

RESPONDING TO POVERTY IN OUR COMMUNITY

THE CLEVELAND CHESED CENTER

Putting food (and much more) into the hands of our Jewish neighbors

GESHER CLEVELAND

Career development & benefits center



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A photograph of a woman with glasses holding a young child in a food pantry. Two other children are in the foreground. The background shows shelves stocked with food items.

2011 GREATER CLEVELAND JEWISH POPULATION STUDY

Surprising findings drive change and action

*Stability and
opportunity*

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Two Key Findings

“There is significant economic vulnerability within the Cleveland Jewish community”



“The Cleveland Jewish community is a caring community and those seeking assistance turn to the community for help”



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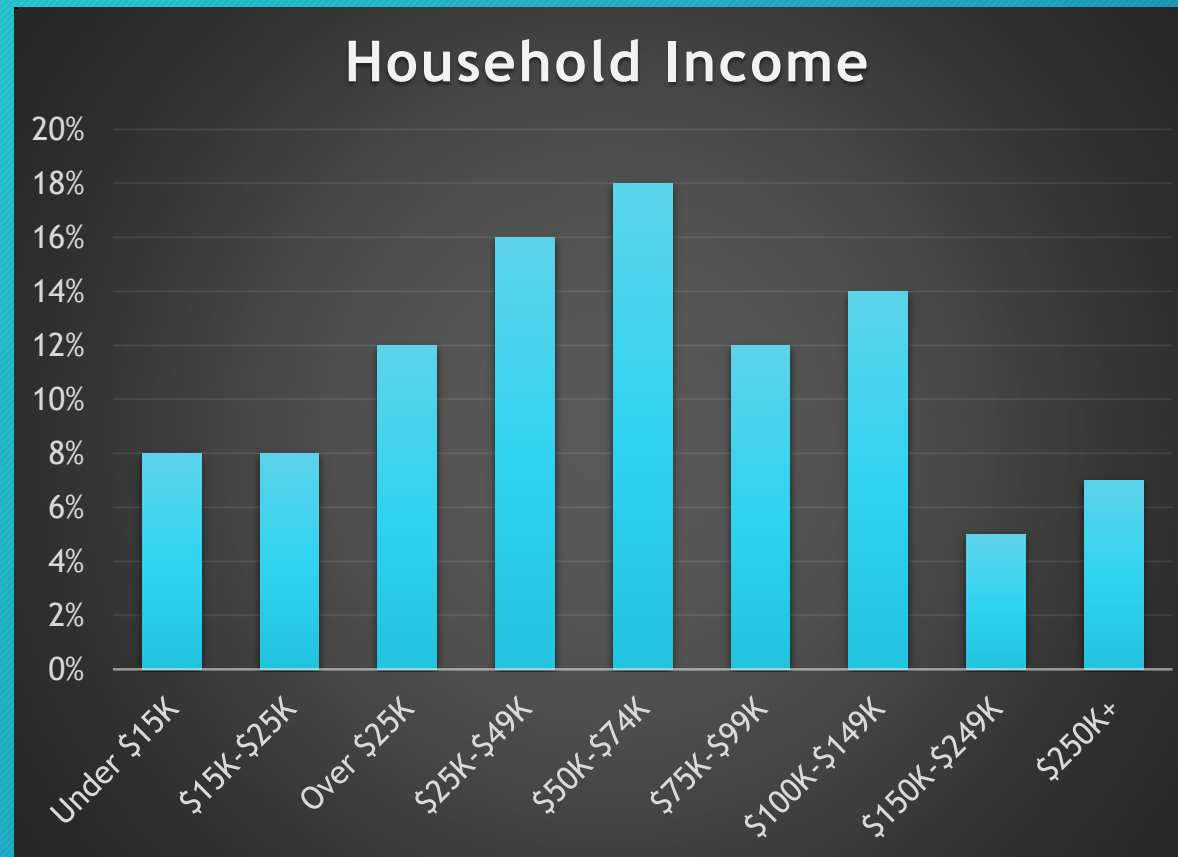
Cleveland's Jewish community by the numbers:

