THE POWER TO HEAL OUR WORLD.
TOGETHER

IMPACT REPORT 2019

HADASSAH
the power of women who DO

[Portraits of eight individuals]
HADASSAH, THE POWER TO HEAL OUR WORLD. TOGETHER.
For 100+ years, Hadassah has worked proactively to find and implement solutions to some of the most pressing challenges facing each generation. Every day, our healing — in every sense of the word — reaches people who need it the most, in Israel, the United States and around the world.

TOGETHER WITH OUR DONORS
Each of us has the power to heal our world, to save lives, to give hope. We are so grateful to the women, men and foundations whose philanthropy makes our impact around the globe possible.

TOGETHER WITH OUR MEMBERS
Hadassah believes that when we empower women, we can heal our world. Our members embody the power of women’s leadership over time and across the generations, starting with our founder, Henrietta Szold. Today, our efforts advance the work of the internationally renowned Hadassah Medical Organization to heal all people, regardless of race, religion or nationality. In the US, we raise our voices to bring justice and healing to women. And we help heal children and teens through our US and Israel programs that nurture youth.

TOGETHER WITH OUR TEAM
Our national volunteer leadership and staff collaborate every day to advance our mission, bringing together passion and professionalism, as we balance our goals, strategies and priorities with rapid response: antisemitism in the US, a terror attack in Israel, or a global health pandemic.

TOGETHER AROUND THE WORLD
Hadassah research breakthroughs bring healing far beyond Israel’s borders, while our humanitarian medical efforts transform the lives of patients around the world. Our advocacy helps foster a strong US-Israel relationship. And in Israel, the youth we serve — and our medical staff — come from many parts of the world, from the West Bank to Ethiopia, the former Soviet Union and beyond.
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The Jewish principle of *pikuach nefesh* — saving a life — is a driving force behind all that we do at Hadassah, where healing the world is part of our mission. In 2019, we advanced the powerful legacy begun by our founder, Henrietta Szold, who brought American Jewish women together to find hands-on ways to save lives, forging strong ties between what would become two powerful nations.

Today, our 300,000 donors, volunteers, members and male Associates see Hadassah as their vehicle of choice for transforming passion into action. Every day we’re empowering women to make change, building bridges to peace, and advocating for a strong US-Israel relationship.

In Israel, Hadassah’s hospitals treated a million patients in 2019, saving lives through pioneering research and treatments. In May, for example, we inaugurated the first cutting-edge cardiac catheterization unit serving northern Jerusalem at Hadassah Hospital Mount Scopus, thanks to a generous grant from the US Agency for International Development (USAID).

In 2019, we brought our distinctive vision to the domestic and global Jewish communities as key members of the American Zionist Movement, the Conference of Presidents of Major American Jewish Organizations, World Zionist Organization committees and the Jewish Agency for Israel Board of Governors’ Taskforce on Antisemitism.

And our vision is always looking ahead to the next generation. In the United States, we grew our ranks of empowered women through our Young Women’s Department, our Connection Is Power campaign, and new online initiatives. In Israel, our three Youth Villages — originally home to children escaping Nazi Europe — today serve Jews, Arabs, Druze, Ethiopians, and youth from the former Soviet Union, living and studying together, learning to value innovation, diversity and helping others. When rockets rained down on southern and central Israel in November, our Meir Shfeyyah Village welcomed student evacuees.

Known for these many different expressions of our practical Zionism, Hadassah is committed to bringing healing to those who need it most. This vision transcends politics, focuses on empowering women and unites the Jewish People in Israel and the Diaspora.

*B’Shalom,*

Ellen Hershkin

National President 2016-2020

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It has been a privilege and a pleasure to serve as National President these past four years, and I wish Rhoda Smolow all the best as she leads our organization into the future. Kulanu b’yachad, we together.
On July 16, 2019, Hadassah delegates elected me to serve as its 27th National President, with a four-year term starting January 1, 2020.

Before a packed hall, I promised our members and supporters — powerful women and committed men — to make pride, passion and purpose the hallmarks of my presidency, to lift up volunteers and staff, engage donors, and ensure our 700 units have tools to empower women. Together, we advance our mission — from medical breakthroughs at Hadassah’s hospitals to health and wellness in the United States.

In 2019, we saw a surge in street protests. During Hadassah’s 99th National Convention, I stood up for reproductive rights at Hadassah’s midtown rally. Since then, Hadassah continues our proud public expression, marching in support of Israel, standing up for women, and speaking out against hate.

As new challenges emerge, I hope you’ll recognize the value of Hadassah’s vision, from the way Jewish and Arab patients and professionals at Hadassah’s hospitals are a model for peace to the Hadassah members in every congressional district making an impact.

This vision has taken us across generations, binding American Jews together. I am excited to create new models to engage younger American women while we forge pathways to bring Hadassah to places we have never been before.

Like the nation Hadassah women helped create, we can turn the ordinary into the extraordinary. Together, we can heal our world.

With Pride, Passion and Purpose,

Rhoda

The year 2019 was an important one for Hadassah as it played a key role in the passage of the Never Again Education Act in 2020. The role of Hadassah embodied what our organization stands for and what it accomplishes.

Facing a National Challenge Head-On
For years we have been fighting the rising tide of antisemitism in America and around the world. In fact, 2019 saw the greatest rise of antisemitic incidents since World War II: shootings, beatings, terror attacks, synagogue and cemetery desecrations. These hate crimes are far more than numbers. In April during Shabbat services at the Chabad of Poway, Lori Gilbert-Kaye, z”l, a beloved member of Hadassah San Diego, was fatally shot trying to save her rabbi.

When Hadassah assumed the mantle of mobilizing its nearly 300,000 members, organizing other organizations and reaching out to US Senators and Representatives, it exhibited the multifaceted leadership role in championing the nonpartisan Never Again Education Act, which establishes a new federal program and fund to support Holocaust and anti-hate education. These efforts, including op-eds and public events, laid the groundwork for the bill’s ultimate passage.

Planning for Our Future Now
Our commitment to the legacy of our organization, its values and its future lies heavily in the health care we support in Israel. But, it also manifests itself in building a viable and vital membership that will carry Hadassah into the future. For this reason, in 2019, we launched the targeting of our offerings to different age and professional groups. Our Young Women’s Cabinet has built a strong communications network, and fostered the development of young women’s groups across the country. It has built strong leadership communities, particularly among participants in our Momentum partnership, which allows women to travel to Israel followed by a program of Jewish learning and community building. Our professional councils (Physicians, Nurses & Allied Health Professionals, and Attorneys and Judges) have expanded their membership and programming, advising the broader organization on health issues and participating in amicus briefs.

We believe that the public role we have played in safeguarding our legacy, while creating new points of entry and pathways to leadership in Hadassah for more women of different backgrounds, allows us to engage a broad constituency. Together, we must continue to be the moral compass that has guided us in the past and will lead us in the future.

With much gratitude,

Janice
In our daily prayers, we ask God to “bless our years.” Certain years stand out in modern Israeli history: 1948, 1967, 1973. Certainly, 2019 won’t be forgotten!

Looking back at 2019, we had many medical and humanitarian accomplishments and, of course, challenges. A few examples of our accomplishments: A child with an allergy to light no longer lives in darkness. A boy who fell down an open elevator shaft went back to school. We performed cardiac catheterization on a preemie. We operated on the malformed hearts of Syrian babies, brought stealthily to Jerusalem.

Our many contributions to international medicine included a breakthrough method of identifying thyroid cancer, a new treatment for retinoblastoma, and successful innovation in secondary corneal transplants.

The Wohl Institute for Translational Medicine, geared toward applied research for personalized medicine, was inaugurated as a result of a partnership with the Wohl Legacy in the United Kingdom, Hadassah International United Kingdom, and the Hadassah Medical Organization (HMO). Using sophisticated imaging technologies for preclinical research, researchers from Hadassah’s hospitals and other institutions began developing dedicated medications and treatments.

The new Leona M. and Harry B. Helmsley Charitable Trust Pediatric Bone Marrow Transplantation Unit is the leading global center for transplants for rare diseases like osteopetrosis, a fatal bone hardening in small children, as well as for innovative immunotherapy treatments, including CAR T-cell therapy.

In the 360° Degrees of Healing Campaign for renovating and re-purposing the iconic Round Building, the building’s roof was removed and earthquake-fortified pillars were dug deep.

With the support of the United States Agency for International Development (USAID), we opened the first heart catheterization unit in North Jerusalem at our Mount Scopus hospital. We introduced advanced equipment, including a new PET CT.

The late Rabbi Yechiel Eckstein, who supported HMO and Hadassah, the Women’s Zionist Organization of America (HWZOA), was with us when we broke ground for the new Rehabilitation Center at Mount Scopus and inaugurated the new Locomat computerized walking machine. Together, we witnessed an Israeli soldier regaining his ability to walk. We were saddened by the sudden death of Rabbi Eckstein, who showed us how to turn ideals into practical acts of kindness.

