



Reflections from the Rabbi

By Rabbi Estelle Mills

In May we will celebrate the holiday of Shavuot. Even though Shavuot is one of the three major pilgrimage festivals, along with Sukkot and Passover, it is not as well known. Perhaps its relative obscurity is because Shavuot has no readily identifiable symbol like Passover's seder or Sukkot's outdoor booth. The irony is that Shavuot marks the most significant event in Jewish history: the Revelation of Torah at Mount Sinai.

According to the Talmud, every Jew – past, present and future – was present at the Revelation of Torah.

Shavuot may not have a seder or sukkah, but it does have its own traditions. One Shavuot tradition is to count the 50 days, or seven weeks plus one

day, from the second night of Passover, the day our ancestors escaped from Egyptian slavery, until Shavuot, the anniversary of the giving of Torah. Shavuot means "weeks" and the holiday's name comes from the commandment "*you shall count off seven weeks ... you must count until the day after the seventh week – fifty days*" (Leviticus 23:15-16). This counting is known as *Sefirat Ha'Omer*, or the counting of the Omer. To keep track of the days, our ancestors used a sheaf of barley, wheat or oats. At Temple Bat Yam we observe this commandment with boxes of barley, wheat and oats cereal to aid us in our counting. Other Shavuot customs include decorating one's home and the synagogue with greenery and fresh flowers as a reminder of the holy day's connection



to the ancient practice of bringing first fruits to the Temple in Jerusalem on this day. The most memorable aspect of most Jewish holidays is the food, and for Shavuot we are to eat dairy items such as ice cream, blintzes, and cheesecake. Rabbinic tradition draws an analogy between the sweetness and physical nourishment we receive from milk and honey to the sweetness and spiritual nourishment of the words of Torah.

On Shavuot, in addition to reading the Ten Commandments from the Torah, we also read the Book of Ruth. This Book tells the story of a young non-Jewish woman whose Jewish husband dies before fathering a child. While Ruth could have returned to her family after her husband's death, she insists, instead, on staying with her bereft mother-in-law Naomi. She says to Naomi: "*whither you go, I will go, whither you lodge, I will lodge, your people will be my people, your God, my God*". Ruth eventually marries another relative of Naomi's and has a son to carry on her late husband's name. Because of her loyalty, God declares that King David will be her descendant. Ruth is also honored with the distinction of being the first Jew-by-choice.

The Book of Ruth is thus known for introducing the concept of conversion and the story of David's lineage. However, what is probably the most famous aspect of the narrative is Ruth's promise to Naomi. Ruth, when making her declaration to her mother-in-law, is not thinking of the implications of her words, but only that she must do whatever she can to provide support and guidance to Naomi, to put Naomi's needs in front

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Rabbi's message continued

of her own. Despite all that has befallen her, Ruth was still a part of the family and she honors this commitment. Ruth had no idea what being a Jew would mean, nor did she know what path lay ahead. What is clear, however, is the sense of loyalty and selflessness in Ruth's vow. It was her promise that enabled Naomi and Ruth's journey together to be impactful and which propelled both of them forward despite the many challenges they faced.

There are times when, like Ruth and Naomi, we each may wonder about our path ahead and what the future has in store. What allowed these

incredibly strong women to overcome obstacles and hardships was their faith in God, the support they gave to one another, and their steadfast commitment to fulfill the promises they had made. This sense of sacred obligation gave them the strength to overcome tremendous adversity.

May each of us as individuals and as a congregational community truly understand what it means to be holy and continue to be the beneficiary of dedication and commitment reminiscent of Ruth. *Chazak, chazak, v'nitchazek*, may we continue to go from strength to strength.

Warmly,
Rabbie Estelle Mills

Sisterhood Report

This has been a tough winter. Hopefully we will return to some normalcy while still being careful. Sisterhood is in the process of planning events for the Fall. We hope you will find the events appealing. If you have any suggestions or would like to participate, we welcome all input.

On Friday, May 7th, Sisterhood will be leading the

By Anita Winkler

Shabbat Service. It will be on Zoom so we hope many will attend. We have planned a beautiful Service and will be honoring one of our own with Outstanding Member of Sisterhood.

