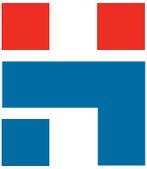


POWERFUL TOGETHER



HOW WE CAME TOGETHER
THE YEAR WE HAD TO BE APART

IMPACT REPORT 2020

HADASSAH 
the power
of women
who **DO**[®]

HADASSAH IS POWERFUL TOGETHER

During a year of crisis, isolation and separation, Hadassah came **together** stronger than ever with more programs and breakthroughs, more engagement and impact, and even more headlines as we forged an unprecedented sense of unity as a **powerful** national organization.

We are so grateful to the donors, members, volunteers, Associates and staff who make our work possible, bringing Hadassah healing — in every sense of the word, every day — to the people who need it most, in Israel, the United States and around the world.

In the face of unprecedented challenges, we found common cause in fighting the virus. We created more meaningful national programs than ever. We strengthened our online communities and infrastructure. And we proved our relevance and resiliency as a powerful organization.



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FROM OUR NATIONAL PRESIDENT

No leader knows exactly what to expect when taking the helm, as I did on January 1, 2020, of a large, vibrant organization like Hadassah. In the months that followed, our message and mission of healing became more relevant than ever. At Hadassah, we are powerful, together. The distance and isolation imposed on us by the COVID-19 pandemic strengthened our connection. Our breakthroughs in Israel brought us closer together in the United States.

Hadassah's hospitals played a leading role in the high-speed race against COVID-19: to stop the spread and to create a vaccine, new safety protocols and new treatments.



RHODA SMOLOW
NATIONAL PRESIDENT

“On behalf of the citizens of Israel, I want to thank you. You are simply a light unto all of us. We are standing on the verge of an unprecedented global health crisis,” Israel’s President Reuven Rivlin said to Hadassah staff. “Your work is what allows us to preserve the resilience of our state, the State of Israel.”

Our efforts in the global fight against COVID-19 helped far beyond Israel’s borders. The US Agency for International Development (USAID), for example, helped raise awareness through a social media video, about an open-source ventilator created — with its support — by Prof. Yoav Mintz and his team at Hadassah Hospital Ein Kerem.

Groundbreaking new Hadassah research brought hope to people around the world with clinical breakthroughs in other areas, too, including a phase 2 trial at Hadassah Ein Kerem published in Oxford University’s peer-reviewed journal *Brain* on an innovative NG-01 stem cell treatment for multiple sclerosis patients, who showed marked improvement.

At the same time, our Youth Aliyah villages serving at-risk children persevered during the pandemic. Hadassah’s Meir Shfeyah Youth Village prepared and sent meals to at-risk families, with many youth continuing their studies on Zoom. In 2020, 80 students graduated from Meir Shfeyah, despite the challenges.

Through this unprecedented crisis, our hospitals have stood as a model for interfaith cooperation, as shown in *The Washington Post* and on the front page of *The New York Times*. Yet it’s a song that captures the early part of 2020 best — the haunting rendition of the Hebrew healing prayer “*El Na Refa Na La*,” performed at Hadassah Ein Kerem by Israeli musicians Yair Levi and Shai Sol, featuring Hadassah’s frontline doctors and nurses speaking in nearly a dozen languages.

Hadassah is known for speaking out. In October, I sent an urgent appeal to the leadership of the World Zionist Organization just days before I was to give the welcoming address at the 2020 World Zionist Congress. We called for a new version of the proposed Agreement of Principles, one that addressed a harmful lack of diversity and pluralism. Others joined our push, resulting in a far more inclusive compromise agreement that better represents world Jewry in Israel and the diaspora.

In a year when much of the world came to a standstill during a global crisis, Hadassah proved itself resilient, relevant and responsive. This would not have been possible without our amazing volunteers, donors and staff. I’m so grateful to all.

With Pride, Passion and Purpose,

A handwritten signature in black ink that reads "Rhoda". The signature is written in a cursive, flowing style.

FROM OUR CEO/EXECUTIVE DIRECTOR

At Hadassah, we believe that each of us has the power to heal our world. Together. During a year of uncertainty, isolation and staggering loss, Hadassah came together stronger than ever, forging an unprecedented sense of unity as a powerful national organization with an unbreakable bond to Israel.

We didn't scale back as the world shut down, we scaled up to meet the challenges of COVID-19 — and our nation — head on.

As I look back at 2020, I think of the wisdom of Supreme Court Justice Ruth Bader Ginsburg, a Hadassah member and trailblazer, who we lost in September who often cited Hadassah founder Henrietta Szold as one of her personal heroines. Founded more than a century ago, Hadassah is proof of perseverance, demonstrating that some of the seeds we plant can take decades to bear fruit. Along the way, many of our 300,000 supporters, members and Associates have been sowing the seeds for the future.



DR. JANICE WEINMAN
CEO/EXECUTIVE DIRECTOR

Keeping Hadassah's mission relevant for future generations, connecting younger generations to Israel and making sure our efforts shape a brighter tomorrow — these are all things you'll see in this annual report.

Among the many significant successes, one really speaks to this idea of passing the torch: the Never Again Education Act, which provides resources nationwide to teach children about the Holocaust and the importance of fighting hate. In the face of staggering levels of antisemitism and a resurgence of white supremacy, Hadassah's grassroots and political mobilization efforts made this bill's passage possible. In January, I stood with Hadassah leaders and Representative Carolyn B. Maloney at a press conference on the reintroduction of the act. In May, the bill was signed into law. We continue the fight against antisemitism, including our efforts to advance the International Holocaust Remembrance Alliance's definition.

The year 2020 was marked by our seamless transition to a digital world. Responding to the realities of pandemic life, we brought our efforts and initiatives online — with more engagement than ever, including our health and wellness programs, and our national and state advocacy. In online Day in the District meetings with policymakers, our members pushed forward Hadassah's legislative priorities, including women's health, strengthening US-Israel medical partnerships and elevating the rank of the US Special Envoy to Monitor and Combat Anti-Semitism.

Women's empowerment is a big part of what we do at Hadassah. We used new digital engagement tools for our voter mobilization efforts, across the country and party lines, just as we found new ways to bring our decision-making down to the grassroots through technology, board meetings, policy sessions and digital communications, uniting as a national entity from the East to the West and the North to the South.

This is my last annual report as Hadassah CEO/Executive Director. I couldn't be prouder of the impact we've made, together, or more grateful to supporters like you.

May the inspiration you have given me serve as a catalyst to those who carry on the special mission of Hadassah.

Janice

FROM THE DIRECTOR GENERAL, HADASSAH MEDICAL ORGANIZATION

Who would have guessed that our tiny Israel would get a new title, Vaccination Nation, in the global fight against the coronavirus? I'm sure you share the pride we have in this achievement of Israel and the national role the Hadassah Medical Organization has played in the battle to free the country from COVID-19. Not only have we been a leader in Israel, but the achievements at Hadassah have also been in the world's eyes. You, my friends, our Hadassah family of supporters and members, have enabled us to be leaders.



PROF. ZEEV ROTSTEIN
DIRECTOR GENERAL,
HADASSAH MEDICAL ORGANIZATION

We can list our medical achievements in the many battles that we have fought during the devastating past year, leading Israel in taking the right steps to fight COVID-19.

We screened vulnerable populations and performed weekly screenings of our medical staff before other medical centers acted. Hadassah was among the first in the world to use pooling for testing. Our doctors invented inexpensive ventilators. Among our achievements, we can name the development of Allocetra™ by Prof. Dror Mevorach, a new medication to hold off the cytokine storm of the immune system's multi-organ attack on itself.

But I am just as proud of the non-medical achievements: being among the first major centers in the world to also issue protective suits to family members, allowing them to be next to the patients to ameliorate the loneliness of their loved ones. We also created a corps of volunteers, helping to relieve the stress of patients and staff members.

We also kept most of the hospital campuses COVID-19 free, including the Sarah Wetsman Davidson Hospital Tower and Hadassah Hospital Mount Scopus. Instead, we used the Round Building that was undergoing renovation, extending its scope to house six COVID-19 wards, including two intensive care units.

While all of this was going on in the Round Building, the daily challenges of medicine continued. In our Bone Marrow Department, we began manufacturing our own T-cell therapies, which drew in patients from around the country and abroad. With the new equipment in the angiography suite funded by USAID-ASHA, neurosurgeon Prof. José Cohen and spine surgeon Dr. Josh Schroeder became the **first team in the world** to do complex back surgery without general anesthesia. We continued transforming all of the hospital's technology into cutting-edge modalities.

Hadassah's exodus from the COVID-19 year is as a proud and leading medical center showing the world the right way to fight the COVID-19 war. We pass this message on from generation to generation. We are partners in doing our part through Hadassah.

A handwritten signature in black ink, appearing to read 'Zeev'.

POWERFUL TOGETHER: GLOBAL COLLABORATIONS

Hadassah Medical Organization collaborates with many of the world's most prestigious hospitals, universities, research centers and foundations. This global cooperation includes research efforts on a broad range of diseases and illnesses, as well as on the treatment and development of new therapies.

