



LIFTING LIVES



2025 Multifamily Impact Report

# MULTIFAMILY IMPACT REPORT

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Rainbow Housing Assistance Corporation (Rainbow) is a nonprofit which supports rental housing communities nationwide with customized services which foster connection and community.



# LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Partners and Friends of Rainbow,

We are pleased to share our second annual Multifamily Impact Report. As this work continues to evolve, so does our commitment to thoughtfully measure our efforts and transparently communicate the outcomes they produce.

Rainbow exists to create and preserve quality, affordable housing for families and individuals of diverse backgrounds, while supporting their well-being through services which connect them to the resources, relationships, and opportunities which make stability possible. This report reflects how we advance that mission across 270 communities, 25 states, and more than 88,000 residents.

The Multifamily Impact Council Framework provides the structure to carry out this work with integrity. This year's inclusion of Good Business as a core principle further reinforces a belief we have long held, that the strength of our organization begins with the people who bring this mission to life each day.

We invite you to review the report and explore both the data and the lived experiences it represents.

Sincerely,

The signature is a stylized, cursive script of the name "Flyn" in a dark blue color. Below the signature, the words "FLYNNAN SKEEN" are printed in a small, all-caps, sans-serif font.

Flynann Skeen  
Executive Director  
Rainbow Housing Assistance Corporation



# INTRODUCTION



Rainbow Housing Assistance Corporation (Rainbow) is a national nonprofit dedicated to stabilizing, self-sufficient communities in rental housing. Rainbow coordinates resident services in communities across 25 states, connecting residents to programs and resources in the following areas: community engagement, financial stability, education/skills development, and health and wellness. Resident Services Coordinators (RSC) also partner with local businesses, healthcare providers, nonprofits, and government agencies to expand support. Rainbow’s evidence-based model serves all populations, from youth to seniors. Rainbow’s commitment to the preservation of affordable housing is exemplified in the 94 general partnership communities across the country.

Rainbow holds CORES Certification, the Certified Organization for Resident Engagement and Services standard which recognizes organizations with a proven, systems-level commitment to quality resident services coordination, deep investment in resident well-being, and data-informed operations and decision making.

As a committed adopter of the Multifamily Impact Council (MIC) Framework 3.0, Rainbow remains among the first in the affordable housing sector to align its reporting with these standards, as highlighted in our second annual Multifamily Impact Report.

The MIC Framework 3.0 measures impact across seven principles: Affordability, Resident Engagement, Housing Stability, Economic Health and Mobility, Health and Wellness, Climate and Resilience, and Good Business. This edition reflects an important Framework evolution: the seventh principle has shifted from Diversity, Equity, and Inclusion to Good Business, a broader standard which encompasses inclusive hiring, staff development, pay equity, and organizational feedback systems. Rainbow embraces this shift. An inclusive, well-supported workforce is not separate from mission delivery. It is mission delivery.

Rainbow organizes its services delivery around upward mobility prioritizing impact areas mapped directly to the MIC principles:

 <p><b>Health and Wellness Support</b>, including food access and preventive care</p>	 <p><b>Education Opportunities and Academic Readiness</b></p>	 <p><b>Workforce Training and Advanced Skills Development</b></p>	 <p><b>Employment Services and Career Navigation</b></p>	 <p><b>Housing Stability and Crisis Support</b></p>	 <p><b>Financial Literacy, Coaching, and Long-Term Resilience</b></p>
 <p><b>CORES</b> Certified Organization for Resident Engagement &amp; Services</p>	 <p><b>Credit Building and Financial Strengthening</b></p>	 <p><b>Access Supports</b>, including transportation and technology</p>	 <p><b>Scholarships for Education, Workforce Credentials, and Resident Leadership Initiatives</b></p>	 <p><b>MIC IMPACT FRAMEWORK™</b> ADOPTER</p>	

# CORPORATE OVERVIEW



**88,229**  
Residents



**25**  
States



**270**  
Communities



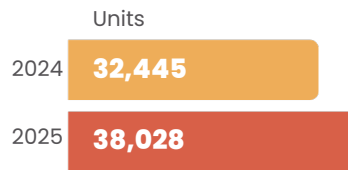
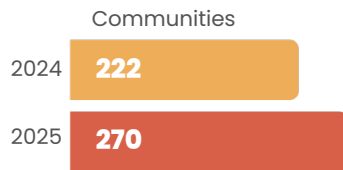
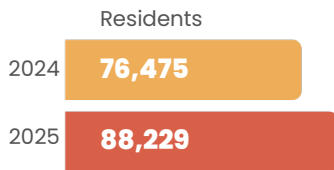
**38,028**  
Units



**94**  
General  
Partnerships



**\$1.1M+**  
Scholarships  
Awarded



In 2025, Rainbow served 88,229 households across 270 communities in 25 states, including the addition of 48 new sites. The organization grew its general partnership portfolio to 94 communities (a 5.6% increase) and saw a 9.7% rise in units served, totaling 15,057. These efforts are supported by a resident services model spanning four integrated program areas designed to build stable, self-sufficient communities.

