

Title: "150 Profiles: Angela Crockwell"

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By Angela Crockwell

As we mark the 150th anniversary of confederation, The Philanthropist is profiling Canadians from across the non-profit sector and putting a face to 150 individuals who work or volunteer in Canada's social sector.

Name: Angela Crockwell

Current role in the sector: Executive Director for Thrive, a charitable youth organization in St. John's, Newfoundland

Years working and/or volunteering in the nonprofit sector: 27 years.



What was your first job in the sector or a defining moment?

I don't think there is a defining moment, but lots of moments, events, and people that shape my work. I am always learning and hopefully growing. But my first real job was coordinating a summer program in a low income housing area. The impact of poverty on families was an eye-opener for me, that is when I first started to think about privilege, structural discrimination and social justice.

Describe your desk/workspace.

Its pretty plain and boring, all the things I require, computer, telephone, lots of papers... but not

decorated. I do have a picture of all my nieces/nephew and that's really the only personal touch in my office.

What are you reading or following that has expanded your understanding of the non-profit sector?

Recently I have been focussed on board governance and impact evaluation. I have been looking at a lot of Tamarack Institutes information on evaluation and Capacity Canada has great information on board governance. The book "The Leadership Challenge" is always close by as well, and a constant go-to for me.

What do you think our sector needs to be thinking about?

So many things! How do we create services and programs that are trauma informed, how to implement good performance management processes, how to develop an effective marketing and communications strategy, how do we diversify our funding base... What matters most is providing a space where we are helpful to individuals who are seeking our services in a way that makes sense to people and people feel they are treated with dignity and respect always, and that staff love coming to work and also feel supported.

Do you know someone we should profile as part of this series? Email us at philanthropistprofiles@gmail.com