NORTH AMERICA

Broad Institute, Cambridge, MA
Cincinnati Children's Hospital Medical Center, Cincinnati, OH
City of Hope, Duarte, CA
Columbia University Irving Medical Center, New York, NY
Cystic Fibrosis Foundation (CFF), Bethesda, MD
Harris Institution, Chicago, IL
Harvard Medical School, Boston, MA
Iowa University, Iowa City, IA
Johns Hopkins University School of Medicine, Baltimore, MD
McGill University, Montreal, Canada
Memorial Sloan Kettering Cancer Center, New York, NY
NYU Langone Health, New York, NY
Project Inspire, Clifton, NJ
Stanford University, CA
University of California, Irvine, CA
University of California, San Diego, CA
University of California, San Francisco, CA
University of Georgia, Athens, GA
University of Michigan, Ann Arbor, MI
University of Missouri, Columbia, MO
University of North Carolina, Chapel Hill, NC
University of Pennsylvania, Philadelphia, PA
University of South California,
Keck School of Medicine, Los Angeles, CA
University of Toronto, Canada
Washington University, St. Louis, MO

ASIA, AUSTRALIA, EUROPE

Charité — Universitätsmedizin Berlin, Germany
Charles University, Prague, The Czech Republic
Children's Cancer Centre, Queen Silvia's Hospital for Children and Young People, Gothenburg, Sweden
European Cystic Fibrosis Society (ECFS), Karup, Denmark
European Cystic Fibrosis Society,
Clinical Trial Network (ECFS-CTN), Karup, Denmark
Helsinki University, Finland
Infectious Diseases Working Party (IDWP) of the European Bone Marrow Transplantation Society (EBMT), Barcelona, Spain
Israeli Pediatric AIDS Group; Israeli HIV Reference Lab, Israel
Lautenberg Research Center for Immunology and Cancer Research, Jerusalem, Israel
Martin Luther University of Halle/Wittenberg, Medizinische Fakultät, Halle (Saale), Germany
Monash University, Melbourne, Australia
NeuroCure Clinical Research Center, Charité — Universitätsmedizin Berlin, Germany
Ruijin Hospital, Shanghai, China
St. Anna Children's Hospital Children's Cancer Research Institute (CCRI), Vienna, Austria
Sydney Medical School, Australia
Universitätsklinikum Erlangen, Germany
University Hospital of Schleswig-Holstein, Campus Kiel, Germany
University of Brest, France
University of Cambridge, UK
University of Copenhagen, Denmark
University of Melbourne, Australia
University of Oxford, England
Weizmann Institute of Science, Rehovot, Israel



A YEAR LIKE NO OTHER



Photo: Bruno Lavi

During the global pandemic, Hadassah took action. Speaking out for what we believe in. Saving lives at our hospitals in Jerusalem. And coming together to heal our world.

STRONGER TOGETHER

Across the country, Hadassah quickly mobilized to make an impact despite COVID-19 lockdowns and isolation.

- **Nearly 40,000** participants attended online national programs to stay informed on medical updates and engage in programs on health and wellness, women's empowerment, Israel/Zionism and more.
- **More than 500** advocates participated in virtual Member to Member meetings with legislators to speak out for US-Israel medical partnerships, combating antisemitism and other policy priorities.

Together, we proved that we are stronger than ever, as we advanced Hadassah's mission in these impactful ways.

POWERFUL TOGETHER

During this critical time, in partnership with Hadassah International and our Hadassah Office in Israel, we raised **\$9.2 million** for an emergency campaign to support the COVID-19 crisis response, providing Hadassah Ein Kerem with 600 pieces of vital equipment to treat COVID-19 patients. We are extremely grateful to the donors, who paved the way to help our doctors, nurses and researchers bring compassion and healing to the people of Israel and the world.

HEALING TOGETHER

With innovation, determination and compassion, medical teams at Hadassah's hospitals worked tirelessly to save lives as leaders in the global fight against the pandemic. At Hadassah Hospital Ein Kerem, medical personnel cared for **one in every six patients in Israel**, making it the largest COVID-19 treatment center in the country.

FIRST IN ISRAEL AND WORLDWIDE

Hadassah's hospitals were the **first in Israel** to conduct COVID-19 regular testing for their entire medical staff to prevent long quarantines and the **first worldwide** to recruit recovered COVID-19 patients as volunteers to provide support for hospitalized coronavirus patients.

LEADING THE WAY WITH INNOVATION

- As the head of Hadassah Ein Kerem's premier Virology Laboratory, **Prof. Dana Wolf** developed an innovative "pooled testing" technique that allowed Hadassah to perform eight COVID-19 tests at once.
- Hadassah hospital staff recruited recovering COVID-19 patients who contributed their plasma for Israeli biopharmaceutical company Kamada's antibody-rich treatment serum to treat seriously ill COVID-19 patients.
- **Prof. Dror Mevorach**, head of internal medicine at Hadassah Ein Kerem, developed the experimental drug Allocetra™ that successfully treated severely ill COVID-19 patients.
- As part of an Israeli team, Hadassah Ein Kerem senior surgeon **Prof. Yoav Mintz** helped develop a low-cost, open-source ventilator, with the support of the US Agency for International Development (USAID). The design was used to produce ventilators in eight countries.

LOOKING AHEAD: TREATING POST-COVID-19 "AFTER-EFFECTS"

Dr. Neville Berkman was named the head of Hadassah Medical Organization's new, multi-disciplinary clinic dedicated to finding medical solutions to treat recovered COVID-19 patients who are experiencing post-COVID-19 complications.



SAVING COVID-19 PATIENTS THROUGH INNOVATION



“We aim to make life better for people in terrible pain when no one else will treat them. It’s easier to stand by and say there’s nothing we can do to help, but that’s not the Hadassah way.”

Dr. Rawhi Hashem

Senior Intensivist and Anesthesiologist at Hadassah Hospital Ein Kerem

The usual course of treatment in an intensive care unit (ICU) is receiving unconscious patients after an accident, surgery or terror attack, marking daily improvement and gradually bringing them back to consciousness.

“COVID-19 patients are 180 degrees different,” says senior intensivist and anesthesiologist Dr. Rawhi Hashem.

“Patients are awake and experiencing the beginning of breathing problems, and we have to prevent them from getting worse. They see other patients on ventilators and panic, terrified that they will be next. They’re speaking to their loved ones on their cellphones and then, if their condition worsens, are no longer able to communicate. We always deal with challenging cases in the ICU, but there was huge emotional toll trying to save the many COVID-19 patients.”

The staff needed to improvise and come up with innovative ideas, for which Dr. Hashem is uniquely qualified because of his unusual educational background. He grew up in Nablus, the son of two elementary school teachers, and one of six children. When he graduated from high school in 1986, he wanted to study medicine, but there were no medical schools in the Palestinian areas.

He couldn’t yet afford to study abroad, so he began a degree in electrical engineering at Birzeit University. Because of the unrest of the first *intifada*, the university closed and he switched to a local college to study architecture. Next, he was awarded a scholarship to study in the Ukraine, for which he needed to learn Russian. Nonetheless, he earned his medical degree and

was one of five students from a class of 150 who graduated with the Red Diploma, the equivalent of Phi Beta Kappa.

He wanted to continue and study gynecology there, but his father became ill. So newly minted Dr. Hashem returned to the Middle East to the English-language Islam Mohammad Massad Medical School in Jordan, with the intention of specializing in pediatrics. Instead, he was recruited by an American-trained cardiothoracic surgeon in Ramallah and sent to Hadassah Medical Organization (HMO) for six months of training in intensive care. Now he had to learn Hebrew. While at Hadassah Hospital he learned of a prestigious residency in anesthesiology. He was chosen and later completed a sub-specialty in intensive care. A fellow Hadassah physician introduced him to his wife’s sister Liana, a PhD mathematician and school principal. They married two months after meeting, have four children and live in the Jerusalem neighborhood of Beit Hanina.

Dr. Hashem has been a key physician at Hadassah Ein Kerem for 26 years, in charge of Total Parenteral Nutrition (TPN) for patients who can’t eat. His innovative thinking resulted in a manual method of turning heavy COVID-19 patients, using mattresses and blankets, forgoing the need for electronic lifts. “The initial pictures we had of COVID-19 patients from China showed skinny patients,” he says. “We had numerous overweight patients. Turning them onto their stomachs is essential for breathing, but you also need to prevent dangerous bed sores. Our low-tech methods can now be used in resource-challenged countries like India.”

A particularly moving case for him involved a 26-year-old new mom whose baby was delivered by

HMO BY THE NUMBERS

2020 Totals for Ein Kerem and Mount Scopus hospitals

94,387

Hospitalizations

40,922

Surgeries

C-section. “The mom was in serious condition with COVID-19. Even after the C-section, we found a way to put her on her stomach, which prevented the need for a ventilator and heart-lung machine.”

He thinks back also to a 44-year-old woman who begged him to save her so her children wouldn’t be orphans. “I put her on a full-face CPAP (used for sleep apnea) and told her she had to help herself, too, by breathing into it non-stop no matter how hard it was. Thankfully, she made it.”

Surgeons tell stories of the remarkable saves Dr. Hashem has made. “In the end,” he notes, “everything I learned in my different studies was valuable.” He is also an integral part of the team doing complex back surgery without general anesthesia with Dr. Josh Schroeder and Prof. José Cohen.

Dr. Hashem concludes, “We aim to make life better for people in terrible pain when no one else will treat them. It’s easier to stand by and say there’s nothing we can do to help, but that’s not the Hadassah way.”

HADASSAH MEDICAL ORGANIZATION GLOBAL IMPACT

MAKING HEADLINES

Highlighting Hadassah's COVID-19 Response

Hadassah's hospitals are known for building bridges to peace through medicine. *The Washington Post* spotlighted interfaith cooperation in Israel in a front-page story, highlighting Jewish and Arab doctors working side by side to fight COVID-19.