**20%**  
Community Engagement

**20%**  
Financial Literacy and  
Stability



**35%**  
Educational Workshops  
and Skills Development

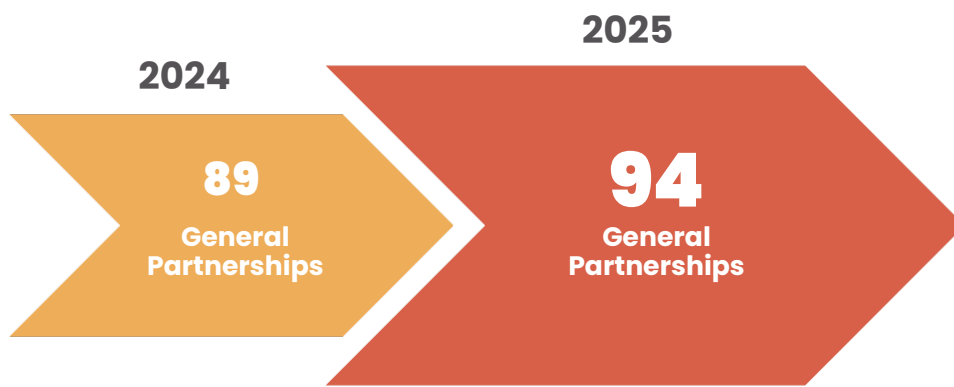
**25%**  
Health and Wellness

Rainbow's evidence-based approach connects residents to resources, programs, and opportunities through trained services coordination embedded in communities nationwide. In 2025, Rainbow achieved a 91% referral-to-outcome fulfillment rate across 34,799 referrals, measured in real time through Rainbow's Apricot and Power BI Impact Dashboard.

# AFFORDABILITY



Affordability is defined along a spectrum of impact which begins with the FHFA definition of affordability up to the point where 100% of renters pay no more than 30% of their income for rent.



By operating as both a nonprofit general partner and a third-party resident services provider, Rainbow creates a comprehensive approach to housing affordability. The organization's general partnership portfolio saw expansion in 2025, growing to 94 communities (up 5.6%) and 15,057 units (up 9.7%). A key driver of this impact is Rainbow Housing Texas, Inc. (RHTI - an affiliated nonprofit), which utilizes its certified Community Housing Development Organization (CHDO) status to provide partner developments with vital real estate tax exemptions.

## Strategies:

**Nonprofit  
General  
Partnerships**

**1**

**Long-Term  
Services  
Contracts**

**2**

**LIHTC  
Competitive  
Applications**

**3**

**RHTI Texas  
Operations**

**4**

# Market Validation: What Developers Say

Rainbow’s 2025 nationwide survey of LIHTC developers confirmed that the nonprofit general partnership model delivers meaningful operational and financial value. The majority of developers reported improved operational efficiency, minimal administrative burden, and strong demand for resident services delivery alongside tax exemptions. The most valued services developers identified: senior services, health and wellness, social services, and youth programming, all of which sit at the core of Rainbow’s model. Tax exemption opportunities were confirmed as particularly strong in California, Texas, Florida, South Carolina, Washington, and Arizona.



**Majority reported improved operational efficiency**



**Majority experienced no significant administrative burden**



**Top states for tax exemption are Washington, California, Arizona, Texas, South Carolina, and Florida**

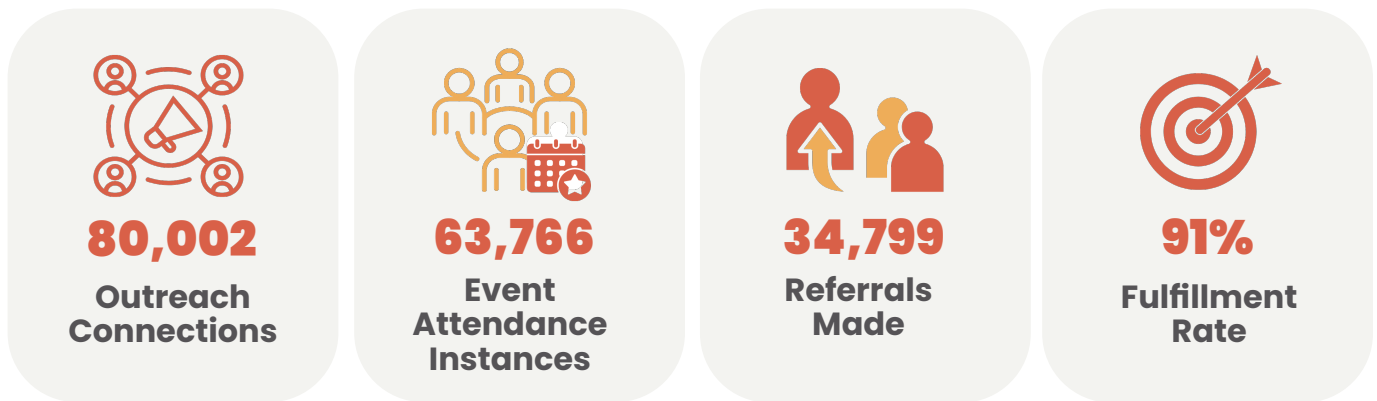
Metrics	2024	2025
General Partnership Communities	89	94
General Partnership Units	13,727	15,057
Total Communities	222	270
Total Units	32,445	38,028
States Served	22	25
Residents Served	76,475	88,229

