



UNITED CHESED
OF TORONTO

NEWS RELEASE

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United Chesed Toiletry Drive Collects Hundreds of Items for Families in Need

Toronto, Ont., May 1, 2013 – On April 28, United Chesed and volunteers gathered in the Annex to divide hundreds of toiletry items into packages to be distributed to low-income families in the Toronto Jewish community. The items, including toothbrushes, soap, shampoo, deodorant and other essentials, were donated over the past two months as part of United Chesed’s first annual toiletry drive. After food, toiletries are arguably the most pressing recurrent household expense, and those who go without them face serious health risks.

United Chesed’s toiletry drive was launched on February 23, in collaboration with the Annex Shul Purim Party. Guests to the party were encouraged to bring donations and by the end of the evening the large box at the door was full. Steady donations over the next eight weeks lead to an additional 38 boxes of items being collected.

The packaging event was held at the apartment of United Chesed volunteers and helped raise awareness about United Chesed in the young Annex Jewish community.

“I was very grateful for the opportunity to be involved with the toiletry drive,” said Aaron Rotenberg, a volunteer who hosted and helped organize the packaging event. “I’m interested in finding ways to give back to the Jewish community and sometimes it's hard for me to find ways that feel right. United Chesed provided a way to concretely give resources and time in a way that I knew would directly be benefiting others. I was really overwhelmed by the amount of items that were donated. Seeing people's generosity was inspiring and humbling for me.”

Over fifty family-sized packages were put together.

About United Chesed of Toronto: United Chesed of Toronto is a not-for-profit organization established by Dr. Brian Price in 2003. Its vision is to foster a community that supports and stabilizes those struggling with poverty. The organization offers urgent and short-term relief to families and individuals in crises situations, responding with immediacy, care, and discretion to the pleas of Jews from all walks of life and affiliations. Each year, UCT distributes over \$50,000 in food coupons and other forms of financial assistance. It also facilitates thousands of donations of furniture, household items, medical equipment and other recyclable goods through its extensive online network, and runs a number of annual drives including a High Holiday food drive, school supplies drive and toiletry drive. Chesed means kindness or charity in Hebrew.

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Visit the United Chesed Website at www.UnitedChesed.com.