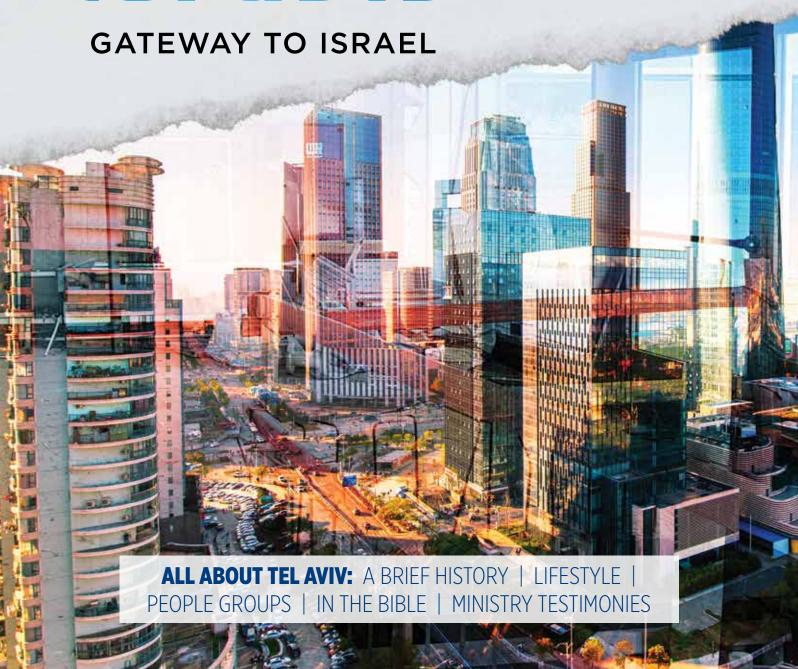




Volume XXIX, Issue 1 FEBRUARY 2023

tel aviv



Dear friend in the Messiah,

Shalom in His grace, and again, Happy New Year! I pray 2023 will be a year of joy and peace for you and your family in the Prince of Peace! I do not know about you, but I have this incredible sense of forward motion these days in many areas of life. I find myself filled with hope, excitement, and expectation in the Lord. I am so encouraged—especially by the many young adults who are standing strong for the Lord in the United States and Israel!



FROM THE PRESIDENT, MITCH GLASER

Do you have a few moments for some inspiration from the Word of God?

I love the time-tested passage in Philippians 1:6, where Paul wrote,

For I am confident of this very thing, that **He who began a good work** in you will perfect it until the day of Christ Jesus.

This is one of my favorite future-oriented verses. I also appreciate the well-known passage found in Lamentations 3:22–23:

The Lord's lovingkindnesses indeed never cease, for His compassions never fail. They are new every morning; great is Your faithfulness.

I enjoy pairing this passage with verses 31–33,

For the Lord will not reject forever, for if He causes grief, then He will have compassion according to His abundant lovingkindness. For He does not afflict willingly or grieve the sons of men.

Jeremiah, the "weeping prophet," understood both suffering and hardship yet still wrote these passages. Not only did he endure persecution from those Israelites who disliked his prophetic message, but he watched as the Babylonians devastated his dear Jerusalem and exiled his people. Yet, Jeremiah found ways to trust the Lord during life's greatest difficulties.

The apostle John penned some of the most encouraging and comforting words in the Bible in Revelation chapter 21:

And I heard a loud voice from heaven saying, "Behold, the tabernacle of God is among men, and He will dwell among them, and they shall be His people, and God Himself will be among them, and He will wipe away every tear from their eyes; and there will no longer be any **death;** there will no longer be any mourning, or crying, or pain; the first things have passed away." And He who sits on the throne said, "Behold, I am making all things new." And He said, "Write, for these words are faithful and true." (Rev 21:3–5, emphasis added)

We have a bright future—today and for all eternity. **Thankfully, the day is coming when all our suffering will vanish!** Can you imagine *one day* like this—never mind all *eternity!?*

Knowing the future prepared for those who love Him means we can rejoice in hope each day. The Lord enables us to approach every moment of our lives with joy in our hearts because of His finished work on Calvary.