In 2019, we began presenting the “Above and Beyond Awards” for outstanding service to nurses at Hadassah Ein Kerem and Hadassah Mount Scopus. Each nurse received a handsome monetary gift from HWZOA. We reached out to the community, raising awareness of women’s heart health through Hadassah’s Linda Joy Pollin Cardiovascular Wellness Center for Women. We set up a giant heart in Tel Aviv and created a social media campaign around it.

Although Hadassah’s doors were fully open to our neighbors in the Palestinian Authority (PA), politics intervened and many patients, tragically for them, couldn’t get PA coverage, creating a negative impact on our finances. Despite full hospital occupancy, balancing our budget remained an unfulfilled dream.

I’m fortunate that I don’t have to face these challenges alone, because you, dear donors, are always partners. I take this opportunity to thank you with all my heart and to bless you and your loved ones with many good years.
CRISIS RESPONSE: COVID-19

The iconic Round Building quickly became a main COVID-19 center of care in Jerusalem.

Trained for rapid response to global health crises and terror attacks, medical teams at Hadassah’s hospitals have been on the forefront of the worldwide fight against COVID-19. Called on by the Israel Ministry of Health, Hadassah jumped into action, leading the way with unmatched testing and safety protocols, new treatments and clinical trials, and much-needed compassion, setting up isolated wards and ICUs for COVID-19 patients without compromising its safe, cutting-edge care for all.

Hadassah epidemiologist Dr. Ran Nir-Paz flew to Japan to treat patients infected aboard the Diamond Princess. As cases spiked, Hadassah answered the Israel Ministry of Health’s call, with an immediate turnaround of two floors in the iconic Round Building for COVID-19 wards, a testing center able to perform 3,000 tests, and ramped-up production of Hadassol, its in-house sanitizer, for government agencies and other hospitals.

Six Doctors Creating New Global Standards — and Hope

- Dr. Sigal Sviri, Director of Medical Intensive Care, helped build Hadassah’s first COVID-19 ICU in just under one week. “We had to think through every detail,” she said, “because once the unit was set up and patients were inside, no technicians would be able to enter.”
- Dr. Abd Al-Roof Higazi, head of Clinical Biochemistry, recently identified the mechanism responsible for blood clots in COVID-19 patients that create lethal lung, kidney, heart and brain blockages.
- Early safety protocols — including testing medical staff every five days — significantly stemmed contagion, and were spotlighted on a CNN segment featuring Dr. Yoram Weiss, Director of Hadassah Hospital Ein Kerem.
- Infectious disease expert Prof. Dana Wolf led Hadassah’s pandemic-response lab in creating a serum using COVID-19 antibodies to treat patients on ventilators.
- Dr. Eyal Mishani, head of Hadassah’s Research and Development Department, spearheaded a clinical trial of Camostat Mesylate for COVID-19.
- The Washington Post featured Dr. Fadi Kharouf for working alongside and saving the lives of Jews. LEARN MORE.

Looking Ahead

By March 2020, 16 COVID-19 clinical trials had begun. In an online briefing, 260 medical professionals from 13 countries learned about Hadassah’s COVID-19 strategies, now included in a Manual of Protocols, created by Hadassah International and HMO, to help developing nations’ pandemic response. And in the US, local Hadassah units collected PPE for frontline workers and food for those in need, and are urging legislators to support expanding US-Israel medical partnerships to combat COVID-19. This bipartisan bill will speed our collective abilities to detect, treat and cure the virus.

PHOTOGRAPH: ELI ATIAS
HADASSAH MEDICAL ORGANIZATION TAKES THE LEAD

FIRST IN MIDDLE EAST TO USE TUMOR DIAGNOSTIC TEST
Hadassah Medical Organization’s (HMO) Molecular Pathology and Diagnostic Tumors department is the first in the Middle East to conduct the new tumor diagnostic test FoundationOne-CDx (F1CDx) within its own laboratories. The new test will guide decisions regarding immunotherapy protocols and expand options for targeted personalized therapies.

A FIRST FOR ISRAEL, NEW CENTER FOR CARDIOGENETICS
As part of HMO’s Irma and Paul Milstein Heart Center, the new Center for Cardiogenetics opened, placing Hadassah at the forefront of the diagnosis and treatment of genetic diseases of the cardiovascular system in Israel and the Middle East.

GLOBAL IMPACT

HUMANITARIAN MISSION TO ETHIOPIA
Prof. Allon Moses, chair of Hadassah’s Department of Clinical Microbiology and Infectious Diseases, led a team from HMO on an important mission to strengthen infection prevention and control at Ayder Comprehensive Specialized Hospital in Mekelle, Ethiopia. Although limited resources impose real challenges for the hospital, Prof. Moses and his team feel optimistic that their visit was productive.

REVOLUTIONARY RESEARCH & TECHNOLOGY

GENETIC RESEARCH BREA tkTHROUGH
HMO’s recent genetic research breakthrough has demystified the causes of day blindness in families. Prof. Dror Sharon discovered a genetic mutation that causes achromatopsia — a form of day blindness. Now, Prof. Sharon and his colleagues are collaborating with doctors at the Institut de la Vision Paris in France and the University of Lausanne in Switzerland to develop cures for many of the patients in Israel who participated in his study.

CUTTING-EDGE, LIFE-SAVING TECHNOLOGY
“This technology is unparalleled. It takes just two minutes for a computer to decode the results and determine if there was a stroke,” says Hadassah Stroke Service Director Prof. Ronen Leker. A first for Israel, a new automated cerebral imaging technology, is now available at Hadassah Hospital Ein Kerem. Called RAPID CT perfusion, the new technology saves invaluable minutes when diagnosing a possible stroke.

ALWAYS GROWING: WHAT’S NEW AT OUR HOSPITALS

NEW PEDIATRIC BONE MARROW TRANSPLANT UNIT OPENS
With a $4.75-million grant from The Leona M. and Harry B. Helmsley Charitable Trust, HMO has opened a new pediatric bone marrow transplantation (BMT) unit. The new unit greatly expands its capacity, enabling Hadassah’s BMT medical team to provide life-saving treatment to approximately 100 children each year.

A SYRIAN MOTHER’S JOURNEY TO HADASSAH
Fleeing from the carnage of her country’s civil war, a Syrian mother overcame her fears about Israel and brought her severely ill 18-month-old baby to Hadassah Hospital Ein Kerem, where its heart specialists saved her son’s life. She had wandered from hospital to hospital, but none of the doctors were able to help until she reached the doctors at Hadassah Hospital Ein Kerem.
A MIRACULOUS BIRTH

“Thank you, Hadassah, for giving our family this rambunctious, miracle child.” “Malka” was 30 weeks pregnant when her doctor told her sobering news: her baby would not survive due to a serious heart defect. Desperate, Malka sought a second opinion at Hadassah Hospital Ein Kerem, where her baby Ruth was born. After her miraculous birth, Prof. Eldad Erez, head of Pediatric Cardiothoracic Surgery, ensured that Ruth received life-saving treatments and surgeries. Today, Ruth is a happy and healthy five-year-old.

INTEGRATED CARE HEALS NEW MOM

Integrated care is a primary focus of HMO’s new Thyroid Eye Disease Clinic. When Miriam, a new mom, was diagnosed with Graves’ disease, it was clear she also had symptoms of Thyroid Eye Disease (TED). Miriam received integrated care at the Thyroid Eye Disease Clinic and her treatment was highly effective due to the collaboration between Dr. Rena Pollack, senior endocrinologist, and Dr. Shai Kehat-Ofir, senior ophthalmologist and oculoplastic specialist.
At the young age of 10, when her grandfather suffered a heart attack and no medical treatment was immediately available in their village of Tur’an near Nazareth in the Galilee, Dr. Shaden Salameh-Youssef found herself struggling to describe his condition to paramedics over the phone. That is when she decided she had to become a doctor.
With a magnetic personality, she has been dreaming big and fulfilling her ambitions ever since. Appointed as the head of the Emergency Medicine Department at Hadassah Hospital Mount Scopus, in mid-2019, Dr. Salameh-Youssef is now setting her sights on expanding and improving the Emergency Room.

According to the Israel Central Bureau of Statistics, Israel’s population is considered young, relative to the populations of other Western countries. Jerusalem, in particular, has a relatively high proportion of children aged 0 to 14 years. Moreover, the city of Jerusalem is growing rapidly, with a current population of more than 800,000.

With this ongoing population growth and constant advances in medicine, the number of ER visits to Mount Scopus continues to increase. In 2019 alone, more than 68,800 patients turned to the ER, a 3 percent increase over the 66,800 visits in 2018. Yet, apart from a minimal expansion more than 20 years ago, the ER largely remains as it was in 1939, when Hadassah Mount Scopus opened in what was then Mandatory Palestine. Today, Mount Scopus is the closest hospital for over half of Greater Jerusalem’s population.

Patients can access the ER at Mount Scopus 24 hours a day, 7 days a week, and 365 days a year. The ER offers treatment and care for nearly all medical emergencies, including pediatric surgical sub-specialties.