# RESIDENT ENGAGEMENT

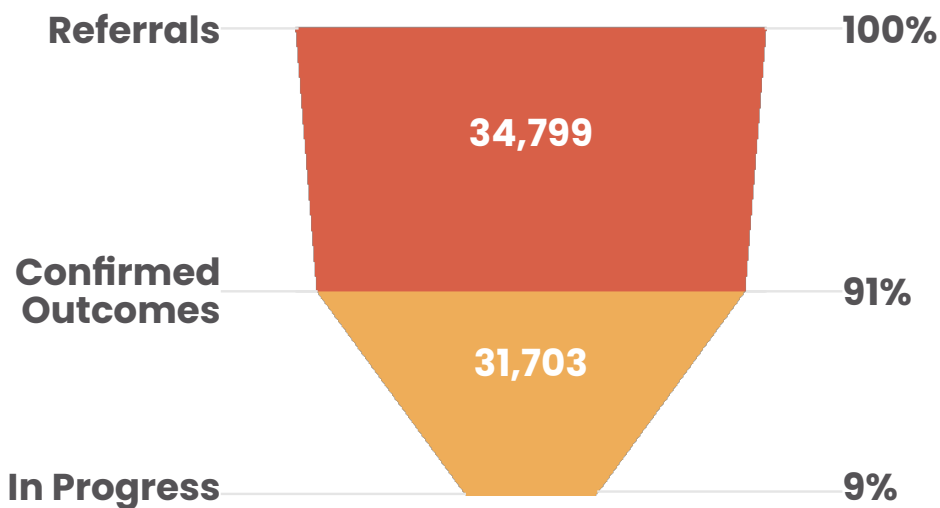


Meaningful Resident Engagement ensures that services and programs are consistent with resident priorities, leverage existing community resources, incorporate resident feedback, and build trust between residents and staff.

As a CORES Certified organization, Rainbow's engagement model is grounded in a systematic approach which recognizes resident agency and gives residents real voice in shaping the design and culture of their community.



Rainbow's National Outreach Division contacts every resident on each property's list monthly, ensuring no one waits for a crisis to connect with support. All identified needs remain open until fully resolved within a targeted 30-day window. In 2025, 34,799 referrals produced 31,703 confirmed outcomes, a 91% fulfillment rate across the portfolio.



## Key Partnerships

 learn to be

**Online Youth  
Tutoring**

 Khan Academy

**ACT/SAT  
Preparation**



Full Belly Foods

**Fresh Produce  
Delivery**

 **U.S. HUNGER.**

**Door-to-Door  
Food Boxes**

 findhelp

**Local  
Resources  
Finder**



**Mental Health  
Education**

Uber Health

**Transportation  
Assistance**



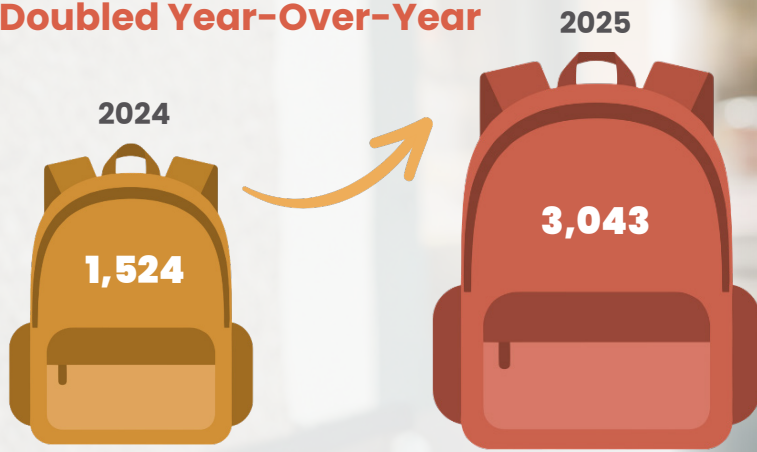
**Translation  
Services**

Learn To Be provided free one-on-one online tutoring to Rainbow youth, with sessions increasing year-over-year. Khan Academy extended free SAT and ACT preparation to high school residents. U.S. Hunger and Full Belly Foods addressed food insecurity through door-to-door delivery and onsite produce distributions. FindHelp.org launched as a digital resource connector across health, financial, employment, and social services. Uber Health provided 110 rides in its first 4 months, with 71% for medical appointments. Life Enhancement Services extended mental health education and early intervention support across the portfolio.



Number of Backpacks Distributed

**Nearly Doubled Year-Over-Year**



## Rainbow-Developed Programs



**LINK**  
Rainbow's  
Remote  
Programs



**Rainbow LIVE**  
Online Life-Skills  
Workshops



**Tie Me a Future**  
Onsite Youth  
Program



**Connection Wizards**  
Community  
Ambassador  
Program

### Johnny | Arizona

Johnny has established himself as one of the most dedicated participants in the entire Rainbow portfolio by completing 83 classes. Rather than simply checking a box, he frequently retakes courses to ensure he has a deep and practical mastery of the subject matter.

As a resident living with diabetes, he relies on this health and wellness programming to gain the tools necessary for managing his condition and maintaining his independence.

This extraordinary commitment highlights how meaningful engagement builds a lasting bond between a resident and their community. Ultimately, Johnny's story proves that providing the right educational platform allows residents to transform their lives through proactive, lifelong learning.

# HOUSING STABILITY



Housing Stability is achieved when a household is not more than 30 days behind on rent, has not moved in the past 12 months for financial reasons, and is not forced to rely on shelters or doubling up.

At Rainbow, we build on this definition by recognizing that true stability is not just maintained, it is created. Stability is achieved when residents have the skills, income, and opportunities to remain secure over time, not just in the moment.

Rainbow advances housing stability through a model rooted in upward mobility. By connecting residents to workforce development, career pathways, financial literacy, and education, we help build the foundation for livable wages and long-term income growth. This approach shifts the focus from reactive support to proactive investment in each resident's ability to sustain their housing independently.

