



HADASSAH®

AUSTRALIA

MORE THAN A HOSPITAL

HEALING TEACHING RESEARCH

Three words that power possibilities in medicine

Hadassah Charity Limited is an
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Hadassah can truly be described as the first among equals. Its traditions date back to the turn of last century when a visionary woman, Henrietta Szold, brought western-style medicine to Palestine.

Today, every major hospital and health care facility in Israel follows Szold's model which Hadassah has fashioned into one of the most formidable medical, teaching and research centres in the Middle East.

Hadassah was the first to introduce routine health examinations for the children of Jerusalem; the first to establish a perinatal care centre in Jerusalem; the first to open a tuberculosis treatment centre in Safed; and the first to open a teaching hospital in Palestine.

These 'firsts' continued well beyond the establishment of the State. The latest 'first' is the introduction of medical clowns in Israel, which have since been adopted by most major hospitals in the country.

Hadassah Charity Limited

Beth Weizmann Community Centre
Level 1, 306 Hawthorn Road, Caulfield South 3162
(PO Box 2400, Caulfield Junction VIC 3161)

T (03) 9272 5600
1800 423 277

E australia@hadassah.org
www.hadassahaustralia.org





*Hadassah has always
been committed to
putting patients first*

Jerusalem Crisis Intervention Center

Jerusalem has become the flashpoint in a new form of terrorism to sweep Israel. It is most commonly seen in unprovoked stabbings and cars being driven at high speed into groups of people waiting for public transport.

These attacks are deadly and psychologically-damaging. It is the children of Jerusalem who manifest the stress; the early stage symptoms of PTSD are now well recognised and the pressure on the municipal services has overwhelmed the system.

Hadassah's Jerusalem Crisis Intervention Center (JCIC) is the best of its kind in Israel and it leads the world in the treatment of children who are traumatised and those suffering from post-traumatic stress. It is also involved with the National Trauma Coalition, an organisation which is assisting Israel at a national level and providing much needed advice and guidance at an international level.

The children who are helped by the JCIC come from all communities within the greater Jerusalem area. No child in need, irrespective of their religion, nationality, gender or

financial status, is turned away. This is consistent with the philosophy that drives Hadassah, which was nominated for a Nobel Peace Prize in 2005.

The JCIC was created in 2006 with funds donated by Hadassah Australia, which remains its largest and most dedicated donor.



“As leaders in treating post-traumatic stress in children, whenever there is a need anywhere in the country, we give our services.”

*– Dr Esti Galili-Weisstub,
Director, JCIC*

Medical Clowns

In 2001 Hadassah piloted a program to integrate medical clowns into the hospital healthcare system. Today, Hadassah's clowns form part of the "Dream Doctors", a national NFP organisation which, through the healing power of humour, bring laughter to sick children, easing their fear, and helping to transform their hospital experience. They remind young patients that they are more than just their illness. They give sick children a sense of control.

Research conducted by Tel Aviv University found that having clowns present during allergy tests reduced anxiety and pain levels in children. It was the first quantitative analysis of the role of medical clowns in pacifying the anxiety and pain felt by children.

Medical clowns have travelled with Israel's emergency response teams to countries such as Nepal, Haiti and Ethiopia.

Medical clowns allow medical staff to attend to more young patients, saving time and money. They also reduce the trauma for loved ones.

No one questions their value or importance but no hospital, including Hadassah, in Israel or Australia, covers the cost of medical clowns from their operating budgets.

"Laughter has psychological, physical and social benefits. It can increase a sense of wellbeing and help people feel less stressed"

*- Ros Ben-Moshe,
Academic and a leading Australian Laughter Therapist*





“The hospital clowns have made an extraordinary impact. They help acutely ill children lose their fear of hospitalisation and treatment.”

*– Prof. Eitan Kerem,
Hadasash Hospital’s head of paediatrics*

A close-up photograph of a woman with long, dark hair looking down at a baby's hands. The woman is wearing a blue top and a ring on her finger. The baby's hands are visible in the foreground, and the woman's face is partially visible in profile. The image is set against a background of dark blue and orange geometric shapes.

“Professor Oberklaid has been a regular visitor to Israel, communicating his vision of progressive, holistic and developmentally focused paediatric care. The chairman of the department of paediatrics at Hadassah Hospital, recognised that a similar Israeli model could be developed, embracing the community-based behavioural and developmental services that are absent in much of the country’s current paediatric approach.”

