

Chesed

HEBREW FREE BURIAL ASSOCIATION

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Weinberg Foundation Grant Spurs Leave Your Mark Campaign

Thanks to the Harry and Jeanette Weinberg Foundation, your gift to the Leave Your Mark campaign may be worth twice as much as you anticipated.

Earlier this year, the Weinberg Foundation provided HFBA with a five-year challenge grant that will match the purchase of 500 monuments annually for the life of the grant, for a total of 2,500 grave markers.

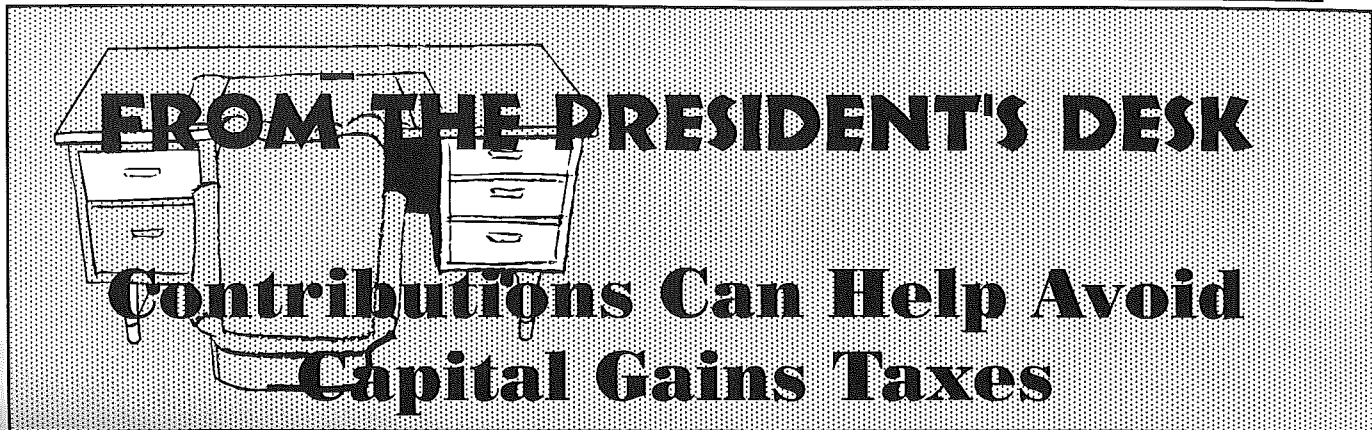
"What this means to our friends and supporters is that the Weinberg Foundation will be teaming up with them to help us reach our goal of marking every grave in Mt. Richmond Cemetery by the year 2000," stated president Gerald E. Feldhamer.

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(L-R) Rabbi Shmuel Plafker, HFBA Associate Executive, Rabbi Morris Zachariash, member of the Rabbinic Advisory Board, and HFBA President Gerald E. Feldhamer symbolically unveil the 1,000 monuments dedicated by supporters of Leave Your Mark. Included in these monuments are 500 markers purchased as a result of the Weinberg Foundation Grant.



Photo: Ronald L. Glassman



The end of the year is almost upon us and if you are like many of your fellow citizens, you are wondering how much Uncle Sam will take out of your hard-earned savings. Many people have benefited from the fluctuating market in the past year, and some will find themselves taxed on sizable appreciation in securities.

By transferring a portion of appreciated stock to HFBA, you can lower your tax burden and help ensure that poor Jews can be buried with dignity at the same time. You will then have the benefit of a charitable deduction and avoid capital gains tax on the stock that is transferred.

The procedure is relatively simple. Suppose you bought a stock for \$1.00 that is now selling at \$10. For every share you donate, you get a charitable deduction worth the full \$10 (the current price, not the original cost). By contributing appreciated stock, you are giving a gift worth far in excess of the price you paid. In addition, you get all the normal tax advantages of a cash gift, plus the extra bonus of avoiding capital gains taxes for the donated stock. Thus, your gift costs you less than if you had sent us a check for the same amount — but the value to HFBA remains the same!

Donors who are planning retirement strategies or seeking ways to maximize income during their senior years should keep this tax strategy in mind. Appreciated stock can be used to set up a charitable trust or annuity that can generate tax free income for the donor for the duration of his or her retirement. Following death, HFBA will receive any funds remaining in the trust or the principle of the annuity, relieving your heirs

of estate taxes while fulfilling your desire to remember HFBA. With today's market volatility, this is a great opportunity to lock in gains and prepare for the future at the same time.

