

ORGANIZATION INFORMATION

Friends of United Hatzalah Inc
208 East 51st St., Suite 303
New York, NY 10022
<http://www.israelrescue.org>

Year Founded: 2006

PERCENTAGE OF WOMEN ON BOARD: 23

PERCENTAGE OF WOMEN ON STAFF: 33

PERCENTAGE OF WOMEN ON PROJECT: 100

ORGANIZATION CONTACT

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REQUEST CONTACT

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PROJECT INFORMATION

TITLE: Midwives Rapid Response Unit

TYPE OF GRANT: NEW

TOTAL PROJECT COST: \$266,355

TOTAL REQUESTED AMOUNT: \$20,000

PURPOSE

Many pregnant women experience the sudden onset of speedy labor, and find themselves at home, at work, or most often alone in advanced stages of delivery. In 2017 United Hatzalah received over 10,000 emergency calls relating to births in progress at various locations or in vehicles en route to the hospital. This is particularly common in peripheral areas of Israel, like Detroit's partner region, Central Galilee, where hospitals are far from the towns and villages they serve, often requiring an hour or more to reach a proper maternity ward where female midwives, vs. doctors, handle the birthing process.

To address this situation, Gitty Beer, the wife of United Hatzalah's founder and president, Eli Beer, and an experienced medic in her own right, consulted with the Shaare Zedek Hospital in Jerusalem to create Israel's first rapid response unit specializing in emergency deliveries outside hospital facilities. The United Hatzalah Midwives Rapid Response Unit is a groundbreaking development in the worldwide EMS field. The unit currently operates in Jerusalem, with plans for expanding throughout Israel in 2019.

By adding a cadre of midwives to its volunteer medic base, United Hatzalah is adding labor and delivery specialists to the expertise of its medic teams, further enhancing the care/outcomes of the baby and mother. Dispatching certified midwives alongside other medics to an emergency delivery will provide women in sudden labor with the best medical care possible under the circumstances and ensure the health and safety of both the mother and the newborn. In areas like the Central Galilee, with great distances to the medical centers, this becomes even more important.

The unit's midwives are on call 24/7 to respond to a nearby emergency delivery within just a few minutes after receiving the distress call from our dispatch center. They usually arrive well before the ambulance crew to stabilize the situation or deliver the infant on the spot if necessary. All unit volunteers are registered nurses and practicing midwives; in fact, many of

them are among the most seasoned and respected midwives in Israel, and like all United Hatzalah lifesaving services, this crucial service is provided free of charge.

United Hatzalah will provide JWF with regular email updates and "Stork Certificates" for the babies delivered in Central Galilee by the team you are supporting, so that the JWF will know firsthand the impact of your support.

ORGANIZATION DESCRIPTION

In 2006, United Hatzalah of Israel created a revolutionary EMS model, unlike any other in the world, where volunteer medics could be deployed in three minutes or less to provide rapid treatment. United Hatzalah is the world's fastest EMS and a full member of Israel's nationwide first-responder network. The organization's 5,000 volunteer medics create a community-based network of responders who drop whatever they are doing to race on-scene by foot, their own vehicle, or on one of our innovative vehicles, to provide immediate medical intervention. This unique Uber-like system combines technology, innovation, and a huge helping of tzedakah to grant the gift of life. United Hatzalah's goal is to achieve an average response time across Israel of 90 seconds.

United Hatzalah's operating model is also unique as a) its services are always free of charge, b) administrative costs are underwritten by the Friends of United Hatzalah board chair so 100% of all donations go directly to fulfilling United Hatzalah's mission, and c) 30% of the operating budget in Israel is provided by Israelis – grateful patients, companies, and the general public, who value United Hatzalah's free, fast, and professional services.

ORGANIZATION ANNUAL BUDGET: \$19,000,000

RATIONALE (NEED)

The United Hatzalah Midwives Rapid Response Unit is all about women helping women (and new-born children). United Hatzalah is not only committed to providing all communities in Israel, whether Jewish, Christian, Muslim or Druze, with the highest level of emergency medical care, but is also committed to empowering the local residents of each community to save lives. The organization's volunteer-based model ensures that every town, city and community in Israel has a local team of volunteer medics who have received top-notch EMS training and fully understand their community's specific cultural standards and norms.

Women experiencing medical emergencies of an intimate nature like child birthing often strongly prefer to be cared for by female medical personnel. United Hatzalah recognized this communal need and realized that it was in a unique position to provide women in advanced labor outside the hospital with the highest level of emergency medical care in the most culturally sensitive way. United Hatzalah established the Midwives Rapid Response Unit to meet this need.