HOPE ABOUNDS

May I sneak in one more verse? Paul wrote, "Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit" (Romans 15:13).

I hope you are hopeful!

May I explain why I am so excited these days about God's work among the Jewish people and for the work of Chosen People Ministries? I pray this update will give you the opportunity to pray for me and for Your Mission to the Jewish People.

AN OUTPOURING OF THE SPIRIT UPON YOUNG ISRAELI PEOPLE

I am happy to report God is working powerfully today in Israel among young adults. I may have briefly mentioned this previously, but I want you to better understand why we have been looking for a new property in Tel Aviv.

I have not seen anything like this moving of the Spirit in Israel in all my years of ministry!

Let me give you a little bit of the historical background. My first trip to Israel as a believer was in 1976 while I was still in seminary. I traveled to the Holy Land that summer with a Messianic music team. We traveled throughout the country, meeting believers and singing at various venues, congregations, and a few *kibbutzim*—Israeli collective farms. I may have met half the believers in Israel after three weeks of ministry! Our movement was *soooo* small!

The Messianic Jewish movement in Israel was certainly not flourishing as it had been years earlier in Eastern Europe before the Holocaust. I have research to demonstrate, throughout Eastern Europe, particularly between World War I and World War II, there was a powerful movement for the Lord up until the Holocaust.



I would describe this as a massive movement of the Holy Spirit whereby thousands upon thousands of Jewish people came to faith during these three decades.

Then, tragically, the Nazi boot stomped out the entire movement.

But we worship an all-powerful Messiah who raises the dead! The Lord began doing a powerful work among Jewish people in the late 1960s, early 70s, and even into the 80s. I was one of those who came to faith in Jesus in those early days. Along with young Jewish people from the West and North America, quite a few Israelis traveling the globe after their service in the army also came to the Lord. Most returned to Israel and began sharing their faith with their fellow Israelis. Quite a few new Israeli congregations started as a result, and today in Israel, there are between 140 and 160 congregations scattered throughout the country.

THE LORD IS ON THE MOVE IN THE HOLY LAND

I love these young Israelis—mostly second-generation believers growing up in godly homes, attending Israeli schools, serving in the military, and well-discipled because of the excellent work of the congregations, camping programs, and young adult Bible conferences sponsored by Israeli leaders.

We sponsor four public meetings in Tel Aviv each month, and the most recent one I attended had twice as many young adults as could fit into the space! So, we have sadly begun turning people away and even limiting our invitations.

These young, on-fire believers are bringing their *not-yet-believing friends*. Many come in their army uniforms, and I cannot tell you how exhilarating it is to speak to a group of twenty-somethings who are desperately hungry for the Word of God.

LET THE CHILDREN COME TO ME

In our current rented center, we are also inadvertently neglecting another group in the greater Tel Aviv area due to lack of space—the children. We will now not only be able to create an auditorium seating 125–140 people in the new facility, but we will also have children's classrooms on the second floor as the new space is a two-story property, allowing us to simultaneously hold the main adult service and children's classes!

Allow me to give you a few specific prayer points you can share with your family, Bible study, and church:

- Pray for the growth of the Messianic community in Israel. May God continue to raise up strong disciples and leaders for the harvest.
- Pray for the many faithful leaders and full-time workers of missions like Chosen People Ministries and others who are so faithful and dedicated to working with these young people—we need more help!
- Pray God will provide the **resources** for us to complete this center by the end of 2023. Our goal is to have the funds and available supplies (a genuine concern and need for prayer), so we can dedicate the facility in December 2023.
- Pray for the Chosen People Ministries staff at our current Tel Aviv center. We are now nine families and individuals strong, and the Lord keeps adding to our team. Eventually, we will need the resources to support these younger believers and provide for their theological training as well. We are growing!
- Pray especially for the Chosen People
 Ministries leadership in Israel. Please pray God
 will give our leaders health, strength, energy, and joy in the midst of this movement of the Holy Spirit.

