental principles, develop and/or translate new Hebrew-language dissemination materials, and participate in relevant Movement courses.

4. Organisational Development *Please click here to return to the title page***Background and achievements**

MDA has a long history of providing effective medical services and training. The national society also has a strong tradition of volunteering. Every four years there is a general assembly of volunteers in the various branches, at which volunteers elect their representatives for the branch directorates and the national Volunteer Conference.

In the field of organizational development, there are a number of issues under discussion: fund-raising; statutory review; delegate recruitment and selection procedures; and communications. Discussions about MDA's domestic fund-raising capacity have been underway for some time. MDA recognizes that it needs a stronger domestic base, and has been looking at ways to develop this. In mid-2003, MDA's Executive Board took a formal decision that MDA should explore domestic fund-raising possibilities and since the beginning of 2004, MDA has been looking at the services of telemarketing companies. Following discussions with the Federation Representative in Israel and a number of national societies, MDA is also looking at fund-raising for specific projects, and is considering attending the International Fundraising Congress and Red Cross Fundraising Skillshare.

In 2000, MDA embarked on a review of the MDA Statutes. When the Diplomatic Conference to consider the Third Protocol to the Geneva Conventions was postponed, MDA suspended this work. During the last year, the need to revise the Statutes has been discussed, including with the Executive Chairman of MDA during his visit to Geneva in February 2004. The Federation Israel office and MDA will continue to discuss how to move forward on this issue.

MDA's website is currently in Hebrew only. In 2003, MDA took a strategic decision to modernize and upgrade its website, and to make the new website available in English and Russian as well as Hebrew. The Federation Israel office will encourage this development, which will enhance MDA's visibility and ensure that MDA's work and activities are represented by MDA's official website.

Goal

MDA, as a well-functioning national society as defined in Strategy 2010, increases its involvement in Movement activities, and benefits from Federation expertise in strategic planning, communications, fund-raising and delegate recruitment procedures to expand programme and service delivery in Israel, and contribute to international relief operations of the Movement.

Objective

Undertake National Society Self-Assessment, continue review of the MDA Statutes, attend Red Cross Fundraising Skillshare and look at ways to develop domestic fund-raising capacity, and raise MDA's profile through an active communications strategy, including an English-language website.

5. Coordination, Cooperation and Strategic Partnerships**Background and achievements**

The Federation Israel office keeps MDA abreast of developments on the emblem and membership issues, works to integrate MDA into Movement activities, supports MDA in its efforts to develop and strengthen its relationships with other national societies, seeks and promotes contacts and opportunities for exchange, and assists MDA in preparations for international and regional meetings.

The Federation Representative in Israel assisted MDA in the lead up to and during the 28th International Red Cross Conference, including working with MDA on its report on its pledges the 27th International Conference in blood services, health courses, and international emergency relief, see:

<http://www.icrc.org/Applic/p127e.nsf>

MDA's delegation to the Federation General Assembly, Council of Delegates, and 28th International Red Cross Conference participated actively in these meetings, met with senior Federation and ICRC staff, and held bilateral meetings with over 20 national societies to discuss areas of mutual interest and possibilities for joint projects or cooperation. MDA's statement and pledges to the 28th International Conference attest to strengthened ties and cooperation between MDA and the Movement, as well as MDA's move to become active in key areas of interest to the Movement (e.g., disaster management, dissemination, tracing). The Federation Representative in Israel accompanied MDA's delegation to the statutory meetings, and was actively involved in MDA's preparations for these meetings. The Federation Israel office will provide similar assistance in the lead-up to the General Assembly of the Federation and the meeting of the Council of Delegates in 2005.

Since establishment of the Federation office in Israel and the development of closer working relationships between the ICRC and MDA, MDA has become both closer to the Movement and more involved in Movement activities. In addition to contacts and visits with over 20 national societies, MDA has sent personnel to participate in training courses offered by sister national societies, participated in a range of technical and experts' meetings, and volunteered its expertise in a variety of areas such as blood safety and donor recruitment, ambulance services, and first aid training. MDA has organized its first international workshop with the Movement (on the theme of disaster management) and its first international youth exchange with Red Cross and Red Crescent Societies (on the theme "Protecting Human Dignity: Youth Responses to Disasters"). In 2005, the Federation will help MDA further build on its developing relationships with other national societies, including with advice on concrete project proposals.