- 38,000 Jewish households
- 80,000 Jewish people
- 23% children (under 18)
- 58% adults (age 18 to 64)
- 19% seniors (age 65+)



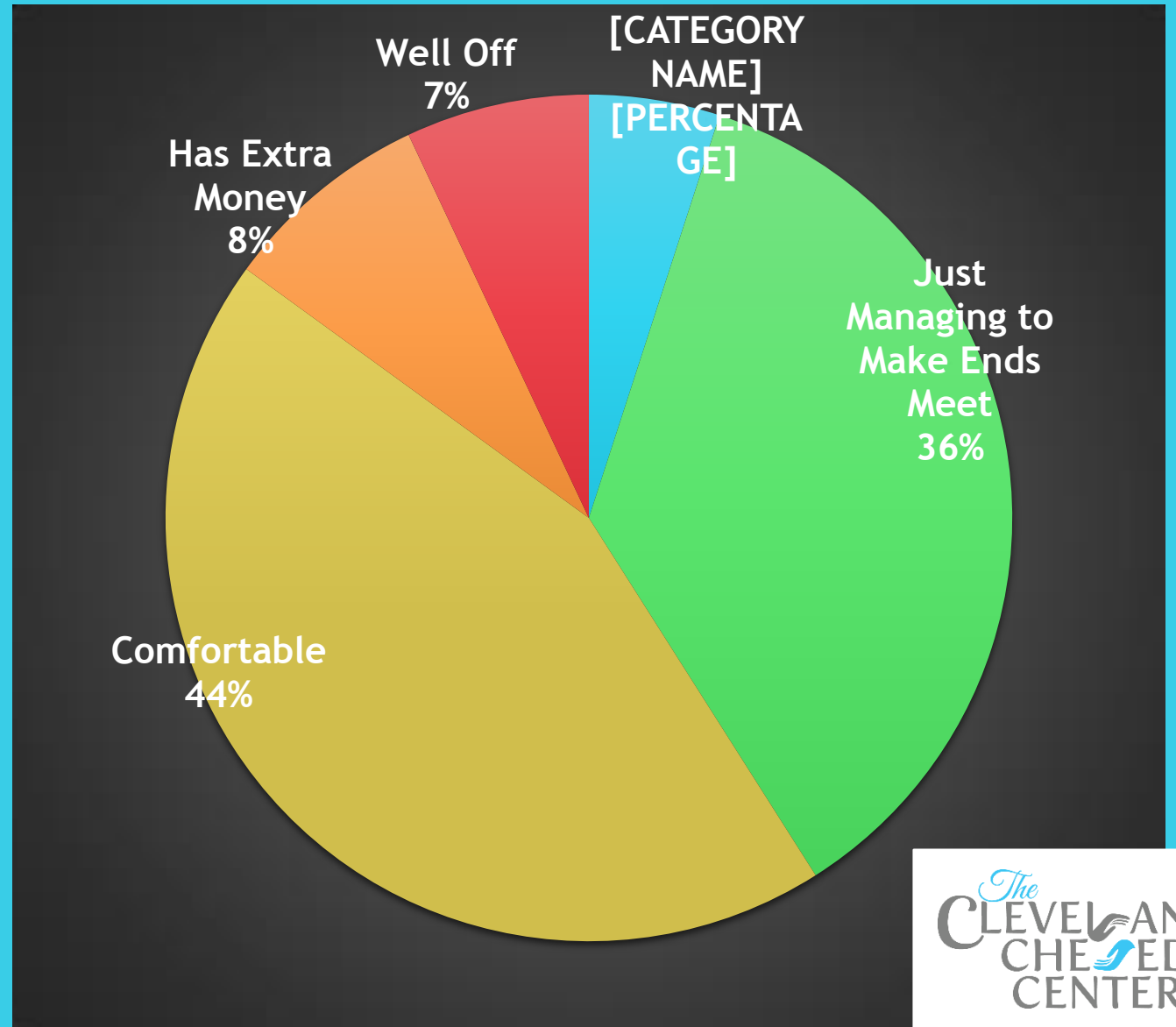
Economic Vulnerability in Our Community

Surprising findings from the 2011 Population study.