Anita Winkler, President
Email: Winkhouse@aol.com
Phone: 717-319-4315

Caring Committee

The Caring Committee, under the leadership of Rabbi Mills, continues to be a vital part of community life at Temple Bat Yam. We are a committee of caring volunteers who are compassionate, respectful, and supportive to our temple family.

Here's a brief rundown of some of the things that we do:

- Celebrate new life by having a tree planted in Israel
- Lend a caring ear and a shoulder to lean on
- Run errands

- Drive people to and from local medical appointments
- Donate and deliver meals when needed
- Visit the sick at home and in the hospital

And the list goes on. This amazing group of volunteers continues to evolve and change as situations present themselves.

We need your help! You are our eyes and ears in this congregation. Please contact us or Rabbi Mills if you know of a need within our temple community.



Sunday School students make a map of Israel from cupcakes.

Report of Planned Giving Committee

Our committee invites congregants to consider expressing a (non-binding) commitment and providing essential support for Temple Bat Yam by including Temple Bat Yam in one's estate plan. That can be done for the future of TBY, for example, by making TBY a beneficiary of any of the following: a simple bequest in one's will; all or a portion of one's Individual Retirement Account (IRA); or by an existing or new life insurance policy. Particularly since there are other gift vehicles as well, our committee reminds all TBY members that it's important to consult one's professional advisor to determine the best way to include our Temple in one's estate plan.

Speaking of IRAs, the Coronavirus Aid, Relief, and Economic Security (CARES) Act, as many of you know, was intended to help individuals manage the economic impact of the virus. That legislation included a provision that waived required minimum distributions (RMDs) from retirement plans for 2020. That did not

take away the ability to make a Qualified Charitable Distribution from an IRA, however, and not include that amount in one's taxable income.

Last year, as a result of the Setting Every Community Up for Security Enhancement (SECURE) Act, the RMD beginning age was raised from 70 ½ to 72. The RMD requirement has now returned for 2021. A number of TBY congregants have been using part of their RMD's for such Temple donations as dues, Yahrzeits, End of Year Appeals, and other contributions. It is important to keep in mind that the withdrawal has to be sent directly by the financial institution to the qualified charity. It won't work if you receive the IRA withdrawal made out to you and then you write a check to the charity.

Paul Schwab

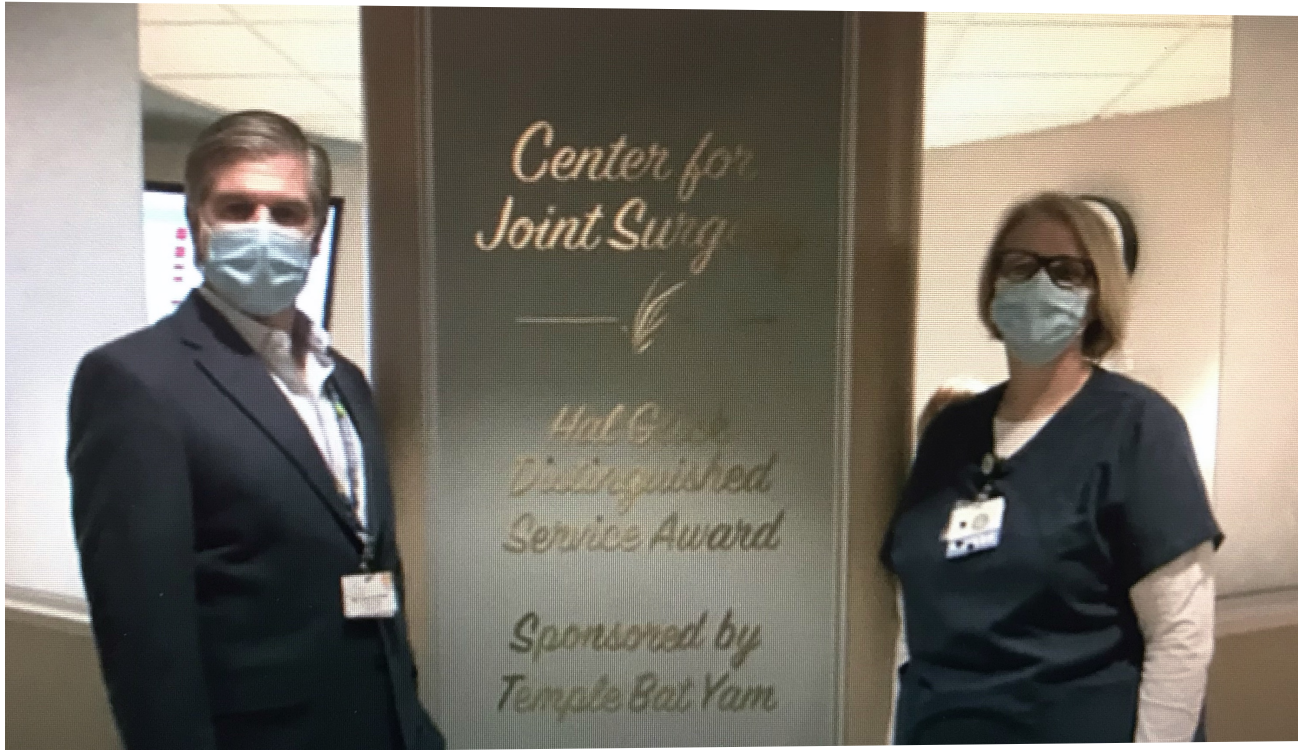
Ensuring the Long-Term Viability of Temple Bat Yam

