

Rashida Petersen
Regional Director, East

Rashida's career has been built on expertise gained from leading major fundraising and development initiatives in developing countries as well as expanding U.S. -Africa trade and investment. Working within the development departments of international nonprofits, she has been responsible for annual funding goals of over \$16 million dollars in institutional funding and over \$1.3 million dollars cumulative in unrestricted donations.

Her steadfast focus on causes with strong community involvement and local impact was the catalyst to establish consulting firm 1847 Philanthropic and technology start-up, DIA-Fund. DIA-Fund was a hybrid micro-philanthropy platform that connected members of the diaspora in the U.S with vetted community-based organizations in their home country and was developed out of 1847 Philanthropic as a technology solution to the problem of expensive due diligence costs and identification of grassroots organizations.

She began her career at the U.S. Department of Commerce, where she served as the East Africa desk officer within the International Trade Administration. Additionally, she served as the acting senior commercial officer with the African Development Bank. She was formerly the director of membership and marketing for The Corporate Council on Africa, a trade organization devoted to increasing U.S. trade and investment in Africa.

Rashida is a noted speaker on topics related to international development, organizational development, and local impact, fundraising, as well as the importance of diversity in international affairs at conferences and events around the world.

Rashida holds an International Business degree from the University of Maryland. She currently serves on the advisory board of the University of Maryland's Center for Global Business; is a member of Bridge Institute's Africa Policy Group; member of the Association of Fundraising Professionals and a virtual mentor for College Bound in Washington, D.C.