

ADVOCACY AND ACTION BY APARTMENT LIST

We appreciate everyone tuning in to our final day of Spark, and for the authenticity and vulnerability around topics that can be very personal and oftentimes uncomfortable. This is only a start. We hope to continue to have these conversations with the Spark community.

In the spirit of Advocacy and Action, we've compiled a few resources that have been helpful to us as we endeavor to learn, unlearn, grow, build and develop in our journey towards more diverse, equitable, and inclusive communities - communities where everyone belongs.

Included in this overview are a few resources, specifically:

- For learning
- For your teams
- For your residents
- For giving back to your communities

We acknowledge that everyone is on their own path with varying levels of resources set up to support DEI at your companies and in your communities. Our goal is to facilitate a conversation, create a safe space to grow - and to lean on each other to push the industry forward together.

We believe multifamily can set a new standard for inclusion and belonging and we're proud and inspired to be on this journey together.

FOR YOUR TEAMS

Apartment List has made a concerted effort to diversify our recruiting sources, and ensure we reach a broad pipeline of backgrounds, ethnicities, gender, experiences, and perspective. Beyond the right thing to do, we know a diverse workforce is the smart thing to do, as it breeds creativity and innovation.

RETHINKING DE&I

As we sought to improve our Recruiting strategy, we leveraged tips and tricks from experts in the space. A few helpful resources from some of the leading Talent and Recruiting hubs are included below.

- [10 Tips to Kickoff Your Diversity Recruitment Initiative, by Greenhouse](#)
- [7 Actionable Tips for Building a Diverse Candidate Pool, by Harver](#)
- [15 Expert Tips on Attracting Minority Tech Candidates, by Glassdoor](#)
- [Unconventional Ways to Source Diverse Talent, by Entrepreneur](#)
- [12 Ways to Improve Your Diversity Recruiting Strategy, by Recruitee.com](#)
- [10 Eye Opening Best Practice Strategies to Diversify Recruiting, by Rakuna](#)

DIVERSE OUTREACH & NETWORKING OPPORTUNITIES

Below are a list of resources that we've found helpful when sharing our open job opportunities, seeking partnership or collaboration, and educating ourselves on the everchanging DE&I space. Engaging in these efforts helps ensure that we reach a broad audience of talent who share unique and different perspectives.

ORGANIZATIONS

- [Women in Product](#)
- [Fairy God Boss](#)
- [Dev/Color](#)
- [Nextplay](#)
- [Latina in Tech](#)
- [Hispanic Alliance of Career Enhancement Pink Jobs](#)
- [Out Professional Network](#)

CONFERENCES

- [Women In Tech Summit](#)
- [Grace Hopper](#)
- [Afrotech](#)
- [Latinas in Tech Summit](#)
- [Out and Equal](#)

RESOURCES

- [LinkedIn Learning](#)
- [Paradigm "Unconscious Bias Training](#)
- [Textio](#)

EDUCATIONAL INSTITUTIONS

- The HBCU Career Center
- Hispanic Association of Colleges and Universities
- Women's College Coalition

LinkedIn also offers special tips and tricks for Diversity Sourcing - check out [one of our favorite LinkedIn articles](#) about Diversity Sourcing and a proactive approach to reaching underrepresented candidates.

FOR LEARNING

We're excited to share a set of educational materials we've found helpful, compiled by members of the Apartment List team and partners / experts in the space.

Our friends at Paradigm, shared this reading list for [Allyship and Action for Black](#) teammates, and tips on what to Read, Listen To and Watch for [AAPI Communities](#).

A few of resources we've found most helpful include:

TO READ:

- [Caste: The Origins of Our Discontents, by Isabel Wilkerson](#)
- [A Little Devil in America: Notes in Praise of Black Performance, by Hanif Abdurraqip](#)
- [Blind Spot: Hidden Biases of Good People, by Anthony Greenwald and Mahzarin Banaji](#)
- [My Life on a Plate, by Kelis](#)
- [Yello, by Frank H. Wu](#)

TO LISTEN TO:

- [The 1619 Project, The New York Times](#)
- [Code Switch, NPR](#)
- [Latinas Who Lunch](#)
- [Asian Enough](#)

FOR YOUR RESIDENTS

SAMPLE LEASE LANGUAGE

Please note, this is sample language and any inclusion is up to the sole discretion of each property and should be reviewed by your lawyer and leasing teams.

You, your occupants and all guests will: (i) show due consideration for neighbors and not interfere with, disturb or threaten the rights, comfort, health, safety, convenience, quiet enjoyment and use of the Community by us, other residents and occupants and any of their guests, agents or invitees; (ii) not engage in abusive, threatening or harassing conduct, including, but not limited to racist conduct, toward us, our employees, agents or representatives, or other residents, occupants or guests at the Community; (iii) you will not unreasonably interfere with our management of the Community; and (iv) exercise reasonable care in the use of the Premises and maintain the Premises in a clean, safe and undamaged condition, ordinary wear and tear excepted.

FOR GIVING BACK TO YOUR COMMUNITIES

We're really proud of our Home Bridge program, in partnership with multifamily and community leaders, which provides temporary safe havens for those who've experienced adversity. We'd love for you to join us, or find other ways to give back that are authentic to your teams. In addition to supporting those who need it most, we've found it's a powerful program for employee engagement, teambuilding, and celebrating companies going above and beyond to make an impact.

HOME BRIDGE OVERVIEW

There are thousands of families that find themselves in need of a home bridge to get through a challenging period - whether violence at home, a family medical crisis, a natural disaster or even a period of focus on school. We also know that in any given city there are thousands of unoccupied units at any given time. Home Bridge aims to bridge that gap. Our efforts started with the [devastating 2018 California wildfires](#) and now includes:

Opportunity Youth with Year Up, which strives to close the opportunity divide by investing in underserved young adults. Many Year Up participants experience housing fragility, and a home bridge can meaningfully influence their chances of success. ([DC move-in day](#), [Destiny at Spark](#))

Medical Support with Ronald McDonald House Charities (RMHC), which provides medical care for critically ill children. Oftentimes, these children must receive specialized treatment far from home. ([Local news story](#))

Disaster Relief with nonprofit Housing Industry Foundation (HIF), to help displaced families find home after national disasters. ([Blog](#), [video](#))

HOW IT WORKS

- Property Management Company donates short-term apartment units
- Apartment List supports intake process and sharing / celebrating the stories
- Nonprofit partners recommend participants and provide wraparound support services

SAMPLE PARTICIPANT TESTIMONIALS

DESTINY M, YEAR UP PARTICIPANT: "I am overwhelmed with joy. I have the keys to my own beautiful apartment..... Immediately it felt like home. Somewhere I can feel safe and have peace of mind."

MADDIE K., PREGNANT MOM IN RMHC PROGRAM: "No one prepares you for a child with a congenital heart defect...It is difficult being away from home during such an emotional time, but to have this accommodation maintains a little bit of normalcy...I truly do not know what we would have done had this apartment not become available."

KALIKO O, FOLLOWING 2018 WILDFIRE RELIEF: "I am self-employed, and the fire destroyed 80% of my business and leveled our home. I was driving with my son when we found out we would receive housing. I pulled to the side to cry. The relief of having somewhere to stay. It was knowing I could take a breath to figure out our next steps."

A COMMUNITY EFFORT

This program is made possible by a network of community, real-estate, nonprofit and business partners.

Apartment  List