

Lilly Cuff Biography

Lilly Cuff is the Consumer Awareness Program Coordinator for the Better Business Bureau Education Foundation. She holds a Master degree in Social Work and has worked in the non-profit sector since 1995.

In 2002, she and her husband David founded “FireSeeds,” a non-profit organization dedicated to “Enhancing lives through cooperative partnerships.”

Their first project is in partnership with “Africa Greater Life Mission” to build an orphan’s village in Kampala, Uganda. Lilly spent March 2003 in Kampala working with local project leaders on a site assessment, preliminary budget and a shared plan of action.

Their goal is to give underdeveloped communities a “hand up” to independence by facilitating partnerships in the public and private sectors that provide for the needs of the community while developing commercial activities for self-sufficiency impacting both the local and surrounding community.

Lilly also coordinates the Young Consumer Advocate Program (YCAP) which educates and empowers young adults to fight scams and frauds targeting youth along with providing useful tools to help them handle their finances and understand consumer rights.