



# Outreach

## INTERIM UPDATE

JULY 2004- AV 5764

### **SAM DOMB HOSTS SINGLES' FRIDAY NIGHT DINNER**



*Mr. Sam Domb  
Host Extraordinaire*

On May 7, 2004, the social hall of West Side Institutional Synagogue on Manhattan's Upper West Side was once again transformed into New York's most "happening" place for Jewish singles. Two hundred of the Metropolitan areas most eligible men and women gathered to meet and mingle in what has become a regular event sponsored by the great philanthropist, Sam Domb.

Highlighting the evening were remarks by Rabbi Ephraim Buchwald, followed by Azi Cutter, who spoke about his popular matchmaking website, sawyouatsinai.com. A Dvar Torah was given by Event Chair Henry Rosenberg.

NJOP's special thanks to all those who helped make this event possible: Honorary Chairs: Carole and Jack Foragash, Michelle and Eli Salig; Event Chairs: Steven Hirsch, Ruth and Benjamin Lubick, Vivian and Henry Rosenberg, Adena Samowitz; Committee: Alvin L. Adler, Michelle Freudenberger, Ronald G. Goldofsky, Laura S. Greenstein, Steven Hirsch, Elana Katz, Marjorie B. Lipkin, Benjamin J. Lubick, Mayer Offman, Henry Rosenberg, Adena Samowitz, and Dr. Richard Seaman.

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Instead of turning her grand prize trip to Israel into a "me-first" vacation, Rosely Himmelstein, the winner of the National Jewish Outreach Program (NJOP)'s Shabbat Across America's Chicken Soup Challenge, chose to spend time cooking her award-winning recipe for Israeli victims of terror--people most in need of some good, old-fashioned comfort food

A lifelong New York City resident, Rosely traveled to Israel from May 16-30. Wanting to make her trip as meaningful as possible, Rosely accepted an invitation from Chantal Belzberg to meet with victims of Arab terror and their families and prepare her now-famous chicken soup for them.

### **High School Students Help Soldiers Via NJOP**

"Altruistic," "charitable," "community oriented" -- such adjectives are not generally used when describing teenagers, but there is no doubt that they are the perfect words to describe the students of the Yeshiva of Flatbush Joel Braverman High School. Desiring to spread knowledge about and observance of the Mitzvah of Tzedaka (charity) among students in the school, the student leadership, in conjunction with the school administration, created a Tzedaka Commission. The Tzedaka Commission's mandate was to collect tzedaka on a regular basis from the students in order to get them into the habit of giving to others

A secondary goal of the Tzedaka Commission was to introduce students to "interesting organizations that help others." Various charities were

Chantal and her husband Mark, a member of the NJOP board of directors, live in Jerusalem and head the One Family Fund, the largest private organization in the world providing support to Israeli victims of terrorism and their families.

“If anyone is in need of comfort, it is the people in Israel who live under the constant physical and emotional strain of terrorism,” Rosely said. “It was my privilege to meet these brave and inspiring individuals and offer them a bit of old-fashioned love and the ultimate comfort food--Jewish chicken soup. I wish I could cook for the whole country!”

“Rosely’s soup won the Chicken Soup Challenge in a blind taste test, so we had no way of knowing what a kind and generous-hearted person we were sending to Israel,” said Rabbi Ephraim Buchwald, founder and executive director of NJOP. “Although, it may very well be her compassion and warmth that makes her soup so fantastic! Everyone at NJOP is very proud of her.”

In addition to touring the country, spending time at the Kotel and enjoying Shabbat in Jerusalem, Rosely attended a baking class at the new Kosher Culinary Academy in the Holyland Hotel in Jerusalem--the world’s first school for aspiring professional kosher chefs. She also cooked her prize-winning soup in a demonstration for the students.

Over the course of her stay, she became a bit of a media-star, an unusual role for this modest grandmother of two. She was featured in *Yediot Aharonot*, Israel’s largest daily newspaper, the *Jerusalem Post*, and Israel’s English-language radio station. She also prepared her soup on TV on the Eli Yatzpan show, known as the “Jay Leno of Israel.”