Hadassah Hospital Heart Institute Makes Top-Tier List

Newsweek's "World's Best Specialized Hospitals — Cardiology 2021" issue, published in 2020, featured the Hadassah Hospital Heart Institute at Ein Kerem in a ranking of top-tier global medical centers.

Astonishing Story Makes *New York Times*, Page One

The New York Times published an astonishing story about Hadassah surgeon Dr. Madi El-Haj, an Arab, who performed a successful surgery on Dvir Musai, a Jewish patient, using detailed nerve illustrations from a Nazi-era textbook.

FIRST IN THE WORLD: LEADING THE WAY

First in the World to Perform Spinal Surgery With Awake Patient

At Hadassah Hospital Ein Kerem, neurosurgeon Prof. José Cohen and spine surgeon Dr. Josh Schroeder became the first team in the world to do complex back surgery without general anesthesia to prevent dangerous blood clots.

GROUNDBREAKING RESEARCH AND TREATMENTS

Multiple Sclerosis Patients Regain Mobility in Trial

A phase 2 study at Hadassah Hospital Ein Kerem, led by Prof. Dimitrios Karussis, head of Hadassah's Multiple Sclerosis Center, revealed significant clinical improvements in patients with progressive multiple sclerosis.

Innovative Treatment for Osteoporosis

Patients with severe osteoporosis are benefiting from the introduction of a new biological treatment at Hadassah Hospital Ein Kerem. The drug can be given to patients unable to receive Forteo®, the only bone-building treatment previously available in Israel.

New Algorithm Calculates Genetic Mutations

Hadassah Medical Organization researchers, working with colleagues from Switzerland, developed a groundbreaking algorithm that calculates the numbers of carriers of inherited retinal diseases (IRDs) and how many of those carriers will have impaired vision, which will help doctors track hereditary diseases.

Discovery of Gene Causing Heart Defects

Hadassah pediatric cardiologist Dr. Asaf Ta-Shma, together with colleagues from Montreal, discovered a significant deformation-causing gene related to fetal hearts becoming misshapen and diseased. This research allows doctors to implant embryos free of the disease-causing gene.

GLOBAL IMPACT

Fetal Medicine Expert Shares Skills With 1,200 Chinese Doctors

With the help of a Chinese translator, Prof. Simcha Yagel, head of the Division of Obstetrics and Gynecology at the Hadassah Medical Organization, shared his expertise with over 1,200 Chinese physicians regarding his method of detecting heart problems in utero.

RECOGNITION FOR EXCELLENCE IN MEDICINE

Six Hadassah Researchers Receive Major Grants

Hadassah Medical Organization researchers received six of the eight coveted awards granted by the Israel Science Foundation for their scientific breakthroughs.

Nurse of the Year Prize Awarded to Hadassah NICU Head Nurse

Daphna Hyvrone, head nurse of the Neonatal Intensive Care Unit (NICU) at Hadassah Hospital Mount Scopus, was one of only 12 Israeli nurses to be named Nurse of the Year by the Israeli Ministry of Health.





HEALING OUR WORLD

Terror Response:

US-Born IDF Soldier Recovers

Originally from San Diego, Ori Hamo was en route to his swearing in as an Israel Defense Forces (IDF) soldier when he and his fellow soldiers were attacked by a terrorist in a car ramming. Hamo survived the attack after receiving excellent treatment from Hadassah orthopedists, ophthalmologists and plastic surgeons. “We see his survival as a miracle,” said his father.

USAID FUNDING PROVIDES LIFESAVING TECHNOLOGY

Cutting-Edge Equipment to Save Lives

Hadassah is grateful for the support of the US Agency for International Development’s (USAID) Ocean Freight Reimbursement program. This two-year grant allows the shipment of the most technologically advanced medical equipment and supplies to the Hadassah Medical Organization free of VAT (valued added tax). The grant benefits people of all nationalities, ethnic groups and religious affiliations by expanding access to this sophisticated equipment used for imaging, diagnostics and clinical care of patients.

World-Class Care for Cancer Patients

Hadassah is in the process of purchasing a linear accelerator, partially funded from a USAID’s Office of American Schools and Hospitals Abroad (ASHA) grant. The linear accelerator would be used to provide radiation therapy to cancer patients and will facilitate a major expansion in patient services and in the training of cancer specialists.

Prof. José Cohen and Dr. Josh Schroeder



Nurse of the Year Daphna Hyvroni



THE UNCERTAIN JOURNEY TO PARENTHOOD



“I see being an infertility specialist as a privilege.”

Prof. Anat Hershko Klement

Director of the In Vitro Fertilization (IVF) Unit at Hadassah Hospital Mount Scopus

Despite the upheaval caused by the COVID-19 pandemic, the Hadassah Medical Organization's infertility services are in full gear. They have been since Israel's first lockdown ended.

Prof. Anat Hershko Klement, director of the In Vitro Fertilization (IVF) Unit at Hadassah Hospital Mount Scopus, notes that in Israel, unlimited IVF treatment is offered free of charge for up to two children per family until the age of 45.

“I see it as a privilege to be able to assist these couples in their journey to become parents,” says Prof. Hershko.

It was in medical school that she became passionate about obstetrics and gynecology, and then, as she cycled through her rotations as a resident, Prof. Hershko was fascinated by the field of infertility. She studied reproductive medicine as a fellow at the University of Toronto. Now, having worked at Hadassah Mt. Scopus for about a year, Prof. Hershko feels “honored to be a Hadassah physician.”

As couples defer parenthood, often until their late 30s or older, 10 percent experience infertility. Consequently, more women are opting for “social freezing,” having their eggs frozen despite having no medical issues so that their eggs are still viable when they are ready to become parents.

At Hadassah Mt. Scopus, state-of-the-art flash-freezing is available. With this procedure, embryologists freeze either eggs or embryos in a way that avoids damage and ensures successful thawing. With this revolution in egg and in ovary

preservation, Hadassah specialists can increase the possibility that patients with cancer, even pediatric patients, retain the ability to become parents. Prof. Hershko explains that at Hadassah, before any cancer treatment begins, there is coordination between the oncologists and the fertility specialists to preserve fertility.

Prof. Hershko is a researcher, too. Recently, she investigated the relationship between recurrent pregnancy loss and the future incidence of cancer. She and her colleagues found a significant decrease in gynecological cancer among women who had multiple miscarriages. They hypothesize that natural killer cells of the immune system may be hyperactive in those who experience recurrent pregnancy loss and, therefore, multiple miscarriages may prove beneficial against the development of cancer.

Prof. Hershko is also investigating the possible impact of the COVID-19 vaccine on fertility. “There is absolutely no evidence that the vaccine can harm one’s fertility,” she says. She advises her patients to get the vaccine before beginning fertility treatments.

One infertility “riddle” that Prof. Hershko would like to see resolved is why, when fertility specialists implant a “normal” embryo, one that does not have any known genetic mutations, the chance of achieving a pregnancy is only 50 percent. She would also like to be able to help those women whose ovaries at an early age behave as if they were menopausal. At this point, she says, there is usually nothing physicians can do unless these women had their eggs frozen when they were very young.

HMO BY THE NUMBERS

2020 Totals for Ein Kerem and Mount Scopus hospitals

12,972

Births

1,413

Beds

3,402

IVF Treatments



Hadassah in the US, through our reConceiving Infertility initiative, is raising awareness about infertility, confronting taboos and driving policy change. We are empowering patients to advocate for their right to fertility treatments while expanding the definition of what constitutes a family. Learn more at hadassah.org/infertility.

Looking to the future, Prof. Hershko is optimistic. She believes that we will gain the ability to educate cells from various tissues of the body to become egg cells. “That,” she says, “will be a game changer.” And she expects it to happen in her lifetime. Learn more about Prof. Hershko’s research at hadassah.org/podcast-infertility.

RENOVATING THE ICONIC ROUND BUILDING DURING A GLOBAL PANDEMIC

Not even a global pandemic could stop the renovation of Hadassah Hospital Ein Kerem's iconic Round Building. Revitalizing this beacon of healing is crucial to expanding cutting-edge health care to Jerusalem's skyrocketing population.

As Hadassah Medical Organization teams led the fight against COVID-19, they transformed the Round Building's vacant floors into ICUs to save countless lives — while the building's critical expansion was kept on track.

- A new, **state-of-the-art Dialysis Unit** has opened, with plans to open Internal Medicine, Ophthalmology and Hematology-Oncology departments soon.
- **200 more beds** will significantly increase capacity, while construction remains in progress to build an additional two floors to provide larger, more modern spaces.
- **Safe rooms** are being added on all floors, providing a fortified structure that will protect patients and staff against earthquakes, terror attacks and other major disruptions.

- **Pandemic-ready:** Planners are designing an internal medicine area that could be transformed into an isolation unit where every bed would be equipped with ventilators.

As Israel emerges from the pandemic, Hadassah's 360-degree vision of healing is coming full circle.

For the people of Israel and the world, the Round Building is more than a hospital.

**It's about healing.
It's about compassion.
It's about life.**



Prof. Sigal Sviri, head of Hadassah Ein Kerem's COVID-19 Outbreak ICU



BREAKING GROUND ON A BOLD NEW VISION AT HADASSAH MOUNT SCOPUS

A bold new vision of healing is under way at Hadassah Hospital Mount Scopus. Equipped with the latest technology and modernized facilities, Hadassah Mt. Scopus doctors, nurses and researchers will provide world-class patient care for the women, men and children of Jerusalem.

