



## 2021 IMPACT Report Goodman Real Estate



On behalf of the Goodman Real Estate (GRE) team, we are excited to share our fourth annual IMPACT Report illustrating our five focus areas: shelter, community, education, sustainability, and relief. As a regional housing provider, we have a responsibility to grow and strengthen the communities in which we live, work, and serve. Our culture is driven by the passion of our team members and grounded in our mission to be a driving force for positive community change.

Our inspiration comes from the amazing work that local non-profits and institutions are leading in our communities and driven by our mission as a company to make a difference. Through our IMPACT Program, we are grateful to partner with our residents, non-profits, schools, and employees through purposeful initiatives. We are thankful for the continued commitment of our outstanding partners and team members and are proud of everything we were able to achieve with them.

In 2021, we delivered \$100,000 in philanthropic donations, provided over \$200,000 in rent discounts, held our largest food drive to date, launched our new IDEAL (Inclusion, Diversity, Education, Accessibility & Leadership) IMPACT Initiative, and empowered our employees with two fully paid volunteer days, and much more.

We're excited to continue these collaborative efforts and find new ways to make an IMPACT in our communities in 2022. We hope that reading this inspires you to look for ways to make a difference in your community too.

Sincerely,

John Goodman, George Petrie & Kelli Jo Norris



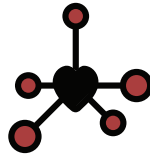
IMPACT reflects the core values of Goodman Real Estate lived out in our daily work, communities and partnerships.

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



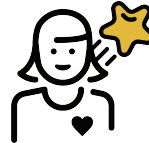
### SHELTER

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 an outstanding industry partner for North Seattle College's Residential and Commercial Property Management bachelor's degree program. As a Program Advisory Board member, they share industry trends and updates to help our program evolve, and they have gone above and beyond by establishing the "Future Property Leaders of America" scholarship. This scholarship has increased opportunity and access to a bachelor's degree and a career pathway, and has allowed students to focus on their education and future career in property management knowing they have financial support through a scholarship. Thank you Goodman Real Estate for your strong partnership and support!"*

Jesse Cooley  
Director, BAS Programs  
North Seattle College



*"Housing Connector is fortunate to partner with Goodman Real Estate to ensure that no unit sits vacant while there are individuals in need of a home. Goodman Real Estate is a shining example for how companies can approach social impact and their philosophy demonstrates that doing good in the community is simply good business. As Housing Connector expands into Pierce County and beyond, we are grateful to have a partner like GRE committed to building bridges and opening doors for families in our community. Thank you GRE team, for your partnership and support."*

Shkëlqim Kelmendi  
Executive Director  
Housing Connector





## SHELTER

In 2021, we continued to grow the One Percent IMPACT Initiative at Goodman Real Estate. This program helps individuals and families find housing at GRE communities. These are residents who need a second chance, an amended screening or discounted rent. This program supports households during a time of need and helps them get back on their feet.



**34,582**  
RESIDENTS LIVING IN  
OUR COMMUNITIES



**\$218,698**  
IN RENT DISCOUNTS FOR ONE  
PERCENT IMPACT INITIATIVE



**55**  
HOUSEHOLDS MOVED INTO  
GRE COMMUNITIES WITH  
ONE PERCENT IMPACT INITIATIVE

## RRAD

Resident Resource  
Assistance Division

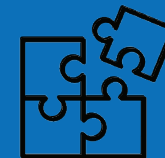
The Resident Resource Assistance Division (RRAD) supports our residents and provides them with a variety of resources available. These resources include rental assistance, food resources, financial counseling and more. RRAD was instrumental in working with our residents to help them find solutions and apply for assistance.



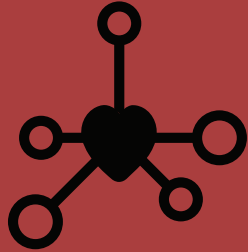
**1,397**  
RESIDENTS RECEIVED  
RENTAL ASSISTANCE



**\$12,727,025**  
RENTAL ASSISTANCE  
RECEIVED FOR RESIDENTS



**2020**  
THE YEAR WE  
LAUNCHED RRAD



## COMMUNITY

Last year, our team members participated in 1,664 paid-volunteer hours across several Puget Sound organizations. In addition to giving back to the community, we also paid for our team members to take time off to get their COVID-19 vaccination.

Our team members gave back in the following ways:

- Volunteered at Local Food Banks
- Participated in Marches for Equality
- Participated in Making Strides Breast Cancer Walk
- Volunteered at the Salvation Army Toy Drive
- Supported the Union Gospel Mission by Providing Sack Lunches
- Wrote Letters to Isolated Seniors
- Supported and Attended Seattle Festival of Trees benefiting Seattle Children's Hospital



**\$100,000**

DONATED TO ORGANIZATIONS  
THAT SUPPORT OUR VALUES



**1,664**

HOURS DONATED  
TO OUR COMMUNITY



**\$65,320**

IN DONATED TIME



**127,750**

SNACKS PROVIDED  
TO BALLARD BOYS  
& GIRLS CLUB



## EDUCATION

We were committed to supporting education initiatives throughout the Puget Sound in 2021.

We partnered with North Seattle College to support their Residential and Commercial Property Management Bachelor's Degree Program through both a monetary donation and volunteering of our time.

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

This year, we launched our IDEAL program that focuses on Inclusion, Diversity, Education, Accessibility, and Leadership. This program brought new opportunities for our team members to learn and grow together.





# NORTH SEATTLE COLLEGE



**\$22,000**  
DONATED TO STUDENT  
SCHOLARSHIPS



**67%**  
FIRST GENERATION  
COLLEGE STUDENTS



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



**100%**  
STUDENTS OF COLOR



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



**75%**  
YEAR-UP INTERNS  
HIRED FULL-TIME



**4**  
YEAR-UP INTERN PLACED  
AT GRE IN 2021



**2021**  
LAUNCHED OUR IDEAL PROGRAM  
CELEBRATING SEVEN HISTORY &  
HERITAGE MONTHS



**100%**  
OF COMMUNITIES NOW OFFER  
FREE PHONE TRANSLATION  
SERVICES FOR RESIDENTS  
AND TEAM MEMBERS



**42**  
COMMUNITIES BECAME A  
DESIGNATED SAFE PLACE TO  
REPORT HATE CRIMES



## SUSTAINABILITY

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

In 2021, three GRE communities refinanced and participated in the Green Globes Building Certification Program to create more sustainable building outcomes.

The following GRE communities received their ONE GREEN GLOBES CERTIFICATION in 2021:

**INLET VIEW**  
APARTMENTS

**SIGNATURE POINTE**  
APARTMENT HOMES

**THE LYNX**



## RELIEF

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

We partnered with Northwest Harvest and Move for Hunger to provide resources to those in need throughout our local communities. Our September food drive donated over 10,000 pounds, our most ever, to support food insecurity in our region.



**10,547**  
POUNDS OF  
FOOD DONATED



**8,807**  
MEALS DONATED



**3,000**  
PB&J SANDWICHES  
MADE FOR UNION  
GOSPEL MISSION