By transferring a portion of appreciated stock to HFBA, you can lower your tax burden and help ensure that poor Jews can be buried with dignity at the same time.

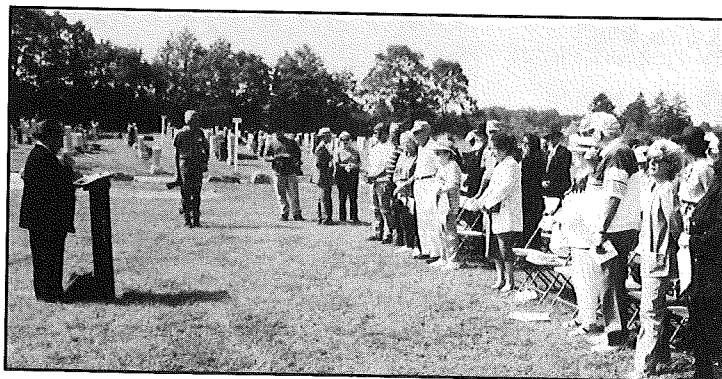
Remember that no stock can be transferred without your express permission to your broker or investment manager. Stock transfers are electronic and the paperwork for trusts and annuities is straightforward and simple. For more information about stock transfers and charitable trusts and annuities, contact Sandra Wiesel, administrator at 212 239-1662. Brokers and attorneys are invited to call for information for clients considering or in the process of establishing transfers, trusts and annuities.

Weinberg Foundation Grant

(cont. from page 1)

News of the Weinberg Foundation's philanthropy was met with an outpouring of generosity from HFBA friends and supporters. Treasurer Jack M. Gross reported that there has been a significant increase in the number of monuments dedicated since the grant was announced.

Solender, the agency's executive vice president. Mr. Solender was the leader of the Baltimore Jewish Federation at the time that Harry Weinberg, a Baltimore native, was defining the mission of the Foundation that would survive him.



Rabbi Morris Zachariash recites *Kale Mole Rachamim*, the traditional memorial prayer, at the September 16th unveiling.

"This year will be the most successful in Leave Your Mark's history," he confirmed. "Over 1,000 monuments had been donated by our supporters even before the grant was awarded. Hundreds more have been dedicated. Obviously, the Weinberg Foundation's hope that their grant would be an incentive to others has become a reality.

Debt to UJA/Federation in Securing Grant Acknowledged

The Harry and Jeanette Weinberg Foundation has provided funding for other important projects at Mt. Richmond Cemetery, including the renovation of the historic chapel which was renamed in the Weinberg family's honor. However, the challenge grant came as a result of the involvement and help of New York UJA/Federation under the leadership of Stephen D.

"Harry Weinberg was determined to use his fortune to help indigent Jews. I think he would be proud to see these monuments," declared Mr. Solender.

September 16th Unveiling is Largest Ever

Earlier this fall 1,000 grave markers were unveiled in a moving ceremony at Mt. Richmond Cemetery. Included in this number are the first 500 dedicated as a result of the Weinberg challenge grant.

In contrast to the past few years, when the unveiling was a small, private observance, sixty people came together on September 16th to honor the deceased. Among those who came to pay their respects were several prominent rabbis, including Rabbi Chaskel Besser, spiritual leader of Congregation Bnai Israel Chaim, mem-

Spurs Leave Your Mark Campaign

ber of the Presidium of Agudath Israel of America and a board member of the Hebrew Free Burial Association; Rabbi Reuven Feinstein, Rosh Yeshiva of Mesivta Tiferes Yerushalayim in Staten Island; Rabbi Jay Marcus, of the Young Israel of Staten Island and and Rabbi Nate Segal of the New Springville Jewish Center, both longtime supporters of the HFBA. The Hon. Kalman

Finkel, Commissioner of the New York City Housing Authority, represented Mayor Rudy Guiliani, reading a statement from the Mayor in addition to delivering his own remarks.

The unveiling was covered in the Jewish and general media, including a three-column article by New York Daily News religion editor Charles W. Bell.

The Road From Map To Monument May Be Long, But It Is Never Impossible



Cemetery workers unload some of the 1,000 monuments only a few days prior to the public unveiling. Not shown is Rabbi Shmuel Plafker, who supervises the placement of each monument.

According to the burial records that document the history of Mt. Richmond Cemetery, there are between 15,000 and 20,000 graves still marked only on our cemetery maps. The process of finding each one and verifying the year of birth and death has become an ongoing activity for cemetery administrator Rabbi Shmuel Plafker.

