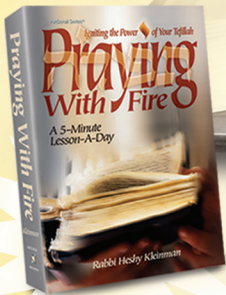


**BRING THIS 89-DAY
TEFILLAH INITIATIVE
TO YOUR COMMUNITY**

Together,
**We Can
'Move Heaven & Earth'
IN JUST 5-MINUTES A DAY**



**FIVE EASY STEPS
To Successfully Implement Your
Tefillah Program Initiative:***

- ➊ Launch Tefillah Initiative With Inspiring Tefillah Lecture
- ➋ Inspiration Follow-up: Launching Daily 5-Minute Learning of 'Praying With Fire' (PWF)
- ➌ Supplement Daily Learning With Additional Tefillah Materials
- ➍ On Completing Pwf, Invite Community And Leading Rabbonim To Siyum
- ➎ Keep Momentum Going With Follow-Up After Completion Of Tefillah Initiative

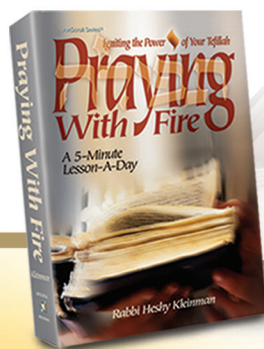
*see accompanying letter for details

BALTIMORE COMMUNITY-WIDE TEFILLAH INITIATIVE

STARTING: Sunday, June 22, י"ט סיון ENDING: Friday, Sept. 12, י"ב אלול

[illegible]

IT'S NEVER TOO LATE TO JOIN!



HaRav Shmuel Kamenetsky, SHLITA AND HaRav Mordechai Willig, SHLITA

V'ANI TEFILLAH FOUNDATION

1616 East 29th Street | Brooklyn, NY 11229

(201) 837-0354 | Fax: (201) 837-7444 | Or email: prayingwithfire@veshivanet.com (email only)





OUTSHINING THE STARS

Returning to yesterday's allegory, what if the impoverished man never had access to the treasure chest buried under his floor? What if this particular person, due to bad *mazal* or his own dearth of merit, was not destined to have an adequate livelihood? Surprisingly, even then, prayer has the power to change the situation.

Throughout the Torah, however, reward appears to be completely dependent on merit: *If you will listen diligently to the voice of Hashem, and you will do what is just in His eyes, and you will listen to His commandments and observe all His statutes — then any of the diseases that I placed upon Egypt, I will not place upon you, for I am Hashem your healer.*'

The second paragraph of *Shema* also tells us: *And it will be that if you will listen to My commandments that I command you today, to love Hashem, your G-d, and to serve Him with all your heart and with all your soul ...*

Then, we are told, the benefits and rewards will be: *And I shall provide the rain of your land in its time, the early rain and the late rain; and you shall bring in your grain, your wine, and your oil. And I shall provide grass in your field for your cattle and you will eat and you will be satisfied.*" Rashi comments: [Hashem says:] Once you do what is incumbent upon you, I too will do what is incumbent upon Me. In view of these verses, the average person might come to believe that if he performs the mitzvot, blessing will come to him, even if he does not pray.

The Torah also pays heed to another powerful influence on a person's destiny — his *mazal*, the celestial signs that are

dominant at the moment of a person's birth. In the Gemara, Rava says that a person's children, life, and livelihood do not depend on the merit of mitzvos but rather on *mazal*. The Ramban explains that the influence of *mazal*, for good or bad, is integral to Hashem's Creation. If *mazal* holds this G-d-given authority over our lives, it would seem that prayer would be powerless to affect our destiny.

The Ritva reconciles these difficulties. He explains that neither the merit of one's mitzvos nor the influence of one's *mazal* has the power to fully determine a person's fate. *Mazal* is a mighty ruler, but it must contend for influence with other forces that can, under the right circumstances, overthrow it: "Heaven forbid that [our fate] should be dependent on *mazal* entirely, [first] because it is established that *mazal* does not control Israel, and [second] because otherwise you would invalidate all the blessings and curses of the Torah ... Rather ... [our fate] is not entirely dependent on meritorious deeds [doing mitzvos], as *mazal* also holds sway, except that a great merit can abolish [bad] *mazal*."

What is that great merit?

