



NEW EARTH
2022
IMPACT REPORT





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Jenny Romera
President

Letter from the President

I am thrilled to share with you that our business is experiencing growth on multiple fronts. We are expanding to new cities and states and are excited about the Urban Village Program as a core value proposition in the growth of our business.

New Earth Residential was an early pioneer of multifamily impact and we are excited about the broader growth and adoption of ESG in the industry. We understand our role as responsible industry stakeholders and will continue to engage in dialogue and collaboration with our peers, while furthering our mission of building community through our four pillars of impact. We believe that the investor demand for impact and ESG products will continue to grow in the coming years, and we are confident that New Earth Residential is well-positioned to serve these investors.

As we look toward 2023, I am enthusiastic about three things in particular: our new resident survey system that will help us incorporate real-time feedback and measure the impact on improving resident quality of life and resiliency; expanding our capex programming to include smart home options with energy savings; and driving our next big theme – financial empowerment and job building for our residents.

We are always interested in sharing with and learning from others, and so I invite you to reach out to us at any time with your questions or suggestions.



Annual Impact Report Letter



Alejandra Montano
Director of Impact

The Urban Village program at New Earth Residential has seen tremendous growth in 2022 while expanding on the four pillars of impact: building community, channeling resources, developing leaders, and enhancing environments. I am pleased to present this report displaying the work our team has accomplished, built off the foundation created in the past few years. It has been rewarding to see the time invested in establishing a culture of being aggressively passionate (a core New Earth Residential value) and prioritizing our systems and organizational alignment pay dividends this past year.

From our past learnings during the pandemic, we are seeing how much relationships and community really matter to both our residents and team members. It is clear that asking deeper questions, actively listening, and giving residents opportunities to become leaders in their communities exponentially impact their life experiences and accelerate their journeys to resilience.

2022 saw us focus on property-specific site assessments and creating an impact framework that measures the health of the individual community, because there is not a one-size fits all solution and we can be more effective by paying attention to how our influence is received. Looking to 2023, we will continue to build our strategies for improving resident resiliency and economic mobility through our partnership programs and offering services that make New Earth Residential communities great places to live.

Progress is not always linear, but amazing things can happen through dedication to our mission and strong teamwork. We are proud to share our learnings and growth, and hope you enjoy our recap of 2022. A huge thank you to our team, our partners, and our residents for taking this journey with us and proving that giving back boosts our sense of well-being.



Urban Village **Team**

The Urban Village Coordinators implement the program at 41 sites across the nation

each responsible for their territories in Arizona, California, Colorado, Indiana, Kentucky, Michigan, Nevada, South Carolina, Texas, Utah, Washington, Wisconsin, and Wyoming.

“Urban Village is a unique platform that allows the residents to connect, engage, and socialize with neighbors to build a better sense of community one event at a time. Residents see this program as a tool to improve and develop new leadership skills, share ideas, and provide feedback. They can express their needs and wants with total confidence and freedom. For the Urban Village programs nationwide, the sky is the limit.”

- **Arlene**
Program Coordinator



Annie Paskovich
Partnership Coordinator



Arlene Hernández
Program Coordinator



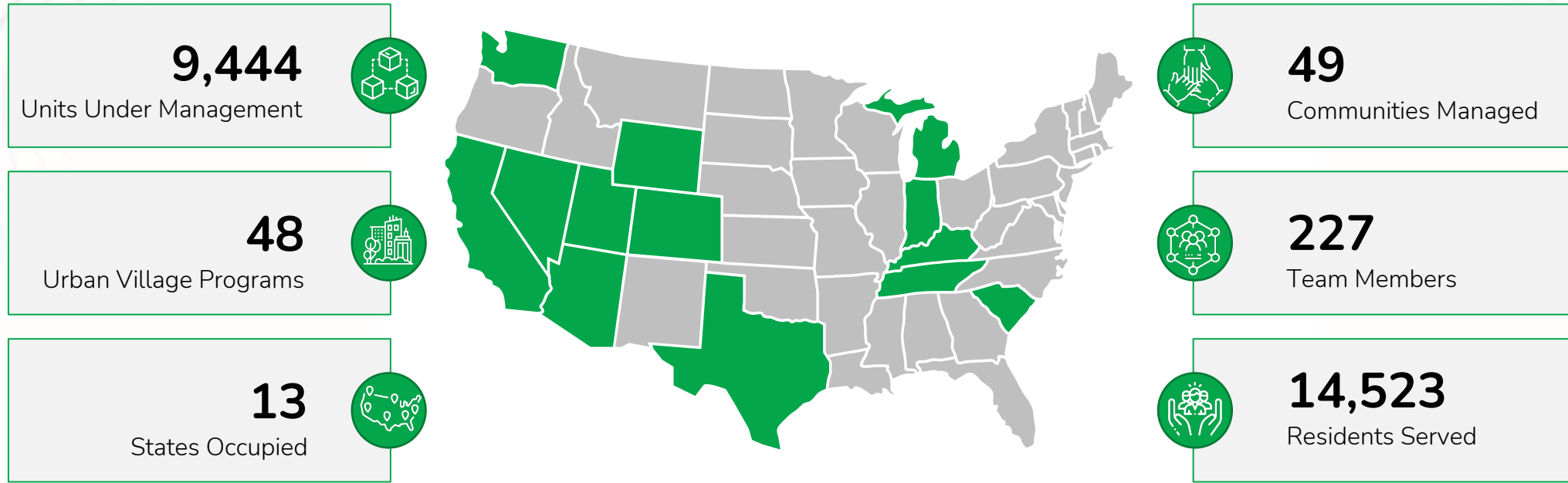
Trenice Lane
Program Coordinator



Marina Garcia
Program Coordinator



History of the Urban Village Program



Urban Village was founded in 2009 in response to the last recession with the purpose of bringing residents together, enriching their lives, and co-creating a better future.



In 2019, New Earth was founded to offer exceptional property management services while scaling the Urban Village program as the first “impact-as-a-service” real estate offering.



