

SHIFT



2022 Impact Report

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People. Place. Purpose.



# Dear friends, partners, & SHIFT family

Because of you we continue to strengthen our commitments towards building stronger resilient communities.



During the last decade, SHIFT Capital has been at the forefront of equitable development, building a community-focused portfolio in underserved and underestimated neighborhoods in Philadelphia, a city still holding the moniker as the largest poor city in America. Over this time, we remained focused on investing in neighborhoods where all families and individuals, businesses and entrepreneurs, have the opportunity to prosper, feel safe, and have access to stable, affordable, quality living and work spaces. We stood steadfast on our purpose to help break the intergenerational cycle of poverty suffered by far too many for far too long.

**Going forward, we are evolving our work, our scale and our impact.** We are amplifying our purpose by continuing to expand our community development work in Philadelphia, and by extending our neighborhood investments with values-aligned development partners around the country. In 2022, we launched our Catalyst Fund to invest in emerging developers, primarily BIPOC- and women-owned developers, and their projects to advance equity in real estate and deliver community impact at scale. These developers share our values and, together, we are exponentially driving effectual social change





in the neighborhoods they call home. We will share their unique stories, journeys, and aspirations through their projects and their voices.

**Let me take a few lines to talk about team**

**SHIFT.** Across the board, our team mixes an unrivaled talent with a genuineness in approach, delivery, and dedication. Our work is not done solo nor in a silo. Every day, across the organization, on-the-ground and behind-the-scenes, we are driving social change with our impassioned neighbors and community members, resilient small businesses, community-believing financial partners, and fellow impact development partners. At times, we are challenged, and yet, when we are, our team consistently finds creative, thoughtful ways to rise above and collectively solve problems.

I am thankful for our team and for everyone we connect with. Our team, partnerships and network of impact are the strongest they've ever been. We are constantly learning together with our communities and partners, and turning our learning into joint action that fuels us and powers the impact we are making with and alongside our neighbors. Continuing to lead with joint action only makes us stronger.

On behalf of our team,

  
Brian Murray  
Partner, CEO

# Place-based. Purpose-built. Progress for all.

SHIFT is an industry leader in impact investing whose core competency is people-driven real estate investment. We are a Certified B Corporation® built with purpose to co-create equitable and thriving communities, working towards tackling intergenerational poverty by helping to build generational wealth among the communities we serve. We believe community-centered investments create shared and sustainable economic opportunity and growth, and impact that unites people, businesses, neighborhoods, and cities.

## We are working together to build equitable neighborhoods that thrive.

### Our theory of change

We look to increase the long-term self-sufficiency, safety, prosperity, and quality of life for residents in underserved urban areas through holistic, thoughtful real estate development and services, blended financing across the private, public and nonprofit sectors, and partnership and programming with city, community, and industry leaders.

Our theory of change is grounded in the international standards of the United Nation's Sustainable Development Goals, global priorities that are essential for humanity to become sustainable, equitable and just. Our commitments to our communities and our commitments to ourselves support the following SDGs where we can show measurable impact.





## We are place-based.

SHIFT has invested over \$358 million to create ecosystems that strengthen entrepreneurship, creativity, and value for tenants, and health and safety for communities. SHIFT owns and manages a mix of 2 million square feet of new and refactored industrial, commercial, and residential spaces. We invest in underserved communities across the country, including our hometown of Philadelphia PA, Newark NJ, Washington DC, Upstate NY, & National City CA.

## We are people-driven.

The people of the communities we serve – the families, residents, small businesses, and entrepreneurs drive our investment and development decisions. To ensure the impact we are helping to create benefits their advancement.

## We are partners-in-impact.

With our NextGen Impact Platform, SHIFT creates opportunities for primarily BIPOC- and women-led emerging impact developers to launch neighborhood-centric projects and build sustainable businesses. To ensure we are advancing equity within the real estate industry to advance equity in neighborhoods.

## We are Team SHIFT.

We are place-makers, innovators in the real estate industry, motivators of people, champions of small businesses, and stalwarts of community organizations.