Tosafos Yom Tov reveals: "*Tefillah* is needed, since a merit by itself ... cannot always change [bad] *mazal*." In the same vein, Rabbeinu Bachya comments, "This is why our Sages mentioned that children, life, and livelihood are affected by *mazal*, in order that we realize how necessary *tefillah* is for these blessings ... with *tefillah*, *mazal* can be reversed and overcome."

Points to Ponder

- *The blessings of Heaven are not dependent upon good deeds alone or on mazal alone.*
- *Mazal has a powerful influence on one's life. However, through prayer, one's mazal can be changed.*

Rav Bunim of P'shis'che was a successful businessman in the years prior to his appointment as Rebbe. During that time, he once traveled to visit the Chozeh of Lublin. He had hoped to have the opportunity to learn with this holy man, and to receive a blessing from him.

The Chozeh, however, was not able to tell Rav Bunim what he wanted to hear. Instead, he foresaw financial disaster in Rav Bunim's future. "You are destined to lose all your money this year," the Chozeh told him.

The year progressed, and the Chozeh's prediction failed to materialize. At the end of the year, Rav Bunim returned to the Chozeh to report that he had not suffered a loss.

"What did you do to thwart the evil decree?" the Chozeh asked.

"I cried to Hashem the entire year," he answered.

"My words that you would lose your money were without [your] tears," the Chozeh explained. "However, when you prayed, everything changed."

Our destiny does not reside in the stars alone, or in our merit alone. Prayer can pluck us out of the mire in which we feel stuck, and open each person's life to blessings that are far beyond his due.

In shuls across America, the power of tefillah is rising to a whole new level!

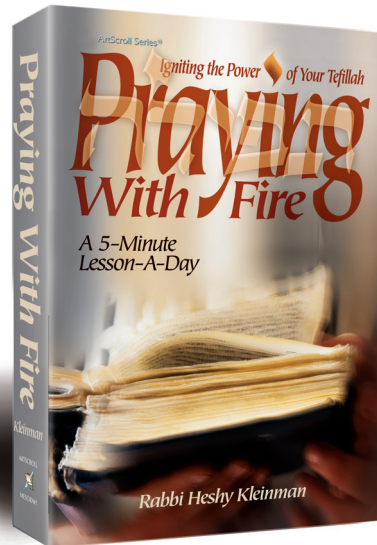
This summer in

NEW CYCLE starts Tuesday, JUNE 27TH 1 TAMMUZ

5 MINUTES A DAY

your shul can learn how!

Connection with Hashem, concentration, meaning and heart – all this can be part of everyone's daily tefillos.



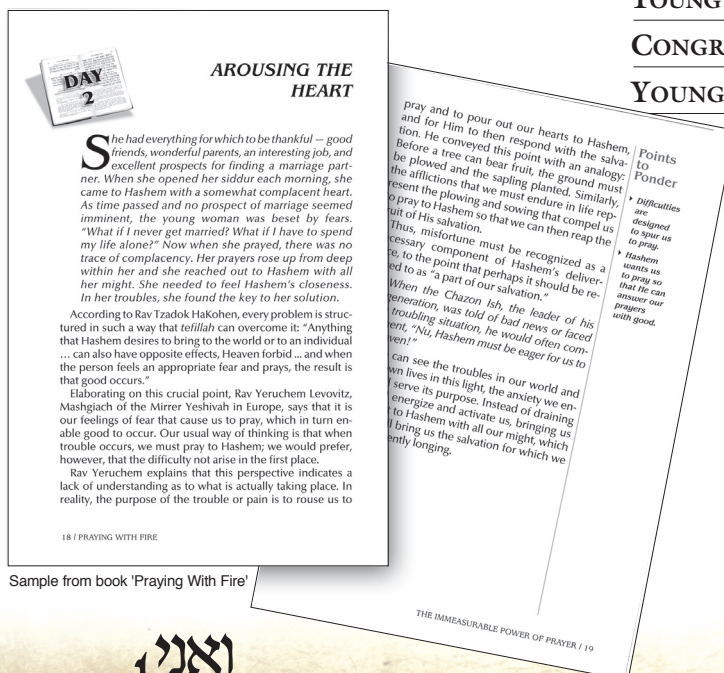
And that is why in less than one year more than **20,000 individuals** started learning "Praying With Fire"—on their own.

And now, entire shuls are joining this five-minute daily learning program. From the day the shul begins learning, each member and the entire shul-- will begin to feel a difference!

