

SUNRISE TALK

JAFCO Appoints Robby Etzkin as New CEO

by [Sharon Aron Baron](#) February 4, 2025



Robby Etzkin, JAFCO's new CEO.

Jewish Adoption & Family Care Options in Sunrise has announced Robby Etzkin as its new CEO, succeeding founding CEO Sarah Franco.

Etzkin, who had served as CEO-elect since December 19, officially took over on January 31, following Franco's retirement after 32 years of leadership.

Etzkin's appointment comes after an extensive national search and is part of a strategic succession plan. He brings over 20 years of experience in managing Jewish nonprofits, especially those focused on children.

Previously, Etzkin was Executive Director of The Roth Family Jewish Community Center of Greater Orlando and has also been involved in Jewish Summer Camp programs. He holds a master's in Family, Youth & Community Services from the University of Florida.

In a statement, Franco expressed confidence in Etzkin's leadership, saying, "I have full confidence that Robby is the perfect new CEO to move our organization into the future."

JAFCO, founded in 1992 by Franco, Dr. Ronald Simon, and COO Wendy Jenkins, is dedicated to providing care and support to children and families affected by abuse, neglect, trauma, and developmental disabilities. Its programs include the JAFCO Children's Village, Children's Ability Center, and the Eagles' Haven Wellness Center in Coral Springs.

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