

May 15, 2020

Multifamily Firms Give Back During the COVID-19 Pandemic

Take a look at how some companies are supporting workers on the front line, renters, and those in need.

By [Christine Serlin](#)



Courtesy LYND

Multifamily stakeholders have been stepping up for their renters and essential workers throughout the COVID-19 pandemic. From boosting morale to providing temporary homes for those risking the most during the pandemic, here's a roundup of some of the efforts taking place across the nation.

Morgan Properties, Renters Helping Hospitals, Food Banks

Pennsylvania-based Morgan Properties, the nation's fifth largest apartment owner, has launched Morgan Cares, an initiative to support local hospitals and food banks. The company will donate a percentage of each resident's May and June rent payments to their choice of a local hospital or food bank. Morgan

Properties is expected to contribute over \$500,000 to local organizations in the 15 states where it operates.

“As a family business whose culture is deeply rooted in helping others, we are incredibly passionate about giving back to communities in which we serve,” said Jonathan Morgan, president of Morgan Properties. “We are in the midst of a global health crisis, and the only way to get through it is to come together and help those in need.”

To celebrate those helping others during the pandemic, Morgan Properties also has launched Hometown Heroes. The social media series will honor employees, residents, vendors, and local emergency personnel who are going above and beyond. Throughout May, the company will celebrate four individuals each week by sharing their stories on its social media channels.



Courtesy LYNDLYND's Stand Strong, Stand Together Door Contest invited residents of 60-plus apartment communities to decorate their doors over a two-week period in April to boost morale and promote a sense of community.

LYND Helps Build Residents' Morale

San Antonio-based LYND invited residents at its 65 properties in 11 states to participate in a door-decorating contest to spread messages of hope and inspiration during the crisis. The Stand Strong, Stand Together Door Contest was during a two-week period to help boost spirits and promote a sense of community while so many are isolated in their homes.

The winner from each participating community thought they would be receiving one-month's free rent, but LYND CEO David Lynd surprised the group on a Zoom call with an additional month.

“I was so overwhelmed with the level of work and creativity the residents put into this project, that I decided on the spur of the moment to make it two free months of free rent for all of winners,” said Lynd. “We are trying to do all that we can to support our residents, whom I consider party of my extended family, at this very trying time.”

In addition, all of the winners' names were put into a drawing for a grand prize of six months of free rent. The winner, Ashley, revealed she experienced the death of a loved one related to COVID-19 and lost her job around the same time.

“It's a hard time, just rough right now, so I put my heart and soul into my door,” she said.

Companies Helping Colorado Health Care Workers

One of the largest multifamily owners and operators in the nation, real estate investment trust Aimco is donating apartment units in Denver and Boulder to provide temporary homes for health care workers at Boulder Community Health, University of Colorado Health, Medical Center of Aurora, and Children's Hospital

Colorado. In addition, Xfinity Communities is partnering with Aimco to provide complimentary TV and high-speed internet for these units.

“When my wife, Betsy, told me there were hospital workers who chose not to go home between shifts for fear of infecting their families, I knew we had to help,” said Terry Considine, Aimco chairman and CEO. “Aimco has nearby apartment homes that provide the comforts of being home without risk to families. We offered them to the hospitals and cheered when Xfinity Communities agreed to be our technology partner. After they have done so much for others, it seems right that Aimco and Xfinity care for them. Being a good neighbor is an Aimco value. We are grateful to Xfinity for sharing our commitment and helping us to help others.”

The Xfinity Communities-outfitted apartments being donated for health care workers are located at two communities—21 Fitzsimons in Denver and Park Mosaic in Boulder.

“When Aimco approached us, we quickly said ‘yes’ to donating video and Internet services to the apartments they planned to use to help health care workers in Colorado,” said David Salazar, vice president of sales and marketing for Comcast Mountain West Region. “There is nothing more important to us than the safety and well-being of our communities and those who are working on the front lines to keep us safe. By partnering with Aimco, we are providing these medical staffers with the comforts of modern, reliable entertainment and technology that are critical to keeping them connected with their families and teammates.”

Showing Support in Charlotte

RKW Residential is helping local organization in Charlotte. The property manager has asked all team members to support two nonprofits near and dear to the company—Veterans Bridge Home, an organization that helps veterans by providing resources and identifying employment opportunities, and Classroom Central, an organization that helps collect and distribute free school supplies to

teachers across six districts. RKW held two training sessions at the end of April to prepare volunteers to perform wellness checks on local veterans during the pandemic.

In addition, the team at RKW-managed Centro Railyard Apartments delivered lunch from a local restaurant to members of the Charlotte Fire Department to thank them for their work on the front lines.