Over the years, the Urban Village philosophy has evolved from an experimental idea to an established holistic program orientated toward social and environmental well-being.



Residents find a deeper sense of community by connecting with where they live. At New Earth Residential, our residents aren’t just sharing walls, they’re sharing lives.

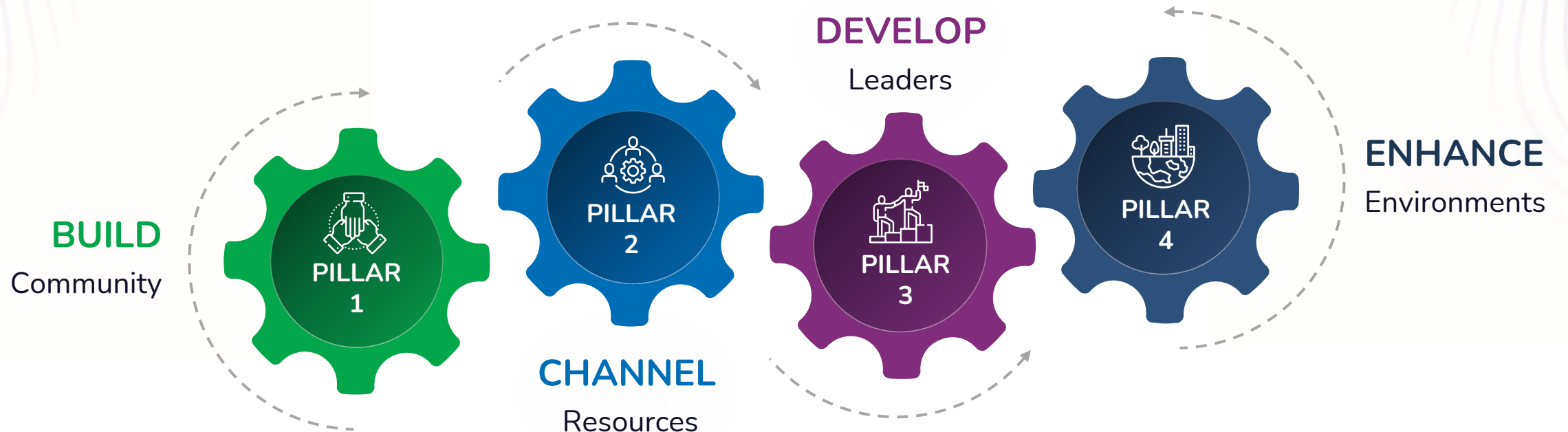


Pillars of **IMPACT**

Urban Village Program

Urban Village is on a mission to transform the lives of our residents.

We build community to increase connection, channel resources to enhance resident livelihood, develop leaders to foster individual growth, and enhance environments to improve the places we live.

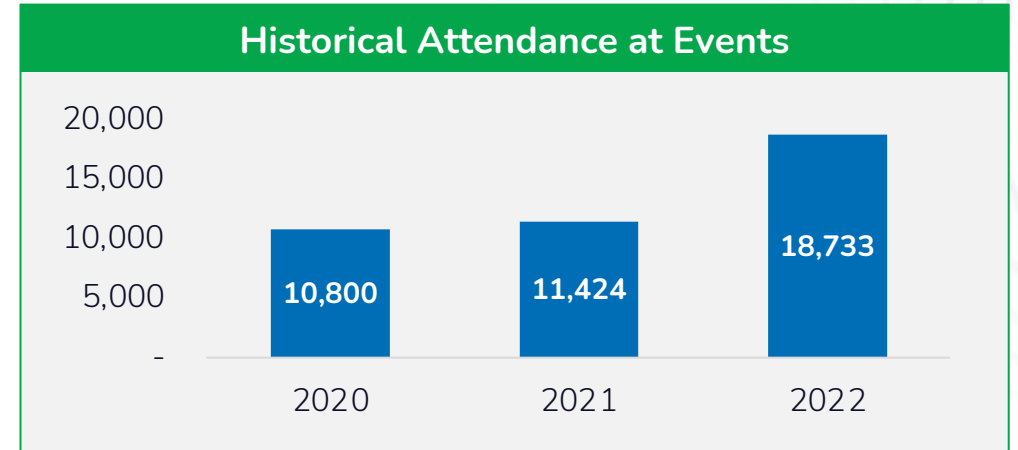
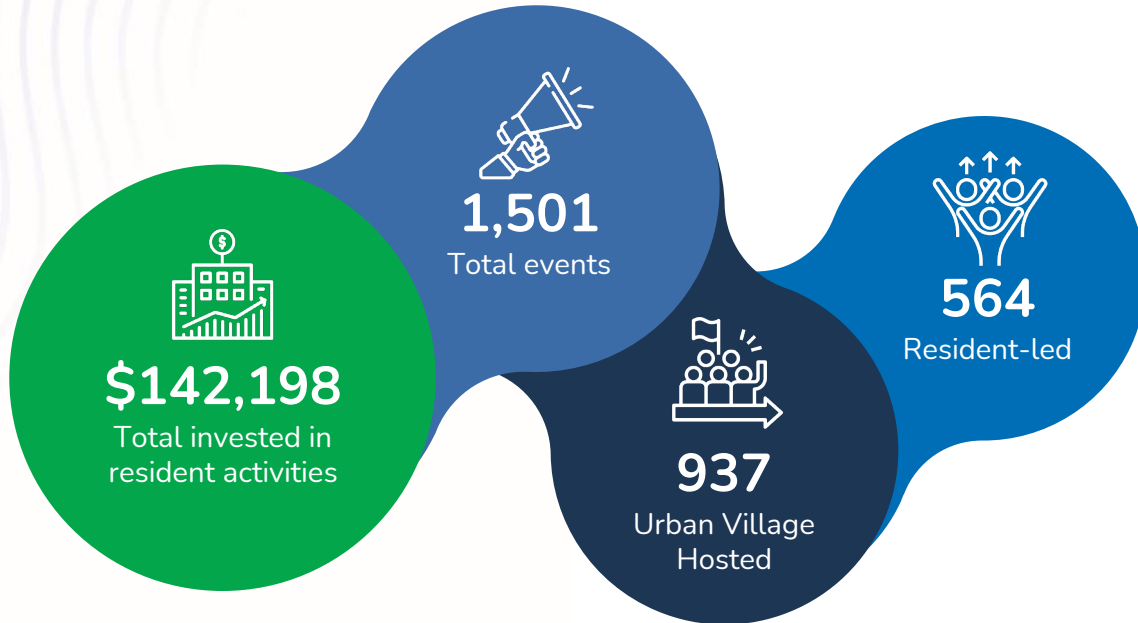


Residents benefit from our premier social impact program at no additional cost. Residents engage with the program through events and activities, partnerships with meaningful third-party resources, community-based leadership opportunities, and placemaking.