We have dedicated this entire newsletter to telling you all about Tel Aviv so you can be an informed and knowledgeable prayer partner. I cannot thank you enough for your generous support and interest in reaching Jewish people in the Holy Land, especially in the greater Tel Aviv area.

Blessings in our Messiah,







(German for "Old-New Land").1 During World War I, the Turks expelled most of Tel Aviv's Jewish residents. However, the city's population recovered quickly as the region came under British control following the war. Unrest in nearby Arab-dominated Jaffa in the 1920s caused many Jewish people to leave for Tel Aviv.²

Israelites lived during the Babylonian captivity. *Tel Aviv* was also the title of the Hebrew translation of Theodor Herzl's utopian Zionist novel, Altneuland

One of Tel Aviv's most significant population booms came from the Fifth Aliyah (1929–1939), the fifth distinct, pre-1948 movement of Jewish people to the land. These immigrants came primarily from Austria and Germany, where Nazi persecution made life increasingly unbearable. Through this group—of whom more than half settled in Tel Aviv—the city grew from 4,000 Jewish residents in 1921 to 135,000 in 1935. The professional caliber of those partaking in the Fifth Aliyah—which included many scholars, physicians, and lawyers—greatly enriched the culture of the Jewish settlement.

This group's German flavor had a lasting effect on Tel Aviv's architecture. Several Jewish Germans were involved in the Bauhaus architecture movement, which emphasizes functionality and repetition. At least seventeen of Tel Aviv's architects had studied at the Bauhaus school in Dessau, Germany.3 Today, more than 5,000 buildings in Tel Aviv are in the Bauhaus style—no city in the world has more. Tel Aviv's "White City," a section named for its light-colored buildings, is considered a World Heritage Site. The convention considers its architecture "an outstanding example in a large scale of the innovative town-planning ideas of the first part of the twentieth century."4

Tel Aviv has been central to Israel's growth. Israel declared independence in 1948 in Tel Aviv at the home of the city's mayor. Tel Aviv quickly became the country's economic and cultural center. The Tel Aviv Stock Exchange opened in 1953, and Tel Aviv University in 1956. Before Israel gained control of Jerusalem in 1967, Israel's government offices were in Tel Aviv, and some still are today.⁵ Tel Aviv has grown from a small neighborhood to a major cosmopolitan city in a little more than one hundred years and is still thriving today.

- 1 Ami Isseroff, "Ahuzat Bayit," *The Encyclopedia and Dictionary of Zionism and Israel*, accessed December 14, 2022, https://zionism-israel.com/dic/Ahuzat_Bayit.htm.
 2 "Tel Aviv and Jaffa," Jewish Virtual Library, accessed December 14, 2022, https://www.
- jewishvirtuallibrary.org/tel-aviv-and-jaffa.
- John Efron et al., The Jews: A History (Upper Saddle River, NJ: Pearson Prentice Hall, 2009), 365-66. "White City of Tel-Aviv—the Modern Movement," UNESCO World Heritage Convention, accessed

December 15, 2022, https://whc.unesco.org/en/list/1096/.

"Tel Aviv and Jaffa

The Tel Aviv Lifestyle

Let's take a stroll in Tel Aviv. We might see an assortment of electric scooters for rent or an outdoor art exhibit along the streets. We pass chic cafés brimming with Israelis working or chatting over espresso. The restaurants serve an array of global cuisines, both kosher and unkosher, drawing Israelis and tourists from the United States, Europe, and beyond.

The young population absolutely loves the pristine sand and sparkling blue waters of the Mediterranean Sea. In the evenings a new crowd of young Israelis emerges. The nightlife bustles with clubbing, bar-hopping, and live musicboth Middle Eastern and Western.

