



NEW GENERAL INTENSIVE CARE DEPARTMENT

SHINE A LIGHT, SAVE A LIFE CHANUKAH CAMPAIGN

10-18 DECEMBER 2020

A M B A S S A D O R P R O P O S A L



The origins of Laniado Hospital – a miraculous journey from darkness to light

Laniado Hospital Israel, was built as a life-affirming response to the devastation of the Holocaust. It is a testimony to the determination of one remarkable survivor, Rabbi Yekutiel Halberstam z'tl, known as the 'Klausenberger Rebbe'. The Klausenberger Rebbe lost his wife, eleven children, and most of his devoted followers in the Holocaust. With a super-human effort he remained true to his faith and principles throughout the horrors of Auschwitz and the labour camps. He was admired by the prisoners around him, both the religious and irreligious, and served as an inspiration in their darkest hours. But it was during a death march, when faced with what might have been his final moment, that he made this promise: If he survived the war, he would build a hospital in Israel dedicate to the Jewish tenets of compassion and love for all – regardless of race or religion.



100,000

PATIENTS

In 2019, Laniado treated almost 100,000 patients in the Emergency Department



40,000

OUTPATIENTS

In 2019, Laniado treated almost 40,000 outpatients and 45,000 hospitalised patients



8,000

BIRTHS

In 2019, there were over 8,000 births of which 175 were treated at the acclaimed Neonatal Intensive Care Unit



100

STUDENTS

The highly acclaimed Tessler School of Nursing now accepts over 100 students per year, many of which come from all over the world to attend

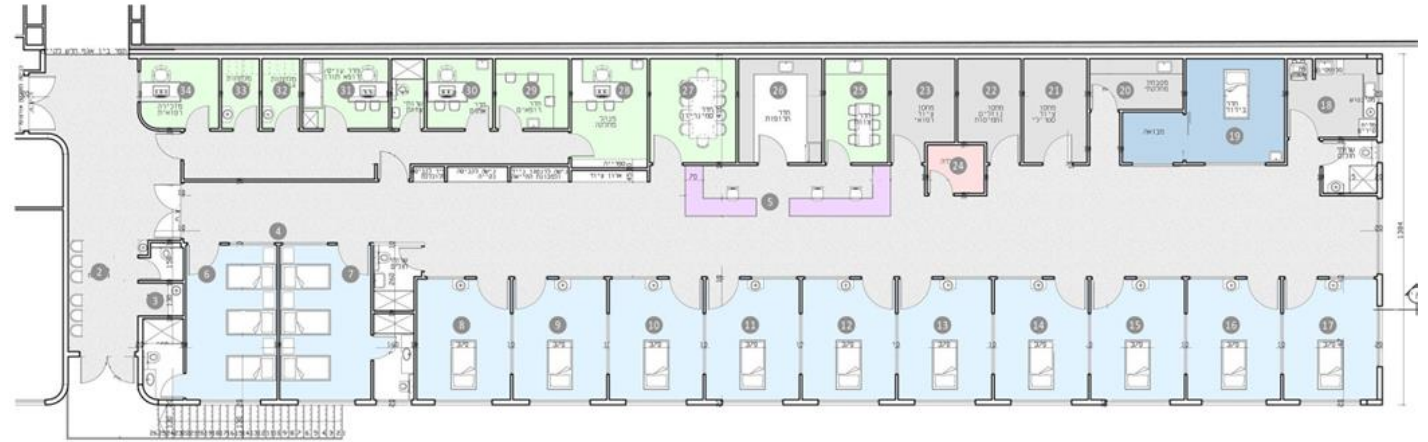
The General Intensive Care Department

A place of miracles, giving hope and light for the future.

The General Intensive Care Unit (ICU) at the is a special area that cares for critical patients suffering from multiple life-threatening conditions or who require close observation after surgery. These crucial patients, who are often referred from the emergency and operating rooms or from the maternity department are mostly in a serious condition and require urgent ongoing medical treatment and continuous nursing care.

Servicing the Sharon region of Israel whose population stands at over 500,000 people, currently the unit is just 250 square metres, only supporting six patients at any one time and cares for more than 200 critically-ill patients annually.

Our plan is to quadruple the size to 1000 square metres, enabling the expansion of patient beds to 24 and the annual capacity to 800.



The new department will include:



**A FAMILY
WAITING AREA**



**A COFFEE
CORNER**



**A STEP-DOWN
UNIT**



**TWO NURSES
STATIONS**



**PATIENT
ROOMS**



**ISOLATION
ROOM**

From the 10 - 18 December during the festival of Chanukah, Laniado International will undertake a fundraising campaign involving all branches worldwide. With the support of **JGive** and their online portal, we aim to match the **\$1million donation** from our benefactor with an additional \$1million raised over the Chanukah period.

The UK branch has committed to raising £200,000 (\$250,000) towards this goal.

Back in March, at the beginning of the outbreak of Covid-19, an anonymous individual originally from Stamford Hill in London contracted the virus.

He was treated at Laniado and was so overwhelmed with the care and support he received from the staff that he pledged 50% of the funds for the ICU department that miraculously saved his life. The condition was that Laniado would commit to raising the remaining funds needed to build the unit. This is what created the vision for this campaign.



A Journey of Miracles

The journey of the Klausenberger Rebbe was filled with miracles at every stage of his survival during the Holocaust.

The stories throughout this journey are remarkable. To survive the camps and then start the job of rebuilding the Jewish people after the war. He then spent the next 20 years raising money for a hospital in Israel. The impact he has had on Judaism and Israel today is indescribable.

We are asking you to continue his miraculous legacy and help create more miracles by partnering with us as an ambassador for this campaign, helping us raise the much-needed funds to build and expand the new GENERAL ICU department and save more lives.



Chanukah is about bringing light into this world.

With the pandemic continuing to take hold of our everyday lives, be it mental or physical, darkness has occupied many peoples existence. This campaign is an opportunity to make a significant difference and bring light back into the world.

We would like to ask you to commit to helping raise money towards this campaign and would like to invite you to an Ambassador's Online Event

on

Wednesday 9 December

with the world renowned mentalist
Leor Manor.

Please sign up to become and Ambassador and more details will follow in the coming weeks.





Thank you again for
partnering with Laniado

If you have any further questions, please call on

0208 201 6111

or send an email to:

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