Dr. Salameh-Youssef is pleased that the renovation of the ER now under way will alleviate the overload and better meet the needs of the surrounding communities. “The renovation will include a new walk-in clinic, a triage area, a separate pediatric ER, and a much needed trauma unit,” explains Dr. Salameh-Youssef, adding that the current lack of a functional trauma unit at Mount Scopus means that patients often have to be transferred to Hadassah Ein Kerem for urgent treatment.

Last May, the new Cardiac Catheterization Laboratory was inaugurated, enabling emergency angioplasty to be performed on the premises, thus boosting the hospital’s ability to treat patients arriving at the ER with acute cardiac distress.

Under her dynamic leadership, the ER will be better positioned than ever before to provide immediate healing to Jerusalem’s diverse and thriving population.

Her husband is a urologist at Hadassah, and they have three young children. “I love this place and I’m very honored to be able to lead the department forward,” she says smilingly.

“I am a minority within a minority. . . . I treat without discrimination. I feel that my identity is an advantage because I have more channels to communicate through, and I’m able to be empathetic at different levels,” Dr. Salameh-Youssef notes. “I look for what I have in common with my patients: with Israelis I am Israeli, with Arabs I am Arab, with Christians I am Christian, with women I am a woman.”
The clock said midnight and Prof. Dana Wolf’s phone was ringing. She recognized the number. It belonged to the head of Israel’s Ministry of Health National Laboratory Division. Just as the COVID-19 pandemic was spreading, Israel’s central lab, exclusively designated to deal with coronavirus tests, was closing because its staff was infected with the virus they set out to diagnose.

“Dana,” the caller said, “you have to take over.”

Prof. Wolf’s heart began beating fast. “I felt as if I had nothing less than a war to fight,” she asserted. Though she had treated patients and investigated viruses for years, it was nothing compared to what she faced.

Born in Haifa to parents who immigrated from Romania and Brazil, Prof. Wolf loved literature and excelled at mathematics in high school. She decided to become a doctor when she was in 12th grade. “Medicine seemed to be the ideal combination of humanities and science,” she explained. She graduated from the Hebrew University-Hadassah School of Medicine and, after military service, specialized in internal medicine at a time when the human immunodeficiency virus (HIV) was discovered as the cause of AIDS.

“We didn’t know much about viruses at the time,” she noted. “But with the efforts to stop the death toll from AIDS, virology became a rapidly growing field. The strategies for treating viral infections were developing.”

In 2019, the lab was investigating cytomegalovirus (CMV), a threat to pregnant women and newborns. As Prof. Wolf explained, “Most people don’t know they have CMV because it rarely causes symptoms and complications in healthy people. But it caused terrible suffering for AIDS patients and still threatens transplant recipients. It can also result in serious birth defects in a baby if a pregnant woman is infected.”

Researchers at Hadassah are closing in on the maternal-to-fetal viral spread and new antiviral approaches that will change the outcome of congenital infection. Her research has already successfully identified a novel compound that is highly active against CMV. She is among the leaders of a European consortium working toward a CMV vaccine. “With all our experience and expertise in viruses, we were ready to rise to the challenge when COVID-19 emerged,” she said. Hours after the call from the Ministry of Health, Hadassah Medical Organization Director General Prof. Zeev Rotstein approved increases in the lab size and activity. This coincided with his insistence that all Hadassah hospital staff needed to be tested regularly to avoid long quarantines. The enlarged lab meant that testing could be done in-house.

“Pre-COVID-19, we were a mid-sized, steadily growing lab, doing about 150,000 tests for various viruses a year,” said Prof. Wolf. With the pandemic’s onset, the lab established a partnership between Hadassah Medical Organization and the Hebrew University Faculty of Medicine. “Scientists and students from the Hebrew University pitched in. Soon we were doing more than 2,500 tests a day, and not a single worker became infected.”

To eliminate bottlenecks, the team developed a method of RNA extraction and pooling of samples so that eight samples, each marked with a bar code, could be tested at once.

“No one needs to be convinced now that investment in a better understanding of viruses crossing the human-animal interface and the scientific understanding and combating of viruses is essential,” said Prof. Wolf. “When I look back at what we did, it’s like a miracle. But miracles don’t happen in a vacuum. The trust placed in us by donors, administrators, and colleagues put us in a position to help Israel and humankind.”
When Dr. Tamar Elram needs a moment of revitalization, she climbs to the roof of Hadassah Hospital Mount Scopus, the hospital where she serves as director. On one side she can see the village of Anata, where the Prophet Jeremiah urged Jews to build a home in Jerusalem in times of trouble. He asked, famously, “Is there a doctor in the house? Is there healing for the daughter of my people?” To which Hadassah responded with life-saving medical care. On the other side, she sees Jerusalem, a growing city of some 800,000 residents. And then she looks with pride over her campus, where a prophetic vision and a city with real-life challenges and complexities intersect. It’s where the renewal of Hadassah Mount Scopus is taking place before her eyes.
Last year, ground was broken for a vastly expanded rehabilitation center. Also in 2019, renovation and expansion of the Emergency Room and the building of Mount Scopus’s first trauma center began. With the opening of the new Rady Mother and Child Center, featuring contemporary ambiance and state-of-the-art equipment, the number of women giving birth at Mount Scopus has increased by over 30 percent. The hospital opened the first cardiac catheterization center in North Jerusalem, immediately improving medical outcomes for the nearby population.

“I am so proud of Director General Prof. Zeev Rotstein, of Hadassah, the Women’s Zionist Organization of America, and of Hadassah International for including Mount Scopus in the 360 Degrees of Healing Campaign,” said Dr. Elram. “We see the master plan for the campus materializing before our eyes.”

Having come to Jerusalem as a young child, Dr. Elram, one of six siblings, knew by age 12 that she wanted to become a physician. She graduated from the Hebrew University-Hadassah School of Medicine and trained in obstetrics and gynecology, followed by a Wexner Fellowship at Harvard University. Before assuming her position at Mount Scopus in 2017, she served in senior positions in Israel’s Ministry of Health, as Deputy Director of Hadassah Ein Kerem, and as the Director General of Misgav Ladach Hospital in Jerusalem. In 2019 Lady Globes Magazine named her one of the 50 most influential women in key positions in Israel.

But Dr. Elram, the 48-year-old mother of five, isn’t only concerned with building a physical campus. She wants to build the resilience of her staff through a program aimed at spiritual development. In the morning, staff is greeted by soothing music and encouraged to listen and sing. She has developed a staff program of arts and spirituality. “I believe that the emotional well-being of my staff is central,” she said. “I’m sure you can be a better healer and a better leader if you are in touch with your inner self. Improving personal well-being also improves interpersonal relationships and communication, key elements in healing. Medical decisions are partly science and partly a reflection of our values.”

For her personal development, Dr. Elram writes poetry in English and Hebrew. And what better place for a poet to find inspiration than the heights of Mount Scopus.

**DR. ELRAM’S EPIPHANY**

Ten years ago, an earthquake measuring 7.0 on the Richter scale hit Haiti. Horrified, Dr. Elram volunteered to help, working in a clinic and traveling to aid people distant from treatment areas. One difficult day, after examining a fragile newborn, Dr. Elram asked to see the mother, who was lying in the brutal heat. She insisted that mother and baby receive additional liquids. The grateful mom asked Dr. Elram to honor her by naming the baby, a local custom.

“I somehow couldn’t do it,” she said. “The mother kept asking, but I felt something inside stopping me.” The next morning, she learned that the baby boy had died.

“This was the moment when I embraced the humility of what we do,” she said. “With all our efforts and skills, we were overwhelmed by the scale of the need. That baby’s short life was a seminal event for me, which taught me my deepest lesson about human limitations. The conditions were so appalling that it was a miracle anyone survived. That sense of humility has stayed with me. Even in a senior position, you need to constantly remind yourself that you are junior when you consider the scope of the challenges.”
JEFF BRODSKY

HONORING THE PAST, BELIEVING IN THE FUTURE

Jeff Brodsky’s family ties to Hadassah are long. His parents, Renee and Merwyn, who married at the age of 20 and enjoyed a wonderful marriage lasting 60 years, were children of immigrants who all benefitted from Hadassah programs in Chicago. With her own mother an active member, Hadassah was part of Renee’s life from early on and she became a longtime member of the South Suburban Hadassah Chapter. When asked about his own childhood memories of Hadassah, with a chuckle, Jeff reveals that for him and his brother, Steve, “a definite favorite was the Hadassah cookbook, which was the go-to for the family’s favorite recipes.”

Jeff recalls the lasting impression Hadassah made on his family, which also made its home near Chicago. One of the most enduring lessons Jeff learned from his mother, Renee, was that “being a ‘doer’ is very important,” which echoes Hadassah’s imperative “to take action, to make an impact.”

An appreciation of science and medicine was also part of the Brodsky family tradition. Merwyn was a respected chemist who spent most of his career at Argonne National Laboratory. Jeff recalls the first family trip to Israel, “When we visited the Hadassah Hospital at Ein Kerem that we had heard so much about, we were so impressed, and the awe-inspiring Chagall windows were incredible.” It became a precious family memory that brought a vivid new dimension to their appreciation of Hadassah.