THE TEAM COMING TOGETHER FOR SHARSWOOD GRAND OPENING

# Team SHIFT

Team SHIFT is remarkable. Day in, day out, delivering on our purpose and the positive changes for communities. We are creative, resourceful, collaborative solution seekers who take deliberate and diligent action with the partners around us. We are relentless in our shared pursuits for the communities we serve, serving with passion and compassion.

We know to consistently deliver on our purpose and these commitments, we must consistently deliver on our organizational culture. By building a diverse team reflective of the diverse neighborhoods we serve and by investing in our people. We continue to make strides in our people development.

**64%**

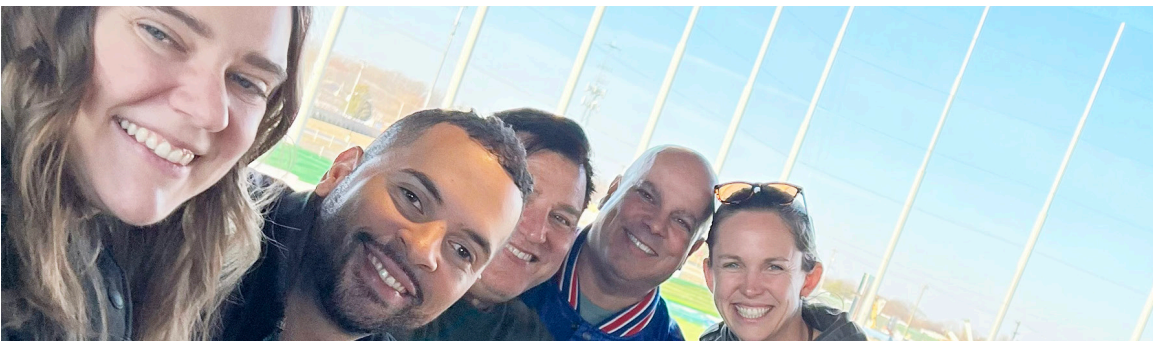
of our team from  
an unrepresented  
group

**25%**

of our team  
identify as  
female





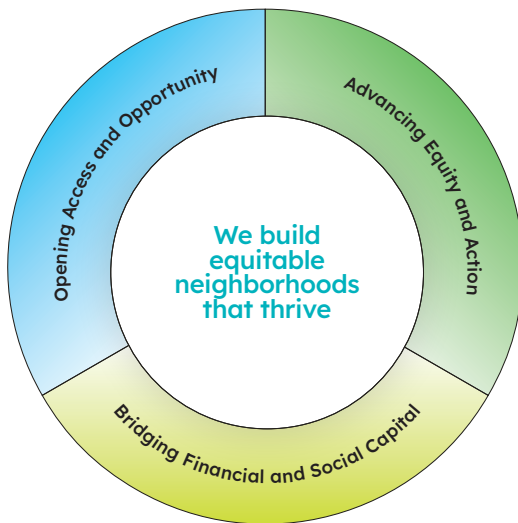




# Delivering better places to build stronger resilient communities

## Impact by our Actions

As our portfolio and partnerships have grown, we have calibrated how we measure the effects of our work and the lens we use to guide our decisions and actions. We are committing to: Opening Access and Opportunity, Advancing Equity and Action, and Bridging Financial and Social Capital.



## Team SHIFT is united in:

Participating in and helping orchestrate effectual positive social change in communities across the country

Actively participating in co-creating equitable and thriving communities that unite people, businesses, neighborhoods, cities, and society

A place-based and people-driven approach to address the needs of neighbors and to provide opportunities for them to realize their full potential

Creating spaces for passionate small businesses and community-serving organizations

Investing in places of collective impact and intersections of shared outcomes in underserved and underestimated neighborhoods at-scale

Helping to advance institutional-level BIPOC-led and women-led developers in the impact real estate ecosystem

## Impact by the Numbers

Throughout the year, our team came together with our partners focused on delivering spaces and programs with identity and meaning and that addressed the needs of communities we serve. Here are some highlights.

