

Furonda Brasfield

Furonda Brasfield is a nationally recognized attorney, organizer, and human rights advocate whose work bridges law, culture, and grassroots movement building. Known to millions from her appearance on *America's Next Top Model*, Furonda transformed that international platform into a powerful vehicle for social change—spending more than a decade organizing rural communities and elevating voices often left out of conversations about justice, democracy, and economic opportunity.

Furonda has become a leading voice in the fight for civil and human rights, championing causes ranging from death penalty abolition and reproductive justice to HIV/AIDS awareness and expanding access to legal services in underserved rural communities. As the former Executive Director of the Arkansas Coalition to Abolish the Death Penalty, she played a pivotal leadership role during the historic 2017 #8in10 campaign, mobilizing national and international attention to oppose Arkansas's unprecedented plan to carry out eight executions in ten days. Furonda has presented at numerous national conferences, including: The Socialism Conference, The NAACP Legal Defense Fund's Organizer's Conference, The National Bar Association's Annual Conference, The NAACP Legal Defense Fund's Capital Litigation Training (Airlie), Beyond the Bars, and Netroots.

Today, Furonda serves as Director of Leadership Development at the U.S. Campaign to End the Death Penalty, where she supports leaders across the country who are working to end capital punishment. She also leads the "Noose to Needle" initiative, a groundbreaking public education project that traces the historical connections between slavery, racial terror lynching, and the modern death penalty—challenging communities to confront the legacy of racial violence embedded in America's justice system.

In addition to her national advocacy work, Furonda has played an important role in shaping local policy and accountability efforts. In 2021 she served on the City of Little Rock Police Oversight Review Board, helping evaluate policing policies and procedures to strengthen transparency and public trust. She has collaborated with the Legal Services Corporation and the UALR Rural Incubator Program to expand legal access for rural Arkansans and support the development of community-based legal services.

Furonda earned her Juris Doctor from the University of Arkansas at Little Rock's William H. Bowen School of Law, with an emphasis in Public Administration. She is a founding board member of DecARcerate Arkansas and currently serves on the board of the ACLU of Arkansas, where she continues to advance efforts to dismantle mass incarceration and defend civil liberties.

Grounded in both community and faith, Furonda is a member of Longley Baptist Church in Southwest Little Rock, where she draws strength and purpose for her ongoing work for justice.

Through law, organizing, and public leadership, Furonda Brasfield continues to challenge systems of inequality while inspiring a new generation of advocates committed to building a more just and humane society.