The Federation continues to give high priority to securing a comprehensive and lasting solution to the question of the emblem on the basis of the proposed draft Third Protocol Additional to the Geneva Conventions. The Council of Delegates and 28th International Conference adopted resolutions on this issue at the end of 2003. The President of the new Standing Commission elected by the 28th International Conference regards this as an urgent priority for the Commission, and visited Israel in February 2004, meeting with MDA and Ministry of Foreign Affairs officials. The Chairman of the new Emblem Working Group of the Standing Commission, accompanied by the Secretary of the Standing Commission, visited Israel in April 2004 for discussions with MDA, the Ministry of Foreign Affairs and the Swiss Ambassador to Israel. In May 2004, the Standing Commission mandated the Chairman to continue his consultations with the various parties and the Swiss Government with a view to encouraging the adoption of the proposed draft Third Protocol as soon as circumstances allow.

The Federation Representative in Israel will also continue to meet with representatives of MDA Friends' Societies and interested community groups – both within and outside Israel – to inform these organizations about the Federation's work with MDA, in particular, the progress made towards MDA's integration into the Movement.

The Federation Israel office maintains relations with the Israel Ministry of Foreign Affairs to keep them up to date about its work with MDA and the Federation's work more generally. As MDA develops activities in the field of disaster response and preparedness in Israel, and becomes increasingly interested in contributing to Red Cross relief operations abroad, the Federation presence in Israel gives MDA an extra dimension in developing its role as auxiliary to the authorities and expanding its contacts with other organizations working in the humanitarian field.

Goal

MDA participates actively in international and regional meetings of the Movement, strengthens its bilateral relationships with individual national societies, and deploys staff on mission with the Movement.

Objective

MDA creates a pool of personnel qualified for deployment in national society ERUs, or for ICRC or Federation delegate positions, MDA staff and volunteers participate in regional, technical and experts' meetings and training courses, and MDA attends the 2005 Federation General Assembly and Council of Delegates meeting.

For further details related to Israel please contact

- *Magen David Adom National Society: Mr Haim Dagan; Phone 972 3 537 9326; Mobile phone + 972 52 51 5598; Fax 972 3 687 9479 ; email haimd@mdais.co.il*
- *Israel Delegation: Ms Anna Segall (Federation Representative in Israel); Phone + 972 3 639 0331; Mobile phone + 972 53 55 7671; Fax + 972 3 537 0313; email ifrcil01@ifrc.org;*
- *Federation Secretariat: Mr Martin Fisher (Desk officer); Phone + 41 22 730 4440; Fax + 41 22 733 0395; email: martin.fisher@ifrc.org*

All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct (For details, please go to the website at <http://www.ifrc.org/publicat/conduct/>) and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project. (For details, please go to the website at <http://www.sphereproject.org/>)

This appeal reflects a range of programmes to be implemented in 2005, and the related funding requirements. These are based upon a broader, multi-year framework of the Federation's Project Planning Process (PPP). The PPP products can be requested through the respective regional department at the secretariat in Geneva. The programmes were developed with the relevant national societies, taking account of the activities of other organisations. The programmes also respect and support the wish of all countries and international organisations to achieve the UN Millennium Development Goals. (For details, please go to the website at <http://www.un.org/millenniumgoals/>)

For further information on all aspects of the Federation, please go to the Federation's official web page at <http://www.ifrc.org>

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BUDGET SUMMARY

PROGRAMME BUDGETS SUMMARY

Appeal no.: 05AA077

Name: Israel

PROGRAMME:	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter & construction	0	0	0	0	0	0	0
Clothing & textiles	0	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	0	0	0	0	0	0	0
Teaching materials	0	0	0	0	0	0	0
Utensils & tools	0	0	0	0	0	0	0
Other relief supplies	0	0	0	0	0	0	0
SUPPLIES	0	0	0	0	0	0	0
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & telecom	0	0	0	0	0	0	0
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
CAPITAL EXPENSES	0	0	0	0	0	0	0
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	0	0	0	0	16,380	0	16,380
TRANSPORT & STORAGE	0	0	0	0	16,380	0	16,380
Programme Support	0	0	0	0	20,196	0	20,196
PROGRAMME SUPPORT	0	0	0	0	20,196	0	20,196
Personnel-delegates	0	0	0	0	164,000	0	164,000
Personnel-national staff	0	0	0	0	30,000	0	30,000
Consultants	0	0	0	0	10,000	0	10,000
PERSONNEL	0	0	0	0	204,000	0	204,000
W/shops & Training	0	0	0	0	34,400	0	34,400
WORKSHOPS & TRAINING	0	0	0	0	34,400	0	34,400
Travel & related expenses	0	0	0	0	16,200	0	16,200
Information	0	0	0	0	7,000	0	7,000
Other General costs	0	0	0	0	12,537	0	12,537
GENERAL EXPENSES	0	0	0	0	35,737	0	35,737
TOTAL BUDGET:	0	0	0	0	310,713	0	310,713