



NEWS RELEASE

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Friends of New York City Nurse Family Partnership

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Friends of New York City Nurse Family Partnership

Announces New Board Leadership and Welcomes New Program Associate

Friends of New York City Nurse Family Partnership announced today new board leadership and the appointment of a Heart’s Desire awardee as Program Associate. After five years as Board President, Susan Orkin will step down from her role. She remains committed to the work of Friends and will serve the board in the capacity of Immediate Past President. She is succeeded by long-time board member Henry Mascia.

Susan said of the transition, “I plan to continue working with the executive committee as Immediate Past President and work on special projects, because I am so passionate about the effectiveness of this work that I cannot entirely let it go. With that, let me acknowledge my wonderful colleagues and board members, your enthusiasm and commitment to this work is greatly appreciated. Many thanks to Henry for stepping into this role, I am delighted to put this work in his capable hands. Founding this organization and working with the moms and nurses has been an honor and work of which I am immensely proud. And I am grateful that our mission has given me the opportunity to share philanthropic experiences with my own family, as my children and even my grandchildren are supporters of Friends. I am enormously proud of the organization that Friends has become and I know even greater things are ahead.”

Under Susan's leadership, Friends has more than quadrupled in size. Most importantly, they have developed programs that NFP considers vital and could not imagine doing without. After visiting NYC NFP with Chris Wasserstein in 2015, Susan was moved to create the organization believing it was the best anti-poverty program she had seen in her 35 years of social work experience. Because of Susan's hard work since the fruition of Friends, the organization currently provides over \$150,000 in Heart's Desire Fund awards and has helped women launch businesses, get their degrees, and provide for their families in life-changing ways.

"Susan has been the driving force behind Friends' growth and our success as an organization. I am honored to continue the work she started, and I hope she will enjoy some time traveling and with family," said Henry.

Amidst the pandemic, Susan led the organization-wide pivot to address the urgent needs of mothers and families during COVID when resources were lacking or unavailable. Susan continues to spearhead the strategic planning committee in an effort to expand the organization's reach, resources, and team.

"There is no question this is an exciting time for Friends. The pandemic has highlighted the immense challenges facing mothers and Friends works with NYC NFP in unique ways to empower families. We are all so grateful to be part of life-changing work and thank Susan for her tireless efforts on behalf of families," said Karin Romans, Executive Director. "In addition to Susan, I want to thank Chris Wasserstein and Susan Chinitz who served as Vice-President and Secretary. Without our founding board's tireless efforts, we would not be where we are today. While I know none of them are going far, I hope this allows them so much-deserved down time. I want to thank Henry for stepping up from Treasurer to President. I look forward to working with our new executive team."

Below is a brief introduction of the new Board leadership:

Henry Mascia, JD, President, is a civil litigator and immigration attorney at Rivkin Radler, LLP. Henry and his wife, April, have supported the Nurse-Family Partnership for many years. They were inspired by the birth of their own children and the empirical data demonstrating the program's long-term positive effects on families.

Ellen Cohen, Vice President, has had a career as an individual gifts fundraiser and was recently a longtime board member of Summer Search NYC, a youth mentoring organization for low-income high school students. The organization helps guide teens to college through summer trips and professional mentoring. Ellen sees Friends of NYC NFP as a natural extension of what she has been doing and is thrilled that its support for moms and babies starts in pregnancy.

Christina White, CPA, Treasurer, is a director at PwC with over 12 years of experience providing accounting, audit, and business advisory services to both emerging growth companies as well as multinational companies within the technology, media & entertainment industries. Christina was inspired by the mission statement of Friends of NFP and was drawn to the program following personal life events. She sees the direct impact the organization can have on mothers and babies at a pivotal point in their lives and the hope and confidence the program instills in young mothers.

Rebekah Wahba, Secretary, is the Head of Aladdin Platform Product Analytics at BlackRock. She has spent two decades working at the intersection of financial services and technology. Her focus is on solving complex problems and driving change through the integration of data-driven insights. She is a

proven leader of global high performing teams and she has a passion for bringing out the best in people. Rebekah is enthusiastic about Friends' commitment to improving babies' lives and giving moms the tools they need to be able to achieve their own goals and support their families.

For a full list of our board members, please visit our website, <https://friendsofnycnfp.org/about/board/>.

But the board leadership is not the only change at Friends. In a full circle moment, Friends welcomes our newest **Program Associate, Jazmin Williams**. A graduate of the NFP Programs and a Heart's Desire Fund awardee, Jazmin is the epitome of everything we stand for at Friends. A strong female entrepreneur who created her own opportunities to make a better life for herself and her family, she is now bringing her talents to our work overseeing the Heart's Desire Fund in addition to our other programs. While working with Friends, Jazmin will be furthering her education by expanding her knowledge of nutrition with the goal of nourishing moms from the inside out.

About Friends of New York City Nurse Family Partnership

Our mission is to improve babies' lives by assuring that NYC NFP has the resources to fully achieve its goals. Scientists now believe that poverty starts in the womb. But it doesn't have to be that way. We provide financial assistance to mothers to allow them to pursue higher education and we pay for activities and events that increase their social and community connections. We also provide benefits for nurses that advance their skills and contribute to their satisfaction and retention. None of these additional services are available under the basic government-funded program. **Friends increases the impact of the program on NYC clients.**

To learn more about our organization, please visit our website: <https://friendsofnycnfp.org>. Also, find us on [Facebook](#) and [Instagram](#). For more information, please contact Karin Romans, Executive Director at karin@friendsofnycnfp.org.