The Tel Aviv lifestyle is fast-paced and laid-back all at the same time. Tel Aviv is Israel's economic center and home to numerous tech start-ups. Young professionals seeking success in the marketplace fill the city, along with those who are poor, indigent, and homeless. Hebrew, Russian, Arabic, English, and many other languages can be heard throughout the city as Tel Aviv is a magnet for international commerce and tourism.

Leisure is also a vital part of the Tel Aviv lifestyle—especially when done in community. The beautiful weather, combined with plentiful events and sites in this city perched on the Mediterranean creates a playful yet busy, eventfilled lifestyle. There is always something to do in Tel Aviv!

Tel Aviv is also Israel's cultural center. It is home to the country's main music groups and theaters, including the Habima National Theater and the Israel Philharmonic Orchestra. Tel Aviv

[&]quot;Tel Aviv: Israel's Cultural and Financial Capital," Unpacked, accessed December 20, 2022, https://jewishunpacked.com/telaviv-israels-cultural-and-financial-capital/.



and its suburbs also boast major schools and museums. All these sites bear witness to the value Israelis-and residents of Tel Aviv in particular—place on art and music. Education is also important to those living in this ever-expanding metropolis of more than four million people!

In contrast to more religious segments of Israeli society, Tel Aviv's atmosphere is predominantly secular. Many businesses remain open on the Sabbath, and tattoos are common. A growing number of young people identify as LGBTQ, and Tel Aviv hosts one of the world's largest gay pride parades. The city's accepting atmosphere makes it a destination for those seeking to start a new life, including young adults forging an identity apart from their parents.

The Tel Aviv lifestyle provides extraordinary opportunities for our staff to reach out to young adults. As is true of every large metropolitan area, loneliness is common, allowing us to provide friendship to both young adults and elderly Israelis who are hungry for relationships.

Understanding the culture of the people we are trying to reach is central to the effectiveness of our ministry. We work hard to stay current with the trends shaping today's Tel Aviv so we can make Jesus known in the most relevant ways possible. Each month, hundreds enjoy our larger Sabbath meals, Bible teaching events, and gospel concerts (Israeli-style of course).

Tel Aviv is filled with Israelis who are open to the gospel and the love our staff shows them. We believe great days of gospel opportunities lie ahead!

People Groups of Tel Aviv

Tel Aviv is a vibrant city, attracting people from all walks of life.

It is a very Israeli city, as its population reflects the diversity seen among the Jewish communities at large. Jewish people of Central or Eastern European background (Ashkenazi), Spanish background (Sephardic), and Ethiopian background all live and work in the greater Tel Aviv area. Africans and workers from throughout Asia seeking asylum are also part of the mix! Tel Aviv University attracts a large number of international students. When

hubs in the world and certainly the most Jewish of them all.

Tel Aviv is also a very young city, especially for Israel, as Jerusalem is now 5,000 years old. Young adults move to the area after university to start their careers and find some city-life adventures. The exciting start-ups and dynamic tech scene draw these young Israelis to Tel Aviv. Others come for the edgy club scene and incredible food and restaurant opportunities. Younger Israelis living in Tel Aviv are often away from their families and seek communities where they can enjoy a familial Sabbath dinner or holiday gathering

Tel Aviv is also home to some Israelis who have lived there for decades. They remain in Tel Aviv after retirement because of their love for culture, as good theater and concerts abound in the area. The ability to walk to classical music concerts keeps a small but active older population in the city center. Often they live alone or with an aide. Their relatives moved to the suburbs to gain more space for growing families and avoid the rising cost of housing in the city. Communities adjacent to downtown Tel Aviv, like Ramat Gan, are close enough for residents to enjoy more space while still having access to all Tel Aviv offers.

Tel Aviv is home to some of the wealthiest and poorest in Israel. It is a city of urban extremes. Though it is home to professionals, artists, and entrepreneurs, the homeless population is sadly growing. Tel Aviv is a diverse city where people from every background can find a place and a community of like-minded Israelis.

