



Brenda B. Asare

Benjamin Franklin Award | 2025 Annual Philanthropy Awards

Brenda Asare joined Alford Group in 2004 and assumed the role of President & CEO in 2014. Brenda brings nearly 30 years of management experience across sectors. She has assisted clients in raising over \$2 billion, focusing on campaign execution, strategic planning, corporate partnerships, board leadership development and organizational design.

Prior to joining Alford Group, she was Chief Development Officer with the American Red Cross in Chicago where she led various disaster fundraising efforts raising over \$100 million.

Additionally, Brenda is currently the Chair of The Giving Institute and serves as a board member for numerous philanthropic organizations. Brenda is a frequent speaker on the intersection of diversity and philanthropy and has mentored many talented development professionals. Brenda was recognized as Crain's Notable Minorities in Consulting in 2019 and Crain's Notable Black Leaders and Executives in 2021 for her remarkable work in the nonprofit sector.

Fun Fact: Brenda is a “quotes” collector. Her favorite is “My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor and some style.” – Maya Angelou