



ColRich Thrive

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Generations of
Excellence



Service as a ColRich Core Value

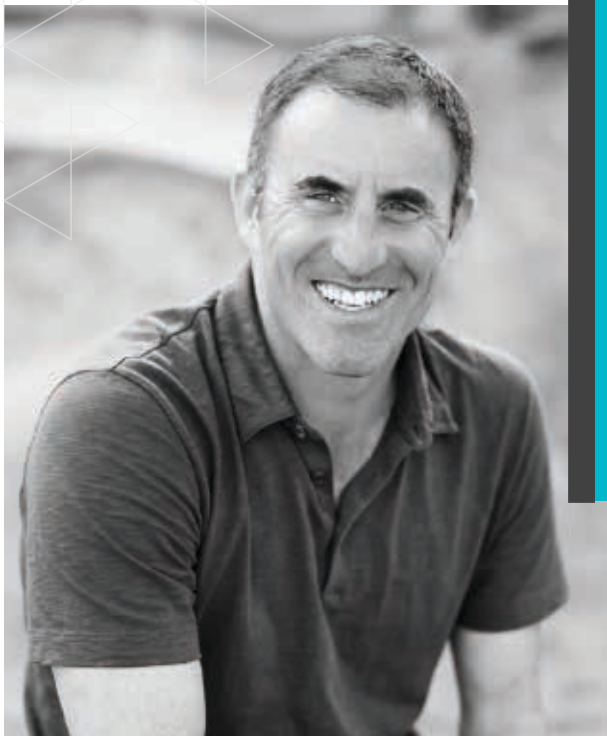
The ColRich team is passionate about supporting and serving residents across our neighborhoods. We embrace the concept of community as more than just a collection of properties but **a core value acting as a compass guiding our employees, partners and operators.**

We believe that philanthropy and investments go hand in hand, building a self-sustaining eco-system that leads to happier residents, better environments and enhanced investor returns – all while creating a strong sense of purpose for what we do every day.

Our community-centered operating philosophy creates a circular effect, fueling increased performance at the property level which in turn generates more funding for the essential programs that can sustain a perpetual investment.



A Stronger Future



“

We believe that when we invest in our tenants, we are investing in the futures of our neighborhoods, our Company, our lenders and our investors. Employed and empowered residents are emotionally and physically healthier, less likely to miss rent payments, and in a stronger position to provide for their families and contribute to the wellbeing of their larger communities.”

— DANNY GABRIEL,
CEO



ColRich™

About ColRich Thrive

The centerpiece of our service-centered philosophy, **ColRich Thrive** is a forward-thinking, industry-leading approach that extends far beyond what is typically offered by similar companies.

ColRich Thrive is designed to help those in need at both our income-restricted multifamily properties and market-rate workforce housing communities to advance their lives. We make upfront investments in our properties, provide a wide array of social support services and create the dedicated physical spaces for these activities to take place onsite – setting up our communities for long-term success.



ColRich Thrive Partners



In collaboration with **Apartment Life**, our lead non-profit partner, we pioneered an innovative delivery mechanism for **ColRich Thrive**. At the heart of **ColRich Thrive** are **Resident Advocates**, uniquely qualified social service professional who interact first-hand with residents where they live – right on property. This new personalized, direct assistance model has already proven to positive results while also eliminating the burden on property management staff.

Already connected in their local communities and with prior social services expertise, **Resident Advocates** help our residents apply for rent and utility assistance, succeed in school, find jobs and surmount a variety of physical and emotional hardships.

ColRich Thrive Services

As part of **ColRich Thrive**, residents receive personalized, bilingual assistance with:

- Rent relief
- Utility assistance
- Food drives and diaper banks
- Physical and mental health services
- Crisis counseling and wellness coaching
- Job fairs and resume writing
- Unemployment applications
- Tutoring and after-school programming
- Youth development groups
- Police and fireman days
- Lunch and school supplies for students
- Special events (resident appreciation programs, toy drives, coloring hours)

Classrooms are built on property by ColRich to provide tutoring, after-school activities and dedicated Kids Clubs with homework tables, craft areas, mini-libraries, board games, and WiFi.



ColRich

ColRich Thrive in Action

Woodmark Kids Club

At Woodmark in Tacoma, ColRich Thrive is actively:

- Leveraging newly created physical space including kitchenette and homework tables to engage residents
- Collaborating with local youth-based organizations to expand programming
- Providing access to year-round mentoring and a summer sleep-away camp
- Offering academic support for middle and high school students on property



Resident Advocate Success Story

The Woodmark

Helping our resident Suzanne complete a rental assistance application has been life changing for her family. Now Suzanne will be eligible to receive thousands of dollars in rent relief, ensuring that she can stay in her home, maintain custody of her 12-year-old daughter and help her disabled son with his mental health issues. Connecting Suzanne with critical resources has given her hope for a brighter future.



Rebekah, Resident Advocate at Woodmark

(Resident name changed for privacy)

Resident Advocate Success Story

Park Place at 92nd



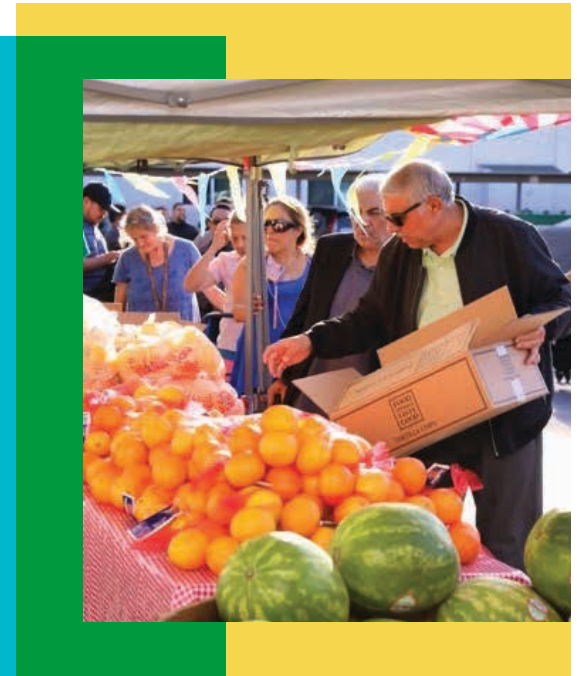
Martha is an unemployed low-income mom struggling to make ends meet. She was beyond grateful this winter when our holiday toy drive provided a sketch pad and pens from her art-loving daughter's wish list. Despite her hardships, Martha remains highly motivated to improve her quality of life. She recently started a soccer league to inspire children to exercise and have fun, and organized her neighbors to cheer from the sidelines. Appreciative of the assistance her family has received, Martha is a great example of giving back to her community.

Krista, Resident Advocate at Park Place at 92nd
(Resident name changed for privacy)

Resident Advocate Success Story

Genoa Lakes

Retired and disabled veteran Steve was struggling. At first reluctant to share his story, he eventually warmed up to our Resident Advocate Will at Genoa Lakes. He recently invited Will into his apartment and showed him his empty fridge, revealing he had no funds to buy groceries. Will immediately contacted a partner food bank and personally brought him a large box of meats, cheese, fruits and vegetables. Steve is now Will's biggest fan, touting him as a lifesaver resource for other residents in need.



Will, Resident Advocate at Genoa Lakes

(Resident name changed for privacy)

Helping People Advance Their Lives



“ I had the privilege of helping more than 100 residents receive rental, utility and food assistance this month, ensuring that our community members continue to have housing stability and can keep their families together.”

— REBEKAH,
WASHINGTON RESIDENT ADVOCATE

