This report represents American Friends of Soroka Medical Center's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
TO RAISE FUNDS TO SUPPORT THE SOROKA MEDICAL CENTER. Soroka, one of Israel's largest and most strategic hospitals, is the sole Major Medical Center for the entire Negev, an area that comprises 60% of Israel's land, with a population of 1 million, including 400,000 children. Through the delivery of urgently needed medical care to the vast and diverse society in the Negev region, regardless of race, religion or politics, Soroka makes a unique contribution to the building of a future of security and peaceful coexistence for Israel. Throughout Operation Protective Edge, Soroka has treated over 1,100 wounded IDF soldiers and civilians. This healthcare institution is truly an Israeli national treasure.

The content of this Charting Impact Report is the sole product and responsibility of American Friends of Soroka Medical Center. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more
information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
Increase awareness of Soroka Medical Center. Conduct programs and events to attract potential donors.

2. What are our strategies for making this happen?
Establish meaningful opportunities for individuals to engage with American Friends of Soroka Medical Center.

3. What are our organization's capabilities for doing this?
Soroka offers expert medical care across all specialties to meet the complete medical needs of the population, from birth through geriatrics. Over 32,000 surgeries are performed per annum, and over 250,000 ER visits, 11 million lab tests and 500,000 outpatient clinic visits. Soroka has 4,200 employees including 800 physicians and 1,600 nurses.

4. How will we know if we're making progress?
Clinical Centers of Excellence include our: Trauma center Infectious disease Units (adult and pediatric) Genetics Institute Cardio-Thoracic surgery OB/GYN Bariatric surgery Breast Health Center

5. What have and haven't we accomplished so far?
Soroka is devoted to actively promoting medical quality, utilizing indices, surveys and rounds. Daily activities include a focus on: Promoting patient experience: ER, hospitalization Wards, outpatient clinics; Strong Economics: Focus on efficiency and increase in revenue Continually strengthening the relationship with the community and working in concert to improve healthcare outcomes for all citizens.