



Friends of Yemin Orde

FRIENDS OF YEMIN ORDE WELCOMES CAROL EFFRAT AS NEW FLORIDA REGIONAL DIRECTOR

Effrat comes to Washington, DC-based organization with more than two decades as top executive in nationally-based Jewish organizations

Friends of Yemin Orde is U.S. fundraising arm for Yemin Orde Youth Village in Mt. Carmel, Israel; Village provides school, home and family to 500 at-risk immigrant youth

FOR IMMEDIATE RELEASE – Sept. 20, 2011; Rockville, MD: Friends of Yemin Orde (FYO) has hired Carol Effrat, an experienced nonprofit professional and high level manager for national Jewish organizations as its new Florida Regional Director. Effrat previously served as Director of Strategic Planning and Development for the Jewish Institute for National Security Affairs (JINSA). In her new role at FYO, Effrat will be responsible for promoting Yemin Orde Youth Village, located in Israel, and Yemin Orde Educational Initiatives (YOEI), as well as building connections to the Village throughout Florida. She will be based in the South Florida area.

Yemin Orde is a noted residential and educational community for 500 at-risk immigrant youth from more than 20 countries around the world. The Initiatives program serves to broaden the reach of Yemin Orde's unique methodology to other youth villages and public schools in Israel. FYO is the U.S. fundraising arm of Yemin Orde Youth Village and YO Educational Initiatives. For information on YO and YOEI, visit www.yeminorde.org, call 202-237-0286 or email info@yeminorde.org.

Karen Sallerson, Executive Director, Friends of Yemin Orde, enthusiastically welcomed Effrat to the Yemin Orde family. "She brings our team solid professional experience with more than 20 years in the Jewish nonprofit arena on both a grassroots and national level," Sallerson said. "Her skill, insight and passion make her a wonderful addition to our organization."

Prior to joining FYO, Effrat held executive positions in Jewish Federation organizations in the northeast, as well as in the Greater Miami area. In addition, she served as Special Projects Director for the U.S. Holocaust Memorial Museum as well as Deputy Director of NATPAC, a nationally-based pro-Israel political action committee.

"I am honored to join the Yemin Orde family. Its reputation and success at transforming the lives of at-risk children in Israel speaks volumes to the core values of *tikkun olam* that are so important to me," Effrat said. "The dedicated staff at the Village and the amazing generosity of supporters worldwide makes Yemin Orde a remarkable oasis of hope."

Yemin Orde is currently undergoing a massive rebuilding effort after a wildfire in December, 2010, tore through the Village and destroyed offices, staff homes, its library and other key buildings. Hundreds of children, staff and their families were safely evacuated to a nearby village, with no injuries reported. The rebuilding project is expected to take two years and cost approximately \$20 million. Contact Carol at carol@yeminorde.org, or call 954-651-8955 for information on the Village's fire emergency fund and giving opportunities. ###

Supporting the preeminent residential education program for at-risk youth in Israel