In 2025, Rainbow connected \$275,335.67 in financial assistance to residents through trusted community partners. While Rainbow does not administer these funds, we serve as the bridge, ensuring residents can access the right resources at the right time. Through 4,603 referrals, 3,746 resulted in pathways toward housing stability, achieving an 81% fulfillment rate and demonstrating the strength of coordinated, community-based support.

What differentiates Rainbow is not just access to resources, but early and consistent engagement. Through proactive monthly outreach, financial stress is identified before it escalates to eviction or displacement. Residents are not left to seek help in moments of crisis, Rainbow finds them first, positioning each household to move from stability to self-sufficiency, and ultimately, to upward mobility.



**\$275,335.67**

**Financial assistance  
connected to  
residents through  
outside community  
partners in 2025**

## Virgil | Arizona

When sudden job loss left Virgil facing a 10-day eviction notice, he reached out to Rainbow. His RSC provided job search support, digital literacy training, and food assistance, then personally advocated to St. Agnes Church to secure rental assistance covering multiple months.

Virgil retained his housing. St. Agnes, moved by his character during the process, offered him a job. He began his new position and continued building his digital skills for long-term independence.

***“I didn’t think anyone would help me at this point. I’m grateful for everything you’ve done.”***

## Key Housing Stability Programs



Credit Building



Financial Education



Banking Access



Local Partners for  
Emergency Assistance

## Candelaria | Texas

Unable to read or write, Candelaria faced a compounding crisis when she fell behind on rent. Rainbow’s RSC connected her to rental assistance through El Buen Samaritano and, through the trust that interaction built, positioned her to access ongoing guidance toward greater independence through community organizations and national partners.

***“Thank you. You don’t know how much weight has come off my shoulders.”***



# ECONOMIC HEALTH AND MOBILITY



Economic Health and Mobility is defined by a person’s ability to improve their financial condition, standard of living, and economic future while living in their rental unit.

## Employment Connection Rate

Among Residents Engaged in Employment Programming



Rainbow’s economic mobility programming achieved a 92.9% fulfillment rate on its impact dashboard in 2025, the highest of any program category Rainbow tracks. Through a layered model of one-on-one coaching, platform-based credentialing, and direct employer connections, Rainbow’s employment programming achieved a connection rate that grew from 17% to 28% among residents actively engaged in employment services.

## The Direct-to-Professional Program

Rainbow’s 2025 pilot, in partnership with Auburn University’s Preppy training services and Interplay Learning, provides residents industry-leading online training, a free laptop to keep, a local externship, and a guaranteed job offer upon completion. Fields covered: business, education, health, technology, and career and technical education. Career training participation grew significantly in business, computer science, physical engineering, and data science, aligned with World Economic Forum Future of Work projections.