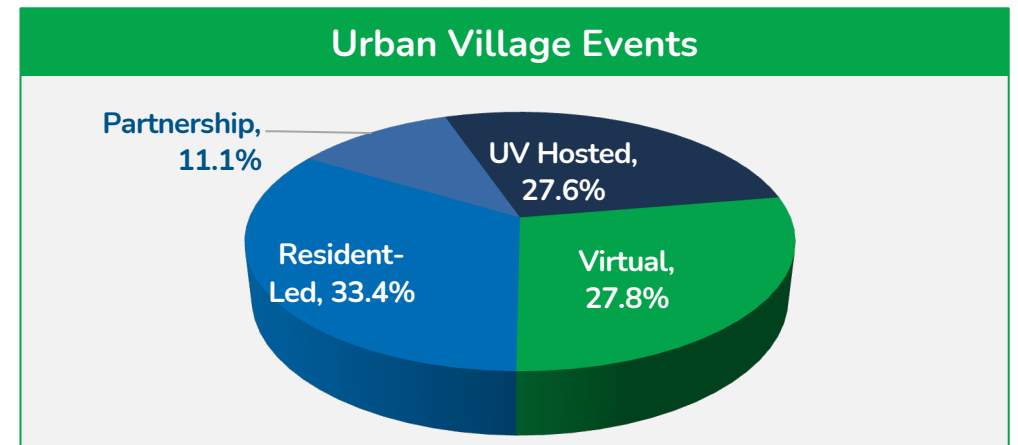


Build Community

Urban Village is transforming conventional apartment residences into thriving communities where people feel connected, happy, supported, and have a sense of belonging. We achieve this through a program of resident-led events and activities.



Residents at Cherry Grove in Jackson, TN came together to celebrate the beauty of Mexican heritage and traditions through food, games, music, and arts and crafts at the Cinco De Mayo event.



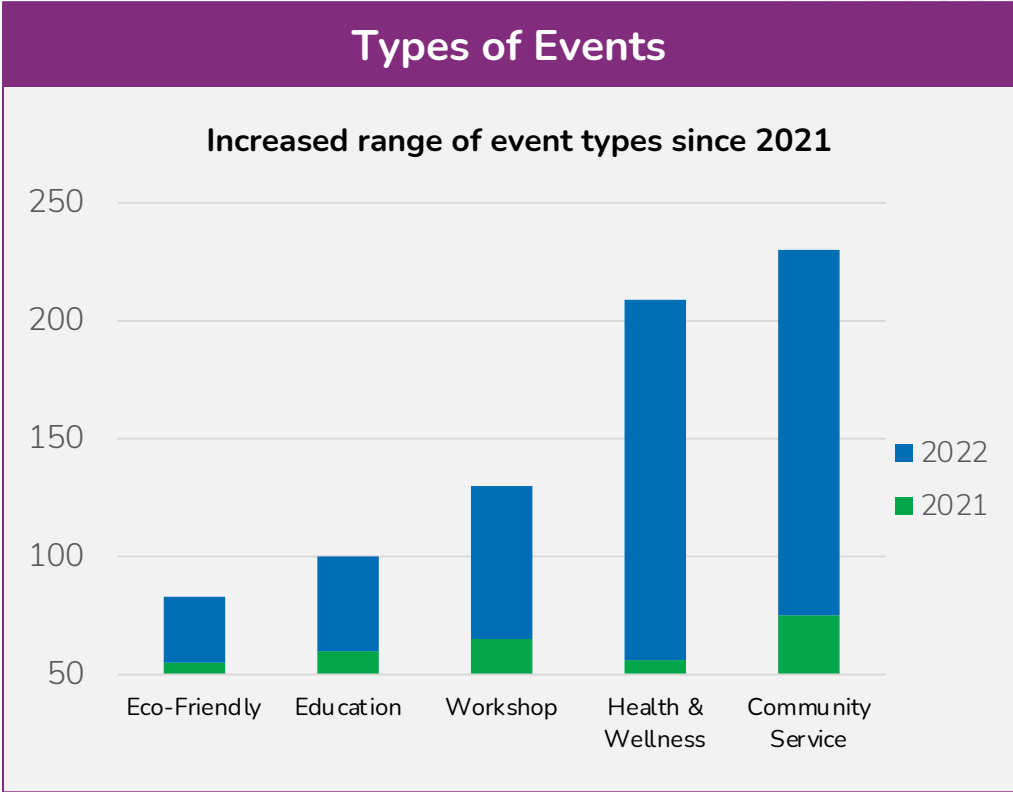
Increase Connection



Urban Village Program Coordinators coach the Resident Leadership team to host creative workshop events. Led by an instructor, residents gather for a Paint Night event at The Eleven Hundred Apartments in Sacramento, CA.



The Resident Leadership team at Station 21 in West Lafayette, IN hosts a 3 vs. 3 Basketball Tournament. They promote a health and wellness event for Purdue University students at the newly renovated basketball courts.