The value of Renee’s bond with Hadassah has continued to grow in ways she likely couldn’t have imagined. Jeff recalls “how important the concept of tzedakah was” to his mother throughout her life. Today, the family’s connection to science has grown new roots at Hadassah. In honor of his mother, a cancer survivor during her lifetime, Jeff created the Renee Kaplan Brodsky Fund with a generous gift to support the work of up-and-coming researchers at Hadassah Medical Organization who are seeking cures for diseases affecting women. Jeff explains that he not only wanted to make an immediate impact, he wanted to fuel the advancement of young researchers for years to come. “The hardest period in being a successful researcher is when you’re getting started. Small starter awards are critical for young researchers to get the preliminary results that can translate to getting bigger grants.”

His gift is strategic and hopeful. With Jeff’s own background in biomedical research as the Avinoff Chair of Biological Sciences at the University of Pittsburgh, he appreciated the types of questions the young researchers on Prof. Rivka Dresner Pollak’s team were asking. “I was impressed by the cutting-edge research that the lab was using to understand the underlying causes of ovarian cancer. I wanted to contribute to this community of scholarship, which may help lead to a cure.” He adds, “I know how much my mom would love to know that this work is continuing in her memory.”
THE ROUND BUILDING — 360° OF HEALING CAMPAIGN

Hadassah Medical Organization (HMO), the flagship of health care in Israel, is facing a critical challenge. As Jerusalem’s population of nearly one million people continues to skyrocket, Hadassah’s hospitals are exceeding capacity. Now, more than ever, HMO’s expansion is imperative — and Hadassah’s 360 Degrees of Healing Campaign is making a huge impact.

Hadassah launched the 360 Degrees of Healing Campaign in 2018 with the goal of raising funds to expand, renovate, and update the iconic Round Building at Hadassah Hospital Ein Kerem. In 2019, the building’s construction made significant progress, and our vision is slowly but surely coming to fruition. The Round Building’s expansion and renovation continues to be possible due to the support from our generous donors totaling $20 million by the end of 2019.

ROUND BUILDING’S RENOVATION ROUNDP

First Department Opens
The Dialysis Unit was the first department to move into the Round Building. Before moving to its new location, the Dialysis Unit could only accommodate 12 beds. Today, the Dialysis Unit has more than doubled its capacity.

More Space, State-of-the-Art Care
Construction is in progress to build an additional two floors on top of the existing Round Building, providing larger, more modern spaces that will enable physicians to treat patients more efficiently and with state-of-the-art care. The Round Building’s new design will add more than 200 beds to significantly enhance its capacity.

A Strong Foundation
Five massive support pillars were installed to strengthen the building’s infrastructure. Together, they are instrumental in protecting against natural disasters and other potential dangers, including the threat of war and terror attacks.

Highest Safety Standards
Ensuring the highest standards of safety is an essential part of the Round Building’s renovation. Construction is under way to build safe rooms that have a fortified structure to protect staff and patients.

A VISION FOR THE FUTURE
For over 100 years, Hadassah Medical Organization has maintained the highest standards in medicine. As we witness the revitalization of the Round Building, we know there is much more to be accomplished to ensure HMO continues to be a beacon of healing in Jerusalem, Israel, and the world.

It’s about compassion. It’s about healing. It’s about life.
FIGHTING AGAINST HATE ON CAPITOL HILL
“$We are grateful to the army of Hadassah members across the country for their tireless advocacy efforts in building bipartisan support for this critical piece of legislation.$”
ELLEN HERSHKIN, HADASSAH NATIONAL PRESIDENT 2016-2020

With hatred and antisemitism on the rise, Hadassah led the way to secure support for the Never Again Education Act, which provides funding for Holocaust awareness and anti-hate education in schools. In 2019, Hadassah’s powerful advocacy efforts helped secure 298 representatives as cosponsors of the Never Again Education Act, a 13-fold gain on the original cosponsorships, and 27 senators. The bill was signed into law on May 29, 2020.

OUR NEW NATIONAL PRESIDENT

During Hadassah’s 99th National Convention held in New York City, Hadassah delegates from around the country elected Rhoda Smolow to be Hadassah’s new National President. Throughout her Hadassah career, Rhoda Smolow has demonstrated outstanding leadership, passion and dedication to Hadassah’s mission to bring healing and justice to the world. On January 1, 2020, Rhoda Smolow officially became Hadassah’s 27th National President.

A SPECIAL SUPREME COURT APPEARANCE

“I love the program from the bottom of my heart. It takes me at least three days to come down from Supreme Court Cloud 9.”
DEBORAH KAHN, SUPREME COURT SWARING-IN CO-TEAM LEADER

Each year, a small group from the Hadassah National Attorneys Council gathers at the Supreme Court to be sworn in as Members of the US Supreme Court Bar. Unlike previous years, however, a question hung over the lead-up to this year’s program. Would Justice Ruth Bader Ginsburg, a lifetime member of Hadassah, who recently had surgery, be back on the Bench in time for the swearing-in? As it turned out, the answer was yes. Justice Ginsburg’s first day back on the Bench coincided perfectly with the swearing-in, and Supreme Court Swearing-In Co-Team Leader Deborah Kahn remarked that it was “the best program yet.”

TAKING A STAND FOR WOMEN’S HEALTH

In 2019, thousands of members mobilized in 45 states to advocate for Hadassah’s policy priorities, including women’s health and well-being. During Hadassah’s National Convention, more than 250 people rallied in New York City in support of reproductive rights. This past year, Hadassah’s community also participated in a National Day of Action to stand up for reproductive rights and urged legislators to support Title X funding, a program that supports family planning and preventive women’s health services.

ADVOCATING FOR A STRONG ISRAEL

Israel is in Hadassah’s DNA. In 2019, Hadassah hosted more than 350 Israel and Zionism events, and used its powerful voice to release formal statements in support of Israel, including a statement urging US leaders to end the politicization of the US-Israel relationship. Hadassah also strongly condemned a United Nations Human Rights Council (UNHRC) report that claimed the Israel Defense Forces (IDF) committed war crimes, by exposing the UNHRC’s ongoing anti-Israeli bias and defending the IDF soldiers who acted morally to protect Israeli citizens.
HEALING OUR WORLD AFTER TRAGEDY
Acts of violence and hatred have left an indelible mark on Hadassah and the world. In 2019, a series of violent attacks occurred throughout the US in El Paso, TX, Dayton, OH, Gilroy, CA, and Chicago, IL. Hadassah also mourned the loss of a beloved Hadassah member, Lori Gilbert-Kaye, who was a victim of a horrendous shooting at the Chabad of Poway in San Diego County. In the aftermath of the attacks, Hadassah reaffirmed its public commitment to fight against antisemitism and hatred by speaking out, writing op-eds, and organizing events.

EMPOWERING AND PROTECTING WOMEN
As part of the annual forum of the United Nation’s Commission on the Status of Women, Hadassah sponsored a panel with Jewish Women International to highlight ways to empower and protect women in today’s world. Ruth Cole, chair of Hadassah’s United Nation’s team, opened the event, emphasizing that Hadassah’s presence within the United Nations broadens “our global reach.” Following her introductory remarks, each of the event’s panelists made it clear that if social justice is to be achieved, women from diverse communities must join forces to shine a spotlight on gender injustice and advocate for societal change.

BUILDING BRIDGES THROUGH CURRICULUM REFORM
Today, hundreds of thousands of Palestinian children are being taught from a curriculum in schools administered by the United Nations Relief and Works Agency (UNRWA) that fuels hatred, incitement and antisemitism. In 2019, Hadassah continued to build momentum to advocate for curriculum reform by hosting a briefing on Capitol Hill and urging Congress to support legislation that will ensure accountability and curriculum reform in Palestinian Authority and UNRWA curricula. At Hadassah, we believe education is the key to a more hopeful future.

RECONCEIVING INFERTILITY
“I share my story with the hope [of] helping others struggling with fertility — and that more and more people will feel empowered to share their stories, too.”
RUTH ANN FREEDMAN
In a 2019 interview with Hadassah, Ruth Ann Freedman, an elected member of the National Board and a National Vice President of Hadassah, shared her struggles with infertility. Freedman endured ten fertility procedures and two rounds of IVF before she finally became pregnant with twin girls: Rachel and Hannah. Hadassah is committed to raising awareness on issues surrounding infertility by confronting taboos, driving policy change, and empowering women and families to advocate for their health.

HADASSAH MAGAZINE AWARDED FOR #METOO COVERAGE
Hadassah Magazine won six Simon Rockower Awards from the American Jewish Press Association (AJPA), including three First Place honors for its coverage of the #MeToo movement, which was featured in a special themed issue titled “#MeToo and the Jewish World.”
## FUNDRAISING BY THE NUMBERS

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### YOUTH ALIYAH: HEALING OUR AT-RISK YOUTH

Hadassah-supported Youth Aliyah villages nurture children who have fallen through the cracks of society — young refugees and children from at-risk homes — and allow them to heal and become productive members of society. Originally resettling children escaping Nazi Europe, today Hadassah’s villages serve more than 950 immigrants and at-risk children in Israel: Jews, Arabs, Druze, Bedouin, Ethiopians, and many more from the former Soviet Union.