- **State-of-the-art care** at the Women's Health Center is poised to provide the most advanced treatment techniques for breast cancer patients.

- **New, modern spaces** for the Trauma Unit, Pediatric Emergency Room, and Labor and Delivery Department will ensure first-rate patient care, and with more spacious and modern facilities, will address the hospital's ever-increasing volume of patients.

- **High-caliber facilities** at the Osteoporosis Center will serve Israel's rapidly aging population, ensuring the highest caliber facilities to treat osteoporosis and metabolic bone diseases.

- **World-class technology** at the Cardiac Catheterization Lab features the world's most advanced technological systems, enabling Hadassah Mt. Scopus to provide immediate in-house treatment for cardiac episodes and invasive treatment procedures.

Hadassah founder Henrietta Szold said, "Dare to dream and when you dream, dream big."

And the "big dreams" of our dedicated medical teams at Hadassah Mt. Scopus — state-of-the-art care, new technology and

modern, spacious facilities — are coming true. It's an exciting era for Hadassah Mt. Scopus, a top-tier community hospital that first opened its doors in 1939, as it fulfills its legacy as a beacon of hope and healing for the people of Israel and the world.



Dr. Tamar Elram, Director of Hadassah Hospital Mount Scopus



"These are very exciting times for Mount Scopus. Every new project, every new unit immediately gives services to many people in greater Jerusalem."

Dr. Tamar Elram
Director of Hadassah Hospital
Mount Scopus



Cardiac Catheterization Lab

A GLIMPSE AT THE FUTURE



“I believe in Hadassah because of the passion, the excellent research and the dedication to the patients.”

Prof. Aron Popovtzer
Director of the Sharett Institute of Oncology

The Sharett Institute of Oncology at Hadassah Hospital Ein Kerem is a world leader in cancer prevention, treatment and research. In addition to serving the population of greater Jerusalem, it is a referral center nationwide and attracts patients internationally.

Sharett Institute is a national institute that treats more than 3,500 new patients each year.

The intimate and extensive collaboration between the researchers at the Hadassah-Hebrew University School of Medicine and the clinicians at the Sharett Institute generates patient-centered, innovative therapies and groundbreaking cancer research.

And, while caregivers focus on optimizing treatment by utilizing the most innovative methods available, the Sharett Institute is widely recognized as a center for compassionate care, profoundly

concerned with the individual emotional needs of each and every patient. Patients may be included in international clinical trials and in testing of cutting-edge cancer treatments. The oncology department at Hadassah Ein Kerem is the first in Israel to offer genomic mapping to all of its cancer patients as of January 2021. State-of-the-art computing gives doctors unique insights into the tumor development for each oncology patient.

In 2020, Hadassah Medical Organization proudly welcomed Prof. Aron Popovtzer, a world-renowned radiation oncologist, as the new director of the institute. A Hadassah-Hebrew University School of Medicine graduate, Prof. Popovtzer specializes in ENT (ear, nose and throat), oncology and radiotherapy. He pursued further specializations in head and neck cancer at the University of Michigan and at Beth Israel Medical Center in New York, where he became a leading expert in brachytherapy, a treatment in which radioactive implants are inserted directly into cancerous tissue.

Prof. Popovtzer is the principal investigator of a new Israeli therapy called DaRT — diffusing alpha-emitters radiation therapy — to cure skin, oral, breast and pancreatic cancers. The new treatment is laser focused and eradicates the tumor cells but spares the surrounding healthy tissue. The DaRT study he is currently leading at Hadassah will later be implemented at hospitals across the globe, including New York’s Memorial Sloan Kettering Cancer Center and Boston’s Dana-Farber Cancer Institute.

“It is more effective than other radiation,” Prof. Popovtzer explains. “This is definitely an exciting treatment.”

Prof. Popovtzer has already published the first results on the feasibility and safety of DaRT in the prestigious *Journal of Radiation Oncology*.

HMO BY THE NUMBERS 2020 Totals for Ein Kerem and Mount Scopus hospitals

144,855

Emergency Room Visits

5,738,674

Lab Exams

288,516

Radiation Treatments

1,021,868

Ambulatory Activity

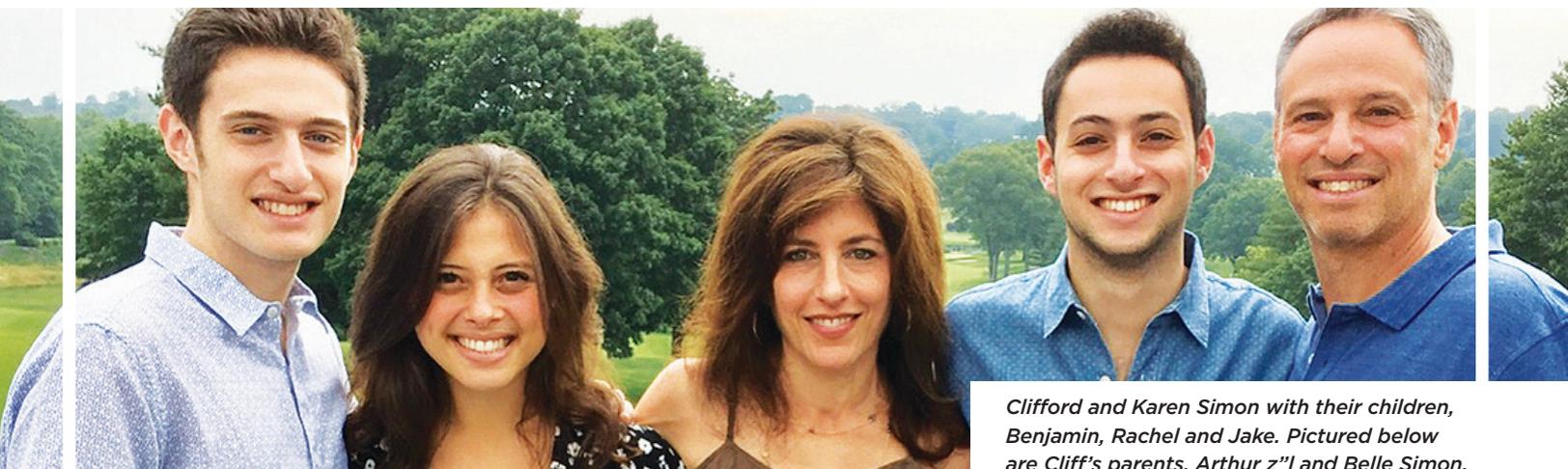
39,689

Hematology-Oncology Patients

24,016

Outpatient MRI Procedures

THE SIMON FAMILY'S MULTI-GENERATIONAL LEGACY



Clifford and Karen Simon with their children, Benjamin, Rachel and Jake. Pictured below are Cliff's parents, Arthur z"l and Belle Simon.

Going Outside Yourself

Belle Simon's son Clifford (Cliff) was just three months old when Belle brought him to her first Hadassah meeting, marking the start of the Simon family's long journey with Hadassah. Carmela Kalmanson, who would later become Hadassah's 19th national president, would soon recruit Belle to become president of the Chaim Weizmann Chapter in West Hempstead, NY. Over the coming years, the entire family, including Belle's husband, Arthur, and their four children, took part in Hadassah events — everything from chapter fundraisers to local and region installations, and, of course, trips to Israel. These Hadassah adventures instilled a sense of philanthropy and involvement in each of their children and then, in later years, in their grandchildren.

Cliff reflects on what has inspired generations of the Simon family to give to Hadassah: "We were initially motivated by my mother's commitment to Hadassah and her passion for its mission and support of Israel. Hadassah's groundbreaking research, impact on health outcomes in Israel and groundbreaking medical advancements continue to motivate us. Visits to Israel and to both of Hadassah's hospitals throughout the years have cemented our commitment."

Cliff's wife, Karen, joined the Simon family's Hadassah tradition when Belle gifted her with a life membership. It was Karen's mother's long, brave battle with lymphoma that inspired the couple to honor her life and memory with a gift to help fund Prof. Dina Ben-Yehuda's research in CLL-B cell lymphoma. Cliff and Karen's hope is to help ensure better outcomes, less suffering and a better quality of life for today's lymphoma patients. Cliff and Karen also made a gift to support the Neurology Department after Karen lost her father. Most recently, they made a donation in Arthur's memory: a nurses' station in the reimagined Round Building as part of the 360° of Healing, The Full Circle Campaign.

Years before, the birth of Karen and Cliff's daughter, Rachel, had coincided with Belle and Arthur joining the Circle of Founders. As their naming opportunity, Belle and Arthur chose a nurses' lounge in honor of their new granddaughter, Rachel Haley Simon. When Rachel visited Hadassah Hospital Ein Kerem, several nurses had the pleasure of a surprise meeting with the namesake of their break room. And Rachel is not alone in her connection to the hospital; by now, each Simon grandchild has a tile in his or her name.



As Cliff describes, his mother's focus, dedication and success in climbing the Hadassah leadership ladder was a huge inspiration for him. Her experience taught Cliff that through hard work, perseverance, dedication and networking, you could create great success and accomplish important things. Hadassah was also a significant early example for him of the evolving women's rights movement. "My mother's 'success' is something I continue to emulate to this day."

