



Thrive by ColRich

Building Lasting
Communities



The ColRich Mission

Building Lasting Communities



Our communities are so much more than the raw materials required to construct a building or the four walls in which we work. At ColRich, we invest in the physical, cultural and financial well-being of our residents and employees. We create neighborhoods that offer comfort, security and support, where people come together to allow communities to thrive and endure.



Message From Danny



“ 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 well-being of their larger communities.”

— DANNY GABRIEL,
CEO

About ColRich Thrive

Whether we work at the corporate office or onsite at a property, service and caring is at the heart of our culture, our relationships and the driver of what we do every day. Looking out for our residents and one another is the underpinning of our success.

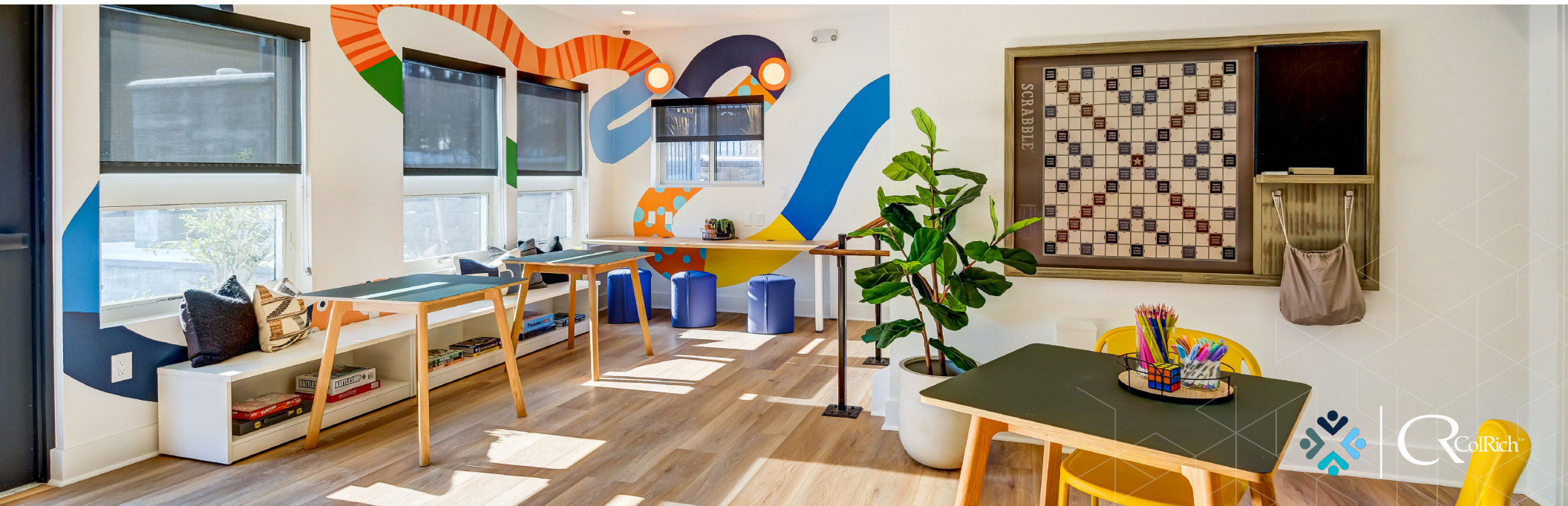
With that spirit, we created the [ColRich Thrive](#) program in 2020 as a way for us – ColRich team members – to truly serve the people and families who live at our properties in meaningful ways. This program has become fundamental to the execution of our mission – [Building Lasting Communities](#).

In short, [ColRich Thrive](#) is our *mission in action*.



Thrive Program Elements

At the heart of our **Thrive** program are some incredible people, devoting their time and resources in support of our mission. Our **Resident Advocates** and **Resident Ambassadors** work hard to build community in a variety of ways. Day in and day out, they are making themselves seen and felt at our multifamily properties. In addition, we have important **Thrive physical assets** located on our properties, which are special spaces filled with children and families. On any given day at a ColRich property, you'll find either a **Resident Advocate** or **Ambassador** at work in service of others.



