Bio for Juliana Schirmer

Juliana Schirmer joined the East Bay Regional Park District to oversee the Regional Parks Foundation in October 2015. Juliana is an experienced CEO and Chief Administrative Officer with a demonstrated history working in nonprofit administration, resource development, program management, public relations and communications, and organizational development.

Juliana is responsible for the day-to-day management of the Regional Parks Foundation, a separate 501(c)(3) nonprofit organization, with $10M in assets and $4M in annual revenues. In coordination with the AGM of Public Affairs and Executive Director of the Regional Parks Foundation, Juliana guides the board of director’s activities in strategic planning, governance, financial management, growth initiatives, and succession planning. She supervises a staff of seven to implement a comprehensive and aggressive fund development strategy to diversify and increase funding for the East Bay Regional Park District.

During her time with the agency, she has led and implemented the membership program restructure, redesign and launch of new brand initiatives including the 1-in-a-million campaign, marketing collateral and new website, and successful partnerships with Drake’s Brewing, Whole Foods Market and REI. Since 2015, annual revenues have grown from 2.4M to 4.0M and the agency is well-positioned to launch a capital campaign for the Tilden Environmental Education Center in 2021.

Prior to joining the Park District, Juliana served as Chief Development Officer for New Door Ventures in San Francisco where she successfully completed a $16M capital campaign while raising $3M in annual revenues to support youth development programs for 16-24-year-old disconnected youth, and her prior work included serving as Interim CEO and Development Director for Tri-City Health Center, a $20M federally qualified health center in Fremont; Development Director for Habitat for Humanity; and as principal of her own nonprofit consulting firm. Juliana attended Indiana University School of Philanthropy and she is a certified fundraising executive.