"Planned Giving is a wonderful way to provide for the future of our Temple while making sound financial plans for yourself and your family. TBY wouldn't be here today had it not been for the generous gifts and creative ways our families have provided over the years. Pamela and I have been involved in TBY as volunteers, contributors, and as leadership members. As a participant in our Planned Giving Committee and as having joined the Heritage Society, Pam and I want to be sure that opportunities exist for supporting future generations to experience the many continued benefits of belonging to Temple that we have experienced." Stuart Smolins, TBY Congregational Vice President

Note From the Editor

We hope that this newsletter finds everyone in good health and doing well. It's a bit more brief than the usual since many of TBY's activities are still curtailed. As you may know, Barbara Patrick resigned from being "webmaster", a position that she fulfilled for many years with much ability and success. Tim Rucinski has graciously agreed to take on that responsibility. This is his first TBY newsletter issue and we hope that it will be the first of many. Thanks, Tim!

Ellen F. Bridge



Michael Franklin, Director of Atlantic General Hospital, and unnamed colleague flanking a sign recognizing the Temple Bat Yam donation on behalf of the "Hal Glick Distinguished Service Award." The photo is provided courtesy of Joan Kessler from a virtual tour provided by AGH promoting the newly redesigned Patient Care Area.

Contributions as of April 22, 2021

Note: Earlier contributions made for several of the listed funds have been acknowledged in one or more previous Newsletters.

GENERAL FUND

Karen & Sandy Abrams
 ~In memory of Barbara Horner
 ~In memory of Amy Eskridge's father, Harry Feinman
 Deborah Adler
 Risa & David Altman
 ~In memory of Amy Eskridge's father, Harry Feinman
 Rosalyn Barclay
 ~In memory of Amy Eskridge's father, Harry Feinman
 Bette Bohlmann
 ~Sending wishes for a speedy recovery to Bonnie Kaplan

Steve & Shelley Cohen
 ~In memory of Joane Wolpin's brother, Warren Katz
 Candy & Barry Gusst
 ~In memory of Joane Wolpin's brother, Warren Katz
 ~Sending wishes for a speedy recovery to Bonnie Kaplan
 Diane & Robert Hoffman
 ~In memory of Amy Eskridge's father, Harry Feinman
 Bette Bohlmann
 ~Sending wishes for a speedy recovery to Bonnie Kaplan

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Contributions continued

GENERAL FUND (continued)

Steve & Shelley Cohen

~In memory of Joane Wolpin's brother, Warren Katz

Candy & Barry Gusst

~In memory of Joane Wolpin's brother, Warren Katz

~Sending wishes for a speedy recovery to Bonnie Kaplan

Diane & Robert Hoffman

~In memory of Amy Eskridge's father, Harry Feinman

Stephen Jacobs

Veronica Kahn

~In memory of Joane Wolpin's brother, Warren Katz

Veronica, Paul & Felecia Kahn

~In memory of Rina Thaler's mother, Eva Fox

David & Rita Landis

~In memory of Joane Wolpin's brother, Warren Katz

Charles & Jane Long

~In loving memory of Amy Eskridge's beloved father, Harry Feinman

Jodi Meyers & Mark Tyler

Hilda Plisko

~In memory of Rina Thaler's mother, Eva Fox

Richard & Cathy Quinn

~In memory of Amy Eskridge's father, Harry Feinman

Carol Schachter

~In memory of Rina Thaler's mother, Eva Fox

Paul & Emily Schwab

~In honor of Barbara & Stan Friedman's 60th wedding anniversary.