**\$385MM**

capital invested  
in neighborhoods  
we serve

THROUGH 2022

**7**

neighborhoods  
we serve

THROUGH 2022

**97**

small businesses  
operating in our  
spaces

AS OF 2022

**47**

creative economy  
tenants operating  
in our spaces

48% of total small  
businesses

AS OF 2022

**22**

community-serving  
tenants operating  
in our spaces

28% of total small  
businesses

AS OF 2022

**13**

food & beverage  
tenants operating  
in our spaces

13% of total small  
businesses

AS OF 2022

**29**

BIPOC-owned small  
businesses operating  
in our spaces

30% of total small  
businesses

AS OF 2022

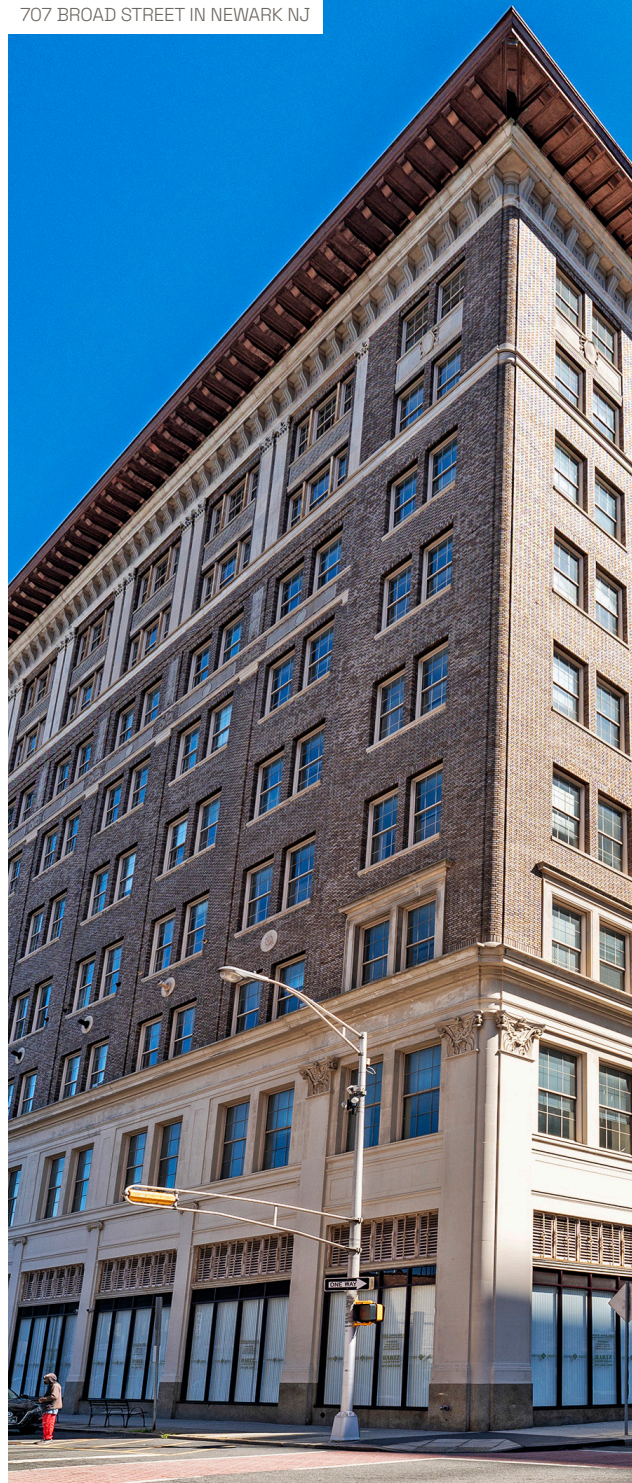
**29**

woman-owned small  
businesses operating  
in our spaces

30% of total small  
businesses

AS OF 2022

707 BROAD STREET IN NEWARK NJ



# The Neighbor- hoods We Serve

We have expanded our reach and extended our impact to neighborhoods in Philadelphia and communities across the country. For us to hold true to our mission, we are reflecting on the neighborhoods where we serve.