### Key Benefits



**Online Training**



**Free Laptop**



**Local Externship**

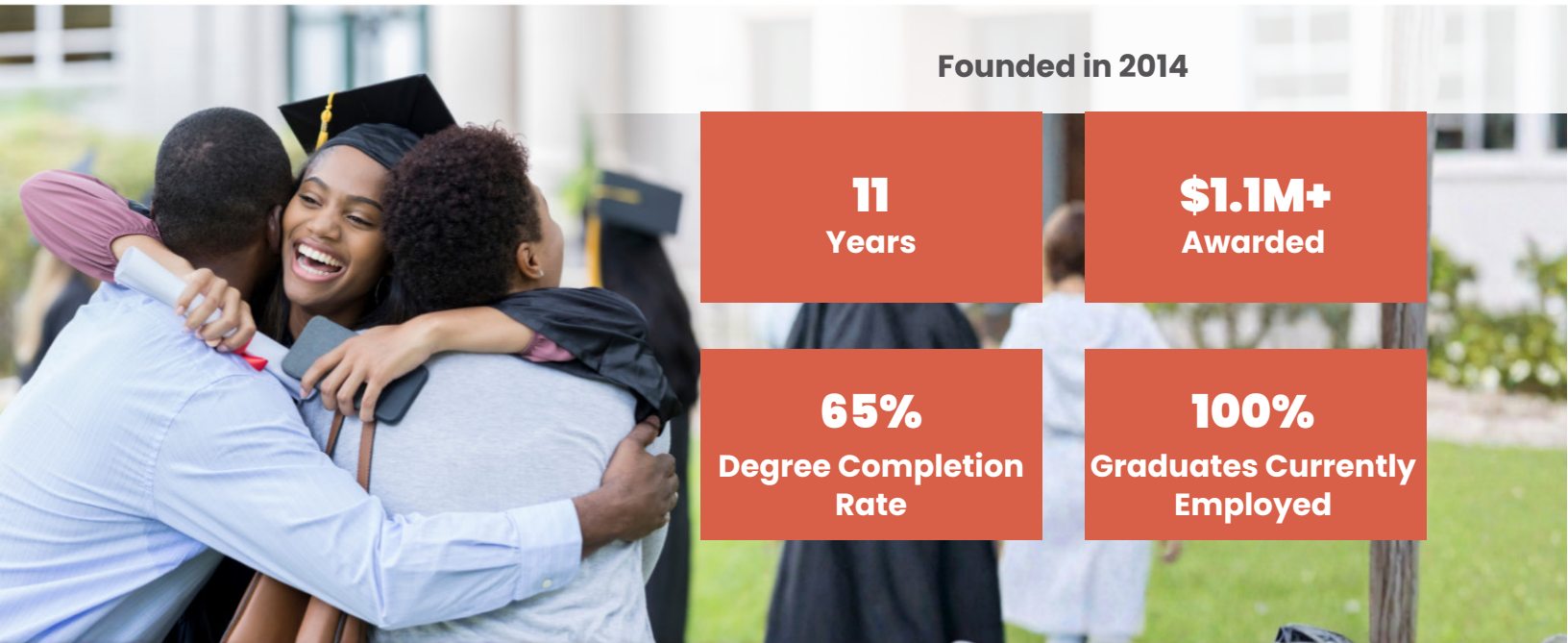


**Guaranteed Job Offer**

## Katylyn | Arizona

For six years, Kaytlyn worked in fast food supporting herself and her two children. Rainbow connected her to the Direct-to-Professional Program through Auburn University's Preppy Online platform. She completed phlebotomy training, earned her certification, and moved from six years behind a counter to a credentialed healthcare professional with a career her children can emulate.

## The Rainbow Scholarship Program: 11 Years, \$1.1 Million



The measurable outcomes of this investment are remarkable: 65% of scholars have successfully completed their degrees, with 100% of those graduates currently employed in impactful roles across sectors such as healthcare, engineering, technology, and political science.

In 2025, Rainbow welcomed 5 new scholars and supported 12 returning scholars across institutions nationwide. Four scholars graduated: Shayla (Business Management, Texas Southern University), Christopher (Political Science, UC Northridge, first-generation graduate and D.C. intern), Mickia (Occupational Health and Safety, University of North Texas, Dean's List, first-generation), and Jalyn (Sports Medicine and Management, Prairie View A&M, eldest of six siblings, first-generation).

**Shayla**



Business Management, Texas Southern University

**Christopher**



Political Science, UC Northridge, *first-generation graduate and D.C. intern*

**Mickia**



Occupational Health and Safety, University of North Texas, *Dean's List, first-generation*

**Jalyn**



Sports Medicine and Management, Prairie View A&M, *eldest of six siblings, first-generation*

Program-level awards since inception span the Online GED Program, Online ESL, Vocational Training, Workforce Development, and Move Men to Employment (MM2E), six programs investing in residents' most fundamental educational and workforce

### Capturing Impact: The Rainbow Success Story Platform

In 2025, Rainbow built a proprietary story documentation system using Microsoft Forms and a SharePoint database, designed to be fast and friction-free so RSCs can capture a resident's success and get back to serving them. The platform captured 261 resident success stories, 42.15% reflecting Economic Mobility breakthroughs. Rainbow deploys these stories in company-wide meetings, owner partner packages, website and social media, advocacy campaigns to state housing agencies, Board presentations, and at Rainbow's annual banquet. Each story moves the work from policy to person.



**261**

**Success Stories**

**42.15%**

**Percent of Stories with Economic Mobility Breakthroughs**

#### **Sherilyn | Texas**

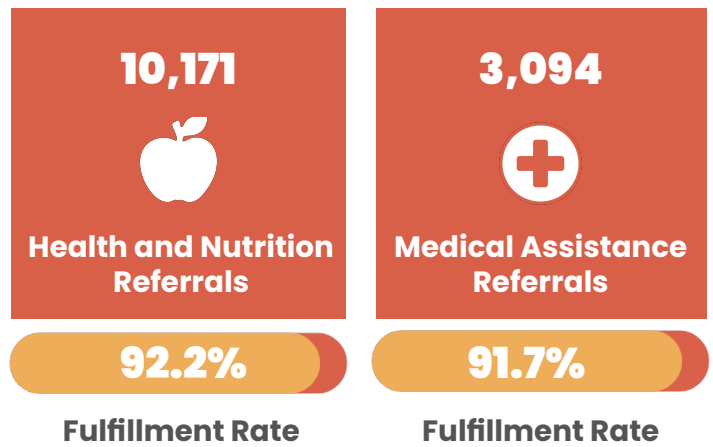
After experiencing homelessness and building her own business through sheer determination, one goal had remained out of reach: her GED. Through Rainbow's GED program, Sherilyn finally found the structure and encouragement she needed. She did not need Rainbow to give her ambition. She had that. She needed a partner willing to meet her where she was and stay in it with her to goal completion.