Belle hopes that the family's legacy of generosity and philanthropy will carry forward in their grandchildren and in generations to come. Cliff adds words meant for all Hadassah supporters: "Hadassah can't do its important work without everyone's support. Keep on giving and supporting the amazing volunteers, staff, doctors and nurses. We need to continue to support the medical advances and research that Hadassah champions."

2020 FUNDRAISING BY THE NUMBERS

10

Guardians of the Future
(\$10,000,000+)

13

Guardians of Hope
(\$5,000,000-\$9,999,999)

22

Guardians of Zion
(\$2,500,000-\$4,999,999)

110

Guardians of Tomorrow
(\$1,000,000-\$2,499,999)

123

Guardians of Life
(\$500,000-\$999,999)

275

Guardians of the Dream
(\$250,000-\$499,999)

839

Society of Major Donors
(\$120,000-\$249,999)

909

Circle of Founders
(\$72,000-\$119,999)

1,130

Founders
(\$36,000-\$71,999)

12

Benefactors of Peace
(\$18,000-\$35,999)

415

Young Founders UNDER AGE 46
(\$15,000-\$17,999)

3,124

Chaverim
(\$5,000-\$17,999)

3,254

Keepers of the Gate
(\$1,000+ Annual Donors)

4,126

Chai Society
(\$180+ Annual Donors)



BERNICE FELIX ז"ל A LIFE OF STYLE A LEGACY OF HEALING



*Bernice Felix ז"ל, pictured
with her husband, Sidney ז"ל*

**Today, and into
the future, Bernice's
generosity will make
a meaningful difference
to so many in her
beloved Israel.**

When asked to describe their beloved aunt, the late Bernice (Wasserbly) Felix, her nieces Pamela, Barbara and Selma fondly recalled her elegance and her love of fashion. Indeed, Bernice had coordinated fashion shows for *The Mike Douglas Show*.

Yet, it was her abiding love for her husband and parents, Judaism, Israel and Zionism that left the greatest impression and motivated Bernice to give generously and regularly to Hadassah.

Bernice's mother and her muse, Elizabeth, had been the president of the chapter in Philadelphia, a community where Hadassah has always been prominent. Bernice's beloved husband, Sidney, a highly respected dentist with a passion for painting, was an Associate. A Hadassah life member, Bernice read each *Hadassah Magazine* cover to cover. Her niece Selma Cohen recalls that it was her favorite Hadassah activity, "She read every word, every month." When Bernice traveled to Israel, she would visit Hadassah Hospital Ein Kerem, which she helped to decorate with several road tiles she gifted in honor of loved ones.

As a valued member of Hadassah's Legacy Society, Bernice liked to give Hadassah charitable gift annuities, which she would establish every year. After her passing, it was a transformative bequest through her estate that would come to support plans to establish a Center of Excellence for oncology treatment and research at Hadassah. The center, currently in the planning stages, will bring the treatment and research of all aspects of oncology to the highest level available today. Bernice's extraordinary gift will help to support future medical advancements, including research labs for pure research, as well as experimental medicine and clinical lab testing.

Today, her extended family, including the family of her late husband, Sidney, keeps the love of Hadassah going. Their niece Selma, whose own family spans four generations of Hadassah life members, is a past president of the Pennyback Park Chapter of Hadassah and now belongs to a chapter in Florida, where she lives.

Throughout her lifetime, Bernice made an incredible difference to her devoted family members and to her community. Today, and into the future, her generosity will make a meaningful difference to so many in her beloved Israel.

YOUTH ALIYAH: RESILIENCE OF AT-RISK YOUTH IN ISRAEL

Through education, counseling and community, Hadassah-supported Youth Aliyah villages nurture children in Israel who suffer from poverty, abuse or neglect. Hadassah's youth villages provide vocational training as well as cultural enrichment and sports programs that help students become productive Israeli citizens. Today, Hadassah's villages serve more than **950 young immigrants and at-risk youth in Israel**.

During the COVID-19 pandemic, Hadassah's villages implemented innovative solutions to meet the needs of their students. Staff and teachers provided social-distanced learning opportunities, Zoom classes and organized students into small, in-person learning groups to keep students safe. The villages also

hired more teachers and expanded online learning resources to ensure that 70 Na'ale students in each village who couldn't return to their home country had the support they needed.

In the face of this challenging year, Youth Aliyah students were resilient and gave back to their local community, providing meals to Holocaust survivors, delivering Shabbat dinners to Israel Defense Forces (IDF) soldiers, and delivering meals to home-bound, at-risk students and their families. At the end of the 2019-2020 school year, 163 students graduated from Hadassah's two Youth Aliyah villages — Hadassah Neurim and Meir Shfeyah — with 95% of graduates deciding to begin their military training in the IDF.



Students from Hadassah Neurim Youth Village work together on their project for a robotics competition.

Hadassah's Youth Aliyah villages provide more than resources and education for at-risk youth. Dedicated teachers and staff give students hope for a better future, helping them find happiness and success in Israel as valued citizens.

YOUNG JUDAEA: STRONG JEWISH LEADERS OF TOMORROW

Hadassah is committed to fostering an enduring commitment to Jewish life and Israel for thousands of American children and young adults. As a strong supporter of Young Judaea, Hadassah provides scholarships for American youth to experience Young Judaea's life-changing summer camps and Israel programs, ensuring Jewish continuity. This past year, Hadassah raised \$112,724 for Young Judaeans to attend summer camps in 2021.

Despite COVID-19 lockdowns and isolation, Young Judaeans found meaningful ways to connect to each other and their communities. Across the country, Young Judaea's summer camps offered virtual programming for campers, including challah baking parties and Israel virtual tours. In Israel, 225 teens —

197 from America — participated in Young Judaea's Year Course program, the largest gap-year program in Israel, and made lasting friendships while volunteering to help Israeli communities in need. "It makes us feel like we're part of something bigger than ourselves by helping our Israeli community during this really hard time," said Year Course participant Stella Bushkin.

In 2020, Hadassah awarded its Leaders of Tomorrow Award for Young Women to two high school students who have shown great leadership potential. They will receive an all-expenses-paid trip to Israel to participate in the Young Judaea Geshet leadership program, which serves to deepen their commitment to Zionism.



2020 Leaders of Tomorrow award recipients
L TO R: *Manni Burach, Liora Tuchman, Maya Yakovee*

Hadassah's 2020 award recipients were Manni Burach, 17, from Livingston, NJ, and Liora Tuchman, 17, from Plantation, FL. The runner-up, who will receive \$1,000 for the same Young Judaea Geshet program, was Maya Yakovee, 17, from Woodland Hills, CA.

IMPACT 2020: HADASSAH IN ACTION



Helen Tieger



YOUR FAMILY-BUILDING STORY

Share your story.
Break taboos.
Build understanding.

hadassah.org/FamilyBuilding



MAKE A PLAN FOR ELECTION DAY
#HadassahVotes
REGISTER SPREAD
REMEMBER TO EARLY & THE WORD
VOTE MAIL-IN ABSENTEE BALLOT
ENGAGE OTHERS VOTING POLLING



STRENGTHENING US-ISRAEL MEDICAL PARTNERSHIPS

“For decades, the United States and Israel have walked together on an uninterrupted path toward greater cooperation and interdependence in the medical field. Bilateral agreements and cooperation...have accelerated improvements in health outcomes in both nations.” – Hadassah National President Rhoda Smolow

Hadassah helped secure more than 280 congressional representatives as cosponsors of the EMPIL-DOC Act to expand US-Israel medical partnerships. In July 2020, Hadassah adopted a policy statement, encouraging bipartisan support for US-Israel medical partnerships and commending the appropriation of funds for USAID’s Office of American Schools and Hospitals Abroad (ASHA). This funding enabled the research and development of a low-cost ventilation machine in Hadassah’s technology lab to fight COVID-19.

YEAR OF THE NURSE

Hadassah was proud to celebrate nurses and midwives — at Hadassah’s hospitals in Israel and in the US — after the World Health Organization designated 2020 as the International Year of the Nurse and Midwife. Throughout the year, Hadassah spotlighted nurses and midwives who go above and beyond, including Helen Tieger, a member of Hadassah’s Nurses and Allied Health Professionals Council, who was recognized in *The Boston Globe’s* 2020 Salute to Nurses. Hadassah supporters also showed their appreciation for nurses, advocating for the US Cadet Nurse Corps Service Recognition Act, a bipartisan bill that would recognize World War II cadet nurses as honorary veterans.

HADASSAH MEMBERS RESPOND TO COVID-19

“The Hadassah community has come together in a meaningful way to empower women to contribute at a time when we’re all feeling helpless.” – Hadassah Boston member and Major Gifts Co-Chair Lisa Conti

From coast to coast, Hadassah members found ways to make an impact in the face of COVID-19. Hadassah Northeast, home to nearly 20,000 Hadassah members, launched three COVID-19 initiatives: PPE collection and drop off, mask-making and phone calls to their most vulnerable members. Hadassah Midwest regions and chapters, including Hadassah Chicago-North Shore, reached out to isolated members through its We Care Wellness Check program. On the west coast, Hadassah’s K’helah Shel Nashim (KSN) Group was joined by other Hadassah Southern California chapters to kick off Feed Our Friends, which forged partnerships to supply bags of canned goods to local food banks.

