

From *the desk of David Simpson*

December 2022

“Poverty is a very complicated issue but feeding a child is not.”

- Jeffrey Leon Bridges (December 4, 1949 -) American Actor

As you know, our Quote of the Month is all about the world of business. However, given the time of year, I decided to change it up a tad – for a very good cause.

Coming from a very prominent acting family, Jeff Bridges has appeared in almost 70 movies and TV shows in a career that spans seven decades. Along the way he has accumulated an Oscar, two Golden Globes and a Screen Actor’s Guild award and has also been called the most natural and least self-conscious actor that has ever lived!

In 1984, Bridges was part of a group who founded the End Hunger Network, a charity which was directly aimed at stamping out child hunger. He also supported former President Obama’s endeavors in the same vein and additionally became a spokesman for the No Kid Hungry campaign.

The most recent available data (2021) suggests that about 10 million children currently live in “food insecure” homes throughout North America. To that point, as we celebrate the festive season, I would ask that you consider donating to your favorite children’s charity. With your help, we can all look forward to moving just a little closer to eliminating childhood malnutrition – a most worthy mission!

There are many children’s charities that will only be too pleased to receive your contribution. In the US, please consider any of the initiatives mentioned above. In Canada, there are a number of children’s charities you can look into, including Kids Against Hunger, UNICEF and Backpack Buddies. Of course, please recognize that we are not endorsing any of these charities – just offering suggestions.

To one and all, please have a safe and happy holiday season!

Perform Better!