*– ‘The Impact of Giving’,
Royal Children’s Hospital Foundation Annual Review
2010-11*

The Goshen Project

Goshen is arguably the most significant revolution in early childhood development in Israel.

The focus of Goshen is to transform the way Israeli paediatricians address the many developmental, behavioural and psychosocial disorders that are affecting children. These include obesity, ADHD, autism spectrum disorders, feeding and eating disorders, bed-wetting and persistent crying and unsettled infant behaviour.

An initiative of Hadassah Hospital with an impact on the whole of Israeli society, the Goshen Project is significantly supported by Hadassah Australia and AUSiMED Limited.

According to Professor Frank Oberklaid, Director of the Centre for Community Child Health at the Royal Children Hospital in Melbourne, appropriate interventions in the early years of childhood will help to address issues including poor literacy, obesity, criminality, substance abuse, welfare dependency, and mental health problems. These issues have the potential to undermine a cohesive Israeli society, which is already under terrible stress.

Hadassah Hospital has taken learnings from Prof. Oberklaid and his team and applied them to Israel. In so doing, it has helped pioneer Goshen, which brings health professionals, the education system, the family, and the community together in a collaborative approach and which helps to train Israeli paediatricians in community health. In order for Goshen to succeed, funding is needed. That is the challenge that Hadassah Australia has adopted.



Project Rozana

Project Rozana is a unique multi-faith initiative. Its purpose is threefold:

- To address identified gaps in Palestinian health capacity by training Palestinian health professionals at Hadassah Hospital;
- To provide funding to cover the cost of treating critically ill Palestinian children at Hadassah and other Israeli hospitals in cases where patient funding from the Palestinian Authority (PA) is exhausted; and
- To support Road to Recovery an Israeli NGO of 650+ Israeli volunteers who, between them, on a daily basis, transport Palestinian patients (85% of whom are chronically ill children) from checkpoints in the West Bank and Gaza to hospitals in Israel for treatment.

The Patron-in-Chief of the Project Rozana Australia National Board is Professor Dame Marie Bashir AD CVO, former Governor of NSW and one of Australia's leading child psychiatrists.

The Patrons are Tim Costello AO, Chief Advocate of World Vision Australia and human rights activist, and Dame Quentin Bryce AD CVO, the former Governor-General of Australia.

Tragedy inspires a paradigm for peace

Project Rozana was inspired by a young girl who fell from a ninth floor window in her family's apartment in a village near Ramallah.

Four-year old Rozana Abu Ghannam (pic right) would normally have been taken to a hospital in Ramallah but her mother, journalist Maysa Abu Ghannam, insisted that she be taken to Hadassah. It was a decision that saved Rozana's life.

The incident in 2012 was the forerunner for an exciting and unique multi-faith initiative of Hadassah Australia that was launched in Melbourne the following year.

The idea has been given the green light by the Palestinian Minister of Health, the Palestinian Authority (including Mr Izzat Abdulhadir, the Representative of the Palestinian Authority in Australia), and the Government of Israel.

Project Rozana has also signed agreements with World Vision Australia and St Johns Ambulance Australia, both of which have provided funding support for designated projects involving Palestinians training at Hadassah or by Hadassah-based specialists.

*“Project Rozana is an inspirational
multifaith program run by people
of goodwill and humanity”*

*– Dr Hass Dellal AO, Executive Director,
Australian Multicultural Foundation*

*“The Project Rozana stories,
filled with universal humanity,
will resonate profoundly.”*

*– Alan Howe, former Executive Editor,
The Herald & Weekly Times*



Wills and Bequests

Not everything we do in this life ends when we die. Your name, reputation and good deeds live on, as does your influence on family and friends.

You can also ensure that your love of Israel will remain forever strong by providing a gift for Hadassah, the Jerusalem-based hospital that was nominated for a Nobel Peace Prize in 2005.

Whatever financial commitment you choose to make in your Will, that bequest will be used thoughtfully so that the values you lived by will be respected through your generous donation.

Not only is Hadassah dedicated to achieving excellence in healing, teaching and research, but meeting the health care needs of all people, irrespective of their religion, gender, nationality, race, politics or financial status.

Whatever financial commitment you choose to make in your Will, that bequest will be used thoughtfully so that your generous donation will reflect the values you lived by.

You can nominate a Hadassah Australia project or allow us to allocate the funds according to need.

We also encourage donations to Hadassah in memory of a loved one.

