

Harlem Educational Activities Fund (HEAF) Further Strengthens Board

Five New Directors Named

New York, NY – August 20th, 2021 —The Harlem Educational Activities Fund ([HEAF](#)) Board of Directors is pleased to announce the appointment of five new members: Allison Allen; Cecil Brooks, Jr.; Deirdre Guice Minor; Elan Keller; and Tom Veripapa. The new group of directors represent a breadth of industries and functions.

“It is critical to have strategic, energetic and diverse leadership in place on the board to help make HEAF's mission a reality,” said [John Jacobsson](#), Chair of HEAF’s Board of Directors and Executive Vice President at Related Companies. “We are certain that the addition of Allison, Cecil, Elan, Deirdre and Tom will bolster our already strong and passionate board, bringing fresh perspectives and new solutions for the students HEAF serves.”

About the new Directors:

[Allison Allen](#) is the Executive Vice President and Chief People Officer at the Lincoln Center of the Performing Arts. Prior to her current role, she held leadership positions in the areas of diversity, culture and talent for companies including Verizon, Bloomberg, RBC Capital Markets, and Deutsche Bank. Allen has also served as a consultant and executive coach helping clients develop diversity, equity and inclusion strategies, build culture, and lead business transformation.

[Cecil Brooks, Jr.](#) is a proud HEAF alumnus and community member who will serve as alumni liaison on the Board of Directors. Brooks is a Senior Constituent Services Representative for the U.S. House of Representatives in the South Bronx. Previously, at the Department of Small Business Services he provided input on commercial legislation and economic incentives for the benefit of New York’s entrepreneurs. His experience in community outreach to foster economic mobility throughout underserved areas includes roles with the inaugural Africa Investment Forum in Johannesburg, the U.S. Embassy in Lima, and a pilot eco-tourism retreat in Koh Tao, Thailand. He is active with Manhattan’s Community Board 11 in HEAF’s East Harlem neighborhood.

[Deirdre Guice Minor](#) is Vice President of T. Rowe Price Group, Inc., and T. Rowe Price Associates, Inc. She is a key advisor to the firm’s clients and prospects, managing and expanding relationships across all asset classes. In addition to her appointment to the HEAF board, Guice Minor is a board member of the National Association of Securities Professionals and serves on the National Council on Teacher Retirement’s Corporate Advisory Committee. She is also on the board of the American Theater Group, a member of The Greater Essex County (New Jersey) Chapter of Jack & Jill Inc. and a member of the Essex County Chapter of The Links, Inc.

[Elan Keller](#) is Managing Director and Chief Operating Office at LegalSearch Inc, which is an award-winning legal placement and consulting firm. Previously he was an international corporate tax partner at Reed Smith, LLP and Kaye Scholer, LLP, as well as managing director and senior in-house legal counsel to two multinational financial service companies. Keller has been recognized and recommended numerous times by the Legal 500 for Domestic & International Tax Law, and was also recognized and ranked as a top tax lawyer by U.S. News & World Report Best Lawyers. Keller is an Executive Board Member of the President's Leadership Council of the University of Delaware and a Board Member of the Alfred Lerner College of Business & Economics at the University of Delaware.

[Tom Veripapa](#) is Vice President of Sodexo, the worldwide leaders in hospitality and facilities management. Veripapa has also held senior leadership roles with many strategic Global Clients. Across his career, he has focused on high-profile clients and operations while managing luxury hotels in North America.

About HEAF

The Harlem Educational Activities Fund (HEAF) is a high-impact supplemental education and youth leadership nonprofit that helps motivated New York City public school students from underserved communities become high-achieving college graduates. HEAF makes an 11-year commitment to students beginning in sixth grade – the fully-funded scholarship college access and career exposure program provides academic enrichment, personal development, career exposure, college prep and more. At HEAF, College is the rule. 100% of HEAF students graduate from high school and are accepted into college. For more information about HEAF, including how you can make an impact as a volunteer or donor, visit <http://www.heaf.org>.