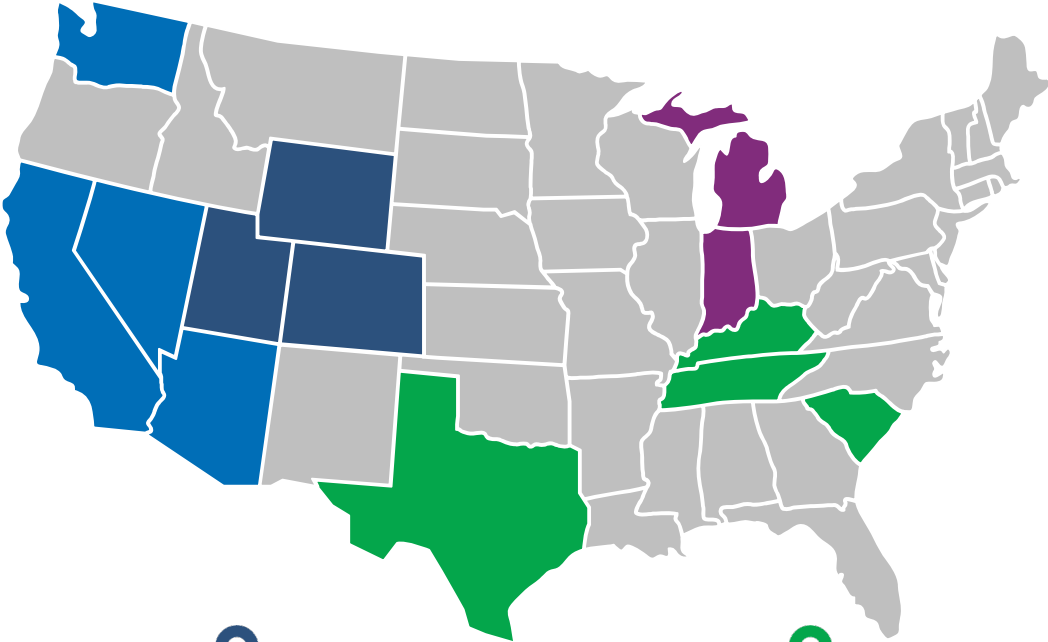


\$55,000+

of funding provided for resident-led events across the New Earth portfolio.

Regional Types of Events

Most popular event types hosted per region



Eco-Friendly
CO, UT, WY

The Resident Leadership team of Parkway Commons in Murray, UT hosted a Pumpkin Patch activity at their Community Garden during a Fall Festival.



Health & Wellness
AZ, CA, NV, WA

The Resident Leader at Somerset Commons hosts "Stretch and Play" chair exercises for the Seniors. Helping them stay active with a fun, yet safe approach.



Community Service
KY, SC, TN, TX

The Resident Leaders at Cherry Grove Apartments came together to research and put together tornado preparedness kits for their neighbors.

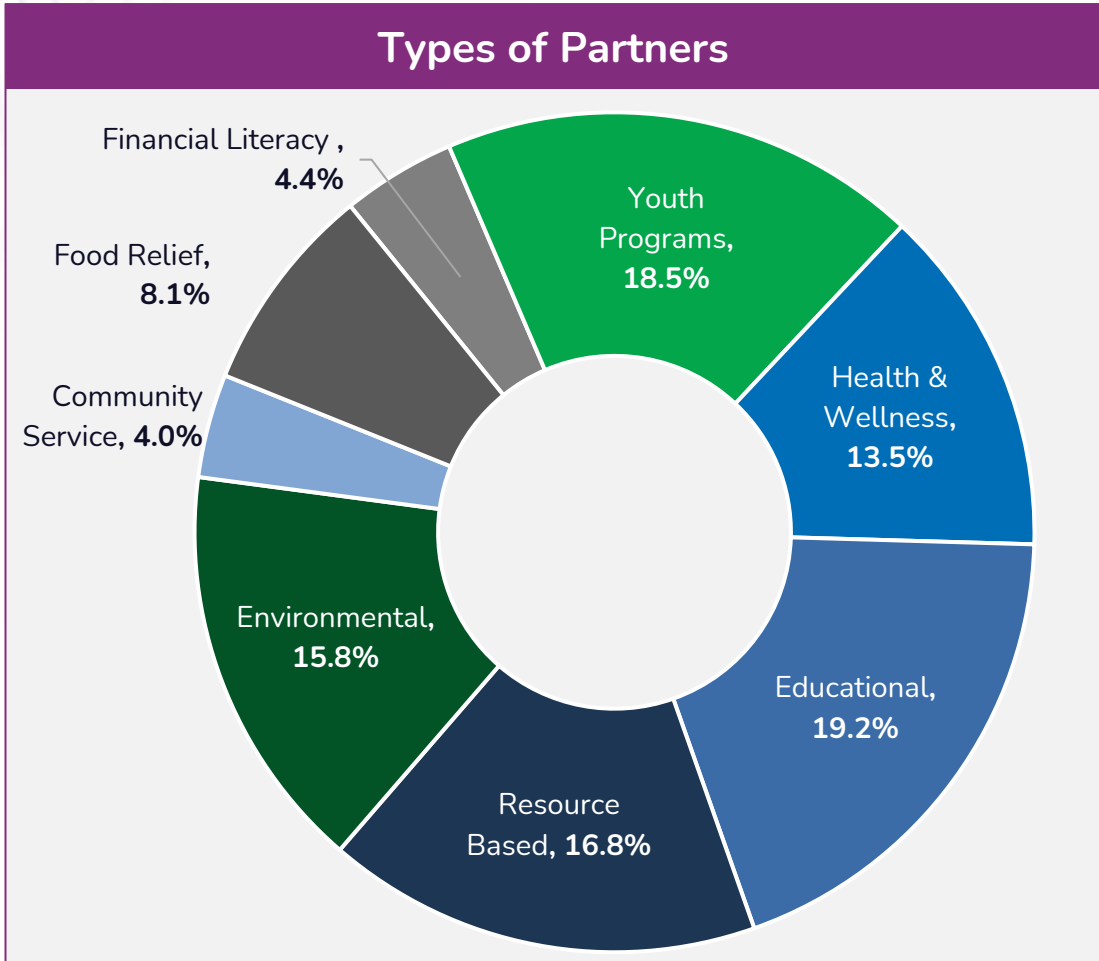


Workshops
MI, IN

Residents at Wildwood Off Main in Kalamazoo, MI gather during their Spring Social to paint birdhouses later installed around their community.