Each village operates sports and cultural enrichment programs as well as vocational training programs, from high-tech auto repair to wine-making, that set at-risk youth in Israel on the path to success. This specialized curriculum prepares students for life outside of the villages, and a growing number of graduates pursue higher education after completing their army service. During the 2018-2019 school year, 79 percent of students completed high school with a Bagrut certificate or technology certification and 95 percent of students entered the Israel Defense Forces.

Youth Aliyah villages also provide a safe haven for students. In 2019, rocket attacks in southern and central Israel forced the evacuation of students at Kfar Silver, a residential school near Gaza. As during past conflicts, the Meir Shfeyah Village offered to host 30 of their students, and within hours, children began to arrive at the village where they were provided with housing, meals, classrooms, and activities.
Young Judaea’s summer camps and Israel programs nurture young adults trying to find their identity in a world of increasing antisemitism with positive Jewish experiences that will heal them. Hadassah is proud to support Young Judaea programs that instill a strong commitment to Jewish life and a lifelong love of Israel in thousands of youth, ensuring Jewish continuity for future generations. In 2019, Hadassah funded scholarships for 175 Young Judeans to attend Young Judaea camps and Israel programs.

2019 marked the sixth year that Hadassah awarded its Leaders of Tomorrow Award for Young Women to Young Judeans who have shown great leadership potential. The award recipients received an all-expense paid trip to Israel to participate in the annual summer Young Judaea Machon leadership program, which serves to deepen the recipients’ love for Israel.

In 2019, Hadassah awarded the Leaders of Tomorrow Award to Skyler Clark, 17, from North Springs Charter High School in Sandy Springs, GA, and Sara Michal Saidel, 16, from Hyman Brand Hebrew Academy in Overland Park, KS. The runners-up, who receive $1,000 for the same Young Judaea Machon program, were Sydney Levy, 17, from DeKalb School of the Arts, Avondale Estates, GA, and Jessica Siegal, 17, from Needham High School, Needham, MA.
HADASSAH'S 99TH NATIONAL CONVENTION: #MISSIONPOSSIBLE

Hadassah's 99th National Convention in New York City drew nearly 1,000 attendees. Over four packed days, our speakers — Hadassah innovators, US and Israeli dignitaries, thought leaders, advocates, Hadassah Hospital doctors, patients who beat the odds thanks to Hadassah innovation, and youth from Hadassah’s programs — inspired and educated, a testament to the many kinds of healing Hadassah brings to our world.

“Hadassah is … bringing justice and healing to a very troubled world.”
HON. IRWIN COTLER, RECIPIENT OF THE 2019 HENRIETTA SZOLD AWARD

“We will continue to be pioneering in every field of medicine, to try to prolong life, to relieve misery and to return smiles to mothers’ faces… The people of Israel really love Hadassah.”
HMO DIRECTOR GENERAL PROF. ZEEV ROTSTEIN

“Hadassah is the address for women’s empowerment and for the empowerment of Zionist women.”
US SPECIAL ENVOY TO MONITOR AND COMBAT ANTI-SEMITISM ELAN CARR

“The best way I know to assure women’s rights is to assert women’s rights.”
ELLEN HERSHKIN, HADASSAH NATIONAL PRESIDENT 2016-2020

“We have our mission of healing and educating in an institution that is not only the flagship of Israeli medicine, but a beacon to the world. We nurture Jewish identity and future leadership… And we have our reputation in the corridors of power and… with other national organizations and leaders.”
RHODA SMOLOW, HADASSAH NATIONAL PRESIDENT 2020-

“The only way to fight antisemitism is by waging an affirmative battle for who we are.”
NY TIMES OPINION EDITOR BARI WEISS

“We are one people, one edah, joined by our common needs, desires and caring for others.”
JANICE WEINMAN, HADASSAH EXECUTIVE DIRECTOR/CEO
EVENTS WITH AN IMPACT: ADVANCING HEALTH & WELLNESS

How does Hadassah advance wellness and fight disease? Through the power of our stories, education and advocacy for greater medical access and equity. And through philanthropy and support for the tireless pursuit of medical cures. In 2019, at more than 160 events, local Hadassah chapters educated and engaged their communities on major medical advances Hadassah hospitals are making every day: breast cancer, melanoma, diabetes, heart health and Alzheimer’s. Attracting attendees with comedy, cooking challenges, art auctions and more, we’re providing tools for prevention while raising support.

SOUTH CAROLINA: WALKING THE WALK FOR ALZHEIMER’S

More than 100 people turned out to support Hadassah Hilton Head’s 6th Annual Starfish Walk/Run event on May 5, at Coligny Beach, raising $13,000 for Hadassah Alzheimer’s research, part of a yearlong effort. “Alzheimer’s education is important — there probably isn’t one member in our chapter who hasn’t been affected,” said chapter president Joan Schwartz. “We love telling people about the ways Hadassah’s hospitals are helping.” A fall symposium also drew 100-plus attendees, who learned about prevention, treatments and new Hadassah research like HMO neurologist Dr. Tamir Ben-Hur’s discovery that brain stem cells may help protect some people from Alzheimer’s.

NEW YORK: A JOURNEY TO THE CURE

Today Show nutritionist Joy Bauer thanked Hadassah for our efforts and shared insights with the 225+ crowd at Hadassah Nassau’s “Journey to the Cure” Blue Dress Luncheon. The event raised nearly $25,000 to support diabetes research. A dozen members enjoyed participating in a fashion show for a good cause, while Dr. Naomi Jackman, a member of Hadassah Sandsport, spoke about the day-to-day challenges of raising a child with type 1 diabetes. Nassau President Cheryl Sperber shared updates about groundbreaking advances at the Diabetes Unit at Hadassah Hospital, including Prof. Gil Leibowitz’s discoveries of the critical role of beta cells.

CALIFORNIA: BLUES FOR BOOBS

Blues for Boobs brought philanthropy and fun together in a night of live music, cocktails, painting and a silent auction, all part of a Hadassah B’yachad event that raised $20,000 for Hadassah research. Dr. Janie Grumley, director of Margie Peterson Breast Cancer at St. John’s Health Center, shared her personalized approach to breast health and advances in breast cancer treatment with 120 attendees at the event, hosted by Michelle and Phil Conwisar.
Energetic and committed, Nina Friedman folds her passion for Hadassah into a firm belief that education and engagement with Hadassah can be fun. This approach has guided her successful efforts as Outreach and Engagement VP for Hadassah Chicago North Shore. At 46, Nina has helped attract like-minded women to Hadassah by honoring the past while introducing fresh ideas.

Sometimes, that means social events, like a distillery tour, to bring new members and donors into the Hadassah fold. At the same time, she’s significantly boosted long-term engagement as a liaison with Momentum, a partnership she describes as a “perfect marriage” through which Hadassah brings women, with children under age 18, to Israel. Once back, each cohort shares a yearlong learning experience.

Friedman says, “The hope is women will see that it’s not just your grandmother’s Hadassah.”

As a fourth-generation Hadassah member, Friedman should know. “I can’t remember not knowing about Hadassah,” she says. Her maternal grandmother, Annette Goldberg Sohn Hirsch, began the family’s lifelong connection to and passion for Hadassah.

“My mother, Hindea Sohn Markowicz,” says Friedman, “was president of Hadassah Toledo for many years. For 24 years, she ran Check It Out, Hadassah’s breast cancer awareness program for area schools, winning the Hadassah National Education Award.”

Her paternal grandparents, Ruth and Philip Markowicz, met at a displaced person’s camp in Germany after surviving the Holocaust. Ruth was active in the
ENGAGING AND EXPANDING OUR MEMBER BASE

In mid-2019, Hadassah launched its new membership strategy, Connection Is Power, focusing on the power of connecting across the country. The launch video reached nearly 20,000 people on social media.

A new initiative utilizing LinkedIn as an outreach and engagement tool successfully connected with nearly 400 prospective members, in only two months, who are staying connected through LinkedIn messages from Hadassah.

Membership programming and Hadassah Magazine kicked-off their new partnership with an online Magazine Discussion Group featuring a Catskills cover story that formed the basis for continued virtual programming in 2020.

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2019 NEW LIFE MEMBERS

666

2019 NEW ANNUAL MEMBERS

1,891

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EVOLVING OUR YOUNG WOMEN’S NETWORK

EVOLVE Hadassah: The Young Women’s Network continued its growth in 2019 with outreach events in six new regions. Over 100 newly-engaged young women networked during Hadassah’s 2019 Convention, including during a special session led by American writer, political activist and entrepreneur Chloé Valdary.