## + **Philadelphia PA**

Kensington/Harrowgate  
Nicetown-Tioga  
Sharswood  
Mill Creek/Parkside

## + **Newark NJ**

## + **Washington DC**

Historic Anacostia  
Gallaudet

## + **Ithaca NY**

## PHILADELPHIA PA

# Progress Philly

For 2022, for our Philadelphia neighborhood investments we incorporated data from the Philadelphia Social Progress Index (SPI). SPI tracks at a tract level the social and environmental wellbeing across all Philadelphia neighborhoods. SPI creates a shared language around social progress at a neighborhood level, measuring the capacity of a neighborhood “to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all to reach their full potential.” The Index is supported by data indicators across three dimensions:

### + **Basic Human Needs**

Access to nutrition, basic medical care, adequate housing, public safety & security

### + **Foundations of Wellbeing**

Access to basic education, information, environmental quality, water & sanitation

### + **Opportunity**

Personal rights & freedoms, inclusiveness, access to advanced forms of education

The combined indicators create an index score for each neighborhood, rated out of 100 points.

## Why are we including SPI data?

We wanted a shared language set that focused on neighborhood wellbeing and health. SPI sets a new way for us to frame our impact on health, housing, access and opportunity, and to hold us accountable as a neighborhood stakeholder.



## PHILADELPHIA PA Kensington/Harrowgate

Population  
**34,750**  
(2015-2019)

Median HH Income  
**\$25,629**  
(2019 inflation-adjusted)

Poverty Rate  
**50.6%**  
(average)

Social Progress  
**34**  
(out of 100)

Our investments are anchored by three adaptive reuse industrial buildings repurposed as mixed-income and affordable homes, as well as studios for artists, community organizations, entrepreneurs, and game changing life and bio sciences.

### MaKen Studios North & South

Two adaptive reuse industrial buildings totaling 260,000 square feet. Home to studios and offices for light manufacturing, makers/artists, scientists, entrepreneurs, and community-serving organizations.

We saw growth in our tenants:

- + Faiya Hot Sauce built a new kitchen at MaKen
- + Kismet Bagel opened its first ever brick and mortar location in Fishtown

### J-centrel

155,000-square-foot historic industrial building repurposed into 116 mixed-income loft-styled residences and ground floor retail and work spaces. Home to community-driven residents and businesses who strive to make their neighborhood, Philadelphia, and society better. Home to the Good Neighbor Program, through which residents who volunteer with partner organizations are eligible for rent discounts. In 2022, 11.3% of J-centrel's residents volunteered 113 hours of service for the neighborhood.

We welcomed new tenants:

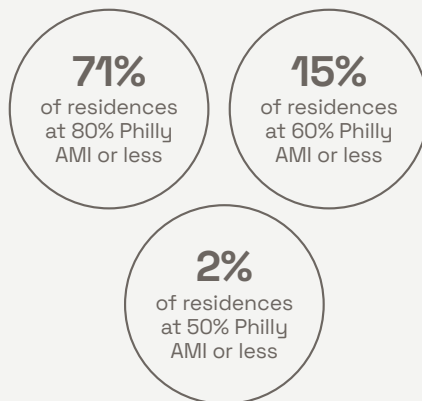
- + Pa La Radio, a Hispanic radio station
- + Kensington Soccer Club, dedicated to uniting and advancing the Kensington community with high quality soccer and youth programs
- + Hopeworks, a social enterprise that uses technology, healing, and entrepreneurship to propel young adults into long-term living wage careers

### We have invested in spaces for:

- + A neighborhood charter school
- + Main street retail and community organizations
- + A growing next generation digital experiential tech company
- + Eateries including the award-winning Càphê Roasters, the first and only Vietnamese specialty coffee roastery

### Multifamily Residential

We have set a goal to provide residents with quality affordable housing and safe and secure spaces. Our portfolio includes 139 residences with a majority of apartments at 80% Philadelphia AMI or less.



