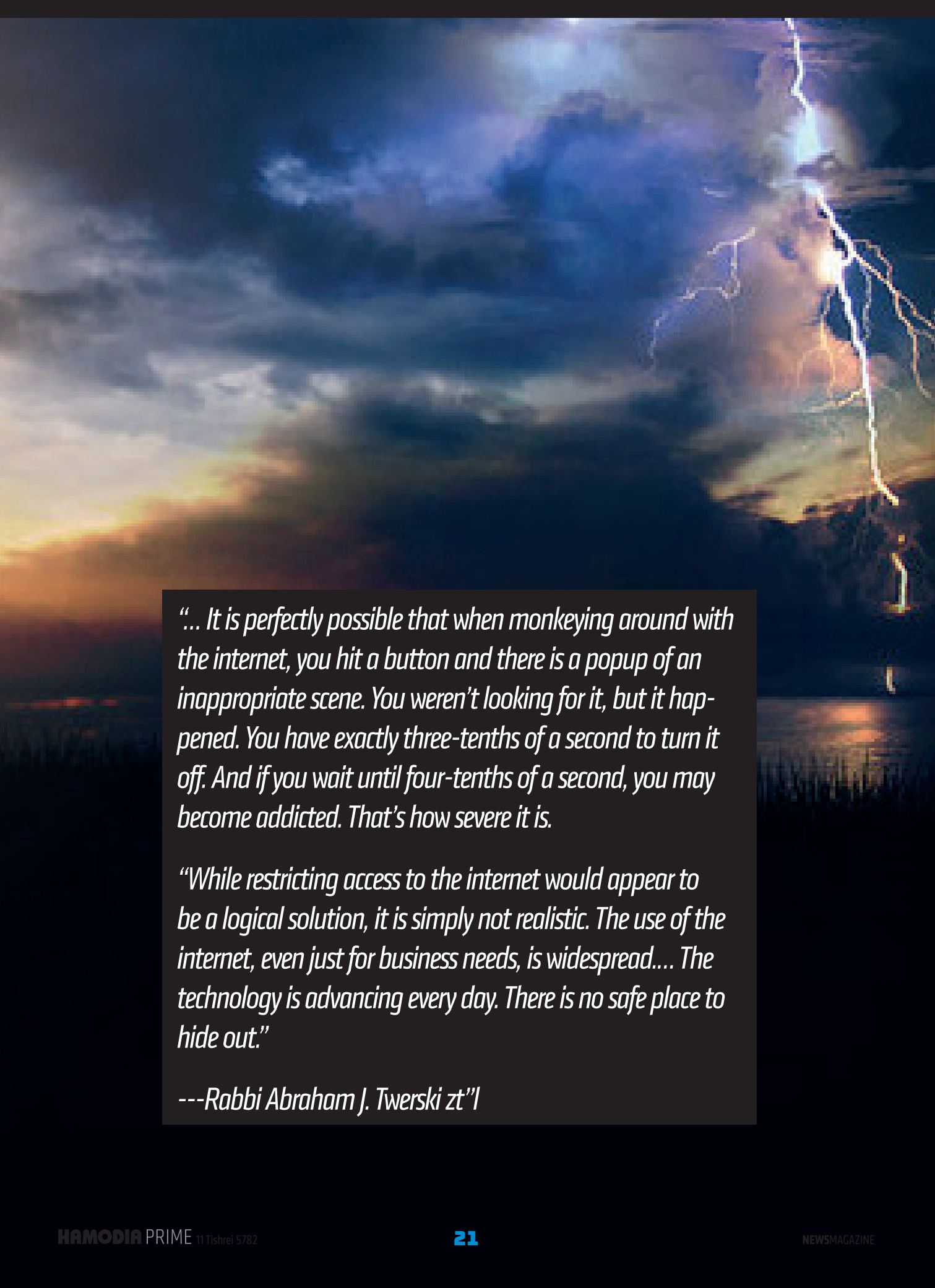


# ***GUARD YOUR EYES — THE FINAL FRONTIER***



(L. to R.) Mr Mendy Elishevitz, Head of research and development Mr Yaakov Nadel, Co-founder Mr Yechezkel Stelzer, Clinical Director visiting Rabbi Dr Avraham Twerski zt"l weeks before he was *niftar*.