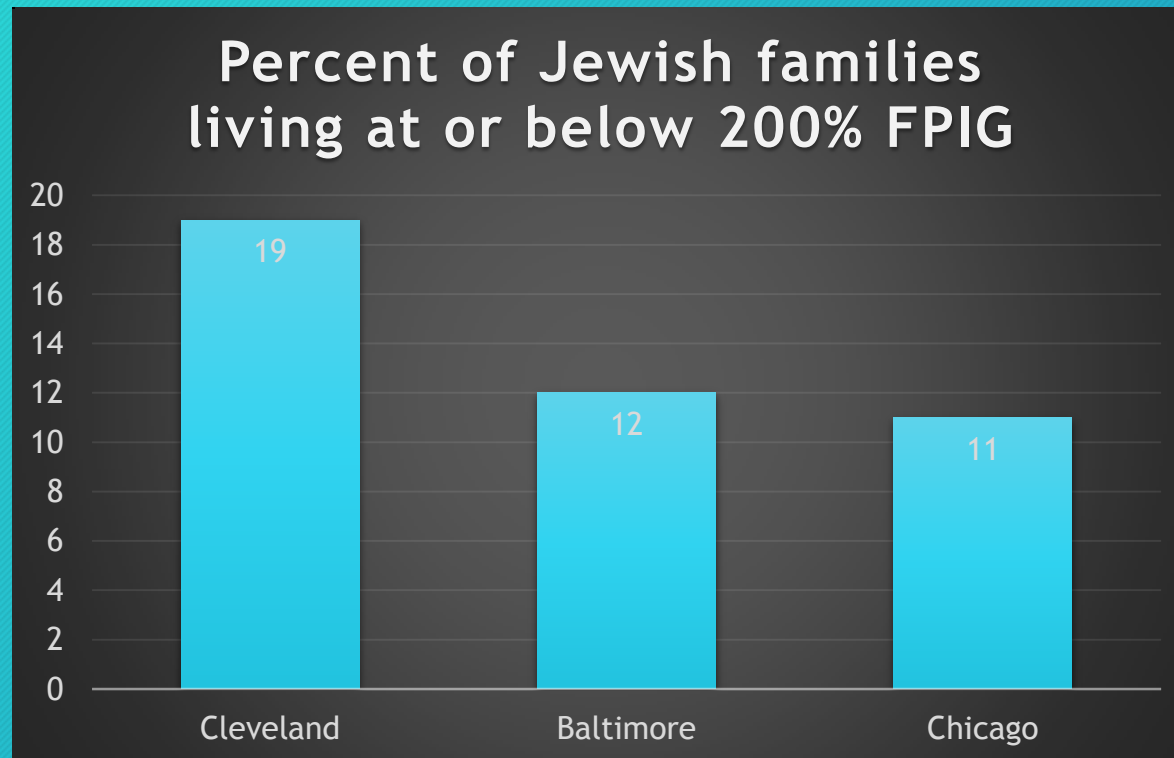


Economic Vulnerability in Our Community

Surprising findings from the 2011 Population study.



How does our community compare?