NEVER AGAIN EDUCATION ACT BECOMES LAW IN THE US

“Studying how the Holocaust happened, to whom and why is not just simply history. It’s a lesson for today and for the future...the Never Again Education Act will help educate millions of Americans to be prepared to act.” – Hadassah National President Rhoda Smolow and Hadassah CEO/Executive Director Janice Weinman

On January 5, 2020 — before COVID-19 lockdowns were in place — Hadassah members and leaders joined 25,000 rally-goers at a solidarity march in New York City to raise awareness for the Never Again Education Act. Hadassah’s advocacy efforts helped secure 298 congressional representatives

as cosponsors of the bill, which would create a new federal program and fund to award grants for critical Holocaust education to schools. On May 29, 2020, the Never Again Education Act was signed into law by the President of the United States.

SPEAKING OUT AND MEETING WITH POLICYMAKERS, VIRTUALLY

Not even COVID-19 could stop Hadassah from leaving its mark on Congress this year. Across the country, more than 500 Hadassah advocates participated in virtual Member to Member meetings with legislators to advocate for US-Israel medical partnerships, combating antisemitism and promoting women's health equity. Hadassah supporters also sent more than 10,900 advocacy letters to elected officials through Hadassah's online National Action Center, a 78% increase from 2019.

RECONCEIVING INFERTILITY

In April 2020, Hadassah launched its reConceiving Infertility initiative, raising awareness and fighting stigmas around infertility while driving policy change and empowering patients to advocate for their health. Partnering with the Jewish Women's Archive and Uprooted: A Jewish Communal Response to Fertility Journeys, Hadassah created Your Family-Building Story, a story-collecting initiative to help raise the visibility of families who have faced infertility.

#HADASSAHVOTES

Leading up to the 2020 US presidential election, Hadassah mobilized members around all phases of voter engagement by joining Vision2020Votes, a national, non-partisan effort to get more women than ever registered and voting using digital tools. In October 2020, Hadassah hosted

a special #JewishWomenVote event with the National Council of Jewish Women (NCJW) and Jewish Women International (JWI), as well as nearly a dozen national Jewish women's organizations. Hadassah's leadership and partnerships played a clear role in raising the percentage of eligible women who reported voting in 2020 to 68%, up from 63% in 2016.

HADASSAH MAGAZINE AWARDED FOR EXCELLENCE IN JEWISH JOURNALISM

"I am thrilled that in the 2021 awards, for work published in 2020, *Hadassah Magazine* has been recognized for the kinds of stories we do best — spotlighting women who make a difference by standing up and speaking out."
— *Hadassah Magazine* Executive Editor Lisa Hostein

Hadassah Magazine won ten Simon Rockower Awards from the American Jewish Press Association (AJPA), receiving recognition for many stories about women speaking out and making a difference. *Hadassah Magazine* has received a total of 30 Rockower Awards since award-winning journalist Lisa Hostein was named executive editor of the publication in late 2015.

HADASSAH ASSOCIATES AND THE POWER OF PHILANTHROPY

The 33,000 male Associates and valued partners of Hadassah rallied during this difficult year to raise over \$300K to support multiple Hadassah initiatives, including an essential Men's Ambulatory Recovery Hall in the Surgical Day Care Unit of the Round Building at Hadassah Ein Kerem.

POWERFUL TOGETHER IN THE MEDIA

During a year of isolation and quarantines, Hadassah engaged members and supporters on our social platforms and in the media in record numbers. Social media specifically, reached over **1.4 million** post engagements in 2020.

US media news coverage of Hadassah, The Women's Zionist Organization of America, and Hadassah Medical Organization proved to be a powerful tool to increase awareness of Hadassah's mission.

IN THE NEWS

23,970+

Media Hits

FACEBOOK, TWITTER, INSTAGRAM AND LINKEDIN FOR 2020

21,812,119

 ↑104%

Total Impressions

1,470,210

 ↑68.5%

Total Engagements

206,046

 ↑105.7%

Total Post Link Clicks

+5,024

New Facebook Followers

↑45.1%

↑35%

Twitter Followers

LinkedIn Followers

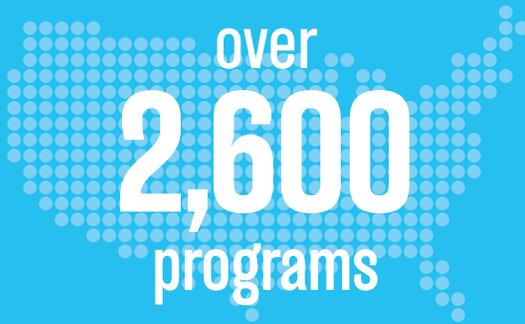
HADASSAH PIVOTS:

HOW WE CAME TOGETHER THE YEAR WE HAD TO BE APART

During the pandemic, at a time when in-person gatherings were impossible, we came together stronger than ever. Hadassah quickly pivoted to virtual programming, increasing our national and local program offerings and engaging our members in record numbers. Hadassah@home, a new weekly e-newsletter was created to showcase our wide variety of online program offerings.

AROUND THE COUNTRY

Tens of thousands of Hadassah members in their regions and local chapters embraced the convenience of online connections, a trend we see continuing into 2021.



ISRAEL ACCESS

600+ attendees

As soon as the COVID-19 lockdown began, in March 2020, Hadassah's Zionist Affairs team quickly put together our first virtual program — an Israel Update with **Ron Dermer**, former Ambassador of Israel to the US.

Throughout the year, attendees heard from Israel's top-level dignitaries, including Jerusalem's Deputy Mayor **Fleur Hassan-Nahoum**, **Omer Yankelevich**, Israel's Minister of Diaspora Affairs, and **Danny Danon**, Israel's Former Permanent Representative to the UN.

ADVOCACY

500+ attendees

met virtually with three congressional representatives — **US Senator Chuck Schumer** (NY), **US Senator Tim Kaine** (VA) and **US Senator Ben Cardin** (MD) — in this Member to Member program created by the Hadassah national advocacy team.



Building loyal listeners of *The Branch*, a podcast that explores stories of Israeli Jews and Arabs who are laying the foundation for peace — one relationship at a time.

2,000,000
Facebook
Impressions

85,418
Episode
Downloads

72,806
Website
Pageviews



PROFESSIONAL COUNCILS

600+ attendees

for the top two virtual programs produced by Hadassah's Professional Councils.



Medical Marijuana:
Highs & Lows,
Smoke & Mirrors



What We Will Become
A Discussion on
Transgender Youth



The Branch
Season 2, Episode 2
The Midwives

NATIONAL PROGRAMS

25,450

attendees

140+

virtual programs

produced by national volunteers and staff

HIGHEST-ATTENDED PROGRAM

2,000+ attendees

Hadassah Celebrates RBG, *One of Our Own*



1,400+ Donors Meet Hadassah Hospital Experts

11 live webinars featured Hadassah Medical Organization's world-renowned experts on COVID-19, midwifery in Israel, uplifting news about breast cancer and more.

HADASSAH ON CALL PODCAST EXPERIENCES EXPONENTIAL GROWTH



Journalist Benjamin Cohen brought millions of people to the Hadassah Medical Organization through fascinating podcast interviews with health care superheroes who are saving the lives of patients every day. [hadassah.org/hadassahoncall](https://www.hadassah.org/hadassahoncall)

2,502,542

Facebook Impressions

53,872

Facebook Post Clicks

50,575

Website Pageviews

SUCCESSFUL HADASSAH MAGAZINE PROGRAMS

A collaboration with our colleagues at *Hadassah Magazine* inspired the creation of two popular programs, which will continue beyond 2020.

Hadassah Magazine Discussion Group Top Event
Israeli-inspired high holiday cooking with author and food writer Adeena Sussman

1,200+ attendees

One Book, One Hadassah Top Event
One Book, One Hadassah live with Jennifer Weiner, author of *Big Summer*

1,200+ attendees



PARTNERING WITH HADASSAH INTERNATIONAL

US members and donors participated in Hadassah International's Summer and Winter Live Series, which included live webinars with Hadassah Medical Organization experts on a variety of topics, including COVID-19, the future of non-surgical cardiac procedures, robotic surgeries, innovation in cancer research and treatment — engaging women and men from over 48 countries via Zoom and social media.

THE NEXT GENERATION

500+ Video Views

11 "Member Monday" social media videos featured young Hadassah women telling their unique Hadassah stories and exceeded engagement goals!



Hadassah's Successful Partnership with Momentum Unlimited

While trips to Israel were grounded in 2020, our partnership with Momentum Unlimited (formerly Jewish Women's Renaissance Project) continued to engage the 142 Hadassah Momentum Israel trip alumni with nearly half making a financial commitment to Hadassah in 2020 and 27 moving into leadership roles in their Hadassah regions or chapters.



MEET MINDY GENSLER, NEW JERSEY ADVOCATE

Mindy Gensler, a lawyer who works for the New Jersey Department of Labor, didn't want to stand by as she witnessed a national surge in antisemitism. So in 2012, she sought out an organization where she could make an impact as a volunteer. She found one in Hadassah and was proud to become a first-generation member. Since then she's taken on a leadership role as the advocacy chair of Hadassah Northern New Jersey.

"It's important to make connections with the people who represent us," says Mindy, who enjoys working in her state to help advance Hadassah's strategic national advocacy agenda. This way, she says, "they know we're watching issues that are important to us."

Mindy has witnessed the impact of Hadassah advocacy firsthand. Hadassah helped secure congressional support for the Never Again Education Act, which provides funding for Holocaust awareness and anti-hate education in schools. On May 29, 2020, the bill was signed into law.