PHILADELPHIA PA  
Nicetown-Tioga

Population 2,840 (2015-2019)	Median HH Income \$23,244 (2019 inflation-adjusted)
Poverty Rate 26.2%	Social Progress 39 (out of 100)

**Project**  
Hotel at the Beury Building

**Partner**  
The Wankawala Organization

**Investment**  
\$60 million

Philly’s Beury Building has been a cornerstone of the Nicetown-Tioga community for over 100 years. In 2022, we conducted the first phase of construction to ready the nearly four decade vacant building for its transformation to a 138-room hotel.

**Stage**  
Development

IMPACT DATA

1	Minority-owned operating partners
200	Temporary jobs in construction (est.)
85	Jobs brought to neighborhood (est.)
1	Community Benefits Agreement



INSIDE THE BEURY BUILDING  
READY FOR CONSTRUCTION

PHILADELPHIA PA  
Sharswood

Population 1,760 (2015-2019)	Median HH Income \$26,354 (2019 inflation-adjusted)
Poverty Rate 25.6%	Social Progress 44 (out of 100)

**Project**  
Sharswood Ridge

**Partner**  
Mosaic Development Group,  
The Philadelphia Housing Authority

**Investment**  
\$52 million

200,000-square-foot new construction comprised of a community grocery store and urgent care and 98 mixed-market and affordable residences.

**Stage**  
Completed

IMPACT DATA

1	Minority-owned operating partners
1	Women-owned operating partners
87	Temporary jobs in construction
20	Jobs brought to neighborhood
2	Minority Business Enterprise Tenants
\$558,448	Purchases that went to local vendors
29%	Residences at 80% Philly AMI or less
17%	Residences deeply affordable

PHILADELPHIA PA

Mill Creek/Parkside

Population 4,260 (2015-2019)	Median HH Income \$23,680 (2019 inflation-adjusted)
Poverty Rate 43.4%	Social Progress 45 (out of 100)

Project

Haverford Square

Partner

BrookWynn Capital  
Voyage Investments

Investment

\$5.3 million

36-unit residential building in West Philadelphia.

IMPACT DATA

2	Minority-owned operating partners
100%	Residences at 80% Philly AML or less
50%	Residences at 60% Philly AML or less

HAVERFORD SQUARE



Newark NJ

Population 13,585 (2021)	Median HH Income \$32,375 (2021 inflation-adjusted)
Poverty Rate 16.6%	

Project

707 Broad Street, 153 Halsey Street, 261 University Avenue

Partner

The Hanini Group  
CoInvestment Partners

Investment

\$150 million

Two office towers totaling over 816,000 square feet at 707 Broad Street and 153 Halsey Street and an adjacent 900-space parking garage located at 261 University Avenue.

Stage

Construction, renovation

Highlights

HAX, a hard-tech startup accelerator program, from venture capital firm SOSV, signed a 10-year lease on a 35,000-square-foot headquarters that will anchor a program that intends to develop 100 companies in Newark over the next five years with the aim to develop 100 companies and create 2,500 well-paying jobs.

IMPACT DATA

2	Minority-owned operating partners
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WASHINGTON DC

Historic Anacostia

Population 54,812 (2021)	Median HH Income \$43,118 (2021 inflation-adjusted)
Poverty Rate 27.5%	

Project

MLK Gateway II  
(1909 Martin Luther King Jr. Avenue SE)

Investment

\$70 million

Construction continued on MLK Gateway II, a \$70 million, five-story, 104,000-square-foot, LEED-certified office and retail building with two levels of underground parking in Historic Anacostia with The Menkiti Group, a D.C.-based Black-owned integrated real estate services company. MLK Gateway II’s office spaces are 90% leased by the D.C. Department of Housing and Community Development, which is relocating its headquarters to the site.

