

The Why Behind Charitable Giving

By: Toby Dahm, SVP & ABL Portfolio Manager

It's January, and some of you are still true to your New Year's Resolution. I'm sorry to say that I'm not in that category. I blew it by January 10, which is about normal for me. I'm sure that the most common resolution relates to losing weight and, in particular, dieting. Obesity is an epidemic in the United States, yet 15% of U.S. households struggle to put food on the table.

We have plenty of food, and for that matter, plenty of everything. There is no reason that any American should be hungry, cold, or homeless. And yet, our shelters are full and they struggle to meet basic needs, while many of us fret about our waist size and the relentless growth of insulation known as cellulite.

I had the opportunity, along with one of my teenage daughters, to ride on The Salvation Army's (TSA) bed and bread truck, which provides food and other assistance to those living in poverty. For many people, this provides the only meal they will enjoy that day. It was both heartbreaking and heartwarming to see the gratitude on the faces of the men, women, and yes...the many, many children who braved the cold to receive a bologna sandwich, cup of soup, and hot chocolate or coffee. I can only imagine the peace of mind that the bed and bread program provides to these people, who know that every day of the year that truck will arrive at the same time and will make sure they are fed.

2014 is the eighth year that Hitachi Business Finance (you may remember us formerly as Hennessey Capital) has supported TSA's Bed and Bread program by sponsoring a fundraiser at the Troy Sports Center. We, along with our co-sponsor The Farbman Group, cover the cost of holding this event so that all of the proceeds go directly to support the Bed and Bread Program.

My favorite part of the event is that most of the fundraising is done by kids who play on various youth hockey teams. This gives them an understanding of how fortunate they are to not know the fear of wondering where their next meal will come from. It also shows them how great it feels to give to those who are less fortunate and who are hurting.

If you care to join us in supporting this effort, you will find information on the website: www.salmich.org or you may call The Salvation Army at (248) 443-5500.

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