Channel Resources

Urban Village connects non-profits and other groups to our residents. Through resident networking and partnerships, we create mutually beneficial relationships that strengthen our community.



Family Resource Fair hosted in Sacramento, CA in partnership with Pro-Youth and Sacramento County educators.

A key part of our Urban Village program launch at a property is evaluating the needs of the community and collaborating on what value-add opportunities would work best.

87
Partners

\$13,500+

in reduced cost of living by contributions to residents through partner events like free haircuts, discounted cellphones, and other resources.

Enhance Resident Livelihood



188

Partner Events



153

Educational Workshops



A resident receives her first eye exam in the past 10 years at Sunrise Senior Village in Las Vegas, NV. Residents can receive free eye exams and choose from a variety of frames and glasses without leaving their community with our partner, Mobile4Eyes.



Youth Programs

- Teen Youth Groups
- Art Workshops
- Summer Camps
- Money "Talks"
- Mental Health Clinics



Health & Wellness

- Eye Exams
- Yoga & Meditation
- Vaccination Clinics
- Food Assistance
- Fitness Classes



Education

- ESL Classes
- Nutrition Classes
- CPR Training
- Financial Literacy
- Women's Empowerment



Resource Based

- Haircuts
- Rent Relief
- Phones and Tablets
- Summer Craft Kits
- Local Discounts



Environmental

- Garden Workshops
- Composting
- EV Charging
- Beehives
- Clothing Recycling

Spotlight Partners



4,478

Partner Event
Attendees



\$36,400

Saved on Groceries
(food relief partnerships)



120

Free Haircuts



703

Youth Attendees



CPR Certification Workshop
with instructor Nick Mele with
Snappy CPR at Indian Springs
in Mesa, AZ.



Hole Food Rescue re-distributes
food from local donors to our
residents weekly at Aspen
Meadows, in Jackson, WY.



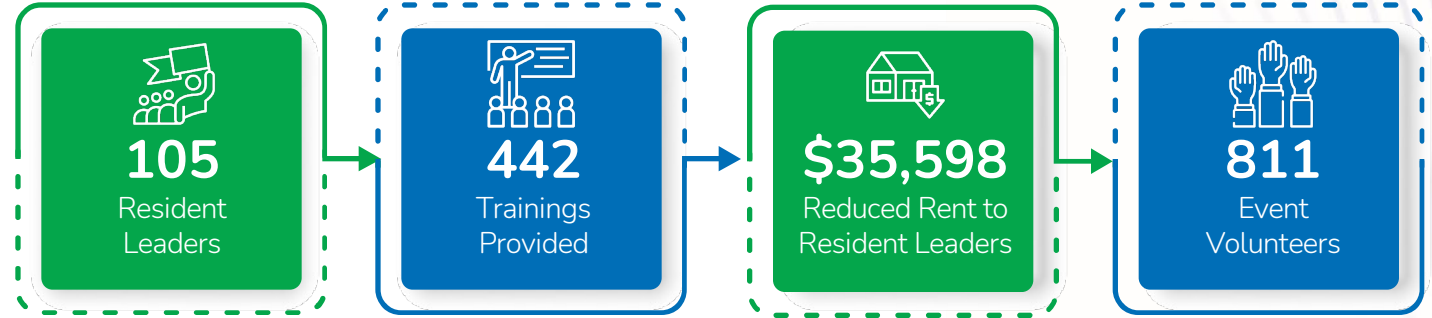
Youth and Senior residents in
Las Vegas, NV receive free
haircuts with stylists and
barbers from **ClipDart**.



Art Workshop with **Blue Line
Arts** and a Farsi Translator at
Sierra Park Apartments in
Sacramento, CA.

Develop Leaders

There is an unlimited amount of talent within our communities. Urban Village seeks out leaders through intentional mentoring and creates opportunities for individuals to flourish. This also gives residents transferable skillsets for the job market and provides rent concessions to residents to support with monthly expenses.



**Total Amount of Rent Concessions*

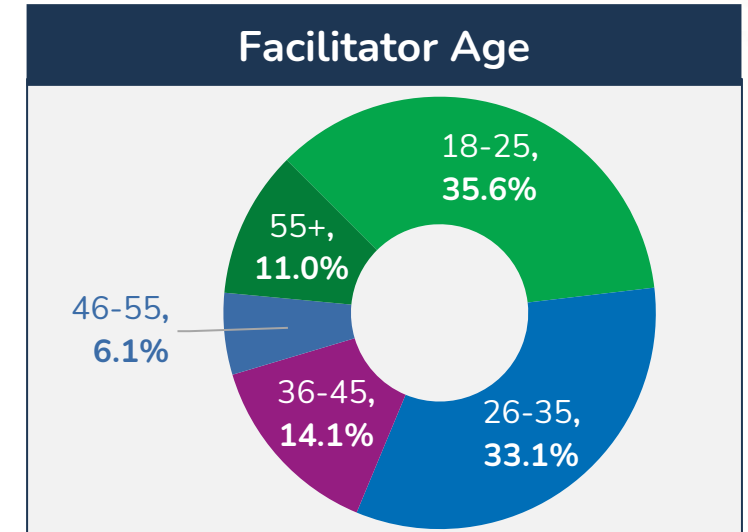
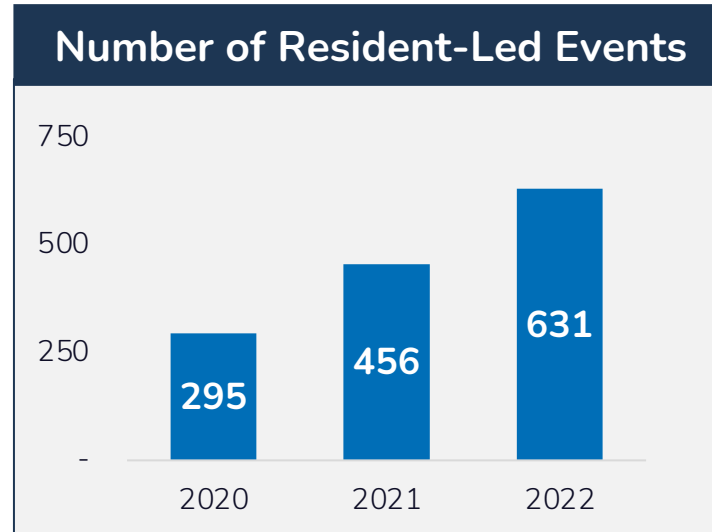


Senior Prom Night, Lake Tonopah, Las Vegas, NV

“It was a joy and a privilege to be able to plan and execute events for our residents. I've learned about different personalities, backgrounds, and life experiences. It's important

that Urban Village provide events to keep people connected with a feeling of purpose.”

