



Everyone deserves a place to call *Home.*



2023 ANNUAL REPORT





FRIENDS,

As we embrace the future, we reflect on a year marked by achievements and transformation. It is with immense gratitude that we share with you the remarkable journey of 2023, impact made possible with your support.

The following report outlines the significant strides made in the past year and sets the stage for an ambitious 2024 under new leadership. As you leaf through the pages, I hope you see not just numbers, but stories of hope and strength that have been fortified by your generosity.

As we close the book on 2023, we would like to extend our heartfelt appreciation to our outgoing CEO, Dan Valliere, whose tenure saw REACH grow in both scope and impact. Dan's leadership has been instrumental in shaping the organization into what it is today. As we bid farewell, we warmly welcome our new CEO, Margaret Salazar, who brings a wealth of experience and enthusiasm to lead REACH into its next chapter.

Looking ahead, we are excited about the opportunities that 2024 holds for REACH and the communities we serve. With the continued support of our dedicated community, we are confident that REACH will thrive and continue to make a lasting impact on the lives of those we serve.

Thank you for your unwavering support, and we look forward to achieving even greater heights together.

Sincerely,



Jill Lam

Jill Lam
Board Chair



PROSPERING IN COMMUNITY

“Working with REACH has been fun, educational, and a great way to spread the word about our commitment to helping those who need it most.”

- Joseph Eakin
Comcast/Xfinity

Discover Our Impactful Programs

At REACH, we believe in creating vibrant communities where all people thrive. Our three program areas are designed to uplift and support REACH residents and neighbors.

REACH's Resident Services Team work tirelessly on-site to provide personalized assistance. Whether folks need information, referrals, or critical services, we're here to help.

REACH Programs go beyond the ordinary. We're passionate about financial literacy, ensuring both adults and youth make informed decisions. But that's not all! Our advocacy initiatives, led by those who've faced housing injustice, create real change. Plus, our seasonal activities—think spring break events, school supply drives, and toy giveaways—bring joy to families.

Community Builders is where transformation happens. Our skilled staff and compassionate volunteers provide free home repairs to low-income homeowners in Portland. From fire safety upgrades to addressing costly yard citations, we're committed to keeping older adults and people with disabilities safe and secure.

2023 IMPACT



3,500+

Residents living in REACH communities



2,800+

Home for people living on limited incomes



25,370

Services delivered to residents



300

Homes in development pipeline*



802

Home repairs for low-income homeowners in the City of Portland

*Anticipated completion date of 2025





A NEW OUTLOOK

REACH is moving toward building an inclusive mindset, so we improved our mission, vision and values.

MISSION

REACH creates opportunities for **all people** to thrive by developing and promoting equitable access to quality, affordable homes, supportive services, and community.

VISION

REACH envisions a socially just world where there is a universal right to housing with **all people** living in safe, vibrant, and healthy communities.

VALUES

REACH's scope of work - housing development, property management, and supportive services - is guided by five values reflecting our commitment to building affordable, healthy, and thriving housing options: **community, equity, integrity, innovation, and resilience.**





A STABLE HOME IN VANCOUVER

“I just want people to know that even when we want to give up, you never know what is awaiting you around that next corner.”

- Carrie
REACH resident

When Carrie Lujan reached out to a REACH community manager in Vancouver, she was running out of options fast. The process of recovering from a stroke and a breakdown in her relationship left her scrambling for a home for herself and her daughter. Carrie was fortunate to secure for people living with disabilities.

Today, getting by is still a struggle. Approximately 30% of Carrie’s limited income goes to housing expenses, and there are still medical bills, insurance, and food to pay for. A friend stocks her refrigerator with eggs from her chickens and her freezer with produce from her garden. This helps offset her food expenses and keep her afloat, but she still lives month to month.

At the community resource fair hosted by REACH resident services in Vancouver, she speaks of planning a cupcake decorating day for the kids at her community. It’s clear that building community and creating common ground with her neighbors is on her mind. “I just want people to know that even when we want to give up, you never know what is awaiting you around that next corner.” - Carrie, REACH resident.

MORE THAN FOUR WALLS

At one time, Josette was addicted to drugs and living in an abandoned house while her teenage daughter was in foster care. Josette got treatment and then sober living, and in April of 2022, she and her daughter moved into 72Foster where she met Peg, Resident Services Coordinator.