Across the country in the past year, more than 500 Hadassah advocates like Mindy met virtually with policymakers to show their support for US-Israel medical partnerships, combating antisemitism, gender equity in medicine and more.

They didn't let COVID-19 lockdowns stand in their way. "We had to speak out...and tell our legislators about all the awesome clinical trials Hadassah's hospitals were performing" to fight the virus, says Mindy, who organized Hadassah Northern New Jersey's first-ever virtual Day in the District meetings with Rep. Tom Malinowski and Rep. Mikie Sherrill.

With a JD/MS in public policy from Rutgers University, Mindy combines her passion for public service and her legal expertise as the legal liaison at the New Jersey Department of Labor, where she works with state agencies to help protect the rights of workers. She's known there as a "problem fixer," a trait she brings to her advocacy.

"At Hadassah, I'm looking at problems that I see in the world and thinking of ways to better advocate for those issues to 'solve them,'" says Mindy.

Rabbi Jonathan Sacks said, "Tomorrow's world is born in what we teach our children today." For Mindy, that means taking an active role in shaping the future through her work for Hadassah. As a mother of two, she's glad that her children can see her speaking out, just as she took inspiration from her mother, a teacher, who made activism a priority and was a member of the League of Women Voters.

Today, Mindy remains relentless. She recently held a virtual Day in the District meeting with Rep. Josh Gottheimer that attracted nearly 50 participants. She's also proud that her region has partnered with First Lady Tammy Murphy of New Jersey on the Nurture New Jersey initiative to improve maternal health outcomes.

At Hadassah, Mindy notes that "there are many ways people can advocate and make their voices heard." She's proud to be part of an organization that's making an impact.

"I believe in Hadassah's mission of bringing healing and justice to the world."

Mindy Gensler



BRINGING YOUNG WOMEN TOGETHER: TORY ROMAN

Tory Roman's passion for Hadassah was ignited in 2019 when she witnessed the vital work of Hadassah's hospitals and Youth Aliyah villages in Israel. A former Broadway actress and a full-time mom to 5-year-old twins, Tory was on a Hadassah-Momentum trip with eight other women, all mothers of young children.

After returning home to Piedmont, CA, a small city surrounded by Oakland, Tory realized that joining Hadassah wasn't enough. She wanted to spread the sense of *keshet* (Hebrew for connection) — to Israel, to Hadassah, to like-minded women.

"Now is the time to create a strong community of women who want to make actionable change — and stand up for something wonderful happening in Israel," says Tory. In 2020, with the support of Hadassah Central Pacific Coast President Leslie Deman, Tory founded Hadassah's Keshet OAK Chapter.

Tory moved quickly, starting with her own network of working mothers in their 30s and 40s. "You're not going to schedule any time for yourself unless you schedule time to meet up with your friends and raise money for a great organization," she recalls telling her friends. During the pandemic, many appreciated the chance Keshet OAK gave them to connect *and* make a difference. Bringing in nearly 30 members in less than a year, Tory expects to attract even more with the return of in-person meetings.

When her chapter members expressed an interest in learning more about Israel, Tory eagerly got to work planning programs focused on Israeli history and culture. As a Jew by choice, Tory didn't feel connected to her Jewish homeland until her first, life-changing trip to Israel in 2017 with her husband, Max. "I was really inspired by Israel, and it's important for my kids to know that they have a place to go where they can feel safe as a Jew."

She's proud to be advancing Hadassah founder Henrietta Szold's legacy. During her 2019 trip to Israel, she was moved by "the idea of a woman identifying a problem and then throwing herself into it and getting it done with other women." That's why Tory is creating programs that "showcase the amazing work Jewish women are doing."

For Tory, Hadassah helps her model advocacy, philanthropy and a love of Israel for her daughter, a life member, and her son, an Associate.

What's next for Keshet OAK? Tory is busy planning future chapter events, including a (potential) in-person Sukkot program for her members. "These women have never met each other in person, just on Zoom," Tory says, adding, "It will be fun to get everyone in a backyard under a sukkah and make connections."

"Now is the time to create a strong community of women who want to make actionable change — and stand up for something wonderful happening in Israel."

Tory Roman



BUILDING OUR MEMBERSHIP, EMPOWERING FUTURE LEADERS

NEW MEMBERSHIP CAMPAIGN DRIVES MEMBERSHIP GROWTH

Despite the COVID-19 outbreak, which impacted our membership numbers in early 2020, Hadassah membership rebounded significantly at the end of the year. Thanks to a strong social media membership campaign — “Hadassah Is Here” — **469 new members** joined during a three-month period that, in previous years, saw lower membership growth.

BOOSTS IN GIFTED MEMBERSHIPS

A Hanukkah membership gifting campaign drove above average results, reaching a total of 151 gifted memberships which accounted for **32% of total new memberships** gained from October–December 2020.

Membership gifting also accounted for a larger percentage of total new memberships in 2020 than in previous years.

21% of all new memberships in 2020 were gift memberships

7% increase in gift memberships compared to 2019

HADASSAH'S OUTREACH ENGAGES YOUNG WOMEN

Evolve Hadassah: The Next Generation organized outreach events to engage young Hadassah members in virtual program offerings, ranging from yoga classes to a discussion on Jewish heroines, with a total of 541 registrations.

Here for you.
Here for each other.
Here for the world.



HADASSAH
the power
of women
who DO

NATIONAL YOUNG WOMEN'S CABINET AND EVOLVE FORUM

In 2020, the National Young Women's Cabinet, which is committed to developing strategies to attract and engage younger members, completed their two-year commitment with almost all 12 members either taking on new local or national volunteer roles or continuing in their current volunteer positions.

Hadassah remains committed to fostering young women's leadership. Moving into 2021, Evolve Hadassah: The Next Generation, will organize its first Evolve Forum, comprised of young Hadassah leaders who will meet virtually to network, form connections and share ideas to bring back to their local chapters and regions.

YOUNG LEADERS EMERGE FROM MOMENTUM PARTNERSHIP

Hadassah's partnership with the Momentum group trips to Israel is bringing enthusiastic young leaders to Hadassah chapters around the country. After visiting Hadassah's hospitals and Youth Aliyah villages in Israel, **seven out of ten Momentum trip participants took on Hadassah leadership roles** as board members of a new young women's chapter located in the South Bay area of Los Angeles.



Hadassah Northeast visits Hadassah Hospital with Barbara Goldstein during their Momentum trip.

2020 GRANTS & PROGRAM EXPENSES

(Unaudited Cash Distributions)

● **\$32.8M**

HMO: Grants for Operations,
Equipment and Research

● **\$6.4M**

HMO: Sarah Wetsman
Davidson Hospital Tower

● **\$8.0M**

HMO: Round Building
and Rehabilitation Center

● **\$6.9M**

HMO: COVID-19 Support

● **\$16.4M**

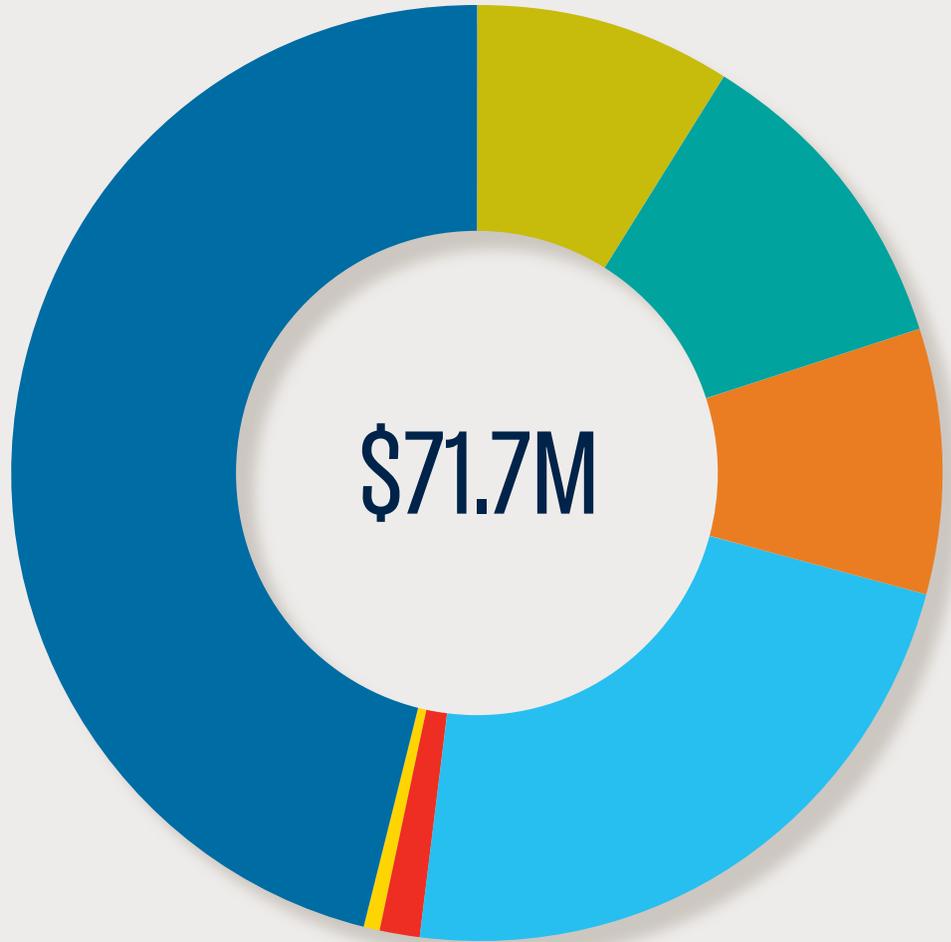
Hadassah Program Expenses

● **\$0.9M**

Youth Aliyah

● **\$0.3M**

Young Judea



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Hadassah Brooklyn
Marilyn Melman

Hadassah Central Pacific Coast
Leslie Deman

Hadassah Chicago-North Shore
Greta Rothschild

Hadassah Connecticut
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Susan Zimmerman
Jane Zolot
Theda Zuckerman

EXECUTIVE TEAM

Dr. Janice Weinman, appointed in June 2012 as the Chief Executive Officer/Executive Director 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. (currently Delivering Good), 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 US 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 this year Janice helped create the new Data Analysis and Impact Center to collect, analyze and apply institutional data for better decision making. This Center is critical in the determination not just of outputs but importantly outcomes and impact that can be used to determine the focus of the organization and the application of resources to the most value-added activities of Hadassah.

