

TOMCHEI LA NEWSLETTER MARCH 2019

- "ONE OF A KIND" CLOTHING PROGRAM
- GEARING UP FOR PURIM AND PESACH



Please help us continue our vital work.
Our programs are 100% donor funded.
There are many ways you can donate.
Visit: www.tomcheila.org

PROGRAM HIGHLIGHT

"ONE OF A KIND" CLOTHING

Each fall and spring, Tomchei LA's "One of a Kind" clothing program sets up a temporary retail store filled with brand new, contemporary clothing. We receive the clothing directly from the manufacturers at extremely discounted prices or at no cost. We provide clothing specified for men, women, teens, girls, boys, toddlers and infants at nominal prices. All recipients shop by appointment only, with the assistance of volunteer personal shoppers.

NUMBERS FROM THE YEAR

2,900 individuals receive brand new clothing twice a year

420 families assisted

3,700 ladies and girls tops

1,800 ladies and girls skirts and dresses

1,100 men's and boys suits

1,200 men's and boys shirts

400 pairs of brand new children's shoes

ALL OF THIS COSTS US **\$285,000+**



Q&A WITH "ONE OF A KIND" VOLUNTEER DIRECTOR, ROCHEL HABERMAN

How long have you been volunteering for Tomchei LA's "One of a Kind" clothing program?
I have been volunteering for about ten years.

What inspired you to join the "One of a Kind" team?

My mother had been volunteering for a few years prior and inspired me by her dedication and commitment to the program. The stories I heard and the work I witnessed made me want to be a part of this incredible program.

What's the hardest part about volunteering?

The hardest part is seeing the great needs of people and wishing we could give and do more. It somehow feels like it is still not enough.

How does "One of a Kind" purchase the clothing and set it up, and then how do you select individuals in our community to receive it?

The process involves a whole team of volunteers. We travel twice a year to the east coast to source wholesalers, companies and factories who sell us brand new clothing at exceptional discounts. It's amazing how kind and eager clothing companies are to sell to us, even at a loss, to be a part of this cause. Once the clothing is shipped and arrives at the warehouse we have teams of volunteers working hard to unpack, hang, sort and size the clothing. It is a massive undertaking that takes months of organization. In order to qualify, recipients must fill out an application that is reviewed by the staff.

What's the most rewarding part of your volunteer job?

Witnessing the confidence unfold in front of your eyes as a teenager tries on a new dress and not only feels amazing in it, but also feels the same as all of her friends who are getting something new for the holidays. Something new that is in style and looks like she bought it in a retail store. Hearing the mother's audible sighs of relief that the kids are outfitted for the holidays and are happy and love their "purchases" without feeling stressed by the expense and the experience.

What's an inspiring moment that you've experienced during your time as a volunteer?

Almost every moment as a volunteer can be inspiring since you are constantly seeing new families come in to get clothes and walk out with full bags and smiles on their faces and weights off their shoulders. One particular story sticks out in my mind when a friend called me asking me if I knew where this store "One of a Kind" was located because her daughter was begging her to take her shopping there since all her friends had the nicest and most stylish clothes from this "store." It was obviously not something I could help her daughter with other than refer her to the local retail stores, but it was a great feeling to hear that kids were so excited and happy with their clothes that they were even sharing it with their friends and did not feel awkward about it. The highest form of helping others is to not make people feel like they're being helped.

Why should other people donate their time to help volunteer for "One of a Kind?"

There is always work to be done and there are always more funds needed as our budget is continuously growing as there are more families invited every season. There are also so many more things we could be adding to what we give. We just haven't had enough funds to include things that right now are considered "extras" like shoes, pajamas and other every day clothing items, which are basic needs.

Why should people donate to "One of a Kind?"

Every dollar donated goes directly to funding clothing for families and restoring dignity, confidence, and self-respect. Everyone who can donate should know that it is an incredible honor to be a part of this program and their funds are going to people directly in their synagogues, schools and communities.

What does getting new clothing mean to you and why is it so important for people to help people with their clothes?

New clothing is tied to the way a person feels about themselves and what they want to project about themselves. It's important to give families the ability to feel good about how they look, to wear clothes that suit them and fit them properly and mostly give them something to be joyful and excited about during the holidays which is a very financially stressful time for most families.