- The generally accepted definition of Poverty is household income within 200% FPIG
 - 2019 level for a family of 2 = \$29K annually
- 12% of families reported incomes below 150% FPIG
- 7% reported household income between 150 - 200% FPIG



TASK FORCE ON FINANCIAL DISTRESS

*What can we do
about it?*

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Identify the needs

- Better access to affordable or free kosher food and basic necessities
- Sustainable jobs
- Affordable housing in Jewish neighborhoods





TARGETED RESPONSE

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The Cleveland Chesed Center and Gesher Cleveland are conceived

- Cleveland Chesed Center: *Putting food (and much more) into the hands of our Jewish neighbors*
 - Providing free access to kosher food and household necessities, while ensuring dignity remains intact
 - 9,000 square feet of space
 - Over 4,500 cubic feet of cold storage
- Gesher Cleveland: *Empowering families and individuals to gain financial stability and security.*
 - Navigating social service benefits programs
 - Career development and job placement services
 - Healthcare and senior assistance



CCC: How we accomplish our mission

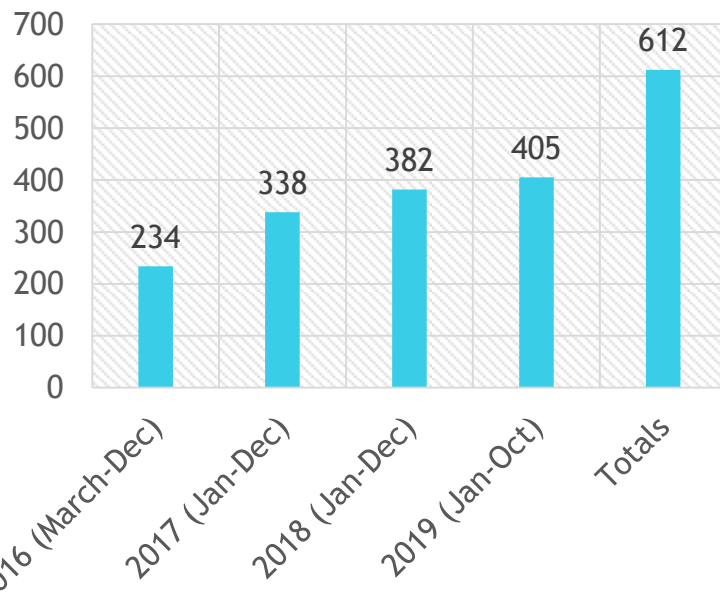
Putting food (and much more) into the hands of our Jewish neighbors

- Monthly shopping for food, personal care and household necessities worth hundreds of dollars
- Weekly shopping for produce and other staples
- New and gently used clothing and shoes for the whole family
- Cross referrals to other organizations (see collaborations)
- Extra support at financial crunch times, such as the Jewish holiday seasons, winter, and the start of the school year
- Financial literacy education to further stabilize their financial solvency

