

## PUSHKA DEFINITION

### **/PUSH-ka/**

*noun, Judaism.*

A small charity collection box or can.

Word Origin

### **Polish for “small can”**

*early 20th century*

### **Aramaic for “palm of the hand”**

*5th century*

## MY PUSHKA IS FULL!

*Now what?*

### **DROP OFF AT**

**Chabad, 166 West 97th St,**  
and pick up a new one!

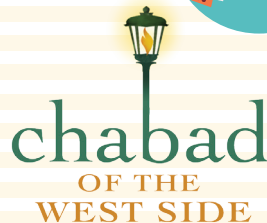
### **OR VISIT**

**Chabadwestside.org/pushka**  
to schedule a pickup or to  
donate the total amount online.



*Your donation is  
tax deductible.  
You will receive  
a receipt via  
email for the full  
amount of your  
donation*

## BENEFITING



**AND**



chabadwestside.org | 212-864-5010

# THE MY **PUSHKA** GUIDE



## WHY THE CAN?

*"I'll just write a one time check!"*

Here's how Maimonides put it.  
***"How often, is more important than how much."***

Why? Because when you write a check for \$365, a good cause gets another \$365. But give a dollar every day for 365 days - and your hand becomes a giving hand.



## WHEN TO GIVE?

*Whenever you "Can"!*

**But here are some ESPECIALLY OPPORTUNE TIMES:**

- ③ A Birthday
- ③ A Yurtzeit
- ③ Before candle lighting on Shabbat and festivals
- ③ When you need a special blessing

**No other mitzvah evokes as powerful a divine response as tzedakah. It makes sense: you take care of others, & G-d takes care of you.**

## WHERE TO GIVE?

**YOUR HOME, YOUR OFFICE, YOUR BOAT.**

*The Lubavitcher Rebbe taught that a charity box redefines the entire space. It is no longer just a home or just an office. It is a center of kindness and caring.*

## WHAT TO GIVE?



**NEED WE EXPLAIN?**