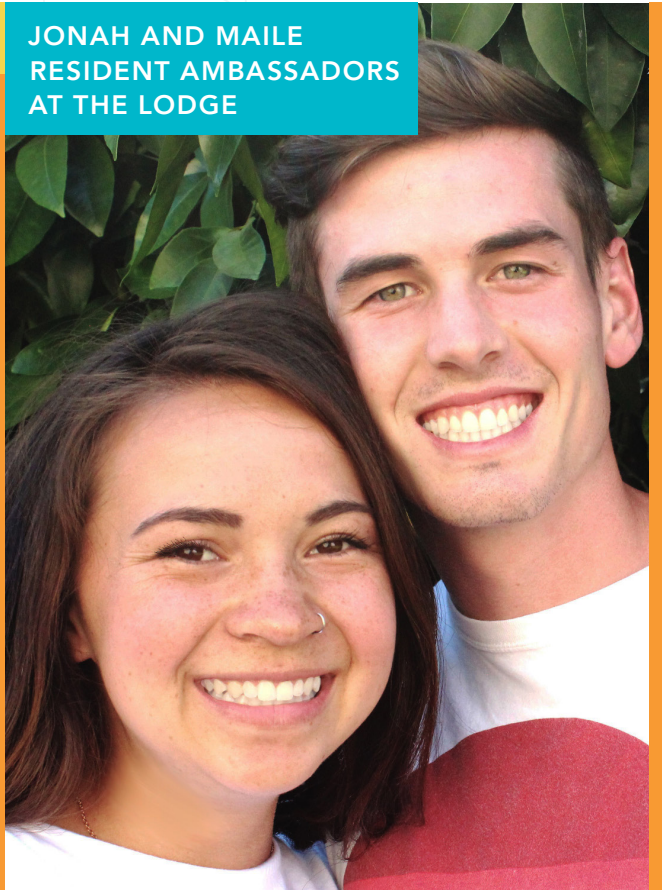
Thrive Resident Advocates

First and foremost are our **Resident Advocates**, uniquely qualified social service professionals who interact with and serve residents and employees at our property. We currently have 11 **Resident Advocates** at 22 properties. Already connected in their local communities and with prior social services expertise, **Resident Advocates** help our residents apply for rent and utility assistance, unemployment benefits, and food stability programs. They are skilled at connecting those in need with physical and mental health services, crisis counseling and wellness coaching. They even assist with resume writing and stay updated on upcoming job fairs. For our young residents, **Resident Advocates** are knowledgeable about local after-school programming, youth development groups and opportunities for free lunch and school supplies for students of working-class families.

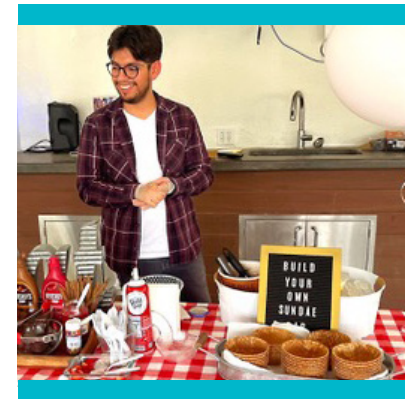


Thrive Resident Ambassadors

JONAH AND MAILE
RESIDENT AMBASSADORS
AT THE LODGE



Our **Resident Ambassadors** bring a special energy and authenticity to our **Thrive** program because they live onsite and interact directly with their own neighbors. They have full-time jobs offsite but because they are residents themselves, they are personally invested. In lieu of rent, our **Resident Ambassadors** spend designated hours planning community-building activities and events, welcoming and connecting neighbors, and assisting fellow residents with special needs. **Ambassadors**, who make a two-year commitment to our **Thrive** program, have a measurable positive impact on our properties' overall lease renewal success.



Thrive Community Spaces

Much of the magic of our **Thrive** program happens in our onsite Community Rooms and Kids Clubs which are utilized for important purposes such as resident support, job fairs and special events.



At some properties, ColRich has built dedicated Kids Clubs to provide tutoring, after-school activities with homework tables, craft areas, mini-libraries, board games, and WiFi.

Our Thrive Partner

Our vibrant **Thrive** program is made possible through a meaningful, multi-faceted partnership with **Apartment Life**. A well-regarded, highly-rated national nonprofit, **Apartment Life** shares our desire to foster an environment where apartment residents build quality relationships and community.

Our **Resident Advocates** and **Ambassadors** all work under the guidance of **Apartment Life** leadership, in collaboration with the ColRich management team. Our synergy has been our success.



Thrive Community Spaces

New Kids Club at Novi (CO)

Our young residents are enjoying and energizing this brand new space at Novi with arts and crafts, old-fashioned board games, homework and big smiles. Their parents tell us they feel so relieved to have a safe space for their kids to go. And the children now run all the way home as soon as they are out of class so they can get to the new activity room. One second-grader said to our Resident Advocate Michelle, *“Can you even imagine what our lives would be like if we didn’t live here? This is the best place ever!”*



Helping One Another Thrive

We helped Suzanne P. complete a rental assistance application to receive thousands of dollars in rent relief, so she could stay in her home, maintain custody of her 12-year-old daughter and support her disabled son with mental health issues. Suzanne now has hope for a brighter future.



Martha S., an unemployed low-income mom struggling to make ends meet, was overjoyed when our holiday toy drive provided a sketch pad and pens from her art-loving daughter's wish list. Grateful for the help, she paid it forward by starting a soccer league to inspire children to exercise and organized her neighbors to cheer from the sidelines.

(Resident name changed for privacy)

Helping One Another Thrive

At Elm, Resident Advocate Michelle created an incredible partnership with the Lunchbox Express program at the local Jewish Family Services. As a result of her proactive outreach on behalf of her residents, the Lunchbox Express team provided free lunches for all the children living at Elm Monday through Friday throughout the entire summer.



Pregnant with her fourth child, single mom Lori had recently emigrated to the U.S. and met with Resident Advocate Becky after settling in at her new community. Becky offered not only assistance with local resources, crisis counseling and life skills guidance in a new country, she also offered compassion and encouragement. At first Lori was feeling hopeless about having another baby all alone but due to the trust she built, she asked Becky to be in the delivery room with her and no longer feels so alone.

(Resident name changed for privacy)