- Carolyn, NV



Generate Individual Growth



\$800
Individual Savings

Resident Leaders receive training and host events for a \$100 monthly rent concession



Sam from Cheyenne Crest Apartments in Colorado Springs, CO hosts social and educational events to serve his community and country.



Bryan from Madison at River's Edge in Auburn, WA hosts a Summer Barbeque for his community.

Resident Leaders are invited to participate with Urban Village for up to 8 months. During their service, they receive training in the following:

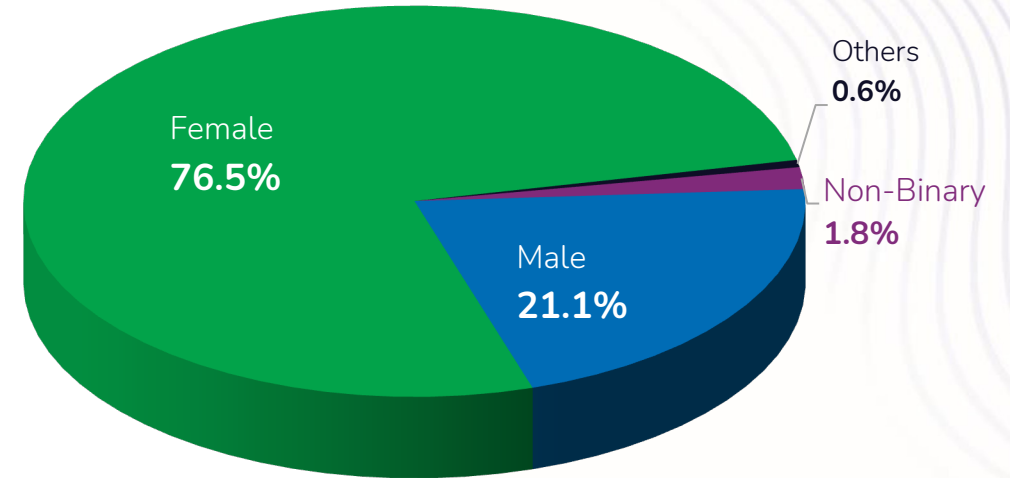
	Leadership		Public Speaking
	Time Management		Collaboration
	Basic Budgeting		Event Planning

Women in Leadership

Highlights of women in Urban Village Resident Leadership roles

967
Events Hosted
by Women

80
Female Resident
Leaders



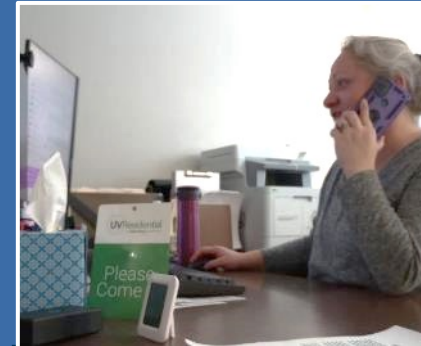
“ As an Urban Village Program Coordinator of 4 years, time and time again, I have witnessed women step up to the plate to be leaders in their community. Women of different cultures, ethnicities, and ages, walk through our doors and dedicate themselves to the challenging work of building resilient communities.”

- Arlene, Partnership Coordinator



Breast Cancer Awareness

Bernadette from Lake Tonopah in Las Vegas, NV coordinated a Breast Cancer Awareness Presentation with the Witness Project. Residents learned about early detection and support within the community.



Pathways to Self-Sufficiency

Amanda from Conquistador in Casper, WY has been out of the job force for over 18 months. She got her foot back in the door through the Resident Leadership role with Urban Village before taking on full-time employment as a Leasing Agent for New Earth Residential.

Enhance Environments

Through improving community spaces and driving green-up initiatives, both residents and the environment benefit.



39 Eco-Friendly Events

A Master Gardener from Colorado State University Extension helps a young boy water a freshly planted sunflower at the Community Garden at Cheyenne Crest in Colorado Springs, CO.



14 Community Gardens

AZ, CA, CO, NV, TN, UT, WA, WY
Youth gardeners at The Outlook Apartments in Graham, WA transplant a tomato plant in their new Community Garden.

