



FRIENDS OF YEMIN ORDE ANNOUNCES NEW MEMBERS TO ITS BOARD OF DIRECTORS

For Immediate Release

BETHESDA, MD – January 22, 2017: Friends of Yemin Orde (FYO) is pleased to welcome four new members to its Board of Directors, effective January 1, 2017. The new members were unanimously elected to their volunteer posts during FYO’s November 2016 biannual board meeting in New York City. The new Board Members are: **Allen Applbaum** (New York City); **Mimi Bengio** (Boca Raton, FL); **Seth Rosenzweig** (Boston); and **Robert Shubin** (Denver), who will serve as a Board Observer. Friends of Yemin Orde is the U.S. fundraising arm of Yemin Orde Youth Village and Village Way Educational Initiatives (VWEI), both located in Israel. The Village is home, school and safe haven to 430 at-risk youth from around the world, as well as those born in Israel. VWEI is an independent nonprofit organization created to expand Yemin Orde’s successful education methodology, called the Village Way, to other youth villages and schools throughout Israel, including high schools in Israeli-Arab communities. Visit yeminorde.org, email info@yeminorde.org or call 202.237.0286 for more information on Yemin Orde and its educational methodology.



Board Members serve a three-year term. Board Observers are next-generation members who serve a two-year term, after which it is determined whether they will be nominated as a board member.

“We are thrilled and honored to be able to add these highly respected leaders to our Board,” said Karen Sallerson, Executive Director, Friends of Yemin Orde. “The new board members bring a wealth of experience and insights gained from their business and philanthropic leadership in their communities.”

Allen Applbaum has more than 25 years of litigation and investigation consulting experience. He is currently the global leader of the Berkeley Research Group’s (BRG) Global Investigations and Strategic Intelligence practice, and is a leading expert in independent monitorships and receiverships, providing oversight to the government, regulators, and the judiciary. He has visited Yemin Orde Youth Village and was inspired by its compassionate and dedicated educators, as well as its hard-working youth.

“Yemin Orde Youth Village embodies the spirit of a diverse and growing Israel. I am honored to help lead efforts to catalyze change for Israel’s youth at risk and to inspire a new generation to have hope for a

bright future as successful and productive citizens,” said Allen Applbaum. “The promise of hope is an important element in building a better world for Israel’s fragile children. Yemin Orde and the Village Way are successfully reaching troubled youth in new ways and creating new opportunities for learning, growth and renewal. I am proud to be a part of this vision.”

Mimi Bengio is a Senior Portfolio Manager in the Boca Raton, FL office of Bank New York Mellon Wealth Management (BNY). She has more than 20 years of experience in investment management and private banking. Her inter-personal organizational skills and strong analytical background have helped her establish a close bond with her multi-generational clients. Mimi is active in a broad range of community and charitable organizations in South Florida, including South Palm Beach Jewish Federation and JAFCO- Jewish Adoption and Foster Care Options, among others. She speaks Spanish, French and Hebrew.

“I believe that the future of society as a whole depends on the strength of its youth. Helping support the Village and Village Way Educational Initiatives is the most direct line to assist at-risk youth in Israel and assist in making them productive members of society,” said Mimi Bengio.

Seth Rosenzweig has worked as a fundraising professional for more than 13 years. He currently serves as the Executive Director of National Team Impact, a nonprofit organization that seeks to improve the quality of life for children facing life-threatening and chronic illnesses by teaming them with local college athletic teams. Previously, Seth served as Vice President of Principal and Major Gifts at Boston Children’s Hospital Trust, overseeing the hospital’s billion-dollar campaign and directing fundraising efforts that raised more than \$100 million per year. He also served as Vice President, Development, for Combined Jewish Philanthropies (CJP), Boston’s Jewish federation.

“I am inspired by Yemin Orde’s graduates and the unparalleled commitment of its staff and educators at the Village and throughout our partner communities in Israel,” Rosenzweig said. “I want to use my fundraising knowledge, skills and experience to help FYO exceed previous fundraising goals in order to expand our reach and help more of Israel’s fragile children than ever before.”

Robert Shubin (Board Observer) has roots in the Jewish communities of Atlanta and Denver, where he currently resides. He is a founder and managing member Red Sky Resources I and II, businesses which operates in the oil and gas industry. Shubin’s father, Lewis Shubin, who lives in Atlanta, is a longtime FYO supporter who also served on its Board of Directors. In the broader Denver community, Robert Shubin is an active volunteer in Denver’s public schools.

“My family has supported Yemin Orde and its vital work in Israel for many years and I am honored to follow my father’s footsteps onto the Friends of Yemin Orde board. Israel’s next generation of leaders – its at-risk youth – need a good education and healthy environment in which to grow and thrive and succeed in life. As a member of the next generation, I want to help FYO fulfill this vision of a bright future for Israel and for its fragile youth.”

About Yemin Orde Youth Village and Village Way Educational Initiatives

Yemin Orde Youth Village is home, school and safe haven to 430 at-risk youth from around world. It’s teens live in a safe and loving home environment, have a top-rated education and are surrounded by positive adult role models. The Village operates 24/7, 365 days a year, and offers exceptional extra-curricular programs and therapeutic services not typically offered at other youth villages and schools in Israel. Its successful educational methodology, called the Village Way, is a model of excellence in Israel and enables fragile youth to develop leadership skills, self-esteem, cultural identity and hope for the future. Graduates remain connected to the Village for life.

Village Way Educational Initiatives (VWEI) was created to extend Yemin Orde's successful educational methodology to other youth villages and public high schools in Israel, including schools in Israeli-Arab communities. Today, VWEI partners with 31 educational communities in Israel and has touched the lives of 11,800 youth and 1,500 educators. The goal is to expand to 56 educational communities by 2020 and reach 25,500 youth and 2,800 educators.