# HEALTH AND WELLNESS



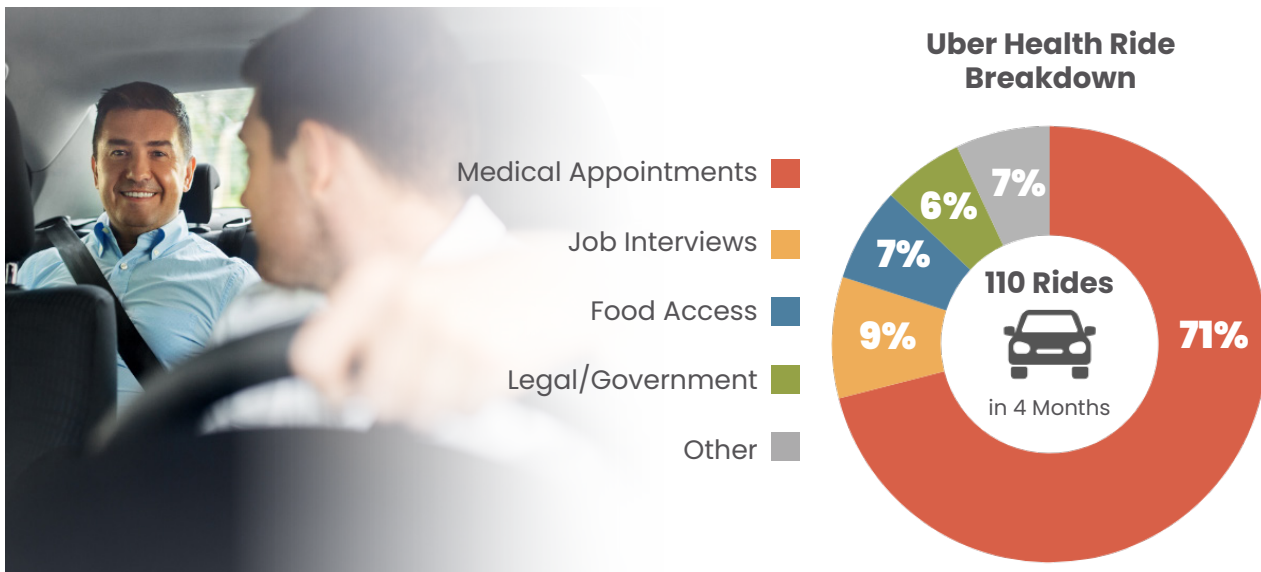
The principle of Health and Wellness is defined by healthy building design and property management practices which create and maintain living conditions which protect and enhance the health of renters.

Rainbow promotes resident health through comprehensive wellness programming, barrier-removal services, and partnerships which bring care directly to communities. In 2025, health and nutrition programming accounted for 19,920 onsite event attendance instances, the highest attendance category in Rainbow's entire programming portfolio.



## Uber Health: Removing the Final Barrier



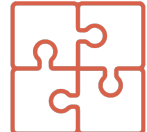


Transportation is one of the most persistent and invisible barriers to healthcare access. In late August 2025, Rainbow launched its Uber Health partnership, delivering 110 rides in just four months. Of those, 85 rides (71%) were for medical appointments.



At a Delaware community, Rainbow’s Community Outreach Coordinator worked patiently with senior residents who initially hesitated to use the programs and services technology, walking through each step until the residents who once said, “I don’t know how to do it,” began saying, “I’ve got this.”

<p><b>Michelle</b> Arizona</p> <hr/> <p><i>“ Thank you so much to Rainbow for my rides to my medical appointments.”</i></p>	<p><b>Annie</b> California</p> <hr/> <p><i>“ I appreciate all you do to support me with this difficult situation.”</i></p>	<p><b>Roberta</b> Texas</p> <hr/> <p><i>“ Thank you for everything. I really appreciate you.”</i></p>	<p><b>Thelma</b> Delaware</p> <hr/> <p><i>“ Thank you for your patience and for teaching me something new.”</i></p>	<p><b>Ronda</b> Delaware</p> <hr/> <p><i>“ This is so great and so helpful. Thank you, thank you so much.”</i></p>
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**Senior Wellness Programming**

				
<p><b>Oasis Everywhere</b> Edutainment Workshops</p>	<p><b>ASAP Results</b> Health Screenings</p>	<p><b>Senior Edutainment</b> Puzzles and Activities</p>	<p><b>Rainbow LIVE Workshops</b> Life Skills Webinars</p>	<p><b>Rainbow Fitness</b> Live-Streaming Exercise Classes</p>

**Charles | California**

Charles lived with COPD and faced a compounding crisis when transportation barriers prevented him from accessing essential medical care. Without current documentation from a doctor, he was unable to qualify for the vital in home caregiver support he needed to manage his condition safely.

Rainbow’s RSC worked closely with Charles over several days to navigate his insurance provider, establish care with a new physician, and schedule a reliable ride through the Uber Health program. To ensure everything went smoothly, the RSC met him on the morning of his appointment to facilitate a safe departure. Charles successfully attended his visit, secured his caregiver support, and gained both the tools and the confidence to schedule his own transportation going forward.

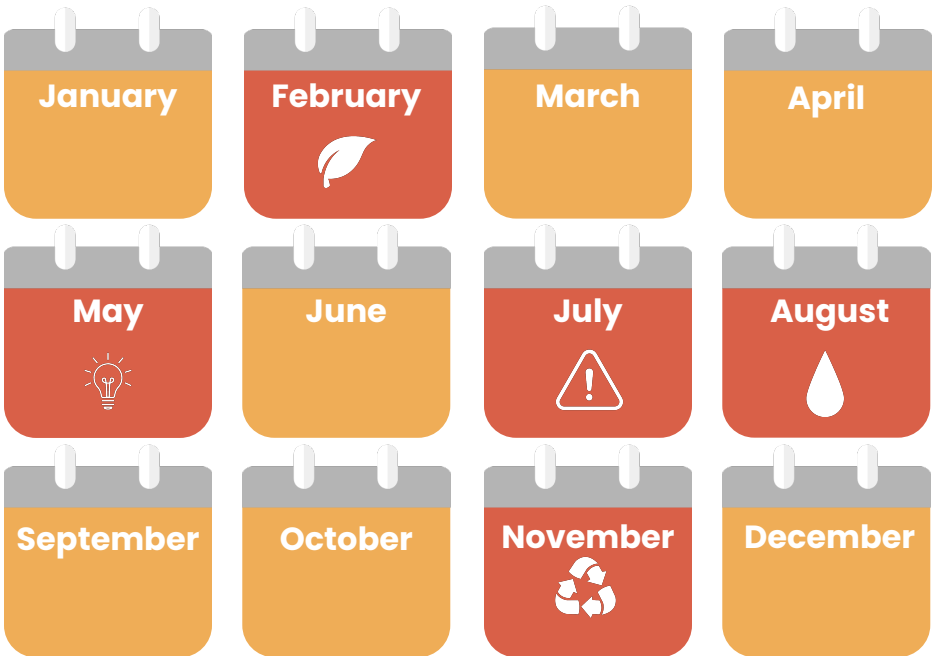
His journey beautifully illustrates that resident services is not just a workshop, but a dedicated RSC who stays with a resident through a complex system until the door opens, and then teaches him how to open it himself next time.