***by S.R. (LIEFF) NIEMAN***



*“... It is perfectly possible that when monkeying around with the internet, you hit a button and there is a popup of an inappropriate scene. You weren’t looking for it, but it happened. You have exactly three-tenths of a second to turn it off. And if you wait until four-tenths of a second, you may become addicted. That’s how severe it is.*

*“While restricting access to the internet would appear to be a logical solution, it is simply not realistic. The use of the internet, even just for business needs, is widespread.... The technology is advancing every day. There is no safe place to hide out.”*

*---Rabbi Abraham J. Twerski zt”l*



**T**he world has changed immeasurably since 2009, when *Hamodia* would not permit use of the word *internet* in its pages. We hold internet *asif*ahs, we have TAG branches all over the world, yet we are all too aware that the bleak statistics keep rising. “Every speech you go to,” says Rabbi Eli Mansour, “that’s all they’re talking; internet, internet, internet ... but obviously, it’s deeper than that. I’m sorry to tell you that even after all these conventions, the *yetzer hara* didn’t retire.”

Is there a solution to this ubiquitous problem? Or is it, as so many seem to believe, an immutable reality of our generation?

The answer, says Harav Moshe Tuvia Lieff, *shlita*, Rav of Agudath Israel Beis Binyomin, is simple.

As Avraham Avinu led Yitzchak to the *Akeidah*, the *Satan* displayed this vision to Sarah Imeinu. Upon beholding the sight, she was overcome with anguish and passed away. Yet, Avraham Avinu was able to bring himself to perform the act of the *Akeidah* itself! This is the very same Sarah Imeinu who was even greater than Avraham Avinu in *nevuah* and *ruach hakodesh*.

How could two such great people have such disparate reactions to the very same event? And how did the *Satan* realize that this ploy would be effective in taking Sarah Imeinu’s soul from this world?

When a person is challenged with a *nisayon*, Rav Lieff explains, embedded in the test he is given are the tools to cope with it and triumph. The *Satan* knew that Sarah Imeinu would not be able to cope with this vision because it wasn’t her *nisayon*.

*“Kol hagadol mechaveiro, yitzro gadol mimenu.” The greater a person is, the greater his yetzer hara grows along with him.*



This was simply not her battle to fight. As such, she lacked the tools with which to succeed.

*“Kol hagadol mechaveiro, yitzro gadol mimenu.”* The greater a person is, the greater his *yetzer hara* grows along with him. In that case, says Rav Lieff, we must be an incredibly great generation! Our challenge today is unparalleled, but we can face it armed with the knowledge that we can succeed.

If the challenge is unprecedented, it follows that the tools with which to fight it must be unprecedented, as well.

“I believe the *yetzer hara* is very threatened from Guard Your Eyes (GYE). He’s finally met his match,” says Rabbi Eli Mansour. “...The people that are on the site are starting to stand up against the *yetzer hara*. I believe that this is what the Creator wants from us at this moment,” he declares.

It goes so much further than the internet and filtering. We all face the challenge of keeping our eyes pure in a world in which morality has become a fault, rather than a virtue. In that sense, Guard Your Eyes addresses the issue at its root.

Rabbi Twerski would relate the story of a 14-year-old girl who was interviewed about Nancy Reagan’s campaign of “Just Say No!” to drugs. “The young woman said, ‘Why? What else is there?’

“I have watched our government spend billions of dollars on drug prevention. I have seen them increase prison sentences and confiscate drugs. I see the sniffing dogs at the airport. Nothing has worked. Nothing has made a dent in the fatal drug epidemic. I believe,” he con-

cludes, “that nothing *will* work until we have an answer to the young woman’s challenging question, ‘Why? What else is there?’ — an answer that our youngsters will accept.”

The organization, which began in 2007, is not a filter. Nor is it a website for *shiurim* or *chizuk*. GYE defies description; it is nothing less than meticulously researched, organized and presented, and offers comprehensive solutions to every aspect of *kedushah* challenges today.

“[Guard Your Eyes] is ... **shifting people’s thinking, and their lives as a result**. It’s been phenomenal,” explains Moshe Yachnes, LCSW, CSAT, and CEO of Archstone Behavioral Health Addiction Rehabilitation Center.

