"I change the story."

We pray for so much for the coming year, remember those who have so little. It’s our community. It’s our responsibility.
MESSAGE FROM OUR PRESIDENT
RABBI YONA LANDAU

COMFORT ZONE

Hashem is our shadow (יהוה צלך). He does to us according to what we do to others. If we push and go the extra mile, and do a little more than we think we can, then on the day of judgment, the Almighty will bless us with extra for the upcoming year.

We approach the Yomim Noraim with trepidation, not knowing what the New Year has in store for us.

Life.
Health.
Wealth.

We can and will tip the scale by pushing ourselves, by going past our comfort zone and giving more to our less fortunate friends, neighbors and community members that are desperately waiting for our assistance.

Let’s go out of our comfort zone NOW so that Hashem will put us this year in a comfort zone... Life, Health and Wealth.

Sincerely,

Rabbi Yona Landau
President

“Since 1977, Tomchei LA has been here to serve the Los Angeles community. Both those who need your help, and those who need to help.”
MESSAGE FROM OUR EXECUTIVE DIRECTOR

SCHNEUR BRAUNSTEIN

I often wonder what the Los Angeles community would look like without Tomchei LA. Where would those in need of food, financial assistance, clothing, jobs, furniture and other essentials turn to? Where would they go to remain anonymous and maintain their dignity? Where would they go to have someone to hold their hand through their crisis and not feel alone or scared?

For over 42 years and counting, Tomchei LA has assisted tens of thousands of individuals who otherwise would have nowhere else to turn. They would be alone. Their dignity would be compromised. Their lives would be shattered. There are those in our community who used to give and now receive, and there are those who used to receive and now they give. Fortunes change. One thing remains the same... Tomchei LA will continue to assist our friends and neighbors in need in the most dignified and discreet manner. This Yomim Noraim there are over 3,000 individuals from our community in need who have nowhere else to turn.

This New Year should bring an abundance of blessing to you and your family. May you always merit to be on the giving end.

Sincerely and With Deep Gratitude,

Schneur Braunstein
Executive Director, Tomchei LA

WE CAN’T SHOW YOU THEIR FACES...
BUT HERE ARE THEIR STORIES...
“It’s been four years now since my husband left me. There I was, a young single mother left to provide for two kids under the age of five. My friend suggested Tomchei LA and at first, I admit I was ashamed to reach out for assistance. I looked at my helpless children and finally picked up the phone. Because we have Tomchei LA in our life, my family doesn’t feel alone. The staff walked me through the process. Their JobLink program helped me find a job. They kept our lights on and sent us food every week. I have no words to properly express our gratitude. Thank you to the staff. You saved our family.”
HEAR MY STORY

“I come from a family of six. I think I’m a very good actor. I know how to make believe. I make believe my life is great when it’s really not. I wasn’t looking forward to my Bar Mitzvah. It’s coming up in two months. It’s supposed to be a happy time... a big moment in my life. But with all the stress on my parents to pay bills, I didn’t think I would get a suit to wear on my big day. One of my friends told me about your One of a Kind clothing program. I mentioned it to my mom and guess what... I got a new suit! Thank you to the people who donate and volunteer. Thank you to the Tomchei staff. On my Bar Mitzvah day, I’ll be thinking of you!”

“ON MY BAR MITZVAH DAY, I’LL BE THINKING OF YOU!”
HEAR MY STORY

“For over fifteen years, I was an avid donor to Tomchei LA. The company I was working for downsized a few years ago. I was let go. I was devastated. My life felt like it was falling apart. I didn’t know where to turn. I had a hard time getting the words out of my mouth. Until finally... I broke down. How could someone who donated for so many years now need assistance? The staff empathized, listened to my story and assured me that this would be confidential. Within a few days, our application was discreetly processed and approved, food assistance was provided, my sons and I were given a private appointment to pick up beautiful new suits and shirts. I met with the JobLink program. They are helping network and I am landing interviews. I have a road ahead, but I look forward to getting up every day. Your organization has restored hope in our lives. I can’t wait for the day when I’ll be able to do what I love doing most... giving back. You saved our family. We are forever grateful.”