Hadassah’s partnership with the Momentum group trips to Israel expanded to eight communities in 2019 with nearly 100 young Hadassah members experiencing the Jewish homeland and visiting both Hadassah hospitals and our Meir Shfeyah Youth Village.

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PROFESSIONAL COUNCILS

The Physicians Council and the Nurses and Allied Health Professionals Council branched into online programming, featuring experts in their respective fields. A collaborative webinar that included the Attorneys Council on the topic of “Finding Balance in a World Out of Balance” was viewed by over 400 people.

Professional Councils have been very successful in engaging men and women in these special interest groups with total growth up 3.7% in 2019.

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Zionist youth movement and the couple hoped to immigrate to Israel, but family sponsorship led them to Toledo with their son Allen, Nina’s father. Ruth joined Hadassah and later the couple created a Young Judaea Scholarship.

Friedman graduated from The Ohio State University, including spending a semester at Tel Aviv University, before earning a master’s degree in social work at Washington University. However, it wasn’t until she moved to Chicago, as an adult, that she got involved on her own terms with Hadassah. Today, she works as Director of Post-Adoption Support at The Cradle in Evanston, IL. “I moved to Chicago without a job,” she says, “so I volunteered at the Hadassah office.”

It was there she met women who raved about what they’d learned from her grandmother, Annette, who had many leadership roles in her lifelong association with Hadassah Chicago. Nina became immersed in local Hadassah programs, taking on leadership roles, organizing silent auctions for fundraising galas and went to Israel as part of Hadassah Leadership Academy.

Today, her family is involved in Hadassah too. Her husband, Mitchell, and their two sons — Micah, 14, and Aiton, 12 — are all Hadassah Associates.

As Chicago’s Outreach and Engagement VP, she’s excited to do what she can at the local level to help build EVOLVE Hadassah, a national initiative to attract and engage women under 50. “COVID-19 changed everything,” says Friedman, “our first virtual event was a Pilates class with a great turnout!”

Like many Hadassah leaders, Friedman’s community leadership extends beyond Hadassah. She volunteers with her synagogue’s Women’s League, Cub Scouts, PTA, and Wilmette Baseball Association. Why does she keep doing for others? “My upbringing was about Jewish values — love for family and Israel, tikkun olam, and knowing who we are, proud Jewish people who have overcome so much and give so much to society.”

Friedman finds her volunteer work fulfilling and imagines herself finding creative new strategies to attract and engage women in Hadassah’s work for many years to come.
In Greater Detroit, Hadassah members Suzanne Lowe and Diane Brody are an advocacy power team, the spark behind their region’s successes in building support for the Never Again Education Act.
As advocates, they led Hadassah Greater Detroit’s efforts to secure cosponsors and support from Michigan’s congressional delegation — Democrats and Republicans — for the legislation, signed into law in May 2020.

“Even though the focus of the Act is about the Holocaust, the language includes the importance of preventing genocide and bigotry against any group of people,” said Lowe.

For more than 30 years, Lowe worked as legal counsel in a nonpartisan Michigan Senate office. In that role, Lowe was not at liberty to be active politically, since it would be a conflict of interest. When she retired, she easily transitioned to her new role as volunteer advocate, meeting with staff of Michigan Representatives Elissa Slotkin and Tim Walberg. Rep. Slotkin signed on as a cosponsor after the duo met with her deputy district director.

“My husband and I talk about antisemitism,” said Brody. “I never experienced it growing up in Southfield, Michigan, a largely Jewish community. In this climate, breaking into advocacy on this bill was a perfect fit — nonpartisan and noncombative.” The legislation establishes a federal program and $10 million grant fund over five years for Holocaust and anti-hate education.

For Lowe, it was different. Shy and reserved as a child, she soaked up everything around her, including her seven-year-old sister being called “a dirty Jew,” and her grandmother lamenting “the six million.” In college, she read Elie Wiesel for the first time in a class about the Holocaust taught by a rabbi. “Not only was it eye-opening,” said Lowe, “it changed my outlook on humanity.” And set the stage for the next stage of her life: law school, then a career in government to make changes.

Lowe’s connection to Judaism has grown with time. “My father passed away recently,” she said. “We were close — he was so pleased when I joined a congregation and became involved with Hadassah.”

For Brody, Hadassah runs in the family — her mom and grandmother were members. “My parents were always active politically. My older sisters and I went to Hebrew school three times a week and had bat mitzvahs at our Conservative synagogue. My middle sister was one of the first females there who got to read from the Torah!”

Today, Brody makes Hadassah a priority, despite working full time, earlier in advertising and now as an account manager for Cox Automotive. As Hadassah advocates, Brody and Lowe relied heavily on Hadassah’s national advocacy team for strategic leadership, talking points and backrounders. Brody says she used them for the many meetings, calls, emails and follow-up with their national Congresspeople. She also stressed the key role played by Hadassah’s leaders and staff in Hadassah’s National Headquarters in New York and Government Relations Office in Washington, DC, providing tools and resources to help them engage and coordinate Hadassah members in Michigan.

“After the bill passed the House, I followed up with Michigan Senators Gary Peters and Debbie Stabenow, to stay on their radar,” Lowe said.

“Yes, the legislation is now law and the money was authorized,” she added, “but our job is never done.”

NEVER AGAIN EDUCATION ACT

With awareness of the Holocaust waning and threats to Jewish communities rising, advocating for the Never Again Education Act remained a top priority in Hadassah’s advocacy efforts. The Act, creating a new federal program and fund to award grants for critical Holocaust education to schools, earned steady bipartisan support in the US House and Senate. Building on the groundwork laid in 2018, Hadassah and its members worked throughout the year through strategic government outreach, proactive media engagement and strong grassroots support. By the end of 2019, Hadassah helped the bill amass nearly 300 cosponsors in the House — a 13-fold gain on the original cosponsorships — and secured the support of more than one-quarter of the Senate for its version of the bill. The Never Again Education Act passed the House (393-5) on January 27, 2020 and the Senate by unanimous consent on May 13, 2020. On May 29, 2020, President Trump signed the Act into law, marking a turning point in America’s commitment to ensuring future generations learn the important lessons of the Holocaust.
2019 GRANTS & PROGRAM EXPENSES
(Unaudited Cash Distributions)

$61.8M

- **$30.8M**
  - HMO: Grants for Operations, Equipment and Research

- **$7.3M**
  - HMO: Round Building

- **$4.9M**
  - HMO: Sarah Wetsman Davidson Hospital Tower

- **$17.5M**
  - Hadassah Program Expenses

- **$1.0M**
  - Youth Aliyah

- **$0.2M**
  - Young Judaea
# CONSOLIDATED BALANCE SHEET INFORMATION

As of December 31, 2019 (Unaudited)

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<td><strong>$1,321,432,029</strong></td>
<td><strong>$ (13,353,284)</strong></td>
<td><strong>$1,971,867,989</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>HADASSAH</th>
<th>HADASSAH MEDICAL ORGANIZATION</th>
<th>ELIMINATIONS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIABILITIES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$9,164,696</td>
<td>$172,198,861</td>
<td>$—</td>
<td>$181,363,557</td>
</tr>
<tr>
<td>Grant payable to Hadassah Medical Organization</td>
<td>12,528,878</td>
<td>—</td>
<td>(12,528,878)</td>
<td>—</td>
</tr>
<tr>
<td>Short-term debt</td>
<td>—</td>
<td>5,114,789</td>
<td>—</td>
<td>5,114,789</td>
</tr>
<tr>
<td>Liabilities under deferred giving and annuity trust arrangements</td>
<td>40,450,738</td>
<td>—</td>
<td>—</td>
<td>40,450,738</td>
</tr>
<tr>
<td>Malpractice insurance</td>
<td>—</td>
<td>117,885,555</td>
<td>—</td>
<td>117,885,555</td>
</tr>
<tr>
<td>Accrued employees’ benefits liabilities</td>
<td>—</td>
<td>151,173,936</td>
<td>—</td>
<td>151,173,936</td>
</tr>
<tr>
<td>Loan from Government of Israel</td>
<td>—</td>
<td>28,939,623</td>
<td>—</td>
<td>28,939,623</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>—</td>
<td>6,422,859</td>
<td>—</td>
<td>6,422,859</td>
</tr>
<tr>
<td>Due to affiliates and other related parties</td>
<td>—</td>
<td>824,406</td>
<td>(824,406)</td>
<td>—</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$62,144,312</strong></td>
<td><strong>$482,560,029</strong></td>
<td><strong>$ (13,353,284)</strong></td>
<td><strong>$531,351,057</strong></td>
</tr>
<tr>
<td>Net assets</td>
<td>601,644,932</td>
<td>838,872,000</td>
<td>—</td>
<td>1,440,516,932</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$663,789,244</strong></td>
<td><strong>$1,321,432,029</strong></td>
<td><strong>$ (13,353,284)</strong></td>
<td><strong>$1,971,867,989</strong></td>
</tr>
</tbody>
</table>
## CONSOLIDATED STATEMENT OF ACTIVITIES INFORMATION

For the year ended December 31, 2019 (Unaudited)

