

BITACHON YOU CAN BELIEVE IN

Support the movement that's bringing trust in
Hashem out of the books and into real life.





When news spread that “Sholom Mordechai is coming home!” something shifted inside the collective soul of the Jewish people.

For the first time in **modern** memory, a seemingly impossible redemption was unfolding in the blink of an eye.

FROM
A MOMENT...

TO A MOVEMENT.

After the initial reaction of utter disbelief, many recognized what they were actually seeing: **the ultimate effect of belief.**

The motto “Aleph Beis Gimmel”—Emunah and Bitachon lead to Geula—has since grown into a thriving movement, as thousands of people now turn to R’ Sholom Mordechai and Leah Rubashkin for the inspiration, tools and guidance to rise above all doubt and despair.

MISSION:

**THROUGH RELATABLE
EDUCATION, IMMERSIVE
RETREATS AND TORAH-
BASED GUIDANCE,
ALEPH BEIS GIMMEL
IS ON A MISSION.**

To transform every Yid's perception of Emunah and Bitachon
from theoretical teachings into the oxygen of daily life.



THE CHALLENGE:

IT'S HARD TO BELIEVE

True, every Yid possesses a deep well of Emunah and Bitachon. But too many people experience these as ambitious philosophies instead of the practical and attainable keys to success in life. Why?



Emunah and Bitachon are often taught as things you either have or don't have.



Hearing from those who have not experienced your pain can feel condescending, naïve or uncaring.



They are often taught as beliefs of the heart that don't need to be studied.



When real help is needed, "Have Emunah!" feels like a copout rather than a strategic plan.



They are often taught as levels to reach rather than foundations to build on.



Torah sources like Chovos Halevavos can be complex and difficult to apply.



Emunah and Bitachon are difficult muscles to flex without prior training.

ALEPH BEIS GIMMEL IN MY LIFE

"We went through a particularly difficult period and I was distraught. Today, I'm closer to the Ribbono Shel Olam because of the Parsha that I went through. That's what I get from training in the Aleph Beis Gimmel mindset."

**–Yankel,
Businessman, NJ**

At the core of our approach is the idea of **אמונה מלשון מאמן**: Faith and trust in Hashem are skills that can be mastered through training and real-life practice.

ALEPH BEIS GIMMEL:

EXPERIENCE CHANGES EVERYTHING

In 2008, the world watched in shock as the Rubashkin family's business, relationships, dignity, reputation and freedom were systematically taken away. Yet, all through the ordeal, the Rubashkins seemed impossibly calm and confident that a Geulah was imminent.

In 2017, the world watched in awe as R' Sholom Rubashkin walked out free, exactly as he and his family knew he would—carrying his tallis, tefillin and Sefer Chovos Halevavos, Klal Yisroel wondered: how did they remain so certain?

In 2018 alone, more than 100,000 people attended 500+ lectures, shiurim, farbrengens and seminars to learn how the Rubashkins kept their Simchas Hachaim and sanity under the most trying circumstances.

In the years since, requests have grown exponentially from individuals, schools and organizations seeking practical guidance and applied tools.

It became clear that one-on-one interactions are limited in their ability to quench the desire for a life of Aleph Beis Gimmel.

In 2020, a beautiful home was purchased in Jackson, NJ. The Aleph Beis Gimmel Center opened to host Shabbatons, retreats and shiurim.

ALEPH BEIS GIMMEL IN MY LIFE

"It's not just inspiration like you'd get from a video or a good drasha. It's talking to your head. You get the knowledge and the sources and the tools to make this part of your life."

**—Mosheh,
Businessman, NJ**





ALEPH BEIS GIMMEL IN MY LIFE

“Thank you for taking the time and effort to inspire the girls of Oros. Your personal fortitude, בטחון, שמחה and pride in your Yiddishkeit speaks louder than any speech we could give them.”