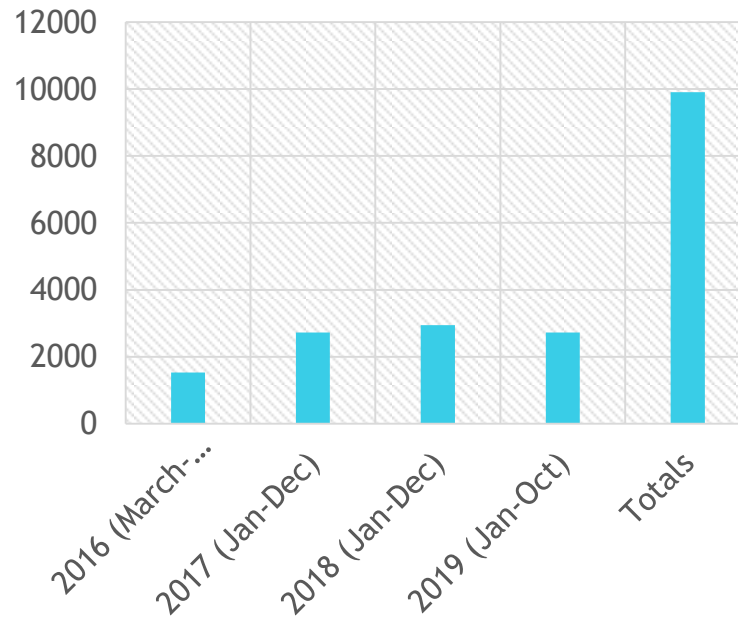


CCC: Service Stats

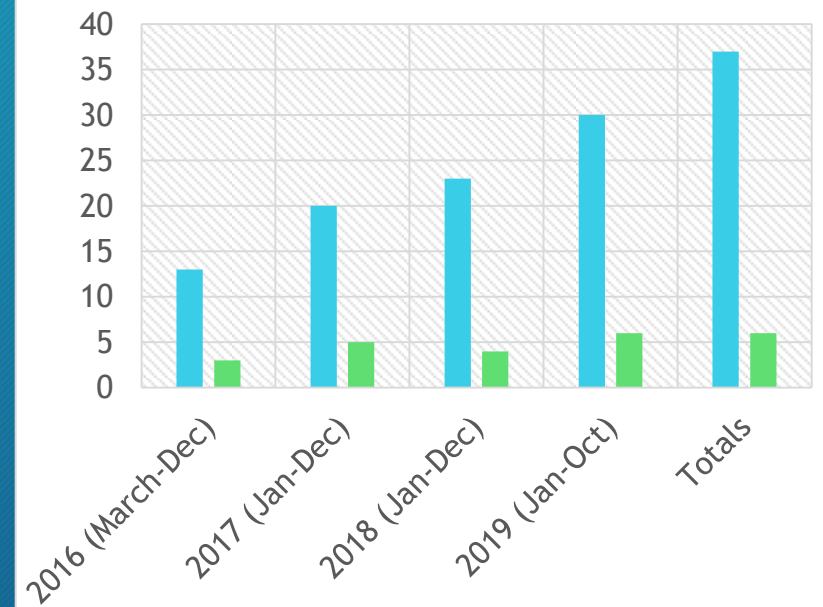
Number of unique households served



pantry visits

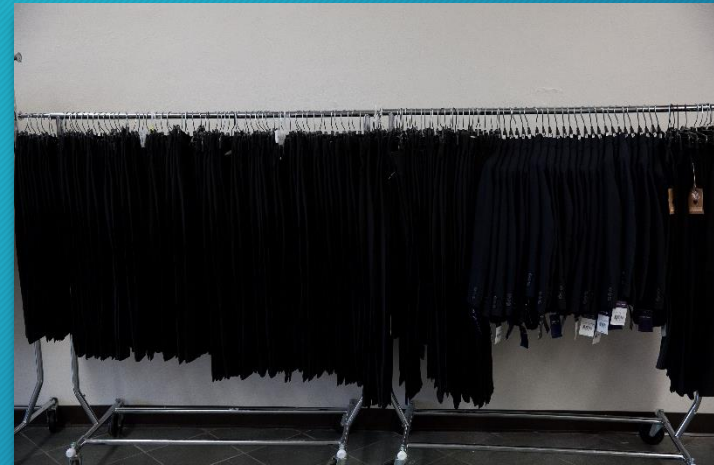


Geographic Service Area



Additional programs

- Secondhand clothing: over 40,000 pounds of used clothing processed yearly
- Holiday clothing: 800-1200 items sold at significantly subsidized prices each year
- Passover distribution:
 - Over 350 packages in 2019
 - 900 chickens
 - Over 2000 lb. meat
 - 500 packages frozen vegetables
 - 100+ cases grape juice



Our model

- We are currently serving approximately 220 families each month
- 95% of families are served during our open hours
- Private appointments are available throughout the week for the 5% of clients who request them

