

# Chesed

HEBREW FREE BURIAL ASSOCIATION

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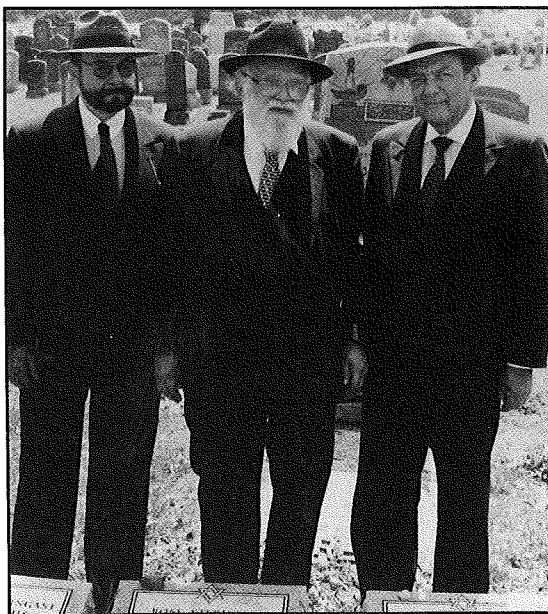
New names are added to the  
LEAVE YOUR MARK donor  
plaque in Mt. Richmond  
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## Weinberg Foundation Provides Challenge Grant For Leave Your Mark

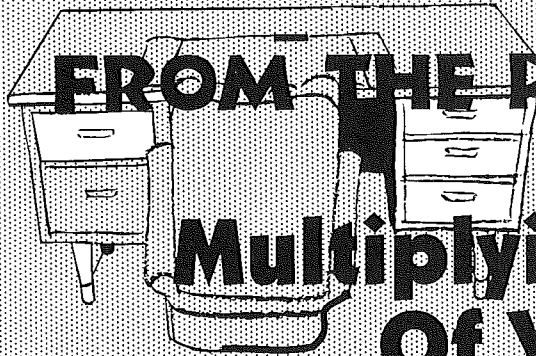
### Individual Contributions Over Next Five Years To Be Doubled

The Harry and Jeanette Weinberg Foundation has announced that they will form a matching partnership with the Hebrew Free Burial Association's successful Leave Your Mark project to provide small monuments on the unmarked graves of indigents buried in Mt. Richmond Cemetery. The Baltimore, Maryland, foundation has committed the funds to purchase up to 500 markers a year for the next five years to match the contributions of Leave Your Mark participants.



A challenge grant from the Weinberg Foundation will double the number of monuments purchased through LEAVE YOUR MARK up to 500 additional markers per year for five years. HFBA president Gerald E. Feldhamer joins board member Rabbi Chaskel Besser and vice president Bjorn Bamberger at the graves of Rudolph, Millie and Rose Steingart. The family, who perished tragically in 1916, are recipients of LEAVE YOUR MARK generosity.

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## FROM THE PRESIDENT'S DESK

# Multiplying The Value Of Your Gift

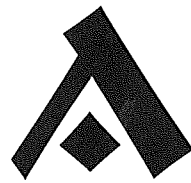
**D**id you know that your employer may want to support the Hebrew Free Burial Association — provided that you contribute first?

Ever since 1954, when the General Electric Company adopted a program to match their employees' charitable contributions, matching gift programs have played an increasingly important role in corporate philanthropy. Today hundreds of companies large and small in our area have instituted matching gift programs that can double or even triple the size of employee donations.

Although information about matching grant programs is usually included in companies' explanations of benefits, employees are sometimes not aware of the policy. A simple inquiry to the personnel or employee benefits department of your corporation may yield surprising and delightful information that can substantially enhance your gift to HFBA.

Applying for matching contributions is usually a simple process. The employee

sends a simple application along with his or her contribution to HFBA. We handle the paperwork and notify you when the matching gift is received. When donations are made to LEAVE YOUR MARK, eligible contributors and their employers will both receive handsome, framed certificates of participation.



*A simple inquiry to the personnel or employee benefits department of your corporation may yield surprising and delightful information that can substantially enhance your gift to the Hebrew Free Burial Association.*

Among the companies whose employees have taken advantage of this benefit are the Chase Manhattan Foundation; Citibank; Pfizer, Inc.; Bankers Trust Company; Loews Foundation; CPC International, Inc.; J.P. Morgan; and the Philip Morris Company. We thank these companies for their foresight in establishing matching gift programs as well as our friends who work for them.

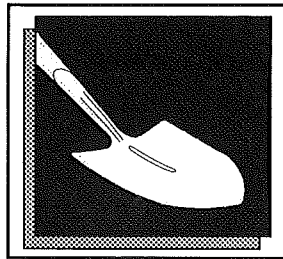
What about you? You already know how much good your donation has done for New York's indigent Jews. Wouldn't it be nice to know it can do twice as much — or more? Ask your employer about matching gifts programs and then forward the application to our office. All of us will benefit.

My best wishes for a healthy, restful summer.