**—Oros Bais Yaakov,
Lakewood, NJ**

NOW IS THE TIME TO EXPAND THE EXPERIENCE

It's time to make Emunah and Bitachon accessible tools to every child, teen and adult—wherever they are, whatever they face. With the enthusiastic support of Gedolei HaTorah across the community spectrum, Aleph Beis Gimmel is leading that charge through three primary channels:

1. LECTURES & TRAINING:

Teaching a Framework for Faith

2. COUNSELING & CRISIS SUPPORT:

Applying it to Adversity

3. THE ALEPH BEIS GIMMEL CHIZUK CENTER:

Immersing in a Higher Reality

LECTURES & TRAINING:

Teaching a Framework for Faith

THE STORY:

By sharing the details of their ordeal, R' Sholom Mordechai and Leah teach how practiced Emunah and Bitachon lift you above any circumstances with clarity, confidence and connection.

THE TORAH:

Through guided shiurim in Chovos Halevavos, more communities are learning a practical path to enlivening and enjoying their connection to Hashem.

THE TRAINING:

Together with other Rabbonim and Mechanchim, we are developing curriculum for schoolchildren to learn practical Emunah and Bitachon as foundational skills.





COUNSELING & CRISIS SUPPORT:

Applying it to Adversity

ONE-ON-ONE COUNSELING:

The Rubashkins provide in-person and phone sessions to those seeking clarity or strength to deal with extraordinary circumstances like financial ruin or the loss of a loved one.

ONLINE AND PHONE ADVICE:

Like tech-support for expensive software, Aleph Beis Gimmel plans to launch a Bitachon-based hotline, online chat and FAQ library to help people through everyday challenges that are consuming them.

TRAINED GUIDES:

As more people realize their own Geula through applied Aleph Beis Gimmel, they become living examples that others trust and can turn to for practical and relatable direction.

Immersing in a Higher Reality

The Aleph Beis Gimmel Chizuk Center is a lively hub of Shabbatons, retreats and shiurim, recapturing the Simchas Hachaim like that felt on Zos Chanukah 5778.

- Sprawling space that still feels very much like home
- Flexible for events of varying sizes and age-groups
- Library stocked with seforim, recorded shiurim and inspirational books
- Private cul-de-sac with outdoor lounge, gazebo and inground pool
- Nearby Lakewood, Toms River and Jackson residents
- Peaceful areas for meditation and private counseling
- Appropriate office space for an expanding organization

THE ALEPH BEIS GIMMEL CHIZUK CENTER:
**84 Mill Pond Road,
Jackson, New Jersey**



A movement of this magnitude can only grow through our community of donors and friends. If you are ready to make Bitachon something everyone can believe in, join us to expand the movement!

DEDICATIONS

Chizuk Center		\$1,000,000
Beis Medrash	RESERVED	\$100,000
Youth Faith & Trust Curriculum		\$180,000
Outdoor Kumzitz Patio		\$80,000
Farbrengen Room	RESERVED	\$50,000
Mens Mikveh		\$25,000
Guest Suites	3 AVAILABLE	\$36,000
Library		\$36,000
Other		\$_____

SPONSORSHIPS

Pillar	\$180,000
Benefactor	\$100,000
Builder	\$50,000
Supporter	\$25,000
Annual Utilities	\$7,200
Shabbaton Dedication	\$5,400
Shaar Habitachoin Shiurim	\$3,600
Other	\$_____

All donations of \$5,400 and more will be prominently recognized in the new Aleph Beis Gimmel Center. Aleph Beis Gimmel is a registered 501(c)3 non-profit. Tax ID: 84 - 3879321

THE SHOLOM RUBASHKIN STORY IS NOT ABOUT A MAN. IT'S ABOUT A MINDSET THAT HAS BECOME A MOVEMENT.

*"I will rush into Cell 307 and gather my few precious things...
I will, b'exras Hashem, hold tightly to my Sefer Chovos
Halevavos, which came with me through all the different
levels of Gehinnom and carry it close as I walk out, free."*

—Writing from "a place called prison,"
R' Sholom M. Rubashkin envisions his release

Join us!



Aleph Beis Gimmel
84 Mill Pond Road, Jackson, New Jersey
AlephBeisGimmel.com | Alephbg@gmail.com