# CLIMATE AND RESILIENCE



The Climate and Resilience principle is defined by actions taken to make properties more resource efficient, reduce greenhouse gas emissions, increase the use of clean energy, and improve the resiliency of the property and its residents to the climate risks most pertinent to their location.

Rainbow approaches Climate and Resilience from its unique position in the affordable housing ecosystem. As a nonprofit general partner on 94 communities and third-party resident services provider across 270 communities, Rainbow holds a meaningful stake in the long-term health and sustainability of the properties it serves. Day-to-day decisions about capital expenditure, utility systems, and building infrastructure rest with property owners and management companies. What Rainbow directly delivers is consistent environmental education, emergency preparedness training, and sustainability programming across every community, offered in both English and Spanish.



Month	Program	Description
February	Green and Healthy Living	Reducing dependence on harsh chemical cleaners with eco-friendly home cleaning alternatives which protect residents and the environment.
May	Energy Conservation	How utility energy works, what it costs to produce and use, how to read a utility bill, and practical steps to lower energy usage at home.
July	Natural Disaster and Fire Safety	Understanding risk by location using the Columbia University Climate Department risk awareness map, preparation for natural and man-made disaster scenarios, and evergreen fire safety guidance.
August	Water Conservation	Understanding water scarcity and practical techniques to reduce household water waste in daily living.
November	Proper Waste Disposal	Municipal waste, the energy cost of production and processing, recycling, upcycling, downcycling, and proper steps for waste removal which protect the rental community and environment.

**885**  
hours  
of resident travel  
reduced through  
virtual GED delivery  
since 2023



**14.3**  
metric tons  
of CO<sub>2</sub> emissions  
reduced as a result



### Environmental Footprint of Education

One of Rainbow’s most distinctive climate contributions came not from a sustainability program but from an education one. By transitioning GED delivery to a virtual model, Rainbow eliminated the need for residents and staff to travel to in-person sessions, producing a measurable environmental benefit alongside the academic one. Every program Rainbow delivers virtually, every resource it connects residents to digitally, and every barrier it removes through technology represents an environmental benefit alongside the human one.

### Sustainability as a Financial Tool

Rainbow recognizes that the health of a community extends to the environment in which it exists. For families managing tight budgets, reducing utility consumption is a financial stability issue as much as an environmental one. Every kilowatt saved and every gallon conserved puts money back in a resident’s pocket. Rainbow’s commitment to climate and resilience education is grounded in that reality: sustainable living is not an abstract value. It is a practical tool for the residents Rainbow serves every day.

# GOOD BUSINESS



The principle of Good Business is defined by initiatives, programs, and practices which create a more open and inclusive workforce at all levels of the organization, broadening expertise, improving talent retention, creating equal advancement opportunities, driving innovation, and enhancing staff understanding of the markets they serve.

Rainbow's commitment to Good Business is embedded in how it hires, trains, supports, and invests in the people who carry its mission into 270 communities across 25 states. Rainbow's RSCs are the most directly credentialed, continuously trained workforce in the affordable housing resident services sector.

## Professional Development: A Culture of Continuous Learning

Every Rainbow staff member has access to 252 courses through Rainbow's learning platform, comprising 13 mandatory courses and 239 professional development courses available for self-directed learning and growth. In 2025, Rainbow staff completed 4,443 professional development courses.

**4,443**  
Courses  
Completed



### Mandatory Staff Training



Workplace  
Ethics



Code of  
Conduct



Sexual  
Harassment  
Prevention



DEI



Fair Housing



IT Policy



Active  
Shooter  
Response



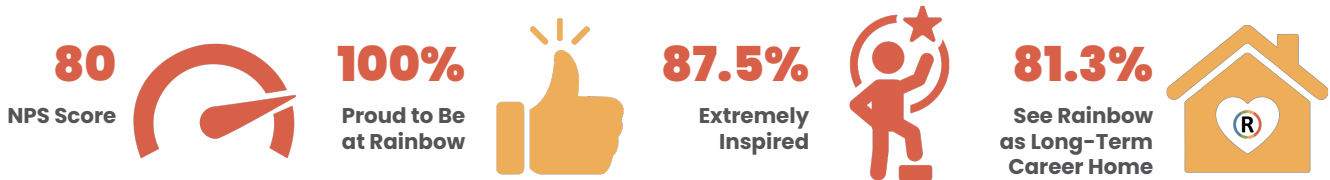
Rainbow  
Orientation

Rainbow's professional development library spans leadership, communication, emotional intelligence, data literacy, cybersecurity, Microsoft 365, AI and emerging technology, and personal wellness. A dedicated AI curriculum covering ChatGPT, machine learning, AI ethics, and workplace automation reflects Rainbow's commitment to preparing its workforce for the future of work. Rainbow's Trauma-Informed Training sets the professional standard for how RSCs listen, respond, and support residents without judgment.