And we should not ignore the spectacular array of beautiful Mediterranean beachfronts. Israelis frequently visit Tel Aviv on weekends, days off, and holidays to experience the beauty and vibrancy of all the city has to offer.

Our ministry center hosts a wide variety of events to connect with the interests and needs of Israelis living in the greater Tel Aviv area. We want to reach them all with the gospel. We sponsor cultural events, concerts, Sabbath and holiday dinners, Bible studies, and seminars for those who are spiritually seeking. In addition, we plan events for Holocaust survivors, children, young adults, and more.

Our Tel Aviv Messianic Center will be in the heart of this growing and diverse community of four million Israelis. It is our hope to lead many of these Jewish people to Jesus and create a community where believers can grow in their faith through our events and Bible teaching for all ages.

TEL AVIV IN THE BIBLE

Tel Aviv is a major metropolitan and economic city in Israel. Although the city will often place second to Jerusalem in the hearts and minds of Israelis, its economic importance will always be far more significant. When Israel was reborn as the national homeland of the Jewish people on May 14, 1948, Tel Aviv was the capital. It was the center of Jewish economic life while Jerusalem was the center of Jewish spiritual life. The city itself began as a suburb of the ancient town of Joppa, which is called "Jaffa" in modern English. Its Hebrew name is Yafo, and the root of the word means "beautiful." The modern city of Tel Aviv is officially called "Tel Aviv—Yafo" because, as the modern suburb grew, it eventually swallowed up the ancient city. When we see the names Joppa or Jaffa in the Bible, it is a transliteration of the Hebrew Yafo, and we should think of the area now known as Tel Aviv.

This city appears four times in the Old Testament. It sits upon a small hill overlooking the Mediterranean coast. With a natural port, its history dates back to the time of patriarchs. The ancient Egyptians maintained a fortress to protect this important coastal highway and seaway. Joppa appears in the Bible for the first time in the book of Joshua as part of the territory assigned to the tribe of Dan

Jacob Neusner and William Scott Green, eds., Dictionary of Judaism in the Biblical Period: 450 B.C.E. to 600 C.E (Peabody, Mass: Hendrickson, 1999), s.v.

Jaffa, looking south. Colored lithograph by Louis Haghe after David Roberts, 1843.

(Joshua 19:40-48). The Danites failed to conquer Jaffa, instead conquering the territory near modernday Lebanon.² Interestingly, it is the very last city listed in this distribution of the tribes' territories.3

The second mention of Joppa is in the book of Jonah. When the prophet fled from his mission to offer the nation's enemies a chance to repent, he ran to this port city. There, he found a ship traveling to the furthest known reaches of civilization, Tarshish. It is still possible to find a ship at the Jaffa port today, since it is one of the oldest ancient port cities still operating continuously on the Mediterranean. Joppa remained the area's main port until 1938 when the Tel Aviv port replaced it. Later, modern deep-sea ports replaced the Tel Aviv port. The last two biblical references to Joppa mention its port as the transit point for supplies for building Solomon's Temple and then rebuilding the Temple during the time of Ezra (2 Chronicles 2:16; Ezra 3:7). The ancient city of Joppa also appears in the New Testament on two occasions. First, it was where the apostle Peter prayed and raised Tabitha from the dead (Acts 9:36-42). The last instance was immediately afterward, when Peter had the vision of the sheet on the roof of Simon the Tanner's house (Acts 10:9-16). A family in Joppa today claims their house was passed down to them from generation to generation from Simon the Tanner himself. The Israel Antiquities Society even placed a sign recognizing it as a historical building.

Peter later referred to this vision on the roof in Acts 11 as he explained its unexpected and controversial meaning-God wanted to grant salvation to non-Jewish people. "When they heard this, they guieted down and glorified God, saying, 'Well then, God has granted to the Gentiles also the repentance that leads to life" (Acts 11:18). Tel Aviv was where God spoke to the apostolic leadership about sharing the gospel with the Gentile world! In that sense, Tel Aviv was the starting point for evangelism among the nations. As we now bring this controversial message back to the original hearers, our Jewish people, the gospel has truly come full circle.