Stage

Construction

IMPACT DATA

1	Minority-owned operating partners
5	Minority-owned Contractors
12	Local business contractors
238	Temporary jobs in construction
208	Jobs brought to/created in neighborhood
3	Local Business Tenants
2	Minority Business Enterprise Tenants
1	Community Service/Good Tenants

WASHINGTON DC

Gallaudet

Population 69,422 (2015-2019)	Median HH Income \$98,391 (2021 inflation-adjusted)
Poverty Rate 39.0%	

Project

1232 4th Street NE

Partner

Cubed Partners

Investment

\$50 million

84,508-square-foot, ten-story mixed-use project with 98 residences (100% affordable) and community-serving activation space at 1232 4th Street NE in Washington, D.C., near Union Market. Affordable to income levels at or below 60% of area median income (AMI) with 20% of the units at or below 30% AMI. The neighborhood investment creates access to more affordable housing for DC residents and adds more affordability across the District, including Ward 6.

Stage

Development

IMPACT DATA

1	Minority-owned operating partners
80%	Residences at 60% Wash DC AMI or less
20%	Residences at 30% Wash DC AMI or less

## ITHACA NY

### South Hill

Population  
69,271  
(2021)

Median HH Income  
\$58,846  
(2021 inflation-adjusted)

Poverty Rate  
5.5%

#### Project

SouthWorks

#### Partner

L Enterprises  
US Ceiling Corp  
XYLEM Projects

#### Investment

\$300+ million

SouthWorks is the revitalization of a 95-acre site in Ithaca's South Hill neighborhood that includes the repurposing of 850,000 square feet of existing buildings and the addition of new construction to total more than 1.7 million square feet. We're partnering with a diverse team of regional and local development and construction experts to create a new mixed-use neighborhood, including housing, technology, commercial, retail and industrial/manufacturing to serve as a catalyst for Ithaca's local economy.

#### Stage

Development

## IMPACT DATA

2 Minority-owned operating partners



VISION FOR SOUTHWORKS

# Opening Access and Opportunity

Creating access to stable housing, healthy and safe living, economic development opportunities, and wealth building for communities that are strong and resilient and who deserve the opportunity to benefit from focused shared investments in and with them.

Creating opportunity for entrepreneurs, businesses, emerging creators, artists, and community-serving organizations to launch and grow by providing quality affordable spaces.

The buildings we own are homes for residents. Homes for starting organizations and growing businesses. For entrepreneurs and artrepreneurs. All created with and for tenants and residents. In this space, we highlight are shining a light on the action groups, innovators, and life changers that call our spaces home.



## 3200 Kensington Avenue

### Building a meaningful community asset in the heart of the neighborhood

In Philadelphia's Kensington neighborhood at the corner of Allegheny Avenue and Kensington Avenue, an intersection widely publicized as the center of the city's gun violence epidemic and largest open-air drug market, three community-serving organizations – The Sunday Love Project, Mural Arts Philadelphia's Color Me Back program, and RAWtools Philadelphia – opened street level storefronts inside our 3200 Kensington Avenue mixed-use property. Each organization is looking to recenter the focus of the intersection by providing services and programs built for local residents and families. The three community-serving organizations are working towards improving healthy food access, low-barrier employment opportunities, and reducing gun violence in the neighborhood.

#### The Sunday LOVE Project

The Sunday LOVE Project, led by their founder and Executive Director, Margaux Murphy, opened its first Greater Goods grocery store at 3200 Kensington to provide free food, hygiene, and household goods to local families in the Kensington and Harrowgate neighborhoods. With the help of their organizational partners, Small Things Philly and Sharing Excess, and community partners, Sunday LOVE serves about 80-120 people daily at their Greater Goods store.



I'm a longtime Port Richmond resident who has personally witnessed the loss of life due to the tolls of drug addiction. I have seen families and children who struggle to find healthy food whether it's due to financial hardship or because of a lack of options. I opened Greater Goods in Kensington because I wanted to open in the heart of the neighborhood and serve residents directly by providing food for people who may otherwise go hungry.

Margaux Murphy  
Sunday LOVE's founder and Executive Director



MARGAUX MURPHY, THE SUNDAY LOVE PROJECT

## Mural Arts Philadelphia Color Me Back

Mural Arts Philadelphia opened two studios at to house Color Me Back, its same-day work and pay program, and to create local employment opportunities to support mural preparation. Color Me Back is an innovative initiative that combines participatory art-making and access to social services in a unique model that offers individuals experiencing economic insecurity an opportunity to earn wages. Artists in the Color Me Back program have completed nearly 10 large mural projects throughout Philadelphia.

