

## **The New Jewish Home Welcomes New Chief Development Officer, Alyssa Herman**

(New York, NY)—[The New Jewish Home](#), a comprehensive, mission-driven health care system serving older New Yorkers since 1848, welcomes Alyssa Herman as its Chief Development Officer.

Bringing more than 18 years of nonprofit fundraising experience to The New Jewish Home, Ms. Herman will be responsible for leading the development team and directing all fundraising initiatives and campaigns. Ms. Herman will implement a strategic methodology to increase donor engagement and raise organizational awareness in the philanthropic community.

“Alyssa Herman has an impressive track record of leading successful fundraising efforts in the nonprofit sector and building effective teams,” said Dr. Jeffrey I. Farber, President and CEO of The New Jewish Home. “Her expertise will be essential to the continuity and growth of our mission to provide top quality and innovative health care services for older New Yorkers. We are delighted to welcome her to The New Jewish Home’s leadership team.”

Prior to joining The New Jewish Home, Ms. Herman was Vice President of Institutional Advancement at Yeshiva University. Her earlier experience includes head development roles at Autism Speaks, Food Bank for New York City and Doctors Without Borders.

She attended Yeshiva University’s Stern College, where she graduated Magna Cum Laude with a B.A. in history.

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### **About THE NEW JEWISH HOME:**

Serving New Yorkers of all faiths and ethnicities, The New Jewish Home was founded 170 years ago as the B’nai Jeshurun Ladies Benevolent Society for the Relief of Indigent Females. The New Jewish Home’s mission is to empower older adults to enhance purpose and well-being through a portfolio of innovative health care services. A comprehensive, nonprofit health care system for older adults, Jewish Home’s care continuum includes short-term rehabilitation, long term care, adult day health care, geriatric care management and a wide range of home health programs. Jewish Home serves 10,000 older adults each year in their homes, on campuses in Manhattan and Westchester, and in senior housing residences in the Bronx. Technology, innovation, applied research and new models of care put The New Jewish Home at the vanguard of older adult health care across the country. The New Jewish

Home is a proud partner and founding agency of UJA-Federation of New York. For more information, visit [www.jewishhome.org](http://www.jewishhome.org).

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