

To the generous donors in our midst, the supporters of Torah institutions everywhere!

"... when the people offer themselves willingly, Hashem blesses them"

May the graciousness of Hashem be upon you.

Every businessman and man of means knows that in order to be a partner in a business deal, he must investigate the profitability of the venture. Will the venture produce income? Will his involvement bring him earnings? Will he come out ahead? For he wouldn't want to lose money in the business deal, heaven forbid, or cause himself any trouble.

The Chafetz Chaim said: In whatever manner a man conducts himself with regard to material matters, he should likewise conduct himself in the spiritual realm, and he should carefully investigate the details of his investments, so as not to throw his money to the wind.

You support Torah institutions, and the merits of the students are credited to your account. But you can earn much more – you can increase your merits by thousands, and at the same time, and with the same monetary investment, you can earn much more credit.

And how can this be accomplished? There is a great obligation, and subsequently a great reward, for studying the Kabbalah. For study of the Zohar builds worlds, and if an individual is able to learn and understand the commentary of just one *ma'amar*, he will complete a *tikun* Above in a single hour – what he would otherwise accomplish only in an entire year of learning *p'shat* (*Lashon HaKiseh Melech, Tikunei Zohar, 43*).

And for someone who is not well versed in the Kabbalah, and does not understand it, the study of the Holy Zohar, even by simply reading the text, carries the same value as if he studied the text in depth (*Kaf HaChaim, 155*). That means that if an individual learns Zohar for even one hour, and even if he only recites the text, it is as if he studied the revealed Torah for an entire year. And when he learns the Zohar with joy, he increases his merits by a thousand. As it is written in *Orchot Tzaddikim*: When a person studies with joy, it is a thousand times more valuable than one who does not study with joy (*Orchot Tzaddikim – The Gate of Joy*). And Rabbeinu Yosef Chaim, *ztz"l* wrote: One hour of Torah study on Shabbat is worth one thousand hours of Torah studies on a weekday (*Ben Ish Chai, Parshat Shemos, second year*).

"Therefore the rulers said – Let us make a calculation" – the "rulers" (those who rule over their inclinations) said "let us make the ultimate calculation for the world" (*Baba Batra, 88*): How can one hour of study of the Holy Zohar on the holy Shabbos, be equal to a million years of learning the *p'shat* on a weekday? Let us make the calculation: One hour of study of the Holy Zohar equals an entire year of studying *p'shat*, and on Shabbos multiply that by 1000, and if the learning is done with joy,

then multiply by another 1000. The final total value of the learning is one million years.

Do you know of any other stocks that would prove to be such a valuable and stable investment, and which will maintain their value forever? Have you even found a more profitable business venture? Have you ever been a partner in a more successful deal?

I am sure that you would like to know how to get involved...

Request from every yeshiva, kollel, or other Torah institution that you support, to:

Incorporate at least one hour per week of Zohar study into the curriculum.

Every *bochur* or *avreich* can find time to study Zohar during or between the *sedarim*, especially on the holy Shabbos, when it's value is so much greater – and it is possible to follow a daily learning program which divides the Zohar into sections for 354 days of a year.

For example: In a yeshiva of 500 students, each *bochur* can learn for just 12 minutes a day, and they can together complete the entire book of Zohar 500 times within a year. In 24 minutes, they can merit completing the Zohar 1000 times – and with 1000 *siyumim* at once, we hasten the coming of the *Geulah* ("Toraso Magen Lanu").

In that manner, millions of merits will be earned with the same amount of money, and in the same amount of time, and you will earn the highest possible percentage of profits, which will pay dividends for eternity. The Zohar says (*B'ha'alotcha*, 150): "Let us see what is written – 'And to Zevulun he said: "Rejoice, Zevulun, in your departure, and Issachar, in your tents. ' We learn from this verse that the two brothers entered a partnership. Zevulun went out to do business, and Issachar sat and studied Torah, and each gave a portion of his profits to the other...Zevulun gave money to Issachar, and Issachar gave some of the merit of his Torah study to Zevulun – in that manner they were partners. Zevulun was blessed through Issachar, because the blessing of the Torah is the highest of all blessings."

There is no need to elaborate on all of the salvations and blessings that are earned by those who study the Zohar, for they are quite numerous. With Hashem's help, you will see the profits of your investment in your next business endeavor – salvations that are visible to the eye, blessings that go against the laws of nature, *siyata d'Shamaya* with every step you take, and revealed signs of Divine grace.

There is a well known *takana* of the Ramchal, *ztz"l*, which says that by learning the Holy Zohar, we will be relieved of our troubles and redeemed with mercy. And the Holy Zohar explains (*Parshat Naso*, 124): "With this book, the masses will come out of exile with mercy". May we merit the final redemption, with the arrival of *Mashiach Tzidkeinu* speedily in our days, Amen!