

THE REBBE'S PEULOS IN MEMORY OF THE REBBETZIN

KEREN HACHOMESH

Upon his return from the Rebbetzin's *levaya* on Chof Beis Shevat 5748, and after receiving those who had passed by to be *menachem avel* following *Mincha*, the Rebbe called Rabbi Krinsky into his room on the second floor of his home and told him that he wishes to establish a new fund called "Keren Hachomesh".

The name of the fund spells out the initials of the Rebbetzin's name, "Harabonis Chaya Mushka Schneerson". Initially, the Rebbe had said that the money was intended to support causes associated with Jewish women, i.e. *Hachnasas Kallah*, *Taharas Hamishpacha*, and so on. Later on, the Rebbe allowed the fund to be distributed to all Lubavitcher institutions which applied to receive financial assistance.

CAMPUS CHOMESH

On 24 Adar 5748, a groundbreaking ceremony was held in Crown Heights for the new Beth Rivkah School Campus. The new facility was to be called "Campus Chomesh", in memory of the Rebbetzin. Suddenly, during the ceremony, the Rebbe's car appeared at the groundbreaking site, (see picture). Rabbi Avrohom Shemtov approached the car, and the Rebbe told him, "Tonight is the Rebbetzin's birthday. I'm now on my way to the Ohel, and I will also stop at her resting place. I would like to give you a donation on her behalf, along with mine. Enclosed is 470 dollars, the equivalence of the Gematriya of her name."

"VEHACHAI YITEN EL LIBO"

After the passing of the Rebbetzin, the Rebbe began to constantly mention the phrase "*V'hachai yiten el libo*", in virtually every one of his *sichos*. This is a quote from the book of *Koheles*, which means that after a tragedy or a sad occurrence, the ones who remain among the living must contemplate on what happened and take it to heart, thereby being aroused to do *Teshuvah*.

The Rebbe explained that this *posuk* must be applied in our situation as well. Aside for awakening our souls by the mere occurrence of the passing of a loved one, we must be specifically aroused when thinking into the special qualities



RABBI AVROHOM SHEMTOV OF BEIS RIVKA HEARS A SPECIAL MESSAGE FROM THE REBBE DURING HIS STOP AT THE GROUNDBREAKING CEREMONY FOR "CAMPUS CHOMESH", EN ROUTE TO THE OHEL

of the Rebbetzin, deriving lessons from them on how to act presently, and to increase in *Torah* and *Mitzvos*. Doing so will help us increase in our happiness as well.

THE BIRTHDAY CAMPAIGN

Another very significant initiative that the Rebbe undertook in memory of the Rebbetzin was the Birthday campaign. It was on 25 Adar, the Birthday of the Rebbetzin, after the Rebbe had concluded davening *Shacharis* at his home. Many of those who were at the house had already left, when suddenly the Rebbe reappeared downstairs and began to say a *sicha* at the *shtender*. The hookup was promptly arranged to 770, which had already filled with Chassidim who managed to hear of the pleasant surprise.

The Rebbe began by speaking about the fact that it was the birthday of the Rebbetzin, and continued by suggesting that everyone should increase in good conduct on their own birthdays, to honor her memory. In the *sichos* during the weeks that followed, up until *Acharon Shel Pesach*, the Rebbe continued to expound upon the uniqueness of one's birthday and the proper conduct which it mandates. ■