



# HAFTORAH INSIGHTS

BY REBBETZIN DR. ADINA  
SHMIDMAN  
DIRECTOR,  
OU WOMEN'S INITIATIVE



## For My Sake

YESHAYAHU 43:21-44:23

In the middle of this week's Haftorah, Yeshayahu declares: אֲנֹכִי אֲנֹכִי הוּא מַחֵה פְּשָׁעֶיךָ אֲנֹכִי אֲנֹכִי, I, I am the One who erases your transgressions—for My sake—and your sins I will not remember. (Yeshayahu 43:25)

The repetition of the word אֲנֹכִי immediately echoes the moment when the covenant between Hashem and Israel first began: אֲנֹכִי אֲנֹכִי ה' אֱלֹהֶיךָ. At Har Sinai, that word introduced the relationship that would bind Hashem and His people across generations. Here, Yeshayahu invokes it again. Even after distance and failure, the prophet reminds the people that the covenant established at Sinai still stands.

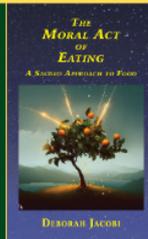
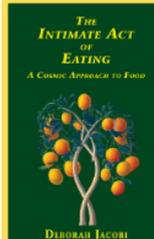
But the verse contains another striking word: לְמַעַן, for My sake. One might expect forgiveness to come for our sake - because we repent, because we improve, because we merit it. Yet the prophet frames it differently. Hashem forgives לְמַעַן.

The Malbim explains that the forgiveness described here does not arise from the merit of the generation alone. Rather, it flows from Hashem's own commitment to the covenant and to the purpose for which Israel exists.

The bond that began with אֲנֹכִי at Har Sinai therefore continues across time. Even when the relationship falters, the covenant does not disappear. Hashem remains committed to the promise and to the future it is meant to bring about.

Forgiveness, in this vision, is not only an act of compassion toward the past. It is an affirmation of the future — of the enduring covenant that began with the word אֲנֹכִי. ■

**Pesach can significantly correct our eating.  
Make the most of this Yom Tov!**



**Riveting-Amazing-  
Life Changing Books!**  
Rivka Goldstein-co-author of  
Creating a Life That Matters

**Phenomenal-  
Incredible Books on  
Spritual Eating**  
Yakov Klein  
The Story of Our Lives

Available at Pomeranz and other leading bookstores



## US BROKERAGE SERVICES IN ISRAEL

# Get the Best of Both Worlds

Keep your money in the US and receive  
local expert investment advice

CALL **02-624-0995 054-599-9530**

[aaron@lighthousecapital.co.il](mailto:aaron@lighthousecapital.co.il) • [www.aaronkatsman.com](http://www.aaronkatsman.com)

Securities offered through Portfolio Resources Group, Inc., member of FINRA, SIPC, MSRB, SIFMA