## RAWtools Philadelphia

3200 Kensington welcomed RAWtools Philadelphia, the first local chapter of RAWtools, a national organization dedicated to resolving conflict through relationships, dialogue and training, instead of violent weapons. RAWtools is devoted to ending gun violence by turning donated guns into beautiful art, useful tools, and symbols of peace. Their workshop houses a reflection space to honor people's tragedy endured due to gun violence; a memorial space to honor the lives lost to gun violence; and a workspace and wood shop where local decommissioned guns and bullets are repurposed into jewelry, art, and functional tools.

"We're here at K&A [the intersection of Kensington and Allegheny Avenues] because 20 of the blocks with the most deaths in Philadelphia are within walking distance from our shop. The work we do is anchored in Kensington for the love of our neighborhood and our goal to end gun violence. Losing 110 lives every day doesn't have to happen. Violence is not the answer. Guns are not the answer. By taking guns off the streets and recrafting them into tools and products that cultivate life, we are adding to life, not taking it away."

Shane Claiborne, RAWtools Philadelphia



# Sharswood Ridge



## Opening to life's essentials

Our MO is not about checking boxes. Usually. It's about getting things done for neighborhoods based on their needs and what's best for them. However, at our Sharswood Ridge project in Philly's Sharswood neighborhood, we were happy to check boxes as so rightfully put by a community member: "Sharswood Ridge checks so many boxes for residents. We have a supermarket, an urgent care, and a new bank. More affordable housing. Businesses which are minority-owned gaining economic opportunity. Sharswood Ridge checks every box we want and need in North Philadelphia."

In July, we celebrated with our project partners, Mosaic Development Partners and the Philadelphia Housing Authority, and the community the grand

opening of Grocery Outlet at Sharswood Ridge. A place for residents to shop for essentials and necessities that didn't exist for decades. A place for fresh food to improve the community's wellbeing. Big check and check!

And there was more to celebrate. Donta Rose, who rose through the ranks of Grocery Outlet, became the owner-operator of the \$5 million Sharswood Grocery Outlet. A local community member who has family ties to the neighborhood and whose large family came to celebrate, support, and cry and laugh with Donta. It was a true family moment.

Sharswood Ridge, Grocery Outlet, Donta Rose, and the Sharswood community show how a community of neighbors and a community of developers can work together to bring the best for the neighborhood.

# Growth @ MaKen Studios

When we opened MaKen Studios nearly a decade ago, we opened it as a place for small businesses, artists, entrepreneurs, and innovators to launch and grow their own businesses. Fast forward, MaKen Studios has seen growth in the diversity of its tenants and its tenants have seen valuable business growth and reach. We're highlighting two out of the many emerging businesses, Greenline Access Capital and BioAnalysis.

## Greenline Access Capital

### Breaking barriers to entrepreneurial success

Greenline Access Capital, is a nonprofit financial institution and emerging Community Development Financial Institution (CDFI) serving Philadelphia. It was founded in 2021 on the principle of providing equitable access to financial resiliency and wealth through entrepreneurship. Greenline's customized lending products and services offer holistic support to entrepreneurs in achieving their business and financial goals. Through their programs and products, they work to address the continued and persistent gap in access to capital for financially underserved business owners, with a particular focus on the need for culturally relevant and appropriate solutions to support entrepreneurs in advancing economically. To date, Greenline connected 45 small businesses with \$4.3 million in loans, grants, and other capital.

Greenline Access Capital's clients are primarily Latino and immigrant entrepreneurs in the Greater Philadelphia Area. In their two years of operation, they have confirmed that their goals for integrating financial capability into loan packaging TA is in high need and high demand. Equitable financial security can only be achieved if low-income and low-wealth households are able to achieve mobility from poverty to financial stability to financial security.