<table>
<thead>
<tr>
<th></th>
<th>HADASSAH</th>
<th>HADASSAH MEDICAL ORGANIZATION</th>
<th>ELIMINATIONS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient service revenue</td>
<td>$ —</td>
<td>$ 667,754,342</td>
<td>$ —</td>
<td>$ 667,754,342</td>
</tr>
<tr>
<td>Contributions and bequests</td>
<td>57,437,796</td>
<td>65,768,417</td>
<td>—</td>
<td>123,206,213</td>
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<tr>
<td>Change in value of split-interest agreements</td>
<td>6,365,565</td>
<td>—</td>
<td>—</td>
<td>6,365,565</td>
</tr>
<tr>
<td>Investment return</td>
<td>98,837,184</td>
<td>1,417,691</td>
<td>—</td>
<td>100,254,875</td>
</tr>
<tr>
<td>Net income from recovery agreement</td>
<td>—</td>
<td>67,294,336</td>
<td>—</td>
<td>67,294,336</td>
</tr>
<tr>
<td>Income from affiliation agreement</td>
<td>—</td>
<td>10,730,453</td>
<td>—</td>
<td>10,730,453</td>
</tr>
<tr>
<td>Government grants</td>
<td>1,115,514</td>
<td>—</td>
<td>—</td>
<td>1,115,514</td>
</tr>
<tr>
<td>Grants from affiliates</td>
<td>—</td>
<td>35,213,833</td>
<td>(35,213,833)</td>
<td>—</td>
</tr>
<tr>
<td>Other</td>
<td>1,672,160</td>
<td>13,477,778</td>
<td>—</td>
<td>15,149,938</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>$ 165,428,219</td>
<td>$ 861,656,850</td>
<td>(35,213,833)</td>
<td>$ 991,871,236</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical services</td>
<td>$ 847,403</td>
<td>$ 659,529,081</td>
<td>$ —</td>
<td>$ 660,376,484</td>
</tr>
<tr>
<td>Education and research</td>
<td>5,007,278</td>
<td>64,997,805</td>
<td>—</td>
<td>70,005,083</td>
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<tr>
<td>Youth Programs</td>
<td>302,971</td>
<td>—</td>
<td>—</td>
<td>302,971</td>
</tr>
<tr>
<td>Magazine</td>
<td>1,860,283</td>
<td>—</td>
<td>—</td>
<td>1,860,283</td>
</tr>
<tr>
<td>Membership services</td>
<td>7,968,619</td>
<td>—</td>
<td>—</td>
<td>7,968,619</td>
</tr>
<tr>
<td>Communications and public affairs</td>
<td>3,566,498</td>
<td>—</td>
<td>—</td>
<td>3,566,498</td>
</tr>
<tr>
<td>Fund-raising</td>
<td>12,036,102</td>
<td>90,894,694</td>
<td>—</td>
<td>104,956,002</td>
</tr>
<tr>
<td>Management and general</td>
<td>14,061,308</td>
<td>—</td>
<td>(35,213,833)</td>
<td>—</td>
</tr>
<tr>
<td>Grants to affiliates</td>
<td>35,213,833</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$ 80,864,295</td>
<td>$ 815,421,580</td>
<td>(35,213,833)</td>
<td>$ 861,072,042</td>
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<tr>
<td>Increase in net assets before foreign currency translation gain</td>
<td>84,563,924</td>
<td>46,235,270</td>
<td>—</td>
<td>130,799,194</td>
</tr>
<tr>
<td>Foreign currency translation gain (loss)</td>
<td>(118,027)</td>
<td>63,637,053</td>
<td>—</td>
<td>63,519,026</td>
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<tr>
<td>Increase in net assets</td>
<td>84,445,897</td>
<td>109,872,323</td>
<td>—</td>
<td>194,318,220</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>517,199,035</td>
<td>728,999,677</td>
<td>—</td>
<td>1,246,198,712</td>
</tr>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td>$ 601,644,932</td>
<td>$ 838,872,000</td>
<td>—</td>
<td>$ 1,440,516,932</td>
</tr>
</tbody>
</table>
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Ruth Ann Freedman
Clara Gilman
Michelle Goldberg
Gail Hammerman
Carol Ann Schwartz
Merna Shapiro

Treasurer
Shelley Kaplan

Secretary
Rhoda Smolow

Portfolio Council Officer
Frieda Rosenberg

Past National Presidents
Nancy Falchuk
Carmela E. Kalmanson
Bonnie Lipton
Marcie Nathan
Marlene E. Post

All officers are members of the National Board and The Executive Committee

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Janet Deixler
Sheila Derman
Peg Elephant
Rena Feuerstein
Elizabeth Fox
Zandra Goldberg
Jill Goldstone
Michelle Hubertus
Melia Issacson
Marlene Kaplan
Jill Sapperstein
Shelley Sherman
Sharon Sissesisky
Anastasia Torres-Gil
Elaine Winograd

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Aaronson
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Liz Alpert
Lynn Altshuler
Sherry Altura
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Marion Arnonheim
Sara Aronson
Joan Baron
Rachael Baum
Liz Bazini
Sue Beller
Bette Berlin
Phyllis Berlow
Esther Elen Berman
Elaine Binder
Nancy Bluth

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Bonnie Boring
Alieen Bornstein
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Leona Brauser
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 Rochelle Edelman
Judith Edwars
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Ann Eisenberg
Marsha Eisenberg
Luiza Ellenbogen
Joan Epstein
Judy Erdheim
Karen Ezrinne
Sherrin Ades Falchuk
Terei Farber
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Karen Feit
Frances Feldman
Nikki Feldman
Barbara Fleicher
Joan Florsheim
Rachel Freedman
Connie Cirillo
Freeman
Debbie Friedman
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Doris Geller
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Dawn Goldstein
Linda Goldstein
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Rita Gottlieb
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Carole Greenfield
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Dorrie Kahn
Roz Kantor
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Sherryl Kaufman
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Josie Kivort
Sally Kleinman
Janet Klein-Young
Viviana Kovacs
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Michelle Kranser
Marcia Gabrilove
Ladin
Susan Lafer
Joyce Laiter
Dorothy Lasensky
Rickie Leifer
Barbara Levin
Patricia Levinson
Anita Levy
Dina Lipschutz
Malia Litman
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Valerie Lowenstein
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Randa Maher
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Fern Marks
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Sue Mizriah
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Roselle Ungar
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Nancy Wiadro
Deborah Wiskind
Ruth Zimber

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Sandy Sidorsky
Hadassah Central States
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Hadassah Chicago-North Shore
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Hadassah Connecticut
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Hadassah Florida Broward
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Barbara Black
Barbara Fink
Hadassah Greater Detroit
Fran Hecklen
Hadassah Greater Miami
Adrian Fischer
Hadassah Greater Philadelphia
Michele Foster
Hadassah Greater Southwest
Linda Freedman
Block
Hadassah Greater Washington
Sarah Elpern
Marsha Werner
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Cheryl Sperber
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Peggy Moss
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Kathy Kerstein
Hadassah Northern New Jersey
Gail Black
Hadassah Pacific Northwest
Donna Blankinship
Brandi Moss
Hadassah Southeastern
Joanna Rich
Hadassah Southern
Marla Kameny
Hadassah Southern California
Deborah R. Kessler
Hadassah Southern New England
Joan Astor
Paula London
Hadassah Southern New Jersey
Carol Charen
Hadassah Southern Seaboard
Aliza Bricklin
Hadassah Suffolk
Stacy Berman
Hadassah Upper Midwest
Leslie Strohm
Hadassah Western
Pam Hoffman

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Gerry Sue Arnold
Wendy Backelman
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Elaine Baker
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Phyllis Berlak
Rhoda Bernstein
Freda Brode
Judith R. Clements
Gail Cohen
Karen Dannin
Robert M. Ebert

Elaine H. Ellish
Barbara Extein
Fran Fedlin
Linda Elffman
Fleishman
Arlene Freedman
Rae G. Gelfand
Norma Gines
Rae M. Ginsburg
Carol Goldsmith
Sandra Goldstein
Anna E. Greenberg
Doris Greenberg
Betty Rapoport
Hamburger
Ruth Hendelman
Sylvia Herman
Marjorie G. House
Barb H Rutwitz
Sharon Jacobson
Paula Jarnicki
Leah-Dee Kahn
Helene Karpa
Eddyycle Kessler
Joyce C. Kitey
Bea Klein
Bobbee Slotsky
Kramer
Sheila Lebowitz
Marilyn Levine
Gail Lieb
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Seema Liston
Lee Lobel-Zwanziger
Ellyn Lyons
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Linda Glessner Morris
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Renee Reck
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Roz Rosen
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Sharon Schneider
Simia Schuster
Elaine M. Senter
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Deborah Shendelman
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Annette Sondock
Ceil Stern
Judith Swartz
Barbara Topol
Karen Venezy
Susan Weigler
Helen Weisberg
Mona Wood
Susan Yorke
Susan Zimmerman
Jane Zolot
Theda Zuckerman

IMPACT REPORT 2019
DR. JANICE WEINMAN, appointed in June 2012 as the Executive Director/Chief Executive Officer of Hadassah, has nearly 50 years of experience in the not-for-profit and government sectors. She came directly from her post as President of K.I.D.S., an organization supporting millions of children in need in communities across the United States and overseas. Prior to her position at K.I.D.S., she served as Corporate Vice President for External Affairs of The Mount Sinai Hospital/NYU Medical Center and Health System in New York.