With the encouragement of Peg, she engaged with REACH staff about career support and she is now a peer support specialist at Northwest Pilot Project. As a result of her progress toward her career goals, she was nominated (and won!) a computer from Xfinity’s Spirit of Joy program.

Important services like career mapping, financial education, food support, access to local resources helps folks move out of a negative cycle. Just being told that they are good at something, can have a significant impact. REACH’s resident service coordinators and programs team bring support to the people that need more than four walls.

“No one has ever told me that I’d be good at that.”

- Josette
REACH resident



CORPORATE PERSON OF THE YEAR: YVETTE DAVIS

Congratulations to Yvette Davis, Recruiter and HR Generalist at REACH, for earning the Corporate Staff Person of the Year award at the ACE Awards this year! The ACE Awards honors outstanding professionals in the local multifamily industry. Thank you for supporting our teams by recruiting the best out there!



2023 OREGON'S MOST ADMIRED COMPANIES

We're honored to be named #5 in Oregon's Most Admired Companies by the Portland Business Journal for 2023 in residential real estate! This recognition is not just ours—it's a testament to our incredible community's support and belief in affordable, quality housing for all.

Together, we're building more than homes; we're crafting communities where dreams grow. Let's celebrate this achievement and continue to make a difference!



A NEW ROOF IN NE PORTLAND

REACH teamed up with local contractors Walsh Construction, McDonald & Wetle, and Malarkey Roofing Products to make the necessary repairs for Marjorie's home. "This support makes a significant impact on preserving safe and secure housing for homeowners like Marjorie." - Seth, REACH's CBP Program Manager

After months of pulling together resources, repairs were made to the damaged ceiling and walls caused by years of rain damage, and her entire roof was replaced. As we head into the rainy and snowy seasons ahead, Marjorie can rest easier knowing her roof will remain intact. "It means a lot to me. I'm so glad there are groups out there to help do this work. I'm thankful they chose to do my roof." - Marjorie, Portland neighbor

"I'm so glad there are groups out there to help do this work."

- Marjorie
Portland neighbor



TOGETHER, WE PROSPER!

Together, we are moving forward while staying focused on our values and the important work to provide stable housing and opportunities for everyone to thrive. **Your donations help provide holistic services that promote stability and well-being.**

402 DONORS

\$452,888 RAISED

"We appreciate the opportunity to help someone in need and walking away with a great feeling of giving back to our community. It's nice to see people coming together to help each other."

- George
McDonald Wetle

39%

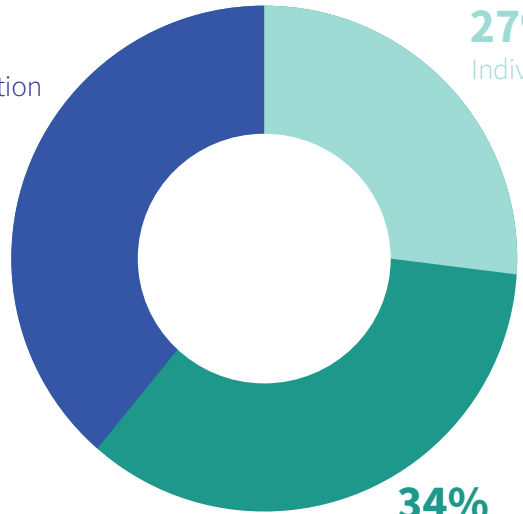
Foundation

27%

Individuals

34%

Corporate



OTHER WAYS OF GIVING

This year we add 10 new donors to our Sustainer's Circle, which provides us with a steady and reliable source of income to help us plan ahead and respond to the changing needs of our communities.

We also received in-kind donations like gift cards for our Winter Joy event from LMC Construction, as well as the donation of time from WALSH Construction Co., and McDonald Wetle for roof repair. This type of support goes along way in our communities.

Volunteers also gave their time to clean-up yards, pick donated food, wrap presents and fill backpacks.

Thank you for all the ways YOU support REACH!

118 VOLUNTEERS

1,474 HOURS





REACH 2023 BOARD OF DIRECTORS

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Whit Spencer, Treasurer
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REACH Resident

Sam Stuckey
Holst Architecture

Ben Werner
The Standard

THANK YOU!

Community partnerships are a catalyst for positive change. They have the potential to address complex challenges that no single organization can overcome alone. **Thank you to our major supporters, funders and community partners.**

MAJOR SUPPORTERS & FUNDERS

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