“The entire trip was one wonderful thing after another,” Rosely said. “Thanks to NJOP and the Belzbergs, I was able to see and experience things that I never could have otherwise.”



*Everyone helped with the cooking: Marc Belzberg, his son \_\_\_\_\_ and Rosely.*

Randy Zeiser



*Jack Avital and Rabbi Ephraim Buchwald present Israeli Prime Minister Ariel Sharon with a silver Menorah.*

## 8TH ANNUAL SHABBAT ACROSS AMERICA/CANADA

For the 8th consecutive year, Shabbat Across America/Canada continues to be a resounding success. On Friday Night, March 12, 2004, across North America, over 500 synagogues participated by hosting special Shabbat dinners and explanatory services. SAA/C has become an exciting and unique tool for introducing Jews to a new synagogue, teaching about Shabbat and creating a sense of oneness with Jews across the continent.

### What They

Congregation Beth Shalom, Columbia MO

“This years event was a great success ... We had about 130 people. There was a real increase in the number of students that attended this year. We live in a university town with a Hillel, but in the past students have not had a big showing... We made our event a fundraiser for Magen David Adom. The final numbers are not in yet but I believe we raised approximately \$800...a great thing for Israel.

Thanks for your support. [SAA] is always a highlight of our year.”

Laura Flacks-Narrol

The Young Israel of Hollywood Hollywood, FL

The Young Israel ran SAA for the first time and had 112 participants, a significant number of whom were new to the synagogue. At the Oneg Shabbat that followed the meal, there was “a great program featuring shmoozes from 3 teenagers about why they love Shabbat and short Dvrei Torah, singing, and an ask the Rabbi questions session which kept everyone engaged for an hour.”

Participants were so inspired that one of the non-members returned on Sunday morning to put on tefillin for the first time.

Mimi Jankovits

Congregation Beth Tikvah Marlton, NJ

“We had a lovely Shabbat Across America Dinner for 60 plus people--- A good number for our little synagogue of 210 families. At services we had approximately 150 people...including some members that we consider marginal. We already do follow up activities and invite new/marginal congregants through our buddy system.”

Arlene Lewis



Marlton Preparations

proposed and investigated by the students themselves. Thirty-six of those organizations were chosen as beneficiaries. Over the course of the 2003-2004 school year, the Tzedaka Commission collected and distributed over \$45,000 in total, with the National Jewish Outreach Program receiving \$800.

The grant was specifically targeted for NJOP's U.S. Armed Forces campaign, offering Jewish chaplains free copies of both the Crash Course in Basic Judaism and the Crash Course in Jewish History Companion Guides for distribution to men and women in the services. NJOP also provided the chaplains with free instructional materials for all NJOP programs. The response of the chaplains has been extremely positive.

Why did the Tzedaka Commission choose NJOP's as one of the organizations that would receive their monies? Explained commission member Rebecca Miller: "We chose to give to this organization because it is very important to help bring [unaffiliated and marginally affiliated] Jews closer to their religion. As the rate of assimilation in America rises, NJOP stands at the forefront of the battle of Jewish survival. Thus this cause represents a type of 'spiritual *pikuach nefesh* (saving a life).' Second, NJOP is a widely visible organization. Students have seen the advertisements for Shabbat Across America, or [Read] Hebrew [America] on the subway. We wanted to educate the student body about this organization."

NJOP is proud of the Yeshiva of Flatbush students' dedication to the Jewish people and their partnership in our outreach efforts.

"Thank you very much for your generous offer. I will be returning to Germany in a few weeks after being deployed to Iraq. I think it'll be a good idea to offer NJOP's courses once I get there. I will take you up on your offer."

-- Chaplain Mordechai Schwab

"Thank you again for your very generous offer. We have 22 new Jewish Plebes joining the ranks this year and I am certain, a small number of upper class that could benefit from your courses. If you could spare 25 sets, we will put them to good use."

