



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



# 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.

Colrich **Thrive** was originally created during the pandemic as a way for us to 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 community building and support was needed in continuity. Now, this program is fundamental to the execution of our mission – **Building Lasting Communities**.



# The People Who Help Others Thrive

Extraordinary team members at the heart of our **Thrive** program devote their time and expertise to delivering key services in support of helping residents thrive. Their roles differ by community.

At our properties where residents may struggle to meet basic needs, a **Thrive** staffer with social services experience links our residents with utility, rent or employment support; food assistance; after-school programming; and onsite community-building and resource events. At other properties where social connection is the priority, our **Thrive** designee plans dynamic onsite events and activities, welcomes and connects residents, and serves as a liaison with the leasing staff. A third hybrid approach mixes light resourcing plus community-building events led by a **Thrive** team member accountable for meeting that property's particular needs.



In short, we thoughtfully match up the needs of a property with the right Thrive staffing solution, always with an intention to elevate our residents' well-being. No two properties are the same and all have their own individual needs.



# Thrive Community Spaces

Much of the magic of our **Thrive** program happens in our onsite **Community Rooms**. At some properties, Community Rooms are utilized to support the specific needs of working families with informational sessions, resume writing workshops, job fairs, onsite farmers markets and more. At others, Community Rooms host lively resident events and community-building activities focused on helping residents develop a sense of camaraderie and belonging.

Where there is a need for dedicated children's spaces, such as at properties with a predominance of working parents, ColRich has built our very popular **Kids Clubs**. These much-appreciated gathering places for resident children feature homework tables, craft areas, mini-libraries, board games, WiFi, tutoring support and after-school enrichment activities.



# Our Thrive Partners

Our vibrant **Thrive** program is made possible through partnerships with **Apartment Life**, a highly rated national nonprofit, and **Greystar**, a leading property management company. Our onsite Thrive teams work under the guidance of either **Apartment Life** or **Greystar**, depending on the needs of the property.

Our **Thrive** partners share our desire to foster a caring and collaborative environment for apartment residents, show support in a variety of customized ways and cultivate a strong sense of community.





# Property Profile

## Lake Crest in Milwaukie, Oregon

Caring for our community takes many forms at **Lake Crest**, where residents may struggle to meet basic needs. The property's Thrive team has really come to know the people they serve, personalizing resource delivery and touching dozens of families each month.

A few recent examples are providing emotional support to a gentleman fighting cancer, educating a vulnerable resident on how to avoid phone scams and connecting a neighbor with a ride share program to facilitate doctor visits. Children fill our onsite Kids Club daily, interact and make friends, read books from our library, play ping-pong and create art projects. Ongoing adult services include helping financially disadvantaged residents apply for rent and utility assistance and coordinating with the local food bank to provide over 200 nutritious meals monthly.





# Property Profile

## Espiral in Gilbert, Arizona

Building resident-to-resident connections, primarily through social activities, is our Thrive team's number one priority at **Espiral**. Here, residents are invited to at least two events per month, one on a weeknight and another on the weekend.

An example is the Saturday Easter egg hunt, which featured 500 colorful eggs hidden throughout the property for an exciting morning surprise for the children and a meet-and-greet for the adults. For Valentine's Day, we welcomed community members at an after-work "Build Your Own Bouquet" event to craft creations with free flowers, greenery, paper and string. Neighbors working alongside each other in our very own clubhouse made for a great time. Through these regularly scheduled activities, our residents experience first-hand the strength of the community, solidifying their feeling of home and often resulting in improved resident retention.



# Property Profile

## Westbury in Westminster, Colorado

The **Westbury** Thrive team works diligently to ensure that residents feel proud and supported living in this incredible ColRich community. Here, they focus on light resourcing and substantive community building through resident events.

Recent programming brought local organizations onsite to provide services such as a fresh food market, free bilingual career coaching and free credit-building education for those wanting to open bank accounts.

Fun social events, made possible through local partnerships, have included pizza parties, build-your-own-bagel meet-ups and our public library's mobile book truck and coloring station—coming right to our kids' favorite community spaces. Dynamic events and shared experiences among neighbors cultivate a sense of community pride, reduce turnover and boost resident retention.