Stu & Pam Smolins

~In memory of Joane Wolpin's brother, Warren Katz

Ed & Joane Wolpin

~In memory of Christine Gaudio

RESERVE FUND

Gary Bergman & Donna Redler

~for the Building Fund

Lori McDonald

CARING COMMITTEE

Barbara & Tom Southwell

~In memory of Joane Wolpin's brother, Warren Katz
Janice Spieler

~Thank you to all for the many cards and calls I have received. I hope to be able to join with you on the giving end as soon as possible when I am able to. Thank you for all the love and support you have sent my way. It has certainly been appreciated! Thank you so much for your help!

RABBI'S DISCRETIONARY FUND

Stephen Feinman

~In memory of his brother, Harry Feinman (Amy Eskridge's father)

Miriam Feinman & Amy Eskridge & Family

~ Thank you to Rabbi Mills, Phyllis Alpern & Cheryl Taustin, for the wonderful memorial service in honor of my husband and Amy's father, Harry Feinman. The prayers, readings and music was beautiful. We so appreciate you for participating and helping us through this difficult time.

Anne Weiss

~In appreciation for Purim Chevruta

YAHREZEIT FUND

Ron & Sherry Auerbach

~Ron's father, Harry Auerbach

Roberta Bass

~Son, Aaron Simon Kanthal

Andy & Nancy Benjamin

~ Nancy's father, Jerome Kaufman

Gary Bergman

~Mother, Ruth Bergman

~Sister, Nita Bergman

Bette Bohlmann

~Father, Benjamin Westervelt

~Mother, Dorothy Westervelt

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Contributions continued

YAHREZEIT FUND (continued)

Sylvia Burkom
~Mother, Ruth Starr
~Sister-in-law, Evelyn Block
~Husband Bernard Burkom
Lew Bush
~Father, Gabriel Bush
Barry & Rochelle Cohen
~Rachel's brother, Barry Snyder
Steve & Shelley Cohen
~In loving memory of Steve's mother, Harriet Cohen
Bruce & Ellen Eanet
~Bruce's grandmother, Bessie Eanet
~Ellen's mother, Edna Krents
~Bruce's grandfather, Albert Schwartz
~Bruce's grandfather, Maurice Eanet
Dave & Cindy Fox
~Cindy's Mother, Ruth Beck – In memory of my
mother, with love
Harry & Elaine Freedman
~Elaine's father, Edwin Crosten
Jo Anne Glazer
~Mother-in-law, Celia Glazer – Rest in Peace!
~Husband, Philip Glazer – Miss you so much!
Lynda Gonen
~Husband, Mickey Gonen
~Mother-in-law, Gloria Nestler
Barry & Candy Gusst
~Barry's mother, Ella Gusst
Rosalie Harris
~Mother-in-law, Ella Harris
Fred & Andrea Kahn
~Andrea's mother, Roslyn Brickman Gnatt
Veronica Kahn
~Mother, Ida L. Wolf
~Stan's brother, Howard E. Kahn
~Brother, Richard Albert Wolf
~Father-in-law, Leon Kahn
~Brother-in-law, Myron Kahn
Bob & Bonnie Kaplan
~Bob's mother, Fay Kaplan – Loving wife, mother,
grandmother, sister & mother-in-law
~Bonnie's father- loving father, grandfather, uncle,
husband & father-in-law

