



Big Brothers Big Sisters of the Bay Area
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Big Brothers Big Sisters of the Bay Area Announces Lillian Samuel, MNA as Chief Executive Officer

Big Brothers Big Sisters of the Bay Area Celebrates a Renewed Commitment to Igniting the Potential of Kids, one Relationship at a Time

San Francisco, CA July 14, 2021— The Board of Directors of Big Brothers Big Sisters of the Bay Area (BBBSBA) is pleased to announce the appointment of Ms. Lillian Samuel, MNA as its Chief Executive Officer. This appointment follows an extensive national executive search.

Ms. Samuel comes to this role after serving as the Chief Philanthropy/Development Officer for Girl Scouts of Northern California. She assumed the position on July 1, 2021.

“On behalf of the BBBSBA Board and Staff, I am absolutely thrilled to welcome Lillian as our new CEO. Lillian has an outstanding, successful track record as a highly strategic executive in the nonprofit arena. Given her deep development expertise, coupled with her strong passion for the mission of serving youth via mentorship, her positive energy and contagious enthusiasm raises our confidence in her ability to significantly increase the number of youth served by Big Brothers Big Sisters of the Bay Area” emphasized Majd Khleif, Board Chair of BBBSBA.

Samuel said she is delighted to take on the CEO role during this moment in our history.

“After a year of significant unrest and change, I’m very interested in investing in youth so they have equitable access and opportunity to succeed. Everyone benefits. One on one mentoring is a proven model for changing the trajectory in life especially for young people.”

“Big Brothers Big Sisters advocates for children through meeting them where they are. I believe when children are empowered, there is no limit and their potential increases exponentially. We want all children to have the opportunity to impact the world”

Ms. Samuel has held a number of leadership positions at health care, higher education and youth serving organizations. An astute fundraiser, Lillian has raised over 50 million dollars as a Director of Development for a large nonprofit health center, Major Gift Officer for the top public medical university in the country, and as a volunteer for several organizations including her alma mater. In addition, she has extensive experience as a retail executive at Bloomingdales, Gap, and Duty Free Shoppers (DFS). Lillian holds a BA from the University of Pennsylvania and a MA in Nonprofit Management from the University of San Francisco

“I’m looking forward to working with cities and schools in our nine Bay Area counties, as well as individuals and companies who care about making a transformational impact on the lives of our children. My vision is to scale so every child who needs or wants a mentor is matched.” Samuel said.

About Big Brothers Big Sisters of the Bay Area

Big Brothers Big Sisters is one of the oldest, most respected youth-serving organizations in the country and has been changing kids’ lives for over 110 years nationally. Our mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change kids’ lives for the better, forever. Founded in the San Francisco Bay Area in 1958, Big Brothers Big Sisters has matched thousands of local boys and girls with caring mentors. While part of a national network of Big Brothers Big Sisters affiliates, we are an independent Bay Area charity with a \$3 M budget and a local governing Board dedicated to Bay Area children. With over 20 staff members, we serve children across nine counties: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, Marin, Sonoma, Napa and Solano. Big Brothers Big Sisters provides one of the only year-round mentoring programs for youth in these counties, bringing an unparalleled rigor to mentoring.