



## 2020 IMPACT Report Goodman Real Estate



As we close out 2020 and look ahead to 2021, we take this opportunity to reflect on all that we have accomplished this past year through our 2020 IMPACT Report. We have learned from the COVID-19 crisis how integral our IMPACT program is to our residents, communities, and employees. We are proud that in a year unlike any other, we have made a measurable IMPACT in our community. We looked for new and creative ways to make a difference in our industry through our continued focus on shelter, community, education, sustainability, and relief.

While our communities remained open to provide essential services to our residents, we were also focused on the safety and well-being of our employees and residents. To show our appreciation for their heroic work and commitment, we provided our essential workers with personal stimulus checks and while we recognize the cost impact, we believe it was the right thing to do to support our team members. We also established RRAD (Residents Resource Assistance Division) to help our residents navigate the crisis and connect them to rent relief programs in their area.

While 2020 was a year of change, it was an important year to remind us that what we do as a company matters and we can make a big difference in people's lives. With our scale and ability to innovate quickly, we collectively donated time, talent, and treasure, because making an IMPACT in our GRE communities is at the center of who we are. We promoted our 16 paid volunteer IMPACT hours for our team members and encouraged safe opportunities to engage. We established a new partnership with Year Up and continued to be an active collaborator throughout the community.

One thing we learned from the COVID-19 crisis and what continues to be clear is our mission, to be a driving force for positive community change and being a trusted partner in the co-creation of thoughtful, well-built, healthy, and profitable communities. We look forward to building our IMPACT this year as we deepen our purpose and work for a better tomorrow. We're proud of the work our teams are doing to help our residents and our communities through this difficult time.

John Goodman, George Petrie, & Kelli Jo Norris



IMPACT reflects the core values of Goodman Real Estate lived out in our daily work, communities and partnerships.

At Goodman Real Estate, we focus on making a purposeful IMPACT through shelter, community, education, sustainability, and relief.



### SHELTER

We partner with local non-profits to serve the vulnerable in our communities.



### COMMUNITY

We are active neighbors as we collaborate with organizations that share our core values.



### EDUCATION

We support our industry by investing in people development and partnering with local institutions.



### SUSTAINABILITY

We are proud to continue our long-term commitment to sustainability in our communities.



### RELIEF

We collaborate to support people and local organizations in times of need.



*"Goodman Real Estate is such a wonderful Year Up partner. The support they show for the young professionals they host from our program really goes above and beyond a traditional internship. Ensuring equitable access to economic opportunity for all young adults is critical in our work to close the opportunity gap. Goodman Real Estate consistently demonstrates they are a true partner in this mission! Thank you GRE!!"*

Lisa Soboslai  
Associate Director, Corporate Engagement  
Year Up Puget Sound



**BOYS & GIRLS CLUBS**  
OF KING COUNTY

*"We are so grateful for this gift from Goodman Real Estate, which will help us to ensure that all Club members have healthy meals throughout the day. The Club serves over 100 kids each day, from pre-k through high school, and nutrition has become an even bigger part of our program this year. Part of creating a safe space for kids is creating a healthy and nourishing space. This investment will go towards supporting the day-to-day wellness of youth during these uncertain times. You are making it possible for us to provide this vital service."*

Meghan Sweet  
Area Director  
Boys & Girls Club King County





## SHELTER

In 2020, we launched the One Percent IMPACT Initiative at Goodman Real Estate. Through this program, we help individuals and families find housing at GRE communities who otherwise might not have a roof over their head.

These are residents who needed a second chance, an amended screening, and discounted rent. This program supports households during a time of need and helps them get back on their feet.



**30,095**  
RESIDENTS LIVING IN  
OUR COMMUNITIES



**\$33,074**  
IN RENT DISCOUNTS FOR FOR  
ONE PERCENT IMPACT INITIATIVE



**30**  
HOUSEHOLDS MOVED INTO  
GRE COMMUNITIES WITH  
ONE PERCENT IMPACT INITIATIVE



## COMMUNITY

Last year, we increased our paid-volunteer time to 16-hours per team member. We were creative in finding different ways to give back to our communities and support our residents throughout the year. Our team members gave back in the following ways:

Made Masks for Residents | Volunteered at Local Parks | Collected Food & Volunteered at Local Food Banks | Participated in Marches for Equality | Volunteered at Schools and Churches



**\$95,000**  
DONATED TO ORGANIZATIONS  
THAT SUPPORT OUR VALUES



**726**  
HOURS DONATED  
TO OUR COMMUNITY



**\$33,091**  
IN DONATED TIME



## EDUCATION

We supported a variety of education initiatives throughout Washington State.

We partnered with North Seattle College to support the Property Management Program through both a monetary donation and giving of our time.

We also started a new partnership with Year-Up, a non-profit that teaches students about working in the corporate world. The program places students into six-month internships where students get valuable hands-on experience.



**NORTH SEATTLE  
COLLEGE**



**\$10,000**  
DONATED TO STUDENT  
SCHOLARSHIPS



**3**  
SCHOLARSHIPS AWARDED  
TO STUDENTS AT NORTH  
SEATTLE COLLEGE



**100%**  
FIRST GENERATION  
COLLEGE STUDENTS &  
STUDENTS OF COLOR



**2020**  
THE YEAR WE LAUNCHED THE  
YEAR-UP PROGRAM AT GRE



**3**  
YEAR-UP INTERNS PLACED  
AT GRE THROUGHOUT  
THE YEAR



**1**  
YEAR-UP INTERN HIRED  
FULL-TIME AT GRE





## SUSTAINABILITY SPOTLIGHT

# MIDTOWN64

We believe in creating sustainable living spaces for our residents that are eco-friendly and green.

In 2020, the construction of our Midtown 64 community featured these green building standards.



**6,700**  
SQ. FT. OF  
GREEN ROOFS



**935**  
ENERGY-EFFICIENT  
WINDOWS



**520**  
TONS OF RECYCLED  
DRY WALL



## RELIEF

In times of crisis we collaborate with our professional and trade partners, and local organizations to provide relief.

We partnered with non-profits like Northwest Harvest and Move For Hunger to provide resources to those in need in our local communities.

We also partnered with a local organization, We Love Kent, to distribute food boxes to households living in our GRE communities located in Kent.



**8,021**  
POUNDS OF  
FOOD DONATED



**6,685**  
MEALS DONATED



**14,500**  
FOOD BOXES  
DISTRIBUTED TO  
GRE RESIDENTS