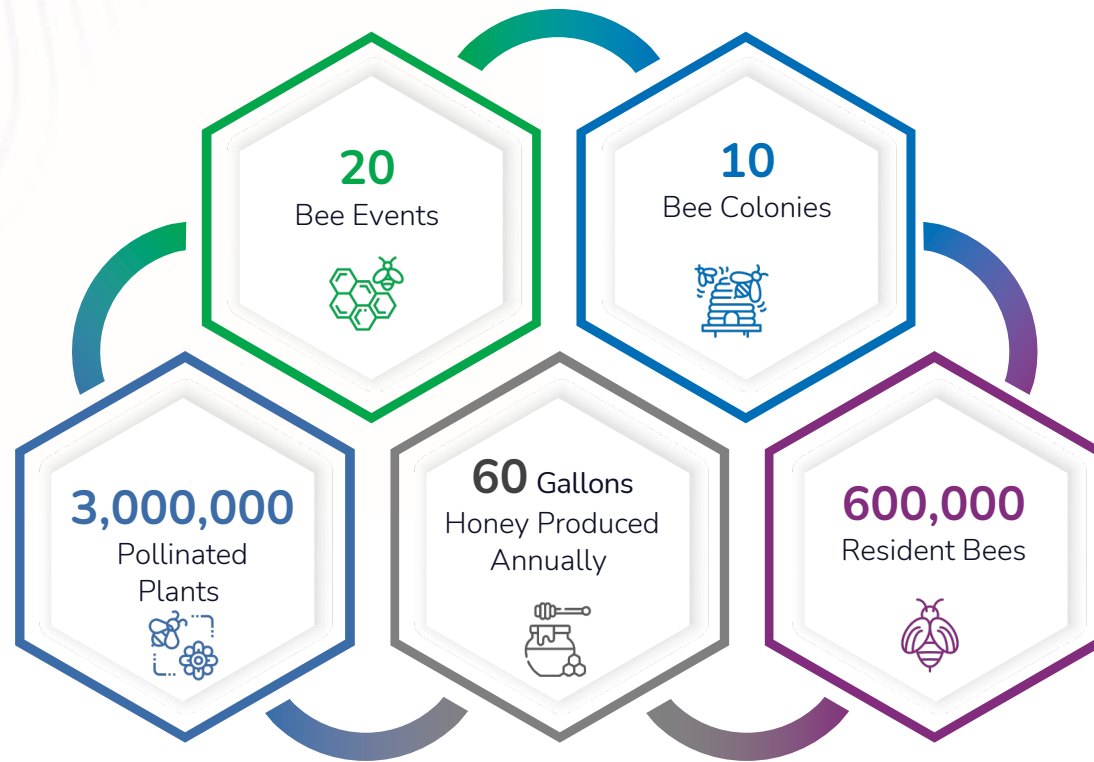


200 Plots Available

One 4' x 6' plot feeds a family of 4
Residents from Dana Park in Mesa, AZ celebrated Earth Day with a Community Garden launch event. They were provided with free gardening start-up kits to grow their own produce.

Improve the **Places We Live**

A staple of the Urban Village program is the cultivation of bees. Climate permitting, Urban Village uses beehives for educational purposes, ecosystem preservation, honey cultivation and therapeutic properties.



In partnership with Fields of Natural Honey, Urban Village produced 625 jars of wildflower honey. These samples are given to our residents and prospects as a taste of what it's like to live in our communities.

Our beekeeper from Beechamers in Sacramento, CA hosts a honey-tasting event at Alhambra Mace Ranch and invites residents to spot the Queen bee from their community's colony.



Beehives are low-cost for operators and high reward for the environment.

Create a Sustainable and Nurturing Community

Through Urban Village programming, communities implement environmental green-up projects and educational opportunities for residents.



The Lake Tonopah Garden Club sold their harvest at a local Farmers Market in Las Vegas, NV. Their profits were reinvested into the club's events and supplies.



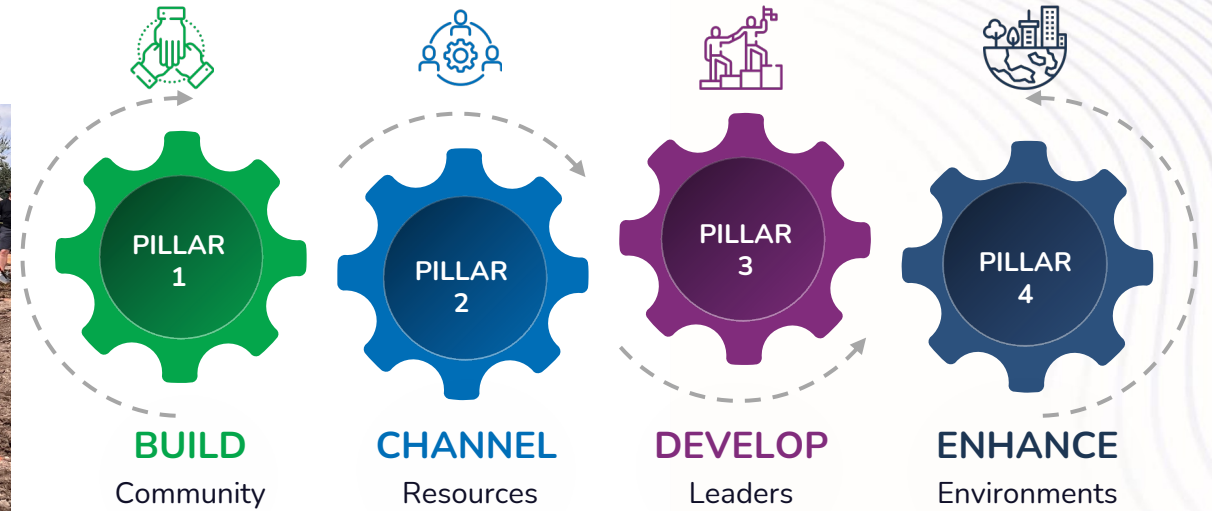
Envoy Electric Vehicles Carshare is active at our community Crossings at Wyndham in Sacramento, CA, including an EV charging port on site. There were a total of 48 bookings for 2022.





Community Garden Project

On August 17th and 18th of 2022, Urban Village broke ground and built its largest Community Garden to date. In Partnership with Denver Urban Gardens, Skyscape Gardens, and Tito's Handmade Vodka, The Parker Apartments in Littleton, CO acquired a quarter-acre fenced-in garden featuring 28 raised beds, a pergola, and a dog run, and serves as a prime example of Urban Village's commitment to the four pillars of impact. To build community and channel resources, Urban Village engaged **80 volunteers**, who joined together to complete the project. Led by Skyscape Gardens and D.U.G., the volunteers grouped together and utilized pick-axes and shovels to turn the soil and add compost to the ground. Additionally, another group of volunteers cut plywood to size and laid down the bases of the garden boxes.