VOLUNTEER HIGHLIGHTS

ARI GOTTESMAN

"I have been a volunteer for "One of a Kind" for a couple years. I started while I was still in high school. Something amazing about this program is that you really get to see how much of an impact you make in someone's life when they walk out with a new piece of clothing. You really see the difference it makes in someone's life. It's incredibly important in life to not make others feel as though they are "taking." Tomchei LA's "One of a Kind" clothing program does everything in the most warm, loving and dignified way. If people have the ability to be on the giving side of things, I urge them to volunteer or donate to this amazing cause."

RUTHIE GRAMMA

"Although it has been 10 years since I began participating in "One of a Kind," the sense of accomplishment and fulfillment is just as powerful today as it was back then. We are all familiar with the pre-holiday pressures, how much more so for families that are financially strapped. "How do we dress our children with respect and dignity, with money that we don't have?!" The answer is "One of a Kind." You cannot replace the smiles on the faces of the children when the fit is perfect, and you cannot replace the smiles of the mothers when the price is equally as perfect! I have literally walked away with tears in my eyes and joy in my heart, which is also irreplaceable. As the saying goes, when you give, you get. I feel blessed to be part of our "team." For just a few hours a year we take ourselves out of ourselves and truly serve our beautiful community."

DENA BESS

"I've been volunteering for "One of a Kind" for quite some time. It's been an amazing experience. When a teenage girl finds an outfit for the holidays that she feels great about, it makes my day. The look on her face when she steps out and looks into the mirror is priceless. A person's outward appearance is important to how they will feel on the inside. When someone steps out and gets to feel confident, beautiful and stylish, I know we've succeeded in our mission. A new outfit is an outward way to say, "I value myself. I like to look good and feel good." I usually can go to a variety of stores and buy clothing for myself and my children, without tremendous worry about money. I recognize that that is not the case for everyone. "One of a Kind" allows for families to present themselves in honor of the holidays in an elegant, stylish and dignified manner regardless of a family's financial situation."

TESTIMONIAL STORY

Dear "One of a Kind" Volunteers and Donors,

I grew up thank G-D not lacking anything. We always had new clothes for the holidays and our daily needs. We had maids and I never cooked or cleaned. For a long time, thank G-D we were financially stable and able to give happily. Unfortunately, the last few years have taken a turn and my family has been struggling financially.

Not being able to pay full tuition anymore, not being able to give and having to be a "taker" is very hard. The first time I went to "One of a Kind" I left crying because I so wanted to be on the other side: the giving side. I am deeply moved by the community we live in. My girls, sons and myself get to wear beautiful clothes for the holidays. We get to feel good about ourselves. The fact that we live in a such a generous community where everyone gets to look presentable and beautiful is truly inspiring.

So thank you from the bottom of my heart for everything that you do. Know that making people feel dignified when they are already feeling humbled is priceless. I pray that we are able to give back everything we've taken and much more.

With warmth,

Anonymous "One of a Kind" Recipient



THANK YOU TO THEREALREAL X THE ART OF GIVING FOR HOSTING A FUNDRAISER IN HONOR OF "ONE OF A KIND"

Special Thank You To:

- | | |
|-------------------------|-------------------|
| ➤ Jacqueline Kuppermann | ➤ Shira Rosenberg |
| ➤ Yona Elishis | ➤ Perri Tabak |
| ➤ Rikki Menlo | ➤ Mira Schucowitz |

06

**PURIM IS RIGHT AROUND
THE CORNER! THIS PURIM,
BRING JOY TO YOUR
FRIENDS AND NEIGHBORS
IN NEED BY PURCHASING
PURIM CARDS!**

**10 Cards \$35
20 Cards \$65
50 Cards \$100**

<https://pay.banquest.com/tomcheilapcm>

And at the below locations

PICO

Glatt Mart

Livonia Market

Pico Glatt

Western Kosher

FAIRFAX

La Brea Market

Western Kosher

613 Mitzva Store

VALLEY

Cambridge

Farms

Le Market



Matonos L'evyonim for the needy of Los Angeles will be distributed to over 200 families on Purim.

Many of these recipients are desperate and are very uncomfortable to ask anyone.

Last year we gave out over **\$110,000.**

WAYS TO GIVE:

Online: <https://pay.banquest.com/tomechladal>

You may also text the amount you would like to give to:
323.997.6500.