Malcolm & Karen Karl
~Malcolm's mother, Beatrice Karl
~Karen's father, Robert Saunders
Ellen Krawczak
~Beloved Father, Arnold Green
~Beloved Aunt, Esther Green
Bill & Jane Lafferman
~In memory of Bill's father, Morris Lafferman
Bruce & Cyndi Leiner
~In memory of Cyndi's beloved mother, Shirley
Hankin
Doreen Linehan
~Mother. Lillian Ross
Sy & Marion Longberg
~Marion's son, Jonathan Klein – Miss you always!
~Marion's father-in-law, Max Klein
~Marion's mother, Lee Shilan
Cory & Sivan Perdue
~Sivan's mother, Cynthia Eisen
Hilda Plisko
~Mother, Pearl Brill
~Father, Samuel Pelmont
Carol Schachter
~Father-in-law, Jacob Schachter
~Mother-in-law, Sarah Schachter Solomon
Harriet Schneider
~Husband, Edwin Schneider – You will be loved
and missed forever.
Paul & Emily Schwab
~Paul's mother, Ruth Schwab
~Emily's sister, Susan Plichta
~Emily's father, Arthur Goldstrom
Stan & Susan Schwartzbart
~In memory of our beloved father, Milton
Schwartzbart
~In memory of our beloved mother,
AdeleSchwartzbart
Pamela & Matthew Sikowitz
~Matthew's mother, Florence Sikowitz
Stu Smolins
~Mother, Bessie Smolins
~Grandmother, Sarah Cohen

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YAHREZEIT FUND (continued)

Janice Spieler

~In loving memory of "Momma" – mother-in-law,
Sophie Spieler Feldman

~In loving memory of grandpa,
Edward Tannenbaum, with special
love & memories of my "Pamp"

~ In loving memory of father-in-law, Edward Spieler
–I wish I had known you!

Sharon Stern

~Mother-in-law, Jeanette Stern

~Father-in-law, Erwin Stern

Bernard & Kathleen Sussman

~Kathleen's mother, Margaret Dunn

Jeff & Rian Thaler

~Jeff's father, Arthur Thaler

Rabbi Susan & Richard Warshaw

~Richard's father, Irving Warshaw

~Richard's mother, Ella Warshaw

~Richard's brother, Paul Warshaw

Rachel & Billy White

~In memory of Rachel's much loved sister, Ann
Klein Bright

~In loving memory of Rachel's mother, Joyce Klein.
Missing you every day.

~In loving memory of Rachel's aunt, Charlotte Klein

~In memory of Rachel's beloved grandmother, Nettie
Lampel

John Willmuth

~In memory of daughter, Kathy Willmuth

Peter & Rebecca Zweigbaum

~Rebecca's father, Jack Shmuckler

2020/21 BENEFACTORS:

DIAMOND:

Jo Anne Glazer

Alan & Tina Halle

Lee & Jennifer Klepper

Bruce & Cyndi Leiner

Marv & Myra Novick

Jeff & Rina Thaler

Nadine Wieder

GOLD:

Jonathan & Terry Bell

Grayce Cohen

Christine Glick

SILVER:

Joe & Reesa Beggs

Bette Bohlmann

Ellen Bridge

Bill & Judy Johnstone

Ellen Krawczak

Mel & Janis Schwartz

Stu & Pam Smolins

Syl & Joan Sobel

Janice Spieler

Bernard & Kathleen Sussman

John Willmuth

WELCOME NEW MEMBERS!

Stephen Jacobs

Ocean Pines, MD

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Remembering Our Loved Ones

April 2021 Yahrzeits

Gertrude D. Brodsky	Mother-in-law of Phyllis Brodsky
Lillian Cohen	Mother of Allyn Cohen
Lee Shilan	Mother of Marion Longberg
Bernard Burkom	Husband of Sylvia Burkom
Charles Gottheim	Grandfather of Robin Rabinowitz
Louis Shapiro	Father of Fran Korman
Arthur Goldstrom	Father of Emily Schwab
Albert Himelfarb	Father of Ronnye Levin
Myron Kahn	Brother-in-law of Veronica Kahn
Raymond Kudisch	Father of Jeff Kudisch
Jack Levinson	Father-in-law of Marilyn Levinson
Florence Sikowitz	Mother of Matthew Sikowitz
Abe Silverman	Father of Allen Silverman
Frances Cohen	Mother of Victor Cohen
Margaret Crosten	Sister of Elaine Freedman
Martin Firestone	Father of Phyllis Alpern
Benjamin Novick	Father of Marv Novick
Edward Tannenbaum	Grandfather of Janice Spieler
Ethel H. Goodman	Mother of Bill Goodman
Yetta Levinson	Mother-in-law of Marilyn Levinson
Maurice Eanet	Grandfather of Bruce Eanet
Freda Kanthal	Mother of Lynn Neidenbach
Nettie Lampel	Grandmother of Rachel White
Lewis Peck	Father of Nancy Beimel
Samuel Taustin	Uncle of Jay Taustin
Hilda Wolpin	Mother of Ed Wolpin
Gloria Gilbert	Mother of Suzanne Scheer
Edward Spieler	Father-in-law of Janice Spieler
Lillian Cisenfeld	Mother of Harriet Schneider
Sam Resnick	Father-in-law of Debbie Resnick
Sarah E. Ward	Mother of Christine Glick
Myrna Silverman	Mother-in-law of Stephen Jacobs
Mike Sarig	Friend of Arleen Pace
Harry Auerbach	Father of Ron Auerbach
Shirley Laser	Aunt of Anita Winkler