Tito's Handmade Vodka supplied thank-you gifts and Urban Village hosted a local Food Truck to make sure volunteers felt appreciated and didn't leave hungry after all their hard work. As Urban Village, we believe in building stronger communities by engaging residents and creating sustainable spaces that benefit everyone. That's why we didn't just build a community garden - we engaged resident leaders in townhall meetings for garden planning, which helped develop new leaders in the community. By building a space where people can grow their own food locally, we also contributed to enhancing the environment and promoting self-sufficiency.



New Earth Impact Day

Around the nation, New Earth employees engaged in various service projects to give back to their greater communities.



Feed My Starving Children, Mesa AZ	Food Bank of the Rockies, Denver, CO	Food Bank of Wyoming, Casper, WY
Habitat for Humanity, Kalamazoo, MI	Habitat for Humanity, Sacramento, CA	Harvest Hope Food Bank, Columbia, SC
Hole Foods Rescue, Jackson, WY	ProYouth, Sacramento, CA	TN State Veterans Home, Jackson, TN
The Just One Project, Las Vegas, NV	The Road Home, Salt Lake City, UT	

“National Impact Day was a wonderful experience. Our team felt like we made a difference for those families in need. We really had an amazing day as a team. We partnered with Food Bank of the Rockies to organize food donations. We would love to do this again!”

- Jeannine, CO
Vice President of Accounting



Program Innovations

Esusu is an all-in-one rent reporting platform that helps increase on-time payments, prevent evictions, and lower vacancies — all while enabling healthier financial futures for renters.

Rent Relief is available for residents who have been adversely affected by COVID-19 or experiencing financial hardship.



We are proud to be a Freddie Mac Multifamily Impact Sponsor.

The Impact Sponsor Award was established in 2021 to recognize sponsors who simultaneously move the needle on affordable housing and create value through tenant advancement. The 2022 Impact Sponsor cohort is comprised of sponsors who stand out amongst their peers by going above and beyond to promote affordability, green improvements, tenant-supportive services, and more.



670

Average Credit Score Up 7 points since Esusu



5,630

Residents Reporting



62%

Improved Credit Scores



\$1,492

Average Rent Relief Disbursed



\$19,400

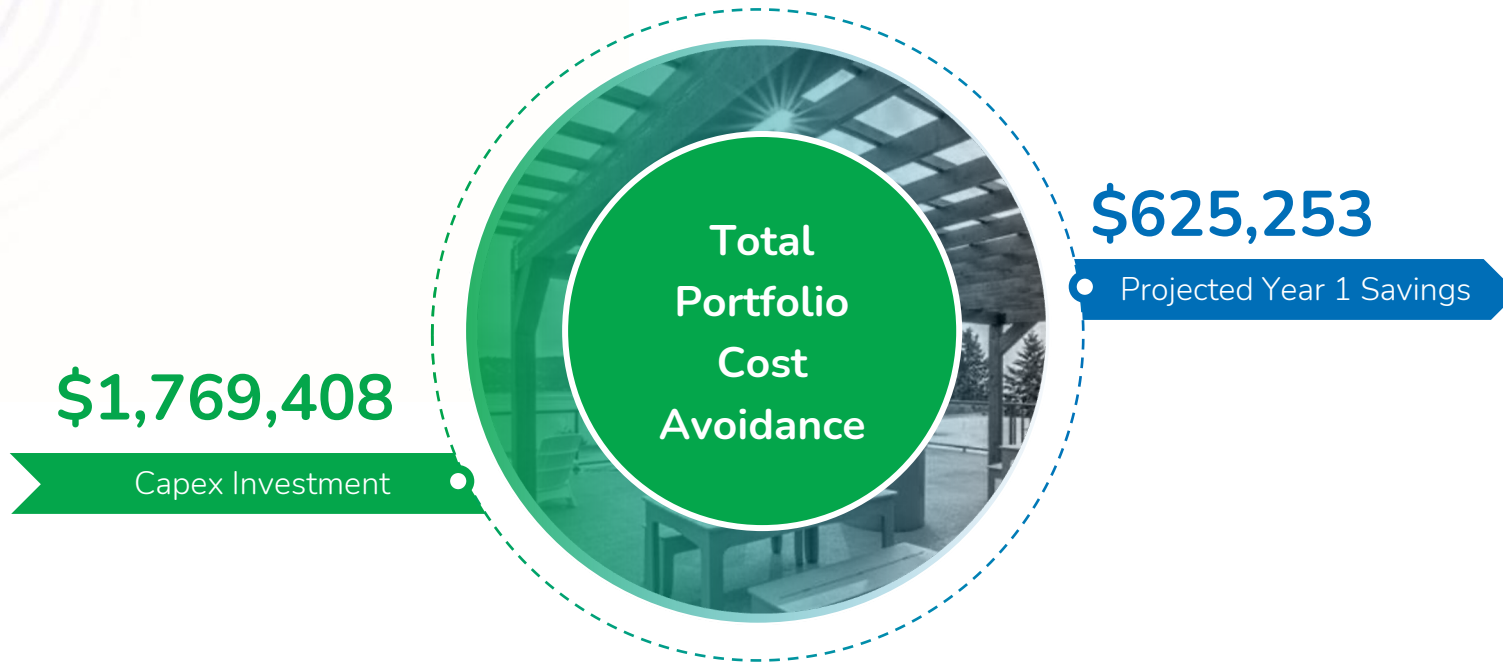
Total Rent Relief Disbursed



Program Innovations

In 2022 the Urban Village team worked with **Echelon Energy** to illustrate the environmental and monetary savings these initiatives produce, allowing our clients to make informed decisions around potential energy-saving initiatives.

Project implementation includes in-unit water efficiency, common area and exterior LED lighting retrofit, HVAC optimization technology, and smart irrigation projects.



78,847,417 Gallons Saved
Estimated Annual Water Savings



119
Olympic Sized Swimming Pools



888,604 kgCO₂
Electric Savings



126
Less cars on the road



Thank You to Our Partners

Our mission is realized thanks to our partners who have worked with us on making an impact in the lives of our residents and extended community.





urban village

Thank You!

2022

FROM URBAN VILLAGE

newearthres.com

[@newearth.uv](https://www.instagram.com/newearth.uv)