During 2020, Janice played the leadership role, in collaboration with Hadassah volunteers and staff in ensuring passage of the Never Again Education Act, assumed a key role in seamlessly pivoting the organization to virtual meetings and programs and initiated such new opportunities for the organization as the Grandparents Connection program and innovative health programming that addressed the impact of COVID-19. In response to the pandemic, Janice managed a remote-based professional staff whose productivity was as impressive as when in-person work was conducted.

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 2020, Ron played a key role in the organization's efforts to address the business disruption caused by the spread of Coronavirus (COVID-19) around the world and in the United States. Such efforts included steps to increase liquidity and reduce the organization's operating budget, ensuring effective remote operations and replacing in person activities with digital ones. Ron also led the implementation 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.

Sheryl Zeligson, Chief Legal Officer and General Counsel, has been with Hadassah since 1992. Prior to Hadassah, Sheryl 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 has also served as an Adjunct Professor at Cardozo School of Law.

Sheryl is proud that the Legal Department which she manages has been able to advise the organization and be responsive to its legal needs for many years.

MANAGEMENT TEAM

Naomi Brunnlehrman has served as the only director of Hadassah's Education and Advocacy Division since its inception in 2013. The division had some big successes in 2020 including the passing of the Never Again Education Act, making new US-Israel medical partnerships possible as authorized in the National Defense Authorization Act, breaking taboos and driving policy change through Hadassah's reConceiving Infertility initiative, launching the Israel Access webinar series and continuing to produce The Branch podcast which features relationships between Jews and Arabs.

Naomi came to Hadassah with over 30 years of experience as an advocate in the Jewish community and a co-founder of The Jewish Deaf Resource Center. She has 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 specializing in Jewish liturgy.

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 holds an MBA from Baruch College, Zicklin School of Business in New York City.

Eleanor Goldhar joined Hadassah in 2019 as Division Director, Marketing & Communications. Eleanor's portfolio includes strategic planning, development, sponsorships, media relations, 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 62 cultural organizations in New York City and the tri-state region.

Eleanor led the launch of Hadassah@home, a bi-weekly newsletter highlighting the exceptional offerings available to members, Associates, donors and others who can benefit from the full spectrum of programs and initiatives offered by Hadassah. This communication tool has been instrumental in transitioning HWZOA to a highly successful virtual environment in support of its priorities for philanthropy, promoting Zionism and engaging both new and existing members.

Sheryl Hoffman is the Director of Marketing and Special Projects. Sheryl's marketing experience spans 40 years in marketing agencies and 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 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 in New York City. Sheryl graduated from Rutgers University with a BA in Communications.

In her additional role as director of special projects, Sheryl explores opportunities and produces events where Hadassah can reach and cultivate new audiences, elevating Hadassah to be one of the most influential women's and Zionist organizations in the country.

In 2020, Sheryl spearheaded the development and re-launch of Hadassah's national website and a national advertising campaign that has exceeded all benchmarks.

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 worked for numerous leading healthcare systems throughout New York, New Jersey and Pennsylvania. 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 has been recognized as a Senior Professional in Human Resources by the HR Certification Institute.

Through joint volunteer and staff collaborative processes, leadership level job descriptions were developed and approved by the Hadassah National Board. The job descriptions and continued dialogue over their implementation, will enable volunteers and staff to work together more effectively and maximize their individual skills and interests.

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 at Bryn Mawr College. He is a Certified Financial Planner™ professional, having received an Executive Certificate in Financial Planning from Georgetown University.

In 2020, while continuing to pursue key elements of the Philanthropy Division's strategic plan, Josh led the division in successfully transitioning to virtual programming and fundraising efforts, in response to the COVID-19 pandemic. In an otherwise challenging year, the division exceeded its fundraising goal, ensuring that Hadassah can continue to pursue our important mission in earnest.

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.

CONSOLIDATED BALANCE SHEET INFORMATION

As of December 31, 2020 (Unaudited)

	HADASSAH	HADASSAH MEDICAL ORGANIZATION	ELIMINATIONS	TOTAL
ASSETS				
Cash and cash equivalents	\$ 31,254,093	\$ 54,979,885	\$ —	\$ 86,233,978
Accounts receivable for medical services	—	158,921,042	—	158,921,042
Due from affiliates and other related parties	351,814	—	(351,814)	—
Accrued interest income and other receivables	968,220	—	—	968,220
Grant Receivable from Hadassah	—	7,033,878	(7,033,878)	—
Prepaid expenses and other assets	2,131,851	55,079,718	—	57,211,569
Contributions and bequests receivable, net	27,221,145	—	—	27,221,145
Investments	614,846,513	299,555,030	—	914,401,543
Investments of charitable gift annuities held by Hadassah	49,666,860	—	—	49,666,860
Assets of trusts and other split-interest agreements held by others	32,612,317	—	—	32,612,317
Property, plant and equipment, net	4,243,109	897,886,303	—	902,129,412
TOTAL ASSETS	\$ 763,295,922	\$ 1,473,455,856	\$ (7,385,692)	\$ 2,229,366,086
LIABILITIES AND NET ASSETS				
LIABILITIES				
Accounts payable and accrued expenses	\$ 9,575,581	\$ 208,386,184	\$ —	\$ 217,961,765
Grant payable to Hadassah Medical Organization	7,033,878	—	(7,033,878)	—
Current maturities of long term debt	—	7,551,080	—	7,551,080
Liabilities under deferred giving and annuity trust arrangements	40,258,651	—	—	40,258,651
Malpractice and other liabilities	—	123,847,925	—	123,847,925
Accrued employees' benefits liabilities	—	162,262,052	—	162,262,052
Loan from Government of Israel	—	28,538,176	—	28,538,176
Long-term debt	—	1,986,780	—	1,986,780
Due to affiliates and other related parties	—	351,814	(351,814)	—
TOTAL LIABILITIES	\$ 56,868,110	\$ 532,924,011	\$ (7,385,692)	\$ 582,406,429
Net assets	706,427,812	940,531,845	—	1,646,959,657
TOTAL LIABILITIES AND NET ASSETS	\$ 763,295,922	\$ 1,473,455,856	\$ (7,385,692)	\$ 2,229,366,086

CONSOLIDATED STATEMENT OF ACTIVITIES INFORMATION

For the year ended December 31, 2020 (Unaudited)

	HADASSAH	HADASSAH MEDICAL ORGANIZATION	ELIMINATIONS	TOTAL
REVENUES				
Patient service revenue	\$ —	\$ 703,185,697	\$ —	\$ 703,185,697
Contributions and bequests	87,984,727	128,440,286	—	216,425,013
Change in value of split-interest agreements, net	2,364,982	—	—	2,364,982
Investment return, net	103,865,009	846,868	—	104,711,877
Net income from recovery agreement	—	30,940,637	—	30,940,637
Income from affiliation agreement	—	10,015,031	—	10,015,031
Government grants	36,802	—	—	36,802
Grants from affiliates	—	44,561,569	(44,561,569)	—
Other revenues	884,810	12,479,601	—	13,364,411
TOTAL REVENUES	\$ 195,136,330	\$ 930,469,689	\$ (44,561,569)	\$ 1,081,044,450
EXPENSES				
Medical services	\$ 616,963	\$ 725,543,457	\$ —	\$ 726,160,420
Education and research	3,741,957	63,402,280	—	67,144,237
Youth Programs	352,335	—	—	352,335
Magazine	1,801,549	—	—	1,801,549
Membership services	7,883,907	—	—	7,883,907
Communications and public affairs	4,474,146	—	—	4,474,146
Fundraising	10,929,715	—	—	10,929,715
Management and general	15,999,500	105,968,669	—	121,968,169
Grants to affiliates	44,561,569	—	(44,561,569)	—
TOTAL EXPENSES	\$ 90,361,641	\$ 894,914,406	\$ (44,561,569)	\$ 940,714,478
Increase in net assets before foreign currency translation gain	104,774,689	35,555,283	—	140,329,972
Foreign currency translation gain	8,191	66,104,562	—	66,112,753
Increase in net assets	104,782,880	101,659,845	—	206,442,725
Net assets at beginning of year	601,644,932	838,872,000	—	1,440,516,932
NET ASSETS AT END OF YEAR	\$ 706,427,812	\$ 940,531,845	\$ —	\$ 1,646,959,657

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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Real Stories about Building Connections between Jews and Arabs

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