SHULS THAT HAVE JOINED

CONGREGATION KOL TORAH - Baltimore
 CONGREGATION ADAS YESHURIN - Chicago
 AGUDATH ISRAEL OF WESLEY HILLS - Monsey, N.Y.
 ANSHE EMES - Los Angeles
 CONGREGATION KEHILAS BAIS AVROHOM - Monsey, N.Y.

CONGREGATION BAIS YISROEL - Minneapolis
 YOUNG ISRAEL OF ELKINS PARK - Elkins Park, Pa.
 CONGREGATION BNEI TORAH - Indianapolis
 CONGREGATION ADAS BNEI YISROEL - Chicago
 CONGREGATION ZERA AVROHOM - Denver
 YOUNG ISRAEL OF THE MAIN LINE - Bala Cynwd, Pa.
 CONGREGATION SHAAREI TEFILLAH - Miami
 YOUNG ISRAEL OF HEWLETT - Hewlett, N.Y.



Sample from book 'Praying With Fire'

When your shul joins the "PRAYING WITH FIRE" learning program, you'll be joining ranks with thousands who have accepted to start the program or are learning already.

"PRAYING WITH FIRE" will change their davening... and that changes everything.

V'ANI TEFILLAH FOUNDATION

Shuls who wish to join can receive the sefer "Praying With Fire" at a **DISCOUNT** by calling:

V'ANI TEFILLAH FOUNDATION
 at 718.258.2210 or 718.710.3034 or by fax at 718.252.3646



Lichvod HaRav,

In these turbulent times of global financial meltdown, changes in the world order, attacks by terrorists, personal crises, and the current crisis in Israel, we are all too keenly aware of the many *zechusim* and *yeshuos* that individuals and Klal Yisrael as a nation needs. As a result, the **V'Ani Tefillah Foundation** (VAT) has created the **Shul Tefillah Initiative** to enable each member of your shul to effectively strengthen the power of Tefillah, so essential for the *zechusim* and *yeshuos* we need.

The **Shul Tefillah Initiative** has already **proven** to be successful. Participants from other shuls across the country have said that the **Shul Tefillah Initiative** enabled them to daven with more kavannah, have a closer connection to Hashem, feel a reverence while in shul, give more attention to Tefillah, and that it genuinely made their davening a more rewarding experience (see the flyer attached for statistics and listing of the many participating shuls). Imagine your shul members will be able to say—as many have said, “I now feel that davening is a privilege.”

The **Shul Tefillah Initiative** asks members of your shul to learn the inspiring (ArtScroll) sefer on Tefillah, *Praying With Fire* (PWF). PWF, written in an easy **5-minute**, lesson-a-day format that takes only 89 days to complete, has already successfully motivated thousands worldwide to approach prayer with a greater sense of awe and awareness and to daven with more kavannah (see ‘Testimonials’ on attached page). Shul members who join the Initiative will receive a pocket-size calendar enabling the members to effectively learn the same inspiring daily lesson on *tefillah* over each of the 89 days.

We urge your shul to join the **Shul Tefillah Initiative** and, BE”H, see how it can have a pronounced impact on your members. This easy and effective 5-minute a-day learning program, BE”H, can bring out your members’ potential for profound and powerful tefillah, strengthen the sense of *achdus* throughout your shul and increase the great merit that we all need during these turbulent times.

If you would like to join the **Shul Tefillah Initiative**, or would like additional information to *mechazek tefillah* and promote *achdus* in your shul through our program, please contact (201) 837-0354 or email prayingwithfire@yeshivanet.com (e-mail only).

V'ANI TEFILLAH FOUNDATION

WHAT MAKES THE SHUL TEFILLAH INITIATIVE SO SUCCESSFUL?

Impact:

INSPIRING
THOUSANDS OF
SHUL MEMBERS
TO STRENGTHEN
TEFILLAH AND THEIR
CONNECTION
TO HASHEM
IN JUST
5 MINUTES A DAY

IT'S
EFFECTIVE
•
ENJOYABLE
•
FLEXIBLE
•
EASY TO LEARN
(see statistics at the bottom of the page and testimonials
on the following page)