THE GREENLINE TEAM: Left to right: Roxanna Encarnacion, VP of Business Lending / Kersy Azocar, President and CEO / Gleidy Arias, Program Manager

## BioAnalysis

### Yes, we are in Kensington

Philly is known as a leader in life sciences with the majority of firms and labs concentrated in the Center City and University City neighborhoods. And one. That's right. One, growing Kensington-based organization, BioAnalysis LLC. Nestled in our MaKen Studios South, BioAnalysis has been a standout in advancing cell and gene therapies and committing to the Kensington community. Led by Dr. Lake Paul, who is all in on Kensington, BioAnalysis made a strategic decision to invest in the neighborhood, bringing jobs and shining a light on "why not here." As a team, we celebrate this.



# Cantina La Martina

## A cantina for change

Philadelphia's Kensington neighborhood is known for its open-air drug market and the violence and challenges associated with it. Most are likely unaware of the pockets of local restaurants and eateries along Kensington Avenue. These neighborhood spots bring traditional, authentic food with lots of love and flavor.

When we met Chef Dionicio Jiménez at the figuratively-speaking and literally-meaning table of one of our vacant restaurant spaces, we wanted to, and Chef wanted to, show that a restaurant with high quality food and experiences could work in Kensington. And could be a neighborhood gem the community deserves.

Chef, who is a seasoned Executive Chef with over 30 years of experience working in the top kitchens at community-loved and critically-acclaimed restaurants in Philadelphia, including Marc Vetri's Vetri Cucina and Xochitl, and Stephen Starr's El Rey, took the challenge head on.



CAZ TOD-PEARSON FROM THE SIMPLE WAY WITH  
CHEF DIONICIO JIMÉNEZ FROM CANTINA LA MARTINA

CANTINA LA MARTINA ON KENSINGTON AVENUE



Chef opened Cantina La Martina at our 2800 D Street property to serve his authentic homemade Mexican cuisine that was inspired by his mother's cooking and that adds modern techniques to the recipes that have been handed down by generations from his family in San Mateo Ozolco Calpan Puebla. Chef's food delivered. He was named Chef of the Year 2022 by the Philadelphia Inquirer and was later named a James Beard Award finalist.

Chef opened Cantina La Martina to be a place for families, friends, and community to gather, and a place to participate with the Kensington community through contributions from their kitchen and team. Cantina has connected with neighborhood-serving organizations by providing a safe and delectable space and financial support through collaborative gatherings and meals, and moments for seasoned and up and coming chefs to share their culinary talents. Through food and donations, Cantina has collaborated with local organizations, The Sunday Love Project and The Simple Way.

Chef and Cantina have shown that spaces fed with love perpetually bring love.



CELEBRATING THE GRAND OPENING  
OF SHARSWOOD'S GROCERY OUTLET



OUR TEAM WITH SENATOR STREET  
AT SHARSWOOD'S GROCERY OUTLET



MURAL ARTS COLOR ME BACK STUDIO IN KENSINGTON



LUNCH TIME AT CANTINA LA MARTINA IN KENSINGTON



The Sunday



THE SUNDAY LOVE PROJECT IN KENSINGTON

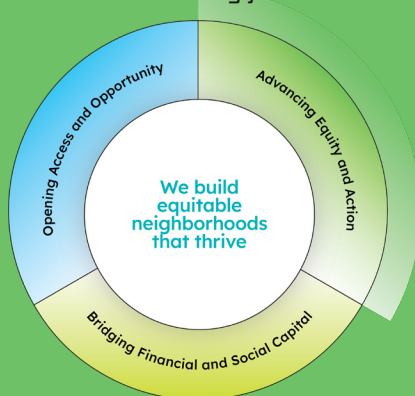
# Advancing Equity & Action

Creating new standards in real estate development and investment at scale

Leveling the real estate investment and development fields to provide opportunity and access for all developers

## Amplifying our Impact

For about a decade our focus has been Philadelphia beginning with our SHIFT Neighborhood Fund investments in the neighborhoods of Harrowgate, Kensington, Juniata Park, and Nicetown-Tioga. In recent years, along with our partners, Mosaic Development Group, we added investments in the Sharswood community marked by the 2022 opening of Sharswood Ridge that has helped eliminate the community's