

INSIGHTS + NEWS

Samantha McDonald Led Discussion on Strategic, Impactful Changes in the Nonprofit Sector

[Samantha McDonald](#) joined Tiffany Lillie, CEO and Executive Director of Girls Inc. of Worcester, at the Worcester Regional Chamber of Commerce's Nonprofit Roundtable on December 16, 2025, for an in-depth conversation on driving meaningful, sustainable change within nonprofit organizations.

Samantha led a discussion highlighting the significant organizational transformation Girls Inc. of Worcester has undertaken in recent years – changes implemented across all levels, from daily programming and service delivery to board governance and long-term strategic planning. The conversation also examined how the organization diversified funding streams to balance its budget and changed the geographic reach of the organization. Together, they outlined the steps Girls Inc. took to assess the needs of its target population, evaluate how effectively existing programs met those needs, and generate acceptance and excitement about the changes needed for long-term sustainability.

The roundtable offered valuable insights for nonprofit executives, board members, and community leaders, and provided practical, replicable strategies for strengthening impact, enhancing sustainability, and building stakeholder buy-in.