Isaac Sobel	Father of Syl Sobel
Albert Schwartz	Grandfather of Bruce Eanet
Susan Plichta	Sister of Emily Schwab
Evelyn Block	Sister-in-law of Sylvia Burkom
Neil Chaikin	Father of Jodi Sabo
Aaron Weinstein	Father of Donna Redler
Herman Jacobs	Father of Debbie Resnick
Max Klein	Father-in-law of Marion Longberg
Sally Levin	Mother of Phyllis Brodsky
Robert Saunders	Father of Karen Karl

May 2021 Yahrzeits

Ruth Rasinsky	Mother of Donna Seigel
Sidney Cohen	Father of Allyn Cohen
Sarah Cohen	Grandmother of Stu Smolins
Albert Cohen	Father-in-law of Wendi Cohen
Morton Cohen	Father of Judith Galuardi
Sylvia Seigel	Aunt of Rabbi Mills
Morris J. Wechsler	Father of Mady Segal
John Wyatt	Brother-in-law of Don Pace
Morris Goldstein	Father of Bard Goldstein
Michael Frankovich	Son of Jan Sklar
Max Moreno	Brother of Ioana Gudelsky
Sylvia Bartz	Mother of Marsha Rosenstock
Dorothy Feirman	Grandmother of Beth Woodell
Siegfried Kanthal	Father of Lynn Neidenbach
Julian Rosenstock	Father of George Rosenstock
Abraham Samuel Sind	Father of Karen Abrams
Jesse S. Goodman	Father of Bill Goodman
Jerome Kanthal	Brother of Lynn Neidenbach
Anna Lutzky-Davis	Grandmother of Carole Eagle
Harold Rabinowitz	Father of Robin Rabinowitz
Martin Shilan	Brother of Marion Longberg
Benjamin Starr	Father of Sylvia Burkom
Lewis Freedman	Father of Harry Freedman
Marlene Hecker	Mother of Larry Hecker
Gertrude Sobel	Mother of Syl Sobel

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May Yahrzeits continued

Gertrude Rosenstock	Grandmother of George Rosenstock
Clara Schaerf	Mother of Janice Hamburg
Isabelle Segal	Cousin of Candy Gusst
Alvin Benjamin	Father of Andy Benjamin
Lou Gusst	Father of Barry Gusst
Albert Meyers	Father of Jodi Meyers
Harry Rosenberg	Father of Marsha Howarth
Harold Smolins	Brother of Stu Smolins
Albert Bremy Snyder	Father of Rochelle Cohen
Samuel Jay Hankin	Grandfather of Cyndi Leiner
Rose Sind	Grandmother of Karen Abrams
Anita Levin	Mother of Ilene Silverman
Bertha Burkom	Mother-in-law of Sylvia Burkom
Janet Pace	Wife of Don Pace
Michael Goodman Benjamin	Brother of Andy Benjamin
Bruce Kassalow	Brother of Gerald Kassalow
Ruth Thaler	Mother of Jeff Thaler
Sidney Bass	Father of Roberta Bass
Nathan Brodsky	Father-in-law of Phyllis Brodsky
Patricia W. Dunn	Sister of Kathy Sussman
Marshall Gusst	Brother of Barry Gusst

June 2021 Yahrzeits

Louise Pearson	Mother of Rick Pearson
Faye Guerrieri	Mother of Marilyn Levinson
Marvin Levinson	Husband of Marilyn Levinson
Jesse M. Klapholz	Brother of Arie Klapholz
Adele Moss	Aunt of Phyllis Alpern
Selma Pasternack	Aunt of Barbara Patrick
Kenneth Fox	Father of Rina Thaler
Isaac Hecker	Father of Larry Hecker
Harold Pearson	Father of Rick Pearson
Sharon Caden	Friend of Veronica Kahn
Meir Flaisher	Husband of Roberta Bass