GYE’s resources are tailored for each person’s level of struggle, from those who have just started slipping to those who have tried everything.

The program is divided into three levels. A new member begins at the blue level, only progressing to orange or red level if his situation requires it. The blue level, Getting Started, includes daily inspiration, books and articles, the Fortify Program, TaPHSiC Method and the 90-Day Challenge. In addition, GYE takes on the task of researching and setting up filters customized to each member’s needs.

For those who need more, the orange level is Anonymous Group Support. This includes support groups and the Innate Health and Twelve Steps methods, as well as group forums and a partner program.

The red level, Live Help, is proven to help even the toughest situations. Those who are struggling are provided with coaching, therapy and Innate Health training (which help deal with what may be underlying emotional issues), as well as the most powerful solution for addictions: live support groups.

The secret of GYE’s success is its ability to provide group support in whatever manner its members are comfortable with. Support groups are the primary effective tool in battling addictions, but have never been an accessible reality to the *frum* community until the advent of Guard Your Eyes.

GYE even provides forums, phone



conferences, coaching and therapy to give spouses of those addicted the support they so desperately need.

Perhaps the greatest obstacle to changing these behaviors — which have been shown to be more addictive than hard drugs — is the belief that successful change is not possible. And that is part of the potency of Guard Your Eyes.

By introducing its members (under conditions of absolute anonymity) to a broad and supportive network of people like them, GYE has already given them one of the most powerful tools to succeed. A new member unveils a world of people who have been in his or her shoes, grappled with the same challenges, and have successfully broken free. Each post or message testifies to the truth of the *Akeidah*: When Hashem presents us with a challenge, that alone proves our ability to prevail.

According to Dr. David Pelcovitz, the secret of the program's success is its basis in neuroscience and behavioral psychology, but most of all, it gives its members the feeling that they no longer have to struggle alone.

The Chofetz Chaim exerted himself to give kosher food to Jewish soldiers in the Czar's army. He was well aware that the soldier would go on eating *treif* in the mess hall right after finishing his *kishke*, but in the Chofetz Chaim's eyes, for a Jewish boy to eat a bit less *treife* food, it was worth the effort. "*Veiniger aveirah iz a mitzvah* (less sin is a *mitzvah* in itself)"; it was not only worthwhile, but actually a great *mitzvah*.

By the same token, a person is rewarded for every moment that he succeeds in guarding his eyes, even if he slips later on. GYE enables its users to reach these moments of success, and to build on them further in ways they never believed were possible.

Rav Eizik Sher comments on the verse, "*Veniska-*

*dashti besoch Bnei Yisroel*," that one should sanctify himself "*lo mitoch prishus, ela mitoch chashivus*; not out of denial, rather out of **dignity**."

It follows, then, that the way to overcome challenges in *kedushah* is not by berating oneself, but appreciating one's inherent worth so much that one will no longer be tempted into something beneath his dignity. The fellowship of Guard Your Eyes is dedicated to preserving and building its members' sense of dignity and self-worth, to enable the strongest and most enduring form of success.

Rav Tzadok HaKohen, *zt"l*, of Lublin, would expound on the words, "Take the *yetzer hara* and drag him into the *beis medrash*," by saying: "Let the passion and fervor that the *yetzer hara* ignited in you be brought to the *beis medrash*, and use it to serve Hashem!"

That is exactly what GYE does for *Klal Yisrael*. They have an answer to every question, advice for every situation, a solution to every problem, and most of all, a supportive and listening ear to every burdened heart. Their framework encompasses the same unfathomable breadth as the problems it addresses.

"Now you're at 31,000 people that are engaged in your program," exclaimed Rav Elya Brudny, *shlita*. "Why not fifty? Why not seventy? Why not ninety? Why not **a hundred and fifty?! I want to be your partner!**"

In order to reach everyone who needs help, GYE realized they would need to scale its services. Enter GYE 2.0: an incredibly sophisticated program, based on cutting-edge research, which was developed by psychologists, addiction experts, Rabbanim and *Gedolim*, professional writers and top-notch programmers. Every part of the program, which is designed to be able to service one hundred thousand users, has been meticulously researched and studied, proven effective, and laid out in the easiest, most engaging format. ■



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בס"ד  
September 16, 2010  
ה'תש"ע א'

TO WHOM IT MAY CONCERN:

There is an international scourge attacking the Jewish People: this is the widespread addiction to viewing inappropriate material and other related behaviors. Fueled mainly by the accessibility and anonymity of the Internet, this scourge threatens to tear apart the fabric of Jewish life and undermine one of its major foundations, that of *tznius* and *kedusha* (moral restraint).