ACTIVITIES AND OUTCOMES

Recruitment – United Hatzalah will reach out to midwives working in hospital maternity wards across Israel to seek potential volunteers to join the Midwives Rapid Response Unit.

Critical-Birth Training Course – While the volunteers joining the unit will be fully trained and certified midwives, their experience in most cases will be limited to providing labor and delivery care in a hospital setting. Therefore, United Hatzalah will provide the volunteers with additional training in critical birth best practices to ensure that they are fully skilled and confident to perform a safe delivery in unstable situations outside of the hospital.

Medic Bag - It is imperative that every volunteer midwife be equipped to handle any possible complication. Each midwife's medic bag will include a full birth kit, glucometer, stabilization gear, intravenous fluid replacement kit, blood pressure cuff, oxygen delivery system, trauma and hemorrhage control kit, as well as a defibrillator.

Smartphone Dispatch App – United Hatzalah's GPS-based LifeCompass dispatch system utilizes over 200 algorithms to track in real-time the location of every volunteer. Once downloaded onto the midwife's private smartphone, this app will allow the national dispatch center to automatically dispatch the closest midwife to the scene of an emergency delivery.

Volunteer Appreciation Gifts and Events – The Midwives Rapid Response Unit volunteers will be integrated into their community's team of medics and will be invited to participate in all volunteer recognition events, and holidays, and life cycle events will be marked with gifts as a gesture of appreciation.

The cost of training and equipping one new volunteer midwife is approximately \$1,700. United Hatzalah aims to recruit 150 new volunteers to the Midwives Rapid Response Unit in 2019, including a team of 15 Jewish and Arab midwives to serve the Central Galilee region.

SOCIAL IMPACT

The United Hatzalah Midwives Rapid Response Unit is the first women-to-women EMS unit in the world, dedicated to serving expectant mothers who are in advanced labor but unable to reach the nearest hospital maternity ward for delivery. This kind of medical emergency is much more common in periphery regions, such as Israel's Central Galilee region, where hospitals are harder to reach and socioeconomic levels are lower than central Israel, which means that transportation is often a serious challenge.

Women experiencing sudden rapid labor pains are prone to panic, further exasperating their situation and increasing the chances of complications in delivery. By arriving in just minutes after the call, the volunteer midwife has a huge and immediate impact – calming the mother and all around her with the knowledge that she is in good hands.

The Midwives Rapid Response Unit also provides midwives with an additional opportunity to support their communities outside of work hours. By agreeing to be on call while at home, while shopping, or wherever they may be, the unit's volunteer midwives provide a safety net for their community. Pregnant women and their neighbors will be reassured by the knowledge that an experienced midwife is never far away if the need arises. The Midwives Rapid Response Unit will strengthen Israeli society and benefit every ethnic community in Israel by ensuring successful births for all mothers and babies, even in less-than-ideal conditions.



UNITED HATZALAH
LETTER OF INTENT
PROJECT BUDGET FORM

PROJECT EXPENSES:	Total for the Project	Amount Requested from the JWF
Salaries	\$ 13,000	\$ -
Payroll Taxes	\$ 3,354	\$ -
Fringe Benefits		
Consultants & Professional Fees	\$ 76,800	\$ 6,150
Insurance	\$ 6,081	\$ -
Travel	\$ 3,032	\$ -
Equipment	\$ 75,000	\$ 5,470
Supplies	\$ 68,378	\$ 6,850
Printing & Copying	\$ 4,054	\$ 325
Postage & Delivery		
Rent		
Utilities	\$ 10,710	\$ 860
Maintenance		
Evaluation	\$ 1,622	\$ -
Marketing	\$ 4,324	\$ 345
Other (<i>Specify</i>)		\$ -
TOTAL EXPENSES	\$266,355	\$20,000

SOURCES OF REVENUE:	(A) Pending Revenue	(B) Committed Revenue
Grants/Contracts/Contributions:		\$ 91,355
Jewish Women's Foundation	\$ 20,000	
Government		
Foundations	\$ 125,000	
Corporations	\$ 30,000	
Individuals		
Earned Income (<i>Admissions, Fees, etc</i>)		
In-Kind Support (<i>Indicate Source</i>)		
Other Revenue (<i>Specify</i>)		
SUBTOTAL REVENUE	\$ 175,000	\$ 91,355

(C) TOTAL REVENUE (A plus B)

\$ 266,355

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