MyZuzah Moments - January 14, 2022

Over the last two weeks we have done a lot of testing and finalizing of our new CRM/database, and hope to begin final testing with some partners next week. We are all very excited about moving into this new stage of our operation!

For the month of December, our mezuzahs were mailed to individuals and traveled **33,175 miles to 21 states**– that makes a domestic total of **484,247 miles** and **46 states** in 2021! Now we are whittling down a backlog of requests for more than 300 mezuzahs to partners in **seven countries** (Argentina, Canada, Germany, Mexico, Russia, Ukraine, and the U.S.).

In a novel development, MyZuzah received a shout-out in a bar mitzvah speech in New Jersey– the student's tutor gifted him one of our mezuzahs, which he mentioned from the bimah. This inspired at least one attendee to follow up and make their own request! in his own words:

> *My cousin mentioned it in his speech. I thought it was awesome so I ordered one.* Daniel Greenberg, **Brooklyn, NY**

We are currently working on applications for two new grants, each with potential for large scale impact in the coming years. Efforts from our Board Members and staff to engage additional investors in our program are resulting in some really great conversations, already yielding financial support. Next week I hope to circulate a new overview document that helps to explain our work, which I invite everyone to read and share.

Partner Organization Updates:

In **Israel**, we work with a pair of enthusiastic brothers to find young professionals without mezuzahs, and every time they put one up it is accompanied by a shofar blast! These pictures only capture some of the energy– click here to watch a video of Rabbi Adiel Boaron in action, and a creative kippah on the recipient.



We mentioned previously that the team at **Chabad Almaden**, in **San Jose, California**, experienced a fire in their new building last month, but Rabbi Mendel Weinfeld shared the uplifting news with me that "*Our building actually had your mezuzahs (with the logo, so we can encourage everyone walking through the door to get their own myzuzah) and maybe in that zechus our sifrei torah were saved. We must use this opportunity for the Mitzvah of mezuzah and get a mezuzah on every door in San Jose!*"



In **Long Branch, New Jersey**, Rabbi Yaakov Greenberg at **Chabad of the Shore** shared pictures of his outreach to three generations of the same family– giving additional meaning to the concept of *l'dor vador!*





Individual recipient messages:

Love having my mezuzah! Feel so connected to my Judaism! Megan Plotka, **New Orleans, LA**





The timing of setting up our Mezuzah was so purposeful. I think coming off of reading Parashah Bo was good for aligning our minds & hearts—which is the whole point right? :) The Mezuzah gives the opportunity to stop, align & remember our love for HaShem & His love for us. I am so thankful for this team! We want to encourage others to do the same! This experience was so insightful & empowering to both my husband Reginald & me! THANK YOU THANK YOU THANK YOU!!!! Reginald & Demaris Brown, **Marietta, GA**



I heard about MyZuzah through my conversion class. I was a little nervous about the idea of having a mezuzah up as like an open sort of identifier of Jewishness, like not totally sure if I was ready. But hearing some about the larger history made me really want to have it up. Plus I started my conversion journey right before Passover, so having that connection was cool too. I feel like I can be more confident with embracing new parts of Judaism and just being more aware of the how I interact with the world and act in my home. Norah Ehlers, **Milwaukee, WI**

I rec'd MyZuzah on the first day of Chanukah. It was up that day. While I tried to read the prayer in hebrew (my attempt was plodding) I was much better using the transliteration provided (thank you). This was necessary due to the sale of my rental house and the contentious exit that insued in which my family mezuzah was left behind and I was not allowed to retrieve it. Finding MyZuzah was a blessing indeed as I could not afford to replace the one I had. THANK YOU! Michael Aroesty, **Pine Lake, GA**

I feel more at home now. For a long time I sense that something was missing. Paul Murga, **Trujillo, Peru**



Finally, this message of really paying the mitzvah forward resonated with us. It is great to see an individual take their own actions to further our mission!

I used my own case but donated yours and an extra scroll to someone in my community-- and I will ask my rabbi and her husband about bringing more of your mezuzahs to our region in Washington State! Jesse Mann, **Kirkland, WA**