This addiction has spared no class of Jews: from teenagers to adults, from office workers to kollel members, and from single to married men. Thousands of lives and marriages have already been ruined because of this relentless temptation.

The Guard Your Eyes organization has undertaken to stem this tide of destruction. By utilizing methods which have proved successful in treating other addictions, and by providing constant encouragement, support and strategies to victims, Guard Your Eyes has successfully helped wean hundreds, if not thousands, from these destructive addictions and has helped return them to normal life. All this has been done on a meager budget and a great deal of self-sacrifice.

I have seen the materials and handbooks which this program distributes and have only praise for its methodology and approach to the problems of the addicts. Everything which I have seen conforms to the highest standards of Torah values. I highly recommend anyone who suffers from this problem to avail himself of this effective program.

In addition to aiding overcome these addictions, Guard Your Eyes also performs a vital function in preventing the spread of this scourge by raising public awareness of its dangers and by offering various preventive measures.

Guard Your Eyes is the only weapon we have today at our disposal in dealing with this widespread problem. Their work is critical for the protection of the sanctity of the Jewish People and is worthy of the encouragement and financial support of every Jew.

May HKBH grant the Guard Your Eyes organization the wisdom, the strength and the means to continue and expand its holy work, and may it help return the Jewish People to becoming a nation regarding whom it is written, קדושים, הוייתם קדושים ("Sanctify yourselves and you shall then be holy").

With deep respects,

Aharon Feldman

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## Our GYE Experience

Imagine a world in which more people were able to experience the success of these GYE members:

"My life is a thousand times better.... Since I started recovery a year ago, I am a completely different person: new job, saying a *Daf shiur*, exercising and lost almost twenty pounds, and my debt has gone down consecutively for the past seven or eight months. When we made the *siyum* on *Erwin* and I started saying the *hadran*, I had to hold myself back from crying, mostly because I probably would not have ever accomplished anything if not for GYE." (*—really getting there*)

"Baruch Hashem, I got in touch with the Guard Your Eyes website.... This site helped me get over it and even set me up with other *frum* girls who are also dealing with this issue, and we speak every day as sort of accountability partners. We tell each other what's going on, give each other *chizuk*, and make sure that we don't slip up.... Baruch Hashem, it's all part of the past ... I *davened* so hard to get out of the situation and Hashem sent me help. How can I ever thank [GYE] enough? No words can suffice to express my heartfelt gratitude. I'm crying with thanks ..." (*—A self-described good girl*)

"[My wife] noticed the change in me before I even let her know I was working on things, and she said so.... Just to give you picture of where I'm coming from, a few nights ago my wife told me that this past anniversary was the first time that she didn't wonder if it would be our last." (*—Skeptical*)

"You cannot visualize the effect that GYE has had on my life. Since I joined the forum, my life has simply changed.... I watch my soul growing daily, as a kid would regularly appraise his height. My *Davening* has not been with such devotion for a very long time. The learning has become superior.... My [family has] never been closer to me ... and the list goes on and on." (*—A mechanech and marriage counselor*)

"The Ruzhiner [Rebbe] said that before Mashiach comes, we'll need to climb up smooth walls with our bare hands to remain an *ehrlliche Yid*," Rabbi Twerski describes. "And that's happening. We're climbing smooth walls today with our bare hands! But Guard Your Eyes is giving people ... rope ... to hold onto, to help them overcome the *nisayon*."

"In every generation, [Hashem] in His kindness sends down someone to sustain Judaism, such as the Baal Shem Tov with *Chassidus*, Rav Yisrael Salanter with the *mussar* movement and the Chofetz Chaim with *shemiras halashon*."

In this unprecedented era, Guard Your Eyes is that rope, to sustain *Yiddishkeit* and its purity for all *Klal Yisrael*, so that "*lo yidach mimenu nidach*" — No one will be left behind.