

Dear Friend,

בס"ד

Visualize, if you will, coming home after a long, hard day at work. The air is frigid, and as you try to feel your frostbitten fingers, you anticipate the warm, comfortable haven that home has to offer. The heat is on, fireplace burning, and hot soup is cooking on the stove.

Others are not so fortunate. **Young children trudge home in the biting cold, only to be greeted by a blast of cold air as they walk through the front door.** Apartments being many years old, there is no heating system, no radiators, and usually no hot soup cooking either. **With 40 percent of Jerusalemites living below the poverty level, one in three children goes to sleep cold at night.** At this time of year, it is essential that the thousands of suffering families at least have a warm roof over their heads.

And so, "Warm the Needy" was founded. "Warm the Needy – Warming Homes, Warming Hearts," answers the bitter cries of these families by providing a high quality, oil filled electric radiator for each one. All families approved receive a coupon and then redeem it in a very respectable manner at the store, thus reducing any shame they would otherwise have to endure. The cost per radiator is \$50.00.

Today, two years after its inception, Warm the Needy has helped close to one thousand families. However, a new problem came to light when many recipients explained that they rarely used their radiators because they could not afford to pay the exorbitant electric bill that followed. Upon learning about this, Warm the Needy, in conjunction with the Israel Electric Company, developed an interactive computer program which allows Warm the Needy to pay electric bills directly towards each person's account, thus helping them to properly warm their homes. Two hundred dollars per family covers the cost of the electric bill for the winter months.

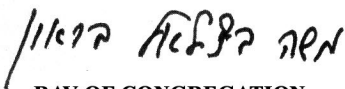
**It is heartbreaking to disappoint tear-choked mothers and turn down their pleas due to lack of funds.**

As the cold Israeli winter approaches, we turn to you, for it is only with your help that we can help thousands of poverty stricken families brave the bitter winter. Tax-deductible checks can be made out to: KEREN ZICHRON CHAIM.

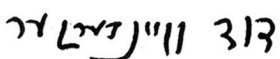
I can be contacted at 732-415-1387.

In the merit of warming our brethren in Eretz Hakodesh, may the Ribono Shel Olam warm all of Klal Yisroel with the Oroh Shel Moshiaich speedily in our days.

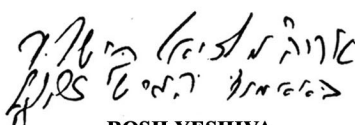
Wishing you a warm, healthy winter,  
Hershel Puretz



RAV OF CONGREGATION  
WEST ORANGE



RAV OF CONGREGATION  
SHAAREI TEFILLA



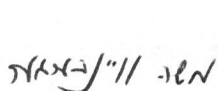
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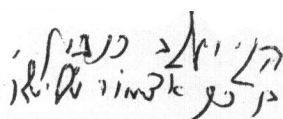
ROSH YESHIVA  
SOUTH FALLSBURG



NOVOMINSKOR REBBE



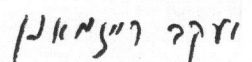
RAV OF CONGREGATION  
AISH KODESH



RAV OF CONGREGATION  
KEHILLAS YAAKOV



ROSH YESHIVA  
SHAR YOSHUV



RAV OF CONGREGATION  
AGUDAS YISRAEL