Janice also previously served as Executive Director and CEO of the American Association of University Women (AAUW), a nationwide grassroots network of more than 170,000 members and 800 college and university partners, and was Executive Vice President of the College Board. She also served as the assistant to the U.S. Secretary of Education in both the Carter and Clinton administrations.

She has held many leadership positions in civic and community organizations, including as an inaugural board member of the Hadassah Foundation, Chair of the Board of the Jewish Community Relations Council of New York, Chair of the Women’s Leadership Board of the John F. Kennedy School of Government at Harvard University, and member of the Visiting Committee of the Harvard University Graduate School of Education. She holds a bachelor’s degree from Brandeis University and master’s and doctorate degrees from Harvard University.

During 2019, the strategic planning team, led by Laurie Werner, worked toward implementation of the priorities identified in our strategic plan. The team made significant progress in addressing such components as role clarification among volunteers and staff, refining the structure of geographic areas and fine-tuning our brand messaging. The team also expanded the number of communities involved in our partnership with the Momentum program, bringing younger Hadassah women to Israel and then successfully immersing them into the fabric of our organization.

RON ALONI is Hadassah’s Chief Financial and Operations Officer responsible for all financial and operational aspects of the organization.

Prior to Hadassah, Ron served as Chief Financial Officer for the Friends of the Israeli Defense Forces (FIDF), and previously was Vice President for Finance and Controller for Pace University. As a Senior Manager at KPMG and later at Ernst & Young, Ron specialized in the firm’s non-profit market sector.

A CPA in both the U.S. and Israel, Ron received his BA in Accounting and Psychology from the University of Tel Aviv and his MBA in Strategic Management from the Lubin School of Business at Pace University. He is a member of the American Institute of Certified Public Accountants (AICPA) Not-For-Profit Expert Panel and the New York State Society of CPAs Non-For-Profit Committee.

Prior to his professional career, Ron served three years in the Israeli army intelligence forces.

During 2019, Ron led the creation of a new model for an organization-wide operations department with unified supervision for better donor and member customer service and better management of transactions. The planned model, to be implemented during 2020, will address service, technology elements, processes and governance.

SHERYL ZELIGSON has been with Hadassah since 1992. Prior to Hadassah, Zeligson served as an associate at the law firms of Fulbright and Jaworski, LLP and Kelley Drye & Warren, LLP. She graduated from Barnard College, Columbia University with a BA in Political Science. Sheryl was awarded a JD degree from Fordham University School of Law. She is a member of the New York and New Jersey State Bars, Southern and Eastern Districts of New York and the District of New Jersey. Sheryl is also an Adjunct Professor at Cardozo School of Law.

Sheryl is proud that the Legal Department has been able to advise the organization and be responsive to its legal needs throughout 2019.
MANAGEMENT TEAM

NAOMI BRUNNLEHRMAN is the Director of the Hadassah Education and Advocacy Division. From passing the Never Again Education Act, to challenging attitudes in our reConceiving Infertility initiative, connecting new audiences to Hadassah’s Zionism via The Branch podcast and much more, the Hadassah Education and Advocacy Division is educating and mobilizing Zionists and health advocates across the country. Naomi came to Hadassah almost seven years ago with over 30 years of experience as an advocate, and a strong business background in operations and non-profits. She has an MA from the Graduate School of The Jewish Theological Seminary of America and is a trilingual interpreter.

LINDY ETTIN is the Director of the Organization Division. She has worked in Jewish non-profit for over 15 years and specializes in Organizational Development and Strategic Planning for Hadassah. Within the Organization Division, Lindy has directed the staff support teams within the eight Geographic Areas to focus on how to maximize staff resources, share best business practices and enhance the services provided to our donors, members and volunteers nationwide.

Lindy volunteers for numerous organizations, including the Jewish Federation of Orange County, JCC Maccabi Games and Planned Parenthood. Lindy graduated from the University of Vermont with a BA in English and volunteers nationwide.

ELEANOR GOLDFAR joined Hadassah on July 1, 2019 as Division Director, Marketing and Communications, to drive the evolution of a robust culture of philanthropy, and the expansion and enhancement of new member engagement. Eleanor’s portfolio includes strategic planning, development, sponsorship, and communications, branding and marketing in both non- and for-profit sectors. Eleanor previously held the positions of Deputy Director and Chief of Global Communications for the Solomon R. Guggenheim Foundation and Museums; Executive Officer of External Affairs at the 92nd Street Y (92Y); Vice President of Publicity & Corporate Relations at Livent Inc. (USA and Canada), a TONY Award-winning producer of Broadway and internationally touring theater productions.

Eleanor’s doctoral work at the University of Toronto focused on theater and dramatic literature. She is an accredited member of the International Association of Business Communicators (IABC), and a founding member of ArtsCom representing 60 cultural organizations in New York City.

Eleanor, in collaboration with the Marketing & Communications leadership team, is happy to have completed a new Marketing & Communications Division Strategic Plan to re-energize Hadassah’s top priorities and goal of creating a culture of Philanthropy.

SHERYL HOFFMAN is the Director of Marketing and Special Projects. Sheryl has 40 years of experience in marketing agencies, corporate and non-profit organizations. Prior to joining Hadassah, Sheryl was the Director of External Affairs at Teachers College, Columbia University, and the Executive Director of Marketing and Communications at the Jewish National Fund. Sheryl is a past president of her synagogue and has also served on various boards and committees, including at the Jewish Theological Seminary. Sheryl graduated from Rutgers University with a BA in Communications.

Sheryl’s new additional role managing special projects includes enabling Hadassah to reach out to new audiences for engagement and philanthropy and to help elevate Hadassah as a key organization in the Jewish non-profit world.

BART R. MINSKY is the Chief Human Resources Officer. He has over 30 years of Human Resources experience, including Chief Human Resources Officer and other senior HR leadership roles. Prior to joining Hadassah, Bart served as a Human Resources consultant to the health-care industry and before that was Vice President of Human Resources at New York-Presbyterian Hospital. He graduated from the University at Albany with a BA in Economics and from the New York Institute of Technology with an MS in Labor and Industrial Relations. Bart holds Senior Human Resources certifications from the HR Certification Institute and the Society for Human Resources Management.

Through joint volunteer and staff collaborative processes, in 2019, three workgroups were formed to study volunteer and partnered leadership positions. Project goal is to ensure the appropriate volunteer/staff role definition and maximize skills and interests of each.

JOSHUA W. REDNIK, CFP® is the Chief Development Officer. He has more than 20 years of experience in the non-profit sector, managing organizations and developing and executing multi-million-dollar fundraising campaigns. Prior to joining Hadassah, Josh served as President and CEO of the Diabetes Research Institute Foundation (DRIF), where he and his team raised over $60 million from foundations, corporations and individuals in support of DRIF’s mission to cure type 1 diabetes. Josh is a graduate of Washington University in St. Louis with a BA in Psychology and received his MSS in Social Service from Bryn Mawr College. He is a Certified Financial Planner™ professional, having received an Executive Certificate in Financial Planning from Georgetown University.

In 2019, based on the Philanthropy Division’s strategic plan, Josh worked with the leadership team to successfully implement a greater focus on major donor cultivation, the donor experience and greater monitoring of our donor services operation.

RABBI REBECCA W. SIRBU is the Director of the Engagement Division. Selected as one of the “Most Inspirational Rabbis in America” by The Forward newspaper, she comes to Hadassah after being the Director of Clal’s Rabbis Without Borders. She is also the founder of RabbiCareers.com and The Gender Equity in Hiring Project. Rebecca is an expert voice on social media, and a speaker and writer on a variety of issues related to religion in America today. She is published in several books. Previously, Rebecca was the founding director of the MetroWest Jewish Health and Healing Center and the Director of the Center for Jewish Life at the JCC MetroWest in West Orange, New Jersey. A Phi Beta Kappa graduate of Vassar College, she holds a master’s degree and ordination from the Jewish Theological Seminary of America.

Rebecca has brought Hadassah into the digital age launching many new online programs, increasing social media outreach especially on LinkedIn, and positioning Hadassah to appeal to a younger generation.
MISSION
Hadassah, the Women’s Zionist Organization of America, is a volunteer organization that inspires a passion for and commitment to the land, the people, and the future of Israel. Through education, advocacy, and youth development, and its support of medical care and research at Hadassah Medical Organization, Hadassah enhances the health and lives of people in Israel, the United States and worldwide.

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the power of women who DO®

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40 Wall Street, New York, NY 10005     212.355.7900     hadassah.org

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