Checks should be made payable to:
"Tomech Ladal" and dropped off at **455 N Detroit**
before 3:30pm on Purim day.

You should be zoche to be mesameach
others and be b'simcha tamid.

PESACH 2019 BY THE NUMBERS

2,500+ individuals assisted with food

\$100,000+ of store credit

13,500+ lbs. of chicken and meat

15,000+ lbs. of dairy and produce

2,500+ lbs. of matzah

\$25,000+ worth of dry goods

\$40,000+ in emergency funds

ALL OF THIS WILL COST US **\$300,000+**

TESTIMONIAL STORY

"Dear wonderful mitzva people at Tomchei LA, I wanted to thank you from the bottom of our hearts. Both my wife and I are hardworking parents. We still need assistance and thankfully Tomchei has been there for us. Thank you so much for the abundance of Pesach food! We enjoyed the fresh chicken and meat. The sweet potatoes and juice were such a treat for our kids. The dairy products were extremely helpful. Thank you for making our Yom Tov much easier. May Hashem reward you and everyone who donates and volunteers for Tomchei LA for all of this great chessed." – Anonymous "Food Program" Recipient



PESACH SPONSORSHIP OPPORTUNITIES

- Store Credit - **\$100,000**
- Ladies Clothing - **\$36,000**
- Chicken & Meat - **\$35,000**
- Teen and Girls Clothing - **\$30,000**
- Dry Goods & Grape Juice - **\$25,000**
- Dairy & Produce - **\$22,000**
- Boys Clothing - **\$15,000**
- Toddlers & Infants Clothing - **\$12,500**
- 10 Families Matzah & Grape Juice - **\$1,800**
- Food & Clothing for 1 Family - **\$1,000**
- Food/Clothe a Family - **\$500**
- Matzah/Wine for Family - **\$180**
- Clothe a Child - **\$72**

LOOKING TO HIRE?

Job Link Can Help!

WE HAVE QUALIFIED TALENTED CANDIDATES
WHO MAY BE THE RIGHT FIT FOR YOUR COMPANY.



THE TRUSTED SOURCE FOR CONNECTING LOCAL
EMPLOYERS WITH QUALIFIED CANDIDATES

CONTACT US:

- Email us at joblink@tomcheila.org
- Call Tova, our new Job Link Coordinator
at 323.851.1000 Ext. 303

REGISTER ON OUR NEW ONLINE JOB BOARD:

GO to www.tomcheila.org - Job Board

- Create a secure and confidential account
with your business profile
- Post available job opportunities, viewable
only by applicants & Job Link Staff
- View resume of candidate once request
approved by Job Link
- Manage your job listings – edit, delete, or
add jobs at any time

Confidentiality is priority. No employer/candidate information will
be shared without express permission.

JOBLINK@TOMCHEILA.ORG 323.851.1000 345 N. LA BREA AVENUE #208 LOS ANGELES CA 90036

Touch of Kindness, Inc., d.b.a. Tomchei Shabbos, is a California Tax-Exempt 501(c) (3) organization, ID 75-3002144

THINK INSIDE THE BOX



**CONTACT US TO GET YOUR OWN
TOMCHEI LA TZEDAKAH BOX**

info@tomcheila.org | 323.851.1000

345 NORTH LA BREA AVENUE, #208, LOS ANGELES, CA 90036

TOMCHEILA.ORG

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כל דצריך

ON PESACH WE WELCOME ALL THOSE WHO NEED.
BUT DO WE KNOW WHAT THEY NEED?
IT'S SO MUCH MORE THAN GROCERIES.

Tomchei knows.

FOOD 1,500+ INDIVIDUALS WEEKLY 1,000 ADDITIONAL ON YOM TOV
CLOTHING 2,900+ INDIVIDUALS TWICE A YEAR
JOBS 100+ HOUSEHOLDS ASSISTED 50+ PLACED
FURNITURE 250+ HOUSEHOLDS ASSISTED ANNUALLY
DIAPERS 100+ HOUSEHOLDS ASSISTED ON A MONTHLY BASIS
HARDSHIP ASSISTANCE 500+ HOUSEHOLDS ANNUALLY ASSISTED EVICTION, UTILITY BILLS, FINANCIAL CRISIS ETC.

DONATE NOW!

TOMCHEILA.ORG

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TOMCHEILA
תומכי שבת