“I CAN’T WAIT FOR THE DAY WHEN I’LL BE ABLE TO DO WHAT I LOVE DOING MOST... GIVING BACK.”
HEAR MY STORY

“Sometimes things happen in life that you just don’t ask for. This was one of those times. My husband and I had a great marriage. We were best friends. Then he got sick. We didn’t think it was serious, but it was. Then he passed away. From food to clothing to rent assistance to funds for therapy... toys even show up at our doorstep for my children’s birthdays. Tomchei answers the call when needed. They hold our hands through this difficult journey. My family doesn’t feel alone. Thank you to the people who donate and volunteer.”
This coming year our Tomchei La Food Program will provide

• 3,000+ individuals with food
• $750,000+ in store credit
• 550,000+ meals
• 100,000+ lbs. of chicken & meat
• 15,500+ boxes of food
• 17,000+ fresh challahs
• 120,000+ lbs. of fresh produce
• 12,000+ bottles of grape juice
• 17,500+ cans of tuna
• 12,500+ dozen eggs
• AND SO MUCH MORE!

But none of this will be possible without the help from our amazing donors & volunteers!
THIS COMING YEAR
OUR TOMCHEI LA “ONE
OF A KIND” CLOTHING
PROGRAM WILL PROVIDE:

• 2,900+ individuals with brand new clothing
• 400+ families assisted
• 3,700+ ladies & girls tops
• 1,800+ ladies & girls skirts & dresses
• 1,100+ mens & boys suits
• 1,200+ mens & boys shirts
• AND SO MUCH MORE!

“What an incredible organization. One of a Kind ensured that our family looked beautiful and presentable on Yom Tov.”

–Anonymous Recipient
MESSAGE FROM A MEMBER OF OUR YOUNG LEADERSHIP BOARD

AVI REICHMAN

From the day I started my first job and received my first paycheck over 15 years ago, Tomchei Shabbos has been the first recipient of my maaser dollars. I personally know that Tomchei is an organization that watches every dollar and makes sure that for every dollar they receive a dollar plus goes to the neediest in our community.

Rabbi Landau is the model of Chessed and he has imparted his passion for kindness to Schneur Braunstein and the entire Tomchei team. They work day and night to ensure that the basic needs of the Community are taken care of in the most compassionate and respectful manner. I am proud to work with Tomchei and help in any way that I can.

Sincerely,

Avi Reichman
Young Leadership Board Advisor

“I PERSONALLY KNOW THAT TOMCHEI IS AN ORGANIZATION THAT WATCHES EVERY DOLLAR.”
PLEASE HELP US CONTINUE OUR VITAL WORK.
OUR PROGRAMS ARE 100% DONOR FUNDED.
THERE ARE MANY WAYS YOU CAN DONATE.

DONATE ONLINE  www.tomcheila.org

DONATE BY CHECK:
Please make your check out to: “Tomchei Shabbos” and mail it to: P.O. Box 481270 Los Angeles, CA 90048

CHECK-OUT HUNGER
At the registers in many kosher grocery stores across LA, we have cards that can be purchased to sponsor a food item for a family for Shabbos. When you’re checking out, please take a moment to think about your friends and neighbors in need.

TOMCHEI LA ROUND-UP APP: DOWNLOAD IN THE APP STORE
Tomchei LA has teamed up with ChangeBowl to create the Tomchei LA Roundup App. The app raises money automatically which will then be used to help people in our community. The Tomchei LA Roundup app rounds up your purchases to the nearest dollar so you can donate the difference to Tomchei. Change just got easier!

DONATE STOCK
If you’re looking to save taxes, a great way is to donate stock instead of cash to Tomchei LA. If you hold publicly traded stock that has gone up in value, you can get a charitable deduction for the full value of the stock and avoid paying any capital gain tax. For more information or questions, please contact info@tomcheila.org | 323-851-1000

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SPECIAL THANK YOU TO THE JEWISH FEDERATION FOR THEIR ONGOING SUPPORT

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