A Living Commemoration

Most gifts, no matter how thoughtful, have a use-by-date. However there are gifts, even modestly-priced ones, that will last forever. A tax deductible donation to Hadassah, in the name of someone close to you, will be a lasting reminder of the compassion and genius that is the trademark of this world-leading hospital.

Every day, the vision of its founder, Henrietta Szold, a true humanitarian who was blind to everything except the medical and welfare needs of the people of Jerusalem, is the guiding principle that drives Hadassah.

You can make a difference in the following ways:

- Request a donation in lieu of gifts at your Bar/Batmitzvah, Wedding or other special event;
- Make a donation on behalf of the person that has invited you to Shabbat dinner, Rosh Hashana lunch, or any other Yom Tov;
- Mark your child or grandchild's special simcha by giving a donation to Hadassah;
- Leave a Bequest to Hadassah in your Will;
- You also might like to support Hadassah through a regular monthly donation. This ensures that Hadassah Australia programs are generously supported, and it reduces our administrative costs. As a result more of every dollar you donate goes to your preferred program.



Every day we add a new chapter to the story of Hadassah Hospital

Explore the remarkable world of Hadassah Hospital, Israel's oldest and most respected medical, teaching and research institution.


You can discover the story through our website www.hadassahaustralia.org
Here you will find our acclaimed Healing Garden, the work in our Pediatric Intensive Care Unit, the remarkable new Sarah Wetsman Davidson Hospital Tower, and the medical specialists who are changing lives.

Hadassah is so much more than a hospital. It is a microcosm of Israel over the last century; a place of caring and innovation where the health needs of the individual is the most important consideration.

“As a mother, I feel a strong connection to Hadassah and a commitment to improving the lives of children in Israel who are sick - irrespective of race, religion or ethnicity.”

– Shelley Kline, Committee Member, Hadassah Australia





*Hadassah
is Israel at
its finest*

Collaborations

Hadassah Australia has been actively building relationships with local organisations working in the health, welfare and not-for-profit sectors. These are delivering positive outcomes that not only benefit Australia and Israel but increasingly, communities well beyond our respective borders.

The following are snapshots of organisations that have partnered with Hadassah Australia through the signing of Memoranda of Understanding (MOU) or other instruments of cooperation.

The Alfred Hospital



Following a visit to Israel in 2004 by then Victorian Premier, Steve Bracks, an MOU was signed by Hadassah Australia and The Alfred to promote and support collaboration between the respective institutions in training and research. It included an agreement to exchange physicians, scientists, academic and research personnel, and utilise facilities and expertise to encourage and support bilateral projects in the field of new therapies in medicine.

It had a positive outcome on The Alfred's role as Victoria's mass casualty trauma management centre, with new protocols being implemented successfully during Victoria's Black Saturday bushfires in February 2009. This ground-breaking collaboration informed the creation of AUSiMED.

AUSiMED



In 2012, eight years after the visit of Steve Bracks to Hadassah, AUSiMED (Australia Israel Medical Research) was created as a not-for-profit Foundation. In 2013, the ATO designated AUSiMED as an Item 1 Deductible Gift Recipient Health Promotion Charity.

Israel and Australia, two leading research nations are combining their talents to make a significant difference to health and welfare, globally. Under the auspices of AUSiMED, successful collaborative research has been achieved in a variety of fields including breast cancer, congenital heart defects in babies, autism and resistant bowel cancer.

“Hadassah is the foremost hospital in Jerusalem and their expertise in dealing with psycho-social trauma, along with medical issues, is a natural fit for us.”

*– Reverend Tim Costello AO,
Former CEO of World Vision
Australia, now Chief Advocate*

The Starlight Children’s Foundation



Since 1988, the Starlight Foundation has focused its charitable work on seriously-ill children. After learning of Hadassah Hospital’s ground-breaking work with medical clowning, Australia’s leading child-focused charity sought to explore ways to expand its Captain Starlight program. (Captain Starlights are professional entertainers trained to break down barriers and reduce anxiety in children). Hadassah Australia subsequently organised reciprocal visits between Starlight management and medical clowns at Hadassah. The aim is to develop professional training programs and ‘internships’ in support of Starlight’s long-term strategy. The inaugural visit to Israel occurred in July, 2016.

“I asked the guests at my Batmitzvah to donate to Hadassah’s Goshen program. I met one of the Israeli doctors and learned how Goshen is changing the lives of children by helping their parents. It’s fantastic that Australia is responsible for that.”