*Gerald E. Feldhamer*

## UJA, WEINBERG FOUNDATION TEAM UP TO RENOVATE MT. RICHMOND CEMETERY

For many years, the extensive flooding and deep ponding in the east end of Mt. Richmond Cemetery has been the basis of deep concern and distress to the management of Mt. Richmond Cemetery. The flooding, caused by heavy rainfalls and runoffs from adjacent properties, at times left this area of the cemetery under water.

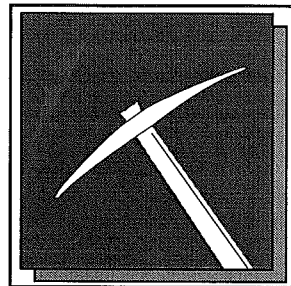


We are pleased to announce that the problem has literally dried up, thanks to a partnership among the Harry and Jeanette Weinberg Foundation, New York UJA/Federation and the Hebrew Free Burial Association to determine the causes and to find and implement a solution.

Earlier this year, three large dry wells

were constructed in vacant areas adjacent to sections currently in use. The dry wells draw water from the cemetery into new storm sewers installed by the City of New York in 1996.

In addition, the dirt road that leads to the affected area has been extended and paved and the section is now easily accessible to those approaching on foot and to the disabled. A large turning radius and parking area for autos has also been built.



Funding for this project was provided by UJA/Federation's Saul Z. Cohen Memorial Cornerstone Fund, the Harry and Jeanette Weinberg Foundation, and contributions from our donors.

### SAVE THE DATE

*The Hebrew Free Burial Association invites its friends and supporters to the unveiling of 1,000 monuments purchased through the LEAVE YOUR MARK program. The unveiling will take place on September 16, 1997, at 10:30 AM in Mt. Richmond Cemetery. A bus will leave our office at 363 Seventh Avenue at 9:30 that morning and will return by 1:00 PM. To reserve your seat and confirm your participation in this important event, please contact our office - 212 239-1662.*

## **Weinberg Foundation Provides Challenge Grant For Leave Your Mark**

*cont. from page 1*

The Foundation has already matched the first 500 monuments contributed by supporters over the past year. These 500 markers are expected to be delivered this summer and will be installed along with the 500 markers donated by HFBA supporters.

LEAVE YOUR MARK is a concentrated effort to provide simple headstones over the unmarked graves of tens of thousands of indigents buried in Mt. Richmond Cemetery. These graves are identified on all HFBA maps, but those who are buried either died without families or their kin could not afford to have markers placed over the graves. As part of the LEAVE YOUR MARK campaign, each donor who sponsors a minimum of one grave for \$150 each will receive a handsome, framed certificate in recognition of his or her participation.

### **Foundation Is Major Grantor For Several HFBA Projects**

Under the compassionate and capable guidance of Nathan Weinberg, vice president of the Foundation, the Harry and Jeanette Weinberg Foundation has provided funding for many programs over the past five years. Their major contribution allowed HFBA to restore and renovate our historic chapel at Mt.

Richmond Cemetery and to open it for family and friends of the deceased as a place of repose and meditation.

The Foundation has also given funds to raise thousands of fallen markers and has provided free burials for both recent immigrants from the former Soviet republics and other residents of the greater New York area.

In conjunction with a grant from UJA/Federation of New York's Saul Z. Cohen Memorial Cornerstone Fund, the Weinberg Foundation's funds allowed HFBA to complete needed repairs to our drainage system to relieve flooding of burial areas after heavy rainfalls. (See related article on page 3.)

"The Weinberg Foundation is a true friend of the Hebrew Free Burial Association and we always will be grateful for their help," stated HFBA president Gerald E. Feldhamer. "They are a true role model for other foundations and private donors interested in helping the most needy of our community."

The Hebrew Free Burial Association is also grateful to the New York UJA/Federation's endorsement of LEAVE YOUR MARK to the Weinberg Foundation. Their active participation was instrumental in securing the challenge grant for the next 2,500 grave markers.

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## BAT MITZVAH CELEBRANT SHARES HER GIFTS WITH HFBA

A young woman who said she was moved by the stories of HFBA's burial of the hundreds of children who perished in the diphtheria and influenza epidemics in the early 1900's has contributed a portion of her Bat Mitzvah gifts to the Hebrew Free Burial Association.

The Greenfield, Massachusetts girl learned of the Hebrew Free Burial Association's work during the past year and wanted to help ensure that families would be able to bury their loved ones according to Jewish tradition regardless of their financial situation.

"We are grateful to this young woman who has thought of the sorrow of others during one of the happiest events of her life," declared board member Fred Sugarman. "Her magnanimity and thoughtfulness is but one more example of families who exemplify the best in Jewish values and who transmit them successfully to their children, even at young ages. We wish her family many, many more happy times and *nachas* from their daughter."

