



DAILY BOOST

18 ELUL

LIVING MOSHIACH

ב"ה

DOING, LEARNING, AND LIVING

Today marks the birthday of the Baal Shem Tov, founder of Chassidus, as well as the birthday of Rabbi Shneur Zalman, the first Chabad Rebbe.

Great is charity, for it hastens the Redemption, as Yishayah (56:1) states, "So says the L-rd: Keep justice and practice charity, for then My salvation is near to come and My benevolence to be revealed." (Talmud, Bava Basra 10a)

It is proper to connect our increase in charity to an increase in study about Moshiach and Redemption. Specifically, we should give charity with the express intention of hastening the Redemption. By contemplating the relationship of charity to the Redemption, we also fulfill the mitzvah of learning about it.

But even this is not enough. We must infuse everything we do with renewed life (symbolized by the 18th of the month, which is the gematria of chai, life). We merit renewed enthusiasm by giving life to others, particularly by contributing to charities that provide food, clothing, and shelter needed for the upcoming holidays. By giving life to others, G-d gives us life, including the eternal life of the Redemption.

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