Shul-Wide Initiatives

- Agudath Israel Greenspring (Baltimore)
- Agudath Israel Park Heights (Baltimore)
- Anshe Emes (Los Angeles)
- Bais HaKnesses Ohr HaChaim (Baltimore)
- Bais HaMedrash Ohel Moshe (Baltimore)
- Bais Lubavitch (Baltimore)
- Bais Medrash of Ranchleigh (Baltimore)
- BAYT (Toronto)
- Beit Yaakov (Safra) (Baltimore)
- Bnai Jacob Shaarei Zion (Baltimore)
- Chabad Lubavitch of Baltimore (Baltimore)
- Community Kollel of Baltimore (Baltimore)
- Cong. Beth Aaron (Teaneck) (To Begin: Feb. 2009)
- Cong. Bnai Yeshurun (Teaneck)
- Cong. Machzekei Torah (Marine Park, Bklyn)
- Cong. Shaaray Tefila (Lawrence, NY)

- Cong. Zera Avrohom (Denver)
- Darchei Tzedek (Baltimore)
- Eitz Chayim (Baltimore)
- Kehilath B'nei Torah (Baltimore)
- Kehilla Marine Park (Marine Park, Bklyn)
- Kahal Ahavas Yisroel Tzemach Tzedek (Baltimore)
- Keneseth Israel (Minneapolis)
- Khal Bais Mordechai D'Bertch (Marine Park, Bklyn)
- Khal Bnai Torah (Marine Park, Bklyn)
- Khal Bnai Torah of Marine Park (Marine Park, Bklyn)
- Khal Tiferes Avraham D'Zidichov (Marine Park, Bklyn)
- K'hal Avodas Yisroel (Baltimore)
- K'hal Keser Yisroel Mordechai (Flatbush, Bklyn)
- Kol Torah (Baltimore)
- Machzekai Torah (Baltimore)

- Merkaz Yisroel of Marine Park:
The Marine Park Jewish Center (Marine Park, Bklyn)
- Ner Tamid Greenspring Valley (Baltimore)
- Ohr HaMizrach (Baltimore)
- Sephardic Congregation of Nostrand Ave. (Marine Park, Bklyn)
- Shearith Israel (Baltimore)
- Shomrei Emunah (Baltimore)
- Shomrei Mishmeres HaKodesh (Baltimore)
- Suburban Orthodox Toras Chaim (Baltimore)
- Tiferes Yisroel Bais Dovid (Baltimore)
- Yeshiva Gedola Ohr Yisrael of Marine Park (Marine Park, Bklyn)
- Young Israel of Bedford Bay (Flatbush, Bklyn)
- Young Israel of Hewlett (Hewlett, LI)
- Young Israel of Long Beach (Long Beach, NY)
- Young Israel of Passaic Clifton (Passaic, NJ)
- Young Israel of Scarsdale (Scarsdale, NY)

Shul-Wide Initiatives In Discussion in the following communities:

• Northeast Philadelphia, PA • Miami, FL • Silver Spring, MD • Flatbush, NY • Minneapolis, MN • Chicago, IL • Teaneck, NJ • Paris, France • Gibraltar

NOTE: Individual shuls can join together in a **Community-Wide Tefillah Initiative** to strengthen tefillah and promote achdus as 24 Shuls in Baltimore and 9 Shuls in Marine Park, Brooklyn already have accomplished.

EFFECTIVE: 98% of participating shul members surveyed, after learning 'Praying With Fire', said they felt it will help them daven better.

ENJOYABLE: 98% of those surveyed said they enjoyed learning 'Praying With Fire'.

FLEXIBLE:

Learning PWF is flexible and adapts easily into a busy schedule...
60% of participating members learned before or after davening,
40% learned at another point during the day, and
40% learned at some other time at night *

EASY TO LEARN:

73% learned PWF by themselves,
20% learned with a family member,
4% learned with a friend, and
3% learned with a group.

*Total is more than 100% because some learned PWF at different times on different days.



Testimonials on 'Praying With Fire' VOLUME 1:

“This sefer is vitally necessary...”
HaRav Mattisyahu Salomon, Shlita, Mashgiach Beis Medresh Gevoha

“This sefer is gevaldik.”

Rabbi Mordechai Willig
Rosh Yeshiva, Yeshiva University, Rabbi at Young Israel of Riverdale

“Every shul should be encouraging its congregants to learn this sefer.”

Rabbi Yissocher Frand
Maggid Shiur, Yeshivas Ner Yisroel, Baltimore

“‘Praying with Fire’ contains a breathtaking wealth of information, inspiration and insights into prayer, written in a style that will appeal to the layman.”

Rabbi Yisroel Reisman
Rav Agudas Israel of Madison, Brooklyn
Maggid Shiur, Yeshiva Torah V'Daas

“This sefer belongs in the home of every Jew who wishes to improve his commitment to and understanding of the awesome power of tefillah....”

