

SMALL MIRACLES

HANUKKAH 2022

Chag Sameach

Dear United Chesed Supporters,

I can't thank you enough for your assistance over the last year. As a result, we were able to aid hundreds of families in their difficult circumstances.

After Hashem helped the Jews defeat the Greeks, "the mighty into the hands of the weak, the many into the hands of the few," there were undoubtedly many pressing matters that required urgent attention. The hurt required medical care and the city needed to be cleared and restored. The Maccabees – who weren't only soldiers, but priests of the holy Temple as well – were tired and could have justifiably pushed off their duties. They didn't wait until the situation was calmer or for a more reasonable time, though. Instead, they prioritized their priestly responsibility. They rose to the occasion and did not rest until they found the last pure jar of oil in order to kindle the flames of the Menorah.

The world at large, and our community more specifically, are only beginning to recover from a very trying couple of years. With the current economic climate, it would be easy to justify postponing support to those in need until the situation is more favorable.

BUT THE TIME TO GIVE IS NOW.

*Like the Maccabees all those years ago, now more than ever we must step up, even when it's most difficult to do so. We must search for whatever support we can offer to those who are unable to support themselves. Our staff has done wonders to help satisfy the hundreds of requests for food assistance, but **without an increase in community funding, we won't be able to continue meeting the needs of our families.***

*So, let's seize the day! With the help of individuals like you, giving whatever they can for the good of their neighbour, we will surely bring **SMALL MIRACLES** to 2023.*

Thank you.

As Brian Price

President and Founder

UNITED CHESSED IS



Essential Bills

Emergency, essential bill payments while families are getting back on their feet



Food Cards

Food assistance provided to Jewish families to relieve hunger



Item Redistribution

Hundreds of items redistributed annually, resuming operations in 2023.



A NEW PERSPECTIVE MARC SALTZMAN



Earlier this year, United Chesed was thrilled to welcome, **MARC SALTZMAN**, GTA-born technologist, to its Board of Directors. Marc took some time to provide some insight into what he brings to the table for our organization and families.

Q: Tell us a bit about yourself and what you do for a living.

A: For the past 25+ years, I've been a technologist with one simple goal: to break down geek speak into street speak. I aim to make sense of this fast-paced and ever-changing world of technology and I do so across a few different media. I'm a freelance journalist with a weekly column in USA TODAY and AARP (for seniors), as well as a monthly contributor to Costco Connection magazine, Zoomer, Toronto Star, and several others. I also write books and enjoy hosting weekly radio shows and podcasts. Finally, I also host a TV show in the U.S. (Tech Impact) and do quite a bit in Canada as well. More important than the work, I'm a husband to an awesome woman, Kellie, a personal trainer and fitness instructor, who donates a lot of her time to charities, too. We are the parents to three magnificent kids.

Q: When did you first hear about United Chesed and how did you get involved?

A: I've known Dr. Brian and Theo Price since I was a little boy, and my father Stan told me about the charity when visiting Dr. Price at his practice. I liked that it was a Jewish charity and that it helped those who may be food-insecure or need assistance in other ways, and was honoured to be asked to join the board earlier this year. I am also on the board of a few other charities.

Q: How has your experience been so far?

A: It's been great to meet the board, a team of very passionate, knowledgeable, and caring people. It's been a great experience so far and I hope I can lend my expertise where it counts. I'm humbled by the commitment, brains, and big hearts on the United Chesed board.

“ I'm humbled by the commitment, brains, & big hearts on the United Chesed board. ”

Q: It's clear that you have a very busy schedule. Why take on the added responsibility as Director?

A: Truthfully, this was my concern before I agreed to join. I'm very fortunate to find a career I absolutely love, but as a one-person company, time is the one commodity I don't have a lot of. But United Chesed's willingness to meet virtually has made it a lot easier for me to commit to meetings and email discussions, voting on topics, and so on.

Q: What do you think you can bring to the table for United Chesed and its families?

A: With my technical expertise I can suggest tech-related solutions, such as an app, service, or website we could leverage to help get more done in less time, better communicate with families, facilitate donations or coordinate drop-offs, and such. I also consider myself a problem solver and critical thinker, and hope to bring a fresh perspective to issues we discuss.

Q: The cost of necessities is only continuing to rise. In your line of work, have you come across any devices, technologies, or apps that can help save money on a day-to-day basis?

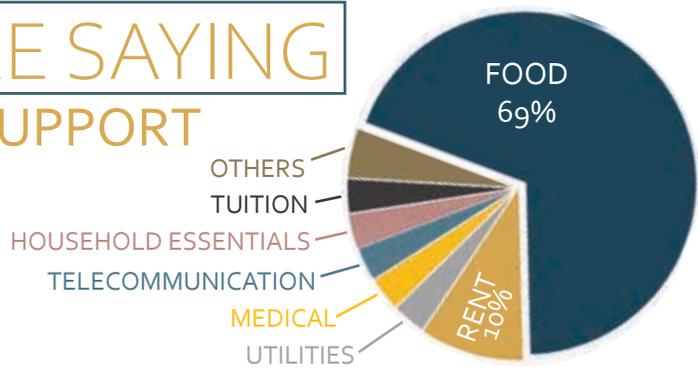
A: There are countless apps and sites that can help. I write about this topic often. Some of my favourite apps for saving money are *Flipp* (a Toronto-based app that shows you the best retail deals), *Rakuten* (for earning cash back on purchases), *2 Good to Go* and *Flash Food* (for scoring deep discounts on food that supermarkets want to get rid of). There are also deals at Amazon Coupons and Amazon Warehouse, and great finds when buying from people directly on marketplaces like *Facebook Marketplace*, *Nextdoor*, *eBay* and *Kijiji*.

WHAT OUR FAMILIES ARE SAYING

A SURVEY: THE MOST BENEFICIAL SUPPORT

Last month we asked our families what type of assistance they would benefit from most. The adjacent chart shows their most pressing needs as chosen from a wide array of supports, including rent, food, transportation, and many others.

Visit bit.ly/3UznoFd to support our **FOOD PROGRAM**.



HOW YOU CAN HELP



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Help us continue making **SMALL MIRACLES** happen for the most vulnerable members of our community.