– Jess Lenga, 12 year old Batmitzvah girl

World Vision Australia



World Vision Australia (WVA) teamed up with Hadassah Australia in late 2014 to provide financial support for Project Rozana. This initiative of Hadassah

Australia is empowering the Palestinian health community and providing support to critically-ill Palestinian children.

The first project that WVA agreed to fund is the training of Palestinian child psychologists at Hadassah Hospital to treat Palestinian children suffering post-traumatic stress. It has been estimated that up to 90 per cent of the Palestinian child population suffers from traumatic symptoms. The lead agency is the Jerusalem Crisis Intervention Center, which is a signature program of Hadassah Australia. This is the first of many future collaborative projects that are being discussed between the organisations.

“The collaboration between scientific leaders of Australia and Israel in bringing differing ideas and experiences to bear on common goals, establishes the framework for a very powerful and exciting research program.”

*– Professor David de Kretser AC,
former Governor of Victoria*

St John Ambulance Australia



Hadassah Australia and St John Ambulance Australia agreed to jointly fund a range of programs at St John of Jerusalem Eye Hospital that will be conducted in collaboration with Hadassah Hospital.

The purpose is to improve access to clinical services not available in the Palestinian Territories for injured and sick Palestinian children, particularly those suffering the effects of injury and trauma as a result of the ongoing conflict in the region. Fundraising will also assist with research and training programs.

Murdoch Childrens Research Institute



The Murdoch Childrens Research Institute (MCRI) is the largest child health research institute in Australia, with more than 1500 researchers working to provide the best possible care for children. Through its research it is developing solutions that will result in effective prevention, early intervention and treatments for sick children.

The MOU with Hadassah will result in an exchange of physicians, scientists, academic and research personnel. It will also utilise facilities and expertise to encourage and support bilateral projects in the field of new paediatric therapies in medicine. MCRI and Hadassah are their respective country's preeminent organisations working in paediatric healthcare.

“I asked for donations to the JCIC on behalf of my Barmitzvah because it makes me really sad to think that boys and girls my own age are suffering psychologically from all the terror around them.”

– Aden Katz, 13 year old Barmitzvah boy

Medical Research at Hadassah

The culture of research is embedded in Hadassah Hospital's DNA. It was part of the organisation's ethos from its earliest days. Today, Hadassah is credited with undertaking more than 50% of all medical research in Israel.

This is borne out by the following facts:

- Hadassah researchers receive over 60 percent of the National Science Foundation awards for biomedical research in Israeli hospitals.
- In 2016, Hadassah researchers have been awarded US\$17million in grants and donations.

- Hadassah researchers publish 500 to 700 scientific papers annually.
- 200 sponsored clinical studies and 300 investigator-initiated studies are conducted each year.
- Hadassah researchers have hundreds of patents for diagnostic and therapeutic devices.
- Seven products are on the market and 30 more are in development.

Currently, Hadassah researchers are looking into how to stop the lethal recurrence of melanoma; how to prevent a fatal heart-valve disorder from occurring; how to know whether a lung cancer treatment will be effective before it's administered; and how to prompt pancreatic cells to produce more insulin.

From the initial laboratory study to the human clinical trial, a wide tapestry of innovative research is a hallmark at Hadassah.

“There is a golden triangle in which education and research go hand in hand with clinical excellence. We believe that cutting-edge medicine is practiced when physicians are actively involved in research.”

*– Professor Eyal Mishani,
Director of Hadassah's Department
of Research and Development*



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Cut out and mail donations to **Hadassah Charity Limited**,
PO Box 2400, Caulfield Junction VIC 3161 or email australia@hadassah.org
or go online to donate at www.hadassahaustralia.org/donate-now/

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HEALING, TEACHING
and RESEARCH**

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 \$250
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Signature _____

- Cheque (payable to *Hadassah Charity Limited*)
 Direct Transfer (please contact office)
 Please email me my receipt



**Every donation
is a powerful affirmation
that you care
about children in need**



“Project Rozana is an inspirational model for future relations between Israelis and Palestinians. I am interested in the cooperation that can stem from a vital issue for both; the health of children.”

– Dr Catriona Wallace, Board Member of Project Rozana and businesswoman, entrepreneur and philanthropist.

“It was fascinating to see that just as doctors specialise in different fields of medicine, so too do the medical clowns with each adapting to the environment and needs of their patients.”

– Gil Abras, Director, William Buck





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