



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**.



ColRich

Message From Danny, CEO



“

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



ColRich™

About Thrive

The Colrich **Thrive** program is our *mission in action*.

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.

Thrive was originally created during the pandemic as a way for us – ColRich team members – to truly serve the people and families who live and work at our properties in meaningful ways during a time of extreme distress. It quickly became apparent how much this extra support was needed and now this program is fundamental to the execution of our mission – **Building Lasting Communities**.



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 at our ColRich properties in a variety of ways. They help our residents find essential resources, lend a listening ear to someone dealing with adversity, invite community partners to provide valuable assistance, or gather residents and staff together for fun events. They often utilize our specially-designed **Thrive physical spaces** planning activities in our Kids Clubs or Community Rooms. We are committed to helping our residents of all ages thrive in their lives.



Thrive Resident Advocates

Resident Advocates are uniquely qualified social services professionals serving residents and employees at our properties. Personally connected in their local communities, they focus their time and resources in four important areas of assistance for our working class families:

- Rent, utility and employment support resources
- Food assistance opportunities
- Onsite after-school kids programming and enrichment
- One-to-one personalized consultations with a resident or staff member in need

With a service-centered mindset, our **Resident Advocates** address property-specific or resident-specific priorities as they arise.



Thrive Resident Ambassadors

JACK AND KEL
RESIDENT AMBASSADORS



Resident Ambassadors bring a special energy and authenticity to our **Thrive** program because they live onsite and are truly invested in their community. They have full-time jobs offsite but in lieu of rent they take on the additional official role of **Resident Ambassador**. They plan fun onsite activities and events, welcome and connect neighbors, and keep their hearts and eyes open for fellow residents in need. They support our property management team as an organic bridge with their neighbors. **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 informational sessions, job fairs and resident events.



At some properties, ColRich has built dedicated Kids Clubs with homework tables, craft areas, mini-libraries, board games and WiFi. Here we host tutoring and other after-school enrichment activities.

Our Thrive Partner

Our vibrant **Thrive** program is made possible through a 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.

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 Stories

At Hue97 in Mesa, Arizona, we cultivated a library partnership to help resident students thrive academically, prevent summer learning loss and lay the foundation for future success. A professional librarian led educational sessions at our onsite Kids Club and kicked off a summer reading program. A detailed list of recommended books, tailored to grade levels, and fun arts and crafts activities helped motivate the children to fold reading into their summer schedules.



Our onsite team at Copper Hills in Albuquerque, New Mexico is known for building genuine connection with our residents. One senior resident in particular named Cecilia is an immigrant who really misses her family and cultural traditions. So our Resident Advocate meets with her weekly, and helps her schedule medical appointments and transportation to the local senior center. He also connected her with a family who just moved to Copper Hills from Cecilia's home country and they've become like family, celebrating her 80th birthday together.



Thrive Stories

At Tuscan Heights in Denver, Colorado, resident Helen is a tremendous example of our community empowering itself from within, inspiring our neighbors to step up and make a difference. Helen volunteers at the Kids Club and has become a mentor to many. This summer, she initiated a special BBQ event where she delighted dozens of children with hot dogs and corn on the cob. Helen also began a monthly food donation program working with her church's food bank to provide fresh food to residents in need and help community members to overcome obstacles.



A combined Kids Club grand opening and back-to-school event in Salt Lake City, Utah wowed residents with thousands of dollars in valuable resources donated from local community partners. In addition to cookies and snacks, the onsite team handed out 300 brand-new backpacks filled with school supplies, offered free haircuts to kids and coordinated free vaccines from the Salt Lake County Health Department. Families were excited to socialize at the high-energy gathering which ensured children were well prepared for the new school year.

