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American Baptist Foundation (ABF) Announces Resignation of Executive Director as ABF Continues on a Firm Foundation

East Norriton, PA— Rev. Perkin Simpson has resigned as Executive Director effective Friday, Feb.19, 2021. Associate Executive Director of Advisory Services Linda Cassel CSA, CAP® will serve as Interim Executive Director as the American Baptist Foundation Board conducts a nationwide search for a permanent director.

Cassel began her work with the Foundation in 2008 as a Development Advisor and, in 2010, became Director of Development. She moved on to serve as Associate Executive Director of Advisory Services in January of 2020. In that position, she has been instrumental in leading the staff, promoting planned giving education, and providing consultation services to our partners and American Baptist Churches (ABC) family. She has over twenty-five years of experience in financial planning and investments. She is a member of the Estate Planning Council of Northeastern Pa, the National Society of Certified Senior Advisors, and the Partnership for Philanthropic Planning of Philadelphia.

“This announcement is with sadness and gratitude,” said Nichole L. Tillman, ABF Board Chair. “Due to [Mr. Simpson’s] leadership of 13 years, the American Baptist Foundation is in a very strong position for continued growth and service. On behalf of the ABF Board, I want to thank Perkin for his service and commitment to this ministry. I also would like to thank Linda for graciously agreeing to serve as interim. And finally, I would like to thank members, partners, donors as well as the staff for your prayers and support during this transition.”

During Simpson’s tenure, he transformed the Foundation from a struggling organization, after the 2008 market crash, to a healthy and thriving organization whose purpose continues to aim to improve the financial health of its Members, Donors and the broader American Baptist Churches (ABC) family.

Simpson more than doubled the net assets under management from \$81 million in 2011, to over \$167 million currently, all while distributing over \$116 million to various Donors, Members, and ABC partners. He established the *Strengthening Your Financial Future (SYFF)* program, which is American Baptist Foundation’s core institutional offering, and it provides customized stewardship solutions for each ministry. He has grown the Foundation to be financially stable, owning its new headquarters mortgage free.

Finally, Perkin Simpson had assembled a valued staff of cohesive, service-oriented leaders. The diversity evident in American Baptist Foundation’s staff reflects the diversity in the ABC family. Each member is knowledgeable and is dedicated to American Baptist Foundation’s ministry as the organization continues to “Connect People Who Care to Ministries that Matter.” We look forward to continuing our journey under new leadership.