Rabbi Labish Becker,
Associate Executive Director of Agudath Israel of America

“Your book is extraordinary.”
Rabbi Nisson Wolpin, Editor Jewish Observer

“I learn the sefer b'chavrusah with my son, a Bais ha'Medrash bochur, over the phone every night.”
A Rav from Brooklyn, N.Y.

“This sefer is one of the best sifrei chizuk that I ever read—no, learned. I learn it b'chavrusah with a friend and tell many to learn this wonderful sefer as well...”
A Rebbetzin from the Midwest

“The sefer is brilliant, it's a masterpiece. I can read it over and over it's so readable.”
A Girls School Principal

“It's a beautiful sefer to learn.”
East Coast Rosh Yeshivah

“A beautiful compilation of halacha, hashkafa and anecdotes that will improve the way you daven. Following the program and going through the lessons will help you add much thought and meaning to your tefillos.”
A Daf Yomi Maggid Shiur

“As I am now starting my second cycle of ‘Praying with Fire’, I cannot adequately thank you for what it has done for my davening.”
7th Grade Rebbe

“Thank you so much for your book. It has literally changed the quality of my tefillah, and my emunah. The challenges of my life have new meaning—an opportunity to get closer to Hashem, not farther. Thank you again!”
A housewife from Connecticut

“This sefer is a masterpiece. I have encouraged everyone in my shul to study it.”
A man from L.A.

“It's the most beautiful book on prayer that I have ever read. It's really inspiring.”
A Ba'ales Teshuvah from Philadelphia

“This sefer has transformed peoples lives.”
A housewife from Lakewood, N.J.

“Our neighbors had difficulty connecting to tefillah...they now are fully connected.”
A family from Eretz Yisroel

“The sefer is unbelievable, so very inspiring and has improved our tefillah immensely.”
A Couple from N.J.

“By learning Praying With Fire I feel like you've handed us the keys to Judaism!”
A woman from Scarsdale, N.Y.

“Having learned the sefer cover to cover,
I now feel that davening is a privilege.”

A Participant at the Agudah Convention

Maximize the Power of Tefillah with this 5 Minute- A-Day Learning Program

Praying With Fire, the 5-minute-a-day, power-packed learning program, is having an **amazing impact on the way people daven**. The learning program, thousands have already taken into their hearts, will bring out each individual's potential towards profound tefillah with an emphasis on the enthusiasm which one can experience in davening.

Why is this learning program different?

- 89 daily lessons that require only about 5 minutes a day to learn
- Engaging stories and contemporary allegories that inspire and motivate the individual
- Thoroughly researched and footnoted halachic and hashkafic sources
- 13 practical strategies to achieve true kavanah
- Encourages mispallelim to "ponder" each day's lesson, with its daily Points To Ponder, enabling them to remember the main concepts presented each day.

This program moves the heart from its childhood habits of rote recitation to an inspired, mature understanding of what tefillah is and what it can accomplish.

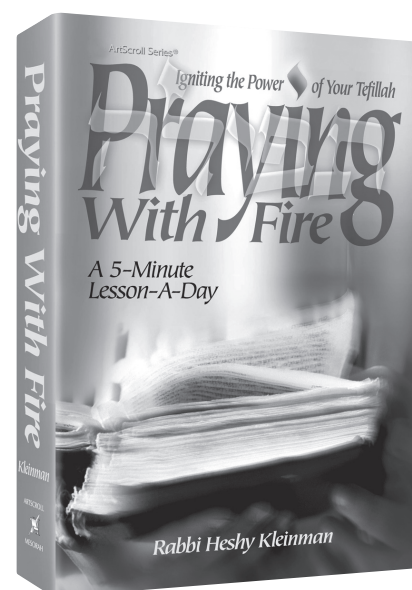
Implementing the Learning Program in Your Shul

Here are several easy and effective options for implementing the learning of **Praying With Fire** in your shul:

Individual – Mispallelim learn for 5 minutes (i.e. to\from work, waiting for the kids, mealtime).

Chavrusas – Mispallelim learn for 5 minutes by phone, or at home with family members.

In Shul – Alternatively, or in conjunction with the individual or chavrusa option, the sefer can be learned for 5 minutes each day in shul (i.e. before\after davening).



- Simple yet Deep
- Readable and Thought-provoking
- Conceptual and Action-oriented