



**Big Brothers Big Sisters Northern Sierra Named  
Local Agency of the Year**

*Big Brothers Big Sisters of America Honors Local Leaders Helping Create Life-Changing  
Mentoring Relationships for Children*

**Cameron Park, CA (July 1, 2020)** – Big Brothers Big Sisters of Northern Sierra (BBBSNS) was recognized by Big Brothers Big Sisters of America as one of six exceptional local agencies on June 26 during its Annual National Conference, which was held virtually June 15-26. BBBSNS received the distinction for demonstrating outstanding leadership and increasing the number of children served in surrounding communities. BBBSNS has also made key strategic decisions that have resulted in innovation and growth during the past year.

BBBSNS was selected as 2019 Agency of the Year for increasing the number of children served, the quality and length of each mentoring relationship and increased revenue, all key components needed to ensure agencies can continue to help more youth who want—and need—a mentor in their lives.

“I am honored and feel very fortunate to work with such a committed team of individuals and thank each member of the staff, our BIGS- volunteers who are the life blood of our work- for their extraordinary efforts, inspiring dedication and their unwavering passion for the children we serve,” said Brenda Frachiseur, executive director of Big Brothers Big Sisters Northern Sierra. “It is also my honor to work with a Board of Directors who is both supportive and willing to provide guidance to work toward a future of positive growth and continued success. Over the past six years, we have come so far but we still have a long way to go! I look forward to our future.”

BBBSA’s winning agencies have focused on growing the number and maintaining the quality of mentoring relationships between caring adult volunteers (called ‘Bigs’) and youth (called ‘Littles’). They include:

- Large Agency of the Year: Big Brothers Big Sisters of Eastern Massachusetts [Boston, Massachusetts]
- Mid-Large Agency of the Year: Big Brothers Big Sisters of East Tennessee [Knoxville, Tennessee]
- Small-Mid Agency of the Year: Big Brothers Big Sisters of Northern Sierra [Cameron Park, California]

“Our Network of 240 agencies is strong because of the commitment of the agency leaders, staff and Board members who make it a priority every day to defend the potential of youth across the country,” said Pam Iorio, President and CEO of Big Brothers Big Sisters of America. “We also

applaud these outstanding agencies for their innovation, and their ability to pivot when faced with challenges.”

**About Big Brothers Big Sisters Northern Sierra**

Big Brothers Big Sisters of Northern Sierra was incorporated in 1977 and is an affiliate of Big Brothers Big Sisters of America. Serving children ages 3 to 18. Recently, BBBSNS, formerly BBBS El Dorado County, merged with the Nevada County and North Lake Tahoe affiliate significantly expanding the agency’s coverage area to include Truckee, Kings Beach, Tahoe City Region, Auburn, Grass Valley, El Dorado County and all the Northern Sierra communities in-between.

**About Big Brothers Big Sisters of America**

Founded in 1904, Big Brothers Big Sisters of America is the largest and most experienced youth mentoring organization in the United States. The mission of Big Brothers Big Sisters of America is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters’ evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and improved relationships. Big Brothers Big Sisters has 240 local agencies serving more than 5,000 communities across all 50 states. For more information, visit: [www.bigbrothersbigsisters.org](http://www.bigbrothersbigsisters.org).

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