



ImpactIsrael Hires E.R. Silverbush as Director of Marketing and Communications

FOR IMMEDIATE RELEASE

ImpactIsrael is proud to announce the hiring of E.R. Silverbush as its new Director of Marketing and Communications. In his role, E.R. will help build awareness of and increase support for ImpactIsrael, the North American philanthropic organization supporting the Yemin Orde Youth Village and Village Way Educational Initiatives.



E.R. joins ImpactIsrael from the Jewish Federations of North America, where he oversaw marketing and communications for the Israel Action Network, the anti-BDS arm of the federation system. He previously managed digital communications for the American Technion Society. E.R. is a member of the DigiTell Network, a group of pro-Israel online advocates assembled by Israel's Ministry of Strategic Affairs.

E.R. holds a Master of Business Administration from NYU's Stern School of Business and completed the MBA summer associate program at Google's Mountain View, California headquarters. He earned his BS at Syracuse University's Newhouse School of Public Communications

He succeeds Barbara Sherbill, the organization's first communications head who is wrapping up an extraordinary 10-year career with the organization.

"I'm incredibly excited to join ImpactIsrael," E.R. stated. "The mission is near-and-dear to my heart, and I look forward to working with our amazing team to strengthen Israel's at-risk youth community, and, as a result, all of Israel."

Executive Director, Karen Sallerson announced, "I am thrilled to have ER join our team. His energy, ideas, and strong writing and digital experience will help continue to move ImpactIsrael forward during the ever-evolving technological and philanthropic landscape. Barbara Sherbill did an incredible job implementing many new communication strategies, and I wish her the best in her retirement.

ABOUT IMPACTISRAEL

ImpactIsrael is the central financial driver of Yemin Orde Youth Village and Village Way Educational Initiatives — ambitious endeavors to touch the lives of at-risk youth in Israel across all boundaries: religious and non-religious; Jews, Arabs, Druze and Bedouin; and of all colors and countries of origin. Its mission is to transform immigrant and at-risk youth into productive members of Israeli society through value-driven education and support.

Formerly known as Friends of Yemin Orde, ImpactIsrael was founded in 1991 and holds a four-star rating from Charity Navigator and Guidestar's Gold Seal of Transparency

ABOUT YEMIN ORDE

Yemin Orde Youth Village, located in northern Israel, is a home, school, and safe haven to 450 at-risk youth from around the world. Yemin Orde's inclusive global community and its Village Way educational methodology provides youth with a quality education, therapeutic support, leadership skills, and the confidence to succeed as productive citizens in Israeli society. Its graduates remain connected to the Village for life and are involved in a broad range of professions such as health care, technology, law, politics, the arts, and more.

ABOUT VILLAGE WAY EDUCATIONAL INITIATIVES

Village Way Educational Initiatives (VEWI) expands the Village Way educational methodology modeled at Yemin Orde to other youth villages, therapeutic residential communities, and public high schools in Israel, including those serving Arab and Haredi communities. VWEI has partnered with 60 communities in Israel, impacting 25,500 at-risk youth and 2,750 educators. Additionally, VWEI develops gap-year leadership programs, collaborates with Israel's only juvenile prison, and provides training to the Israel Defense Forces and the Border Police on how to best work with marginalized youth.

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