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מנחם מענדל שניאורסאהן  
ליובאוויטש

FREE RENDITION

770 איסטערן פארקוויי  
ברוקלין, נ. י.

By the Grace of G-d  
Erev Shovuos, 5723, Year of the  
150th Yahrzeit Anniversary of the  
Old Rebbe. Brooklyn, N.Y.

To All Participants in the Ground Breaking  
for the New Building of the Central Yeshiva  
Tomchei Tmimim Lubavitch in Brooklyn, and  
To All Torah-abiding Jews in general -  
G-d Bless You All

Greeting and Blessing:

On this joyous and momentous occasion - the first step of the far-reaching project of creating a new home and fitting abode for the Central Lubavitcher Yeshiva in Brooklyn - I send my heartfelt felicitations and blessing to all who share in this great Simcha and great Mitzvah.

I prayerfully hope that everyone - man and woman - who cherishes Torah and Torah-true education, will bend every effort towards ensuring the complete success of this initial step, and will, moreover, continue his and her consistent participation in seeing the entire project through its successive phases, until the new edifice will be completed and furnished at the earliest possible date.

This calls for a three-fold generosity in terms of financial support, personal effort, and soul-ful commitment:

By financial support I mean, simply, contributions in a truly generous and fitting measure - fitting not only according to one's own estimation of generosity, but rather commensurate with the generous bounty bestowed by G-d.

By personal effort I mean the giving of one's time and endeavor to enlist also the help of new friends, supporters and participants for the new edifice of the Yeshiva.

By soulful commitment I mean real Mesiras Nefesh - even when it entails an apparent sacrifice in time and concentration which might otherwise have been directed towards one's own spiritual enrichment, increased Torah study, and the like. For, the fostering of Torah-study of the many, and the strengthening of Torah-true Yiddishkeit on such a large scale, certainly justifies an offering of one's personal Neshama-life.

As a matter of fact, however, the Divine promise of asser t'asser - "Give one tenth of your resources for Tzedoko, and you will prosper" - holds equally good in financial, as well as spiritual, Tzedoko. And in addition to the Zechus of the Tzedoko which "Zevulun" (the businessman) acquires through supporting "Yissochor" (the Torah scholar), Zevulun also acquires a partnership in the Torah of Yissochor.

In these immediate days which are linked with the festival of the Giving of the Torah - an event which the Jew has to experience every day - everyone will surely remember that it was for the sake of our children that we received the Torah, and will welcome the opportunity to honor the pledge given by all of us at Sinai to perpetuate the Torah through our children and by means of supporting the Torah institutions of pure holiness. All the more so, since the Central Lubavitcher Yeshiva Tomchei Tmimim has for many years been recognized as one of the foremost Torah citadels of our time.

The Zechus of supporting and disseminating Torah d'Rabbim will certainly stand everyone of you in good stead, to be blessed by G-d in all your individual needs, materially and spiritually, which go hand-in-hand together.

With the blessing of abundant Hatzhlocho,  
and may you all receive the Torah with  
joy and inwardness -

Signed /Menachem Schneerson/