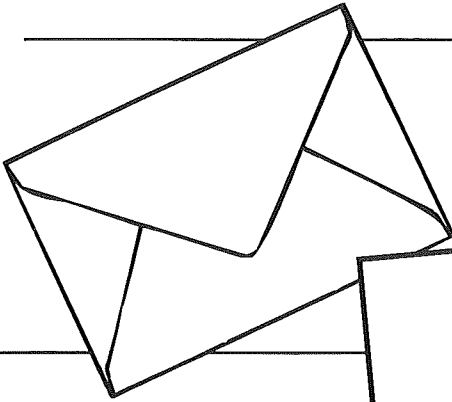
Section by section, Rabbi Plafker researches cemetery documents to ascertain the information needed for the monument: year of birth and death and the proper spelling of the deceased's name. Since the logs of burials are all hand-writ-

ten, the results must be cross-checked with microfilmed records of applications for burial.

The next step is to confirm the presence or absence of a monument over the gravesite. This is done during Rabbi Plafker's regular examinations of the cemetery grounds.

As funds are contributed and monuments purchased, Rabbi Plafker supervises the cemetery workers who carefully set each grave marker. His careful attention to detail and compassion for the poor men and women buried in our cemetery assures that every marker correctly identifies the person buried underneath.

From Our Mailbox



Dear Association:

Just recently, I had my Bat Mitzvah on the weekend of Shabbat Chaye Sarah. This portion of the torah talks about the death of both Abraham and his wife, Sarah. It explains the customs and rituals of a proper Jewish burial. It is for this reason that I chose to contribute a portion of the money that I received to this organization. I hope that my gift will help people receive a proper and dignified Jewish burial.

D.B.

Dear Association:

Our synagoque has a tzedaka pushka that is brought out during services (except, of course, on Shabbat.)

We recently decided to take a tzedaka pushka to shiva houses. The beneficiary of the shiva tzedaka boxes is the Hebrew Free Burial Association.

We just filled "your" pushka. Enclosed please find a check for \$52.

Please send us three more pushkas for the Hebrew Free Burial Association.

Dear Sir:

In June of this year my wife and I made a trip to New York to see if we could find any information about my great grandfather, Solomon Baumgarten, who died in Manhattan in 1914. Research at the New York City Public Library indicated he was buried in the Mt. Richmond Cemetery in Staten Island.

With the help of Rabbi Shmuel Plafker we were able to locate my great grandfather's grave. The day before we arrived at the Mt. Richmond Cemetery, about 150 stone markers were delivered, and Solomon's was among them. We were so pleased to find there was such a caring organization that would provide a stone marker for my great grandfather.

Rabbi Plafker told us the cost per marker was about \$150. I have written to each of my brothers and to each of our children to see if they would like to help pay for some of these as a gift from the Baumgarten family in memory of Solomon Baumgarten.

Please accept the enclosed check for \$480 from our family. If more is received later, we will forward it to you.

E.J.B.



Staten Island Campers Clean Up Silver Lake Cemetery

Most of the time, the teen-age campers who attend the Staten Island Jewish Community Center's Lillian Schwartz Day camp do "the normal camp thing," partaking in swimming, sports, crafts and other camp activities. But for one day last summer, 15 teens learned that they can make a real difference in their community as part of the camp's *Tikkun Olam* (repairing the world) program when they helped clean up Silver Lake Cemetery.

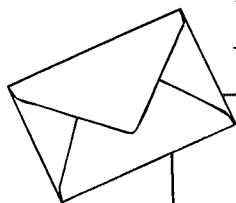


Silver Lake Cemetery is one of the oldest Jewish cemeteries in New York, and the first purchased by the Hebrew Free Burial Association specifically for interring the indigent in our community. Although it is no longer used for burials, the cemetery is still maintained by HFBA.

The Staten Island campers, under the supervision of camp personnel and Rabbi Shmuel Plafker, helped to clean accumulated trash at Silver Lake, filling several large bags in just a few hours' time. The teens worked diligently and were pleased with the positive effect their visit had upon the cemetery.

Rabbi Plafker hoped the cemetery would also have an effect upon the campers. "These kids won't be vandalizing cemeteries and throwing headstones over in five years. This project gave them an appreciation and respect for Silver Lake and other burial grounds that many other teens don't develop," he said.

More From Our Mailbox



Dear Association:

I read about the Hebrew Free Burial Association on America On Line (AOL) and saw the great photos of your cemetery. I was very moved and impressed by your organization.

I follow so many international issues, I too often forget the ones in my own "home." Please accept this check as a small donation towards your tremendous efforts.

R.C.C.