

## **To Life, to Life, L'Chaim!**

**September 1, 2023**



Dear Friends,

I'm sure we can all remember when we've been driving down I-95 or Federal Highway when the whirl of flashing lights and blare of a siren from an ambulance comes racing by us. I know my first thought is, "I hope everyone is ok."



**Moti Ferder,**  
**CEO of Lugano Diamonds and Jewelry**

Now consider that while here in Palm Beach County such an occurrence may happen once or twice a week -- that's certainly not the case in Israel. There, the work of Magen David Adom, the country's official emergency medical services operation, is truly 24 hours a day, 7 days a week. Its 33,000 emergency medical technicians and paramedics mobilize a fleet of 2,000 ambulances, Medi-cycles, helicopters, and other emergency vehicles to try and save every man, woman, and child possible.

That translates into hundreds of thousands of lifesaving cases every year, and not just what we may consider typical – heart attacks, births, vehicular accidents, animal bites, household falls, gun shots, and the like. Contrary to here at home, MDA must also respond to situations we consider unimaginable -- terrorist actions, from bombings and rocket fire to suicide-mass casualty attacks.



**Lois Pope, the largest non-Jewish funder of mobile medical intensive care units for the State of Israel, poses with Tova Leidesdorf at the dedication of Lois Pope's 15th ambulance donation to AFMDA which was in honor of Tova.**

And if that were not enough, MDA also collects and processes hundreds of thousands of blood donations on an annual basis. Plus, it helps many countries during natural disasters, lending its experience and expertise in the aftermath of earthquakes, tsunamis, and other extreme weather tragedies.

What I especially admire and respect about the organization – and why it is a primary beneficiary of my generosity – is that MDA offers its myriad services to all people, regardless of faith, religion, ethnicity, race, gender, nationality, or political affiliation. That is the very actualization of the word humanitarianism and synergistic with my personal convictions.

So, I consider it a privilege to be able to donate ambulances to MDA. Over the past several years, it has grown into a fleet that will soon number 16. Each of my ambulance donations is made in honor of a dear friend of mine and a significant supporter of LIFE and the causes we support.

Recently, the American Friends of Magen David Adom, the organization's U.S.-based fundraising and awareness arm, threw me a "Sweet Sixteen" party in gratitude of my ambulance donations.

At the party, Tammy Karu, director of the Southeast Region of American Friends of Magen David Adom, thanked me and told those in attendance that, "We are so grateful for the continued and generous support of Lois Pope. Her desire to save lives locally and in Israel are just two examples of her extraordinary humanity and kindness."

I will always remember those words and that party, and hold them dear to my heart. Now, I am joining the AFMDA to officially dedicate my 16th ambulance – this one in honor of a truly remarkable man, Moti Ferder, the recipient of the 16th ambulance, and in tribute to our longtime friend Tova Leidesdorf.

Of course, everyone knows Tova, one of the most generous humanitarians on the planet. For those of you who don't know Moti, he is the CEO of Lugano Diamonds and Jewelry, one of the world's most prestigious diamond merchants. And you know what the legendary Carol Channing sang so famously: "Diamonds are a Girl's Best Friend."

Well, when it comes to Moti, he himself is quite the gem. We share the same values, the same philanthropic spirit, and the same commitment to the betterment of humanity. Moreover, and very relevant for the MDA ambulance donation, he served four years with distinction in the Israel Defense Forces.

There is an illuminating saying, which I learned comes from the Talmud: "To save one life is to save an entire world." I can't think of any words more appropriate in discussing the importance of Magen David Adom. And as Tevye said in Fiddler on the Roof, "To life, to life, L'Chaim!"

With love always,

*Lois*



# Love is a simple thing.



Lois Pope with LIFE's adorable Mascot, Joy Joy.



*Click on thumbnails  
to view videos.*



**Congrats to Rainer Neumann, owner of Palm Beach Catering, who recently adopted his first puppy-  
a Shih Tzu mix named Cooper!**

## ***Dog parenting tips from LIFE friend Lloyd Schiller***

1. Thunder and lightning storms, along with fireworks 'celebrations', panic our dogs. They tremble and pant. One of the things we have found calms them down, and allows them to sleep, is our Amazon Music Echo Dots ('Alexa - play') and the program, "Smooth Jazz for Pets."

We also sometimes use: "Sentry Calming Ointment for dogs," which is applied sparingly to their noses. It's easy to use and seems to work like a mild tranquilizer.

2. Our oldest rescue, and total tomboy, is Gabby. She's about 11 now, and for the past year we noticed she was often reluctant to "Go Outside" or "Walk" or take part in the outdoor activities she used to love. We decided to try Cosequin for dogs after watching the ads on TV. The VERY NEXT DAY, Gabby couldn't wait to go outside, walk and play! Her heightened energy reminded me of the "Saturday Night Live Skit, "Puppy Uppers!" Gabby has responded so well that now all three of our rescues take Cosequin daily.

★ ★ **SAVE *the* DATE**

LOIS POPE AND THE BOARD OF LIFE  
PROUDLY PRESENT LIFE'S 30<sup>TH</sup> ANNUAL

**LADY IN RED GALA**  
*Goes Green*



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**AND COMEDY ICON**

**JAY LENO**

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*Reserve your tables and sponsorships early for what promises to be a truly historic event.*

***Proceeds benefit:***

Disabled Veterans through American Humane's "Pups4Patriots" Program and South Florida youth through Palm Beach County Food Bank's Lois' Food4Kids Program.

**For more information,  
visit [www.life-edu.org](http://www.life-edu.org) or call 561-582-8083**