The tribe of Dan conquered the area of Leshem, which lies in the

Neusner and Green, Dictionary of Judaism in the Biblical Period, "Joppa."

TEL AVIV MINISTRY TESTIMONIES

This month, our news briefs highlight what God has been doing through HaMercaz, our current ministry center near Tel Aviv.

MINISTERING TO BELIEVERS AND NOT-YET-BELIEVERS ALIKE

A young Israeli believer, Rebekah,* brought her friend Esther,* who is not yet a believer, to a worship night. As everyone was singing, the two friends sat whispering and talking. This went on most of the night. Afterward, one of our staff asked Rebekah what they were chatting about. She said her friend was asking all sorts of guestions: "What do 'mercy' and 'grace' mean? And salvation from what?" She knew the words in general but wanted to know their meaning in the context of Jesus and the worship. Rebekah got to explain in great depth the gospel and her personal relationship with Jesus. After the worship time, they stayed for coffee. Esther met other believers and said she could feel the love in our center. We are so thankful for a place where people feel comfortable to bring friends who do not yet know Jesus. We praise God our ministry center truly ministers to both believers and nonbelievers alike!

A SPIRITUAL HOME FOR BELIEVING WOMEN

HaMercaz has become a home and refuge for many young single ladies here in the Tel Aviv area. These ladies stay for hours after scheduled events to discuss deep, personal issues with our female staff and are looking for a godly perspective and hope in light of the Scriptures. We have built an authentic community of believers. One of our staff had the chance to speak with Hannah,* who came with her daughter to our center for a Sabbath dinner. Hannah told one of our workers the story of how she grew up in a religious community and, after coming to believe in Yeshua (Jesus), was ostracized for her faith. She told her how much she appreciated the safe and welcoming environment of our community. These women really feel like they are part of the body of Messiah and appreciate the unity. With such a central location near the train station, people also often comment how they love how many people come to HaMercaz from so many different congregations and diverse regions.

*Names changed



JAPANESE BELIEVERS BRING GOSPEL BACK TO ORIGINAL MESSENGERS!

We invited one of many groups of Japanese believers who come to Israel to experience the land of the Bible to help host a cultural event at our Tel Aviv Messianic Center. Japanese culture is very popular in Israel, and many Israeli young people attended. The Christian group from Japan talked about life in their country and took the opportunity to proclaim the good news to between seventy and eighty Israeli participants! For many, it was their first time hearing the gospel!

BELIEVING IN JESUS AND STILL JEWISH!

During a Sabbath dinner at the center, David,* who is not yet a believer, participated as a friend of one of our staff members. David grew up Jewish but not at all religious. As a teenager, his sister became a believer in Jesus, and he was not happy about it. It even led him to become an Orthodox Jewish person. When David learned his friend, now our staff member, also became a believer in Jesus, he was likewise not happy—until they began talking. Our staff shared how Jesus is the Jewish Messiah and how he is still Jewish. So out of curiosity, he asked to come to the Sabbath dinner at our center. He was a bit nervous coming in, but he quickly began to feel more comfortable when he saw a room full of Israelis gathered to say the Sabbath prayers. During dinner, he asked several people why they believe, how they came to believe, and how their faith in Jesus changed their lives. The next day, David called and said the people's stories of transformation were compelling and made him willing to look at the messianic prophecies.



YOU MAY HAVE HEARD: NOTHING IS CERTAIN BUT DEATH AND TAXES.

But there is ONE simple way you can minimize the latter . . .

Create a will or estate plan.

Having an established plan is important and a sure way to avoid unnecessary taxes, possible probate, and other fees, AND you will:

- provide for your loved ones
- proclaim the good news of Messiah
- advocate for Israel and against antisemitism . . . and more!

