

MARSHALL E. CRAWFORD, JR.

Category

Nonprofit/Institution

Company

The Housing Fund

Email

mcrawford@thehousingfund.org



About:

What I do: Lead an organization that provides resources and creative leadership to help individuals and communities to create and maintain affordable and healthy places in which low- and moderate-income people live.

Finding inspiration: I read a lot of material to learn from others, but I still find motivation from serving others and making a difference. I try to inspire others by sharing what I read and leading by example, with compassion and empathy.

How my team surprised me this year: I was surprised by their flexibility and willingness to roll up their sleeves and stay the course; they were still able to assist so many families impacted by the tornado and Covid while sheltering in place. We had a great year in terms of impact and financially, even during these difficult times.

Looking forward to in 2021: A normal sports environment.

How I view 2019 (post-2020): We established some stretch goals in 2020 because of our success in 2019; the pandemic made us stretch even further, and we were still able to provide the necessary resources and creative leadership people needed to take care of their families.