Doris Wyatt	Sister of Don Pace
Milton Albert	Father of Jane Lafferman
Allen Brodsky	Husband of Phyllis Brodsky
Gert Gershenfeld	Grandmother of Mike Gershenfeld
Allen Dickson	Cousin of Victor Cohen
Myron Eanet	Father of Bruce Eanet
Rose Getson	Mother of Florence Kasden
Morris Kurland	Grandfather of Victor Cohen
Benjamin Strauss	Father of Bob Strauss
Molly Szunyog	Grandmother of Mady Segal
Carl Pace	Father of Don Pace
Anne Berger	Mother of Leonard Berger
Donald Klein	Father of Rachel White
Jean Markman	Mother of Anne Weiss
Abner Gnatt	Father of Andrea Kahn
Cecily Weinstein	Mother of Donna Redler
Ida Caplan	Mother of Marcia Hirsch
Samuel Davis	Grandfather of Carole Eagle
Sidney Davis	Father of Carole Eagle
Richard Levin	Cousin of Phyllis Brodsky
Robert Hankin	Father of Cyndi Leiner
Samuel Kaplan	Father of Jo Anne Glazer
Yetta Levenston	Grandmother of Robin Kudisch
Robert Starr	Brother of Sylvia Burkom
Rose Gottheim	Grandmother of Robin Rabinowitz
Bernard Kesler	Father of Steven Kesler
Harry Segal	Father of David Segal
Naomi Charlotte Frankfort	Mother of Barbara Patrick
Herbert Kaplan	Father of Nadine Wieder
Lillian Saunders	Mother of Karen Karl



TBY Participates in the Amazon Smile Program

You, your family members, your friends, your neighbors, and your colleagues can help support Temple Bat Yam through our exciting partnership with the Amazon Smile Program.

How Can I Join?

When visiting AmazonSmile (Google the name and then select the Get Started icon under AmazonSmile), customers are prompted to select a charitable organization. Temple Bat Yam in Berlin, Maryland is fully registered. Just write in our Temple as the selected charitable organization and complete the registration process. For eligible purchases at AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price to the customer's selected charitable organization.

How Does the Temple receive the donations?

Each quarter, the AmazonSmile Foundation makes donations to eligible charitable organizations by electronic funds transfer. Donations will be transferred approximately 45 days after the end of each calendar quarter. To Account for Product returns, a portion of the quarterly donations will be withheld until the next donation cycle, subject to any restrictions due to returns from prior quarters.

A number of our congregants have joined the program since our first announcement.

We hope you will participate in this partnership our Temple has with AmazonSmile. Thanks in advance for your support of Temple Bat Yam. If you have any questions, please contact the Temple office at 410-641-4311.

Sincerely,

TBY Board of Directors

Did you know that Temple Bat Yam has a unique AmazonSmile link that makes it easier for people to find and support our organization?

What is Temple Bat Yam's unique link?

<http://smile.amazon.com/ch/52-1651703>

What does my unique link do?

When customers click on TBY's unique link, they skip the process to search for a charity to support among over 1 million eligible charities. Instead, they're taken to smile.amazon.com and are automatically asked if they want to support Temple Bat Yam.

Can I just tell supporters to search for Temple Bat Yam at smile.amazon.com?

Yes. However, that makes it harder for your supporters to find and select TBY. There are over 1 million eligible charities, and customers may end up picking a different organization during the selection process. Sharing our charity link increases the likelihood that customers will select TBY before they start shopping.

Do supporters have to click on Temple Bat Yam's AmazonSmile link every time they shop?

No. Once customers select your organization, TBY will receive 0.5% of the price of all their eligible smile.amazon.com purchases, regardless of whether they use TBY's unique AmazonSmile link to return to the site. However, we recommend that supporters bookmark and use your link so they don't accidentally shop at www.amazon.com instead of smile.amazon.com. Only purchases made at smile.amazon.com are eligible for donations.

What do customers that have already selected a charity see when they click on TBY's unique link?

If someone is already supporting TBY and they click on our unique link, they will simply be taken to smile.amazon.com so they can start shopping. They do not have to re-select your charity. If someone supporting a different charity clicks on your charity link, they are asked if they'd like to switch to support TBY.