-- Rabbi Commander Joel D. Newman, Chaplain, USNR U. S. Naval Academy

"I would welcome the Crash Course in Basic Judaism along with the Companion Guides with the Teacher's Guide. Though I have 65 Jewish Cadets here at the Military Academy, I would appreciate any number you can send."

-- Chp Carlos C. Huerta Jewish Chapel, West Point

## NJOP SELLS HIGH HOLIDAY CARDS

## HISTORY WITH THE RABBI

While Rabbi Ephraim Buchwald has surely earned his place in the annals of Jewish history with his work reaching out to unaffiliated and marginally affiliated Jews across North America, he is now using history as a new tool for his outreach efforts.

Beginning May 11, and running through June 15, Rabbi Buchwald presented NJOP's new Crash Course in Jewish History to a packed house. The class, which met at Manhattan's Lincoln Square Synagogue, attracted 67 participants. While Rabbi Buchwald was highly involved in the development of the course's lecture guide, this was his first time teaching the program.

"It's a challenging course to teach in that it is easy to go off on tangents on nearly every subject," he said. Rabbi Buchwald further noted that NJOP's goal was to give lecturers a detailed curriculum while allowing them the freedom to choose which aspects of Jewish history they wished to emphasize and which they wished to minimize. "We've provided the material, they need to make the lecture."

"Rabbi Buchwald's course was full of facts, dates, philosophies, etc. He was [sic] a fascinating & delightful lecturer," exclaimed participant Arline Wetreich.

Rabbi Buchwald looks forward to teaching the history course in the future and to seeing it taught by others across the continent. After all, courses like these are NJOP's way of making history.

(Rabbi Buchwald will be teaching the Crash Course in Jewish History this October at Manhattan's Congregation Kehilat Jeshurun. Call 1-800-44-

# THE SPIRIT OF AV

Tisha B'Av (July 27, 2004), is the annual day of mourning when Jews commemorate not only the destruction of both the first and the second Temple in Jerusalem, but also other tragedies that befell the Jewish people over the years. Although we have been blessed with the State of Israel we still find ourselves under attack both in Israel and in the Diaspora. It is clear that the exile is not yet over. Why does this exile linger on?

According to the sages, the destruction of the Second Temple and the exile that followed, were the results of *sinat chinam*, senseless hatred. Sadly, even while the Jewish people were reacting to the Roman occupation, they were busy fighting amongst themselves. It was this in-fighting which allowed the Romans to conquer Jerusalem and destroy the Temple. Sadder still was that the Jewish people did not learn their lesson and infighting between Jews continued...and continues to this day.

Reversing the evil of *sinat chinam* is a critical element of bringing about the complete redemption of the Jewish people. We can all work toward this goal by inviting our friends and neighbors to get involved in Jewish life and in the local Jewish community. Non-threatening, inviting, and fun, the programs of the National Jewish Outreach Program often provide the perfect entrance into the Jewish community.

NJOP loves bringing people together, sharing in the spirit of the other special day in Av, Tu B'Av, the 15th day of the month, a festive day on which young men and women often chose their intended spouse.

Thank you all for your continued support of the National Jewish Outreach, and may we soon see our days transformed from the mourning of Tisha B'Av to the joy of Tu B'Av.

## MAZAL TOV "Saba" and "Bubbe" Buchwald!!



### Talia Eliana Buchwald

Born: Fri, June 18, 2004

כ"ט סיון תשס"ד

To: Blanche and Yedidiah (and Gavriel)

## NJOP EVENTS

### Salute to NJOP in the Hamptons

Sunday, August 8, 2004

The Home of Andrea & Harry Krakowski  
Westhampton Beach, NY

### 7th Annual Read Hebrew America/Canada Program

November 2004

Continent Wide  
Literacy Campaign

For more information about attending or sponsoring an upcoming NJOP Program, please contact NJOP's Director of Special Events, Donna East, at (646) 871-0111 or [donna@njop.org](mailto:donna@njop.org)

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