

Elena Quevedo Joins The New Jewish Home as Senior Vice President of Advancement

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NEW YORK, NY: May 4, 2017 — Elena Quevedo has been named Senior Vice President of Advancement at [The New Jewish Home \(Jewish Home\)](#), where she will oversee an integrated department managing Development, Marketing and Communications. Chief among her responsibilities will be the management and completion of the capital campaign for the \$300 million Living Center of Manhattan project, the first skilled nursing facility in New York to be designed according to the Green House Project's patient directed model and the first Green House residence in a major urban center, and the \$11 million renovation of the Sarah Neuman campus in Westchester. Dr. Quevedo assumes a position formerly held by Frederic L. Bloch, who left Jewish Home last year.

After a career in academia, Dr. Quevedo joined The MacDowell Colony, the internationally known artists' residency program, as Director of Individual Giving and Special Events. Prior to joining The New Jewish Home, she was the Director of Advancement and Planned Giving at the New York City Ballet.

Dr. Quevedo has broad experience, as both a professional and a volunteer in major gifts development, fundraising systems management and capital campaigns. She has been involved in the campaigns for The Marymount School, The MacDowell Colony and The New York City Ballet. In 2015 Dr. Quevedo joined a group of alumnae who raised \$18 million in three months for Sweet Briar College, her alma mater, when the school announced that it would close at the end of the academic year.

The mother of two young adults one of whom was diagnosed with autism at the age of two, Dr. Quevedo has served on the board of The Hawthorne Foundation, The Exceptional Family and The Global Autism Project, all of which serve individuals on the autism spectrum. While a trustee of The Hawthorne Foundation she was instrumental in founding and establishing a school in Manhattan for children on the spectrum.

Dr. Quevedo holds a BA in Art History and Medieval Studies from Sweet Briar College. After earning an MA and PhD in Art History from The Institute of Fine Arts of New York University, she taught at the New York School of Interior Design and, later, at Rutgers University.

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About THE NEW JEWISH HOME: Serving New Yorkers of all faiths and ethnicities for 168 years, The New Jewish Home is transforming eldercare as we know it. One of the nation's largest and most diversified not-for-profit geriatric health and rehabilitation systems, Jewish Home serves 12,000 older adults each year, in their homes and on campuses in Manhattan and Westchester, through short-term rehabilitation, long-term skilled nursing, low-income housing, and a wide range of home health programs. Jewish Home believes that high quality care and personal dignity are everyone's right, regardless of background or economic circumstances. Technology, innovation, applied research and new models of care put The New Jewish Home at the vanguard of eldercare providers across the country. For more information, visit www.jewishhome.org.