## ASU Nonprofit Management Institute

In 2025, seven Rainbow leaders earned professional certifications through Arizona State University's Nonprofit Management Institute in nonprofit management, marketing and strategic communications, and executive leadership. These credentials are not pursued as individual accomplishments. They are pursued because Rainbow's ability to serve 88,229 residents depends on leaders who combine mission commitment with the operational expertise a growing national nonprofit requires.

### Staff Satisfaction and Commitment



Rainbow's most recent staff satisfaction survey drew a robust response from across the organization. Rainbow achieved an Employee Net Promoter Score of 80, placing it among world-class performers on this measure. 100% of respondents said they are proud to be part of Rainbow and looking forward to many years to come. 87.5% feel extremely inspired to go above and beyond. 81.25% describe Rainbow as their long-term career home. The top satisfaction drivers were team collaboration (92.19%), manager support (85.94%), and work-life balance (85.94%).

Rainbow's overall staff averages seven years of tenure. The executive leadership team averages 14 years, anchoring the organization with institutional knowledge and mission continuity. Executive Director Flynn Skeen has led Rainbow for nearly 19 years. The growth team, added through recent expansion, averages three years, reflecting a healthy blend of experience and emerging talent.

## Industry Leadership

In 2025, Rainbow became a member of the National Council of State Housing Agencies (NCSHA), earning a seat where housing policy is shaped nationwide. At the NCSHA Credit Connect Conference, Rainbow engaged in 13 meaningful conversations with state housing leaders advancing its advocacy relationships.

Rainbow deepened its partnership with the Women in Affordable Housing Network (WAHN), specifically named in the MIC Framework 3.0 Good Business Checklist as a recommended leadership partner. In 2025, Rainbow leaders spoke at the WAHN national conference and at a regional WAHN luncheon, reflecting a partnership built on shared values.

Rainbow’s involvement in SheWorksUSA engaged 1,806 participants across 22 countries through tailored employment pathways focused on women’s economic empowerment.

### Board Governance

Entering its 23rd year, Rainbow’s Board has provided exceptional continuity and strategic oversight throughout significant organizational growth. In 2025, investments in the Executive Leadership and Operations Teams positioned the organization for greater operational independence. Rainbow is preparing to establish a philanthropic supporting organization in 2026 to hold, manage, and grow financial assets in support of its programs.



### Merlin | Delaware

After 25 years in the United States and a prior denial, Merlin received the life changing notification that she would finally be sworn in as a U.S. citizen. Just days before the ceremony, she found herself with no family support and no way to travel from Delaware to Philadelphia for the event. In her moment of need, she reached out to Rainbow, and the coordinator responded immediately by securing an Uber Health ride across state lines. Thanks to this swift and compassionate intervention, Merlin arrived safely and was officially sworn in as a United States citizen on November 24, 2025.

Her extraordinary journey proves that 25 years of waiting can be answered by one phone call, one coordinator, and one ride.

***“I give Rainbow a 10 out of 10. The process was easy.”***

# BUILDING WHAT LASTS



Numbers tell one part of Rainbow's story.

In 2025, Rainbow served 88,229 residents across 270 communities in 25 states. Rainbow's outreach team made 80,002 one-on-one connections. Rainbow's RSCs submitted 34,799 referrals and confirmed 31,703 outcomes, a 91% fulfillment rate which reflects not just volume but follow-through. The general partnership portfolio grew by 5.6%. Rainbow's employment programming connection rate grew from 17% to 28% among residents actively engaged in employment services. The scholarship program crossed \$1.1M in cumulative awards.

Behind every one of those numbers is a person. An RSC who made a call. A resident who answered. A partnership that came through. A door that opened because someone at Rainbow knew it existed and knew how to knock.

That is the work. That has always been the work.

This report marks Rainbow's second year measuring impact through the MIC Framework 3.0. Rainbow embraces its Good Business principle because it reflects what Rainbow has always believed: an organization cannot pour into its residents what it does not first invest in its people. The 4,443 professional development courses completed, the NPS of 80, the 100% of staff who said they are proud to be at Rainbow and looking forward to many years to come, these are not separate from the mission.

They are the foundation it stands on.

The affordable housing industry faces relentless pressure. Rainbow's response has always been the same: invest in the people living in the communities we serve, and invest in the people doing the work. The evidence is no longer anecdotal. It is in the data. A 91% fulfillment rate. A 92.9% Economic Mobility score on the Impact Dashboard. An 11-percentage-point employment rate gain. A 5.6% general partnership portfolio growth. Developer partners who chose Rainbow at record rates.

Service-enriched housing is not a cost center. It is a value driver, and Rainbow is the proof.

Rainbow conducted a nationwide developer survey confirming market demand for its comprehensive model. Rainbow advanced its nationwide advocacy campaign across every state in its portfolio footprint, backed by Harvard research and real resident stories, making the case that service-enriched housing deserves recognition in every state's competitive allocation process.

Looking ahead, Rainbow enters 2026 with 17 new general partnership deals in the pipeline, a PeopleReady workforce partnership bringing flexible employment to residents in 25 states, and a philanthropic supporting organization in development.

Rainbow does not lift lives through programs alone. It lifts lives through trust, consistency, and the belief that every resident deserves access to the tools and relationships which make stability possible. Every RSC trained. Every partnership built. Every story documented and shared. Every scholarship awarded. Every ride arranged. Every door opened.

This is what it looks like to do well, do good, and do more.