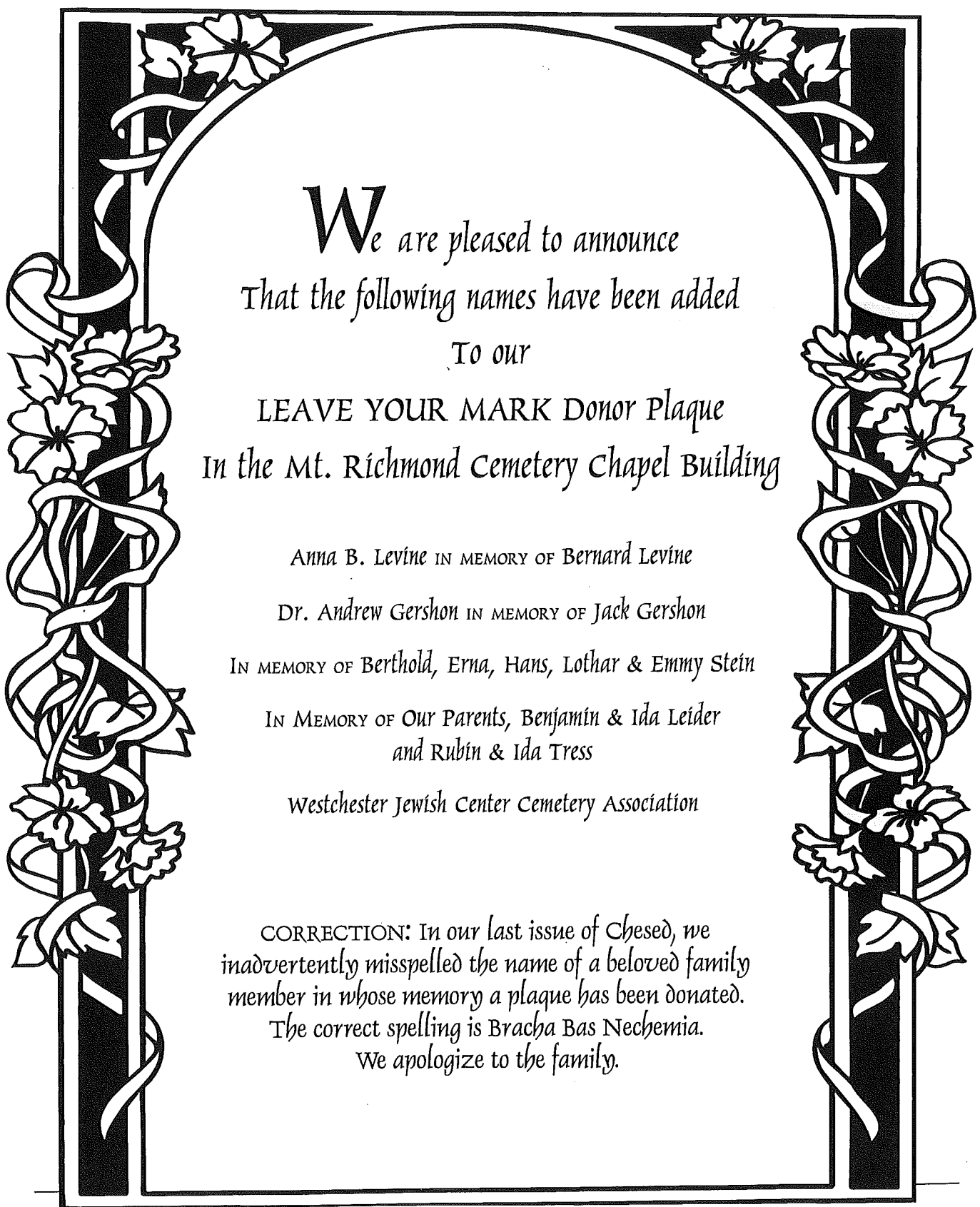
## Religious School Students Dedicate Proceeds of Purim Carnival to HFBA

The sixth grade students of one of Manhattan's largest synagogue-based religious schools have taken the lessons of *tzedaka* to heart, donating the proceeds of their recent Purim carnival to the Hebrew Free Burial Association.

"Everyone deserves a place to mourn loved ones they have lost," the class wrote in the letter that explained their decision to earmark the funds for HFBA.

"These students have exhibited tremendous compassion and understanding. They have performed a great act of *chesed* and kindness for which they know their reward will be spiritual and not material," said Bjorn Bamberger, vice president.

In addition to their donation, the students aided our ongoing educational efforts by distributing literature about the Hebrew Free Burial Association to families who attended the carnival. HFBA sends our sincere thanks to Dr. Livia Strauss, educational director, whose teachings about the importance of *tzedaka* guided the students in this activity.



*We are pleased to announce  
That the following names have been added  
To our  
LEAVE YOUR MARK Donor Plaque  
In the Mt. Richmond Cemetery Chapel Building*

*Anna B. Levine IN MEMORY OF Bernard Levine*

*Dr. Andrew Gershon IN MEMORY OF Jack Gershon*

*IN MEMORY OF Berthold, Erna, Hans, Lothar & Emmy Stein*

*IN MEMORY OF OUR Parents, Benjamin & Ida Leider  
and Rubin & Ida Tress*

*Westchester Jewish Center Cemetery Association*

*CORRECTION: In our last issue of Chesed, we  
inadvertently misspelled the name of a beloved family  
member in whose memory a plaque has been donated.  
The correct spelling is Bracha Bas Nechemia.  
We apologize to the family.*