Once you get started, you will find the process surprisingly easy! If you wish to include Chosen People Ministries in your estate plans, please ask your attorney to include us in your will. You can either establish a bequest of a specific amount or a percentage of your after-tax estate. You will need to provide our formal name, **Chosen People Ministries, Inc. and tax ID #: 13-1659171.**

Benefits of an Estate Plan:

- The confidence of knowing your wishes are clearly expressed through your will
- The joy of the Lord in stewarding the material blessings He has provided for you
- The pleasure of knowing the funds you leave will be used to reach Jewish people with the gospel



For answers to questions regarding your estate planning, or to request our estate planning brochure, contact Cindy Forbes at 212-223-2252, ext. 1208 or cforbes@chosenpeople.com.



Messianic resources for those who love Israel

- Israel: The Land and the People is filled with some of the best photos of Israel anywhere! Through seventy spectacular photos by Lawrence Hirsch, Director of Celebrate Messiah (Chosen People Ministries' partner in Australia), this coffee table book presents the beauty, history, culture, and variety of the land—from snow-capped Mt. Hermon to the fortress of Masada, ancient Jerusalem, modern Tel Aviv, and much more. A must before you visit, a reminder afterward, and a perfect gift for all who wish they have been to Israel.
- As the nation of Israel continues to defend her people and borders, how can we know that Israel's future will indeed be glorious? By exploring the ancient prophecies, *Israel's Glorious Future* reveals the faithfulness of God to the everlasting covenants.
- In recent years, those who support the Palestinian cause have called for a more nuanced approach by Christians who believe that the land of Israel belongs to the Jewish people by virtue of God's covenants and promises. Israel, the Church, and the Middle East challenges the supersessionist drift of the modern church and addresses a number of the divisive issues raised by those critical both of Israel and her right to the land. This book explores the conflict and provides readers with an objective and interdisciplinary treatment, which is irenic and respectful in tone. Israel, the Church, and the Middle East is directed toward pastors,

global Christian leaders, theological students, and well-read lay Christians who are actively seeking honest guidance and resources regarding the Middle East conflict.

Order these Messianic books using the enclosed card or call 1-888-2-YESHUA in the United States. For even more resources, visit us online at store.chosenpeople.com.



The Chosen People newsletter is published monthly by Chosen People Ministries. For more information or to receive The Chosen People newsletter, write to: Chosen People Ministries, International Headquarters, 241 East 51st Street, New York, NY 10022. In Canada, write to: Dufferin-Lawrence PO Box 58103, Toronto, ON M6A 3C8 (www.chosenpeople.ca). In Great Britain, write to: P.O. Box 47871, Golders Green, London, NW11 1AL (www.chosenpeople.org.uk). In Australia, write to: Celebrate Messiah Australia, P.O. Box 304, Caulfield, South Vic 3162, Australia (www.celebratemessiah.com.au). Senior Editor: N. Surasky. Contributing Editors: E. Karp, R. Larsen, M. Goldstein. Designer: L. Ruedinger. Cover Design: M. Jacoby.

Serving in: Argentina, Australia, Canada, Finland/Baltic States, France, Germany, Hong Kong, India, Israel, Netherlands, New Zealand, Poland, Russia, South Africa, South Korea, Taiwan, Ukraine, United Kingdom, United States.

Chosen People Ministries U.S. Board of Directors: Mr. Pirooz Abir • Mr. Terry Amick • Dr. Richard Averbeck • Dr. Darrell Bock • Mr. Jason Elam • Dr. Mitch Glaser • Mr. Ryan Karp • Mr. Thomas J. McHugh • Mrs. Barbara Medlin • Mr. Ron Regenstreif • Mr. David Schiller • Mr. Rande Spiegelman.

©2023 Chosen People Ministries • Printed in the USA



Visit us on the web at www.chosenpeople.com. Donate online at chosenpeople.com/donate.