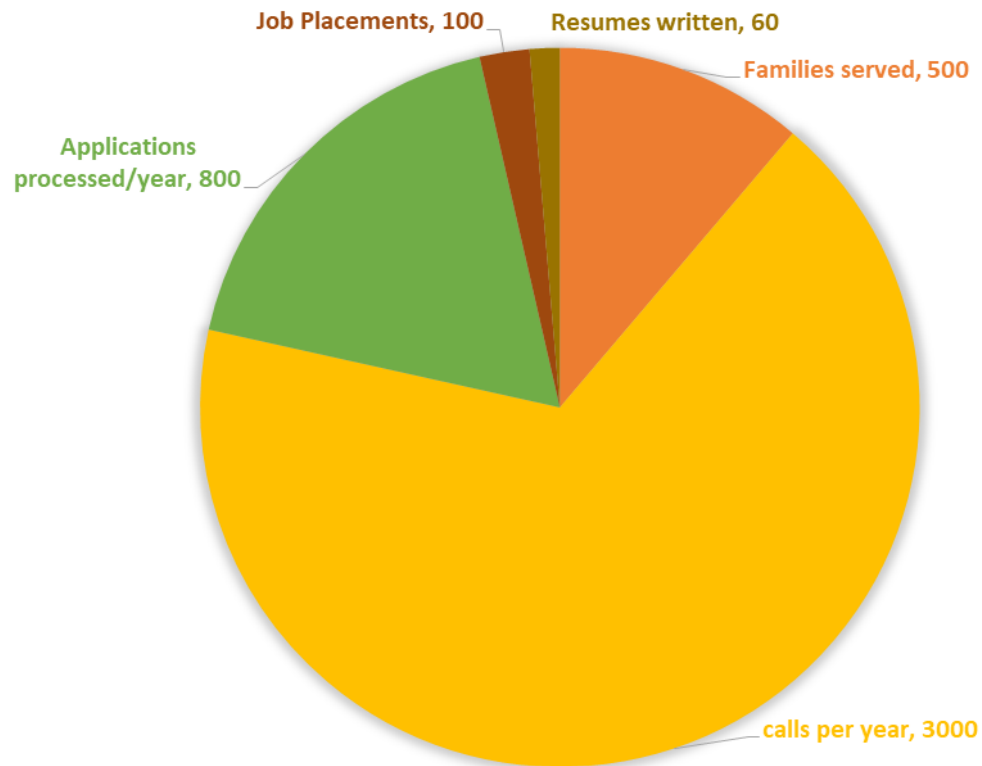


Gesher: How we accomplish our mission

<i>Benefits Assistance</i>	<i>Career Center</i>	<i>Senior Assistance</i>
Health Insurance	Resume Writing	Medicare
Childcare	Aptitude Testing	Elder law advocacy
SNAP	Vocational training	Tax Assistance
WIC	Career coaching	Utility assistance
Housing assistance	Business Mentoring	Golden buckeye
Utility assistance	Job placement services	Home assistance and modification services



Gesher: Service Stats



- 500 families served
- 3000 calls/year
- 800 applications processed yearly
- 100+ job placements
- 60+ resumes written

GESHER - at the forefront!

Advocating for families
with Special Needs



Organizing career
advancement classes



Bright Spots

- Maximize benefit to clients by leveraging existing resources
 - Greater Cleveland Food Bank
 - Shoes and Clothing for Kids
 - Government Benefits
 - Tri-C/ Corporate College career training
 - Madison Title
 - Mt. Sinai Health Clinic
 - OSHIIP Consultation Specialists



Collaborations are important

Wraparound care

- Jewish Family Service Association
- Geshher Cleveland
- SC4K (Shoes and Clothing for Kids)



Maximize Visibility

- Jewish Federation of Cleveland
- Jewish Day Schools
- Synagogues
- Youth Groups



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Maximum benefit from funding

- Greater Cleveland Food Bank
- OU/Kosher Food Lifeline
- Jewish Relief Society
- Marc's Supermarket

YOUR COMMUNITY MEMBERS ARE STRUGGLING
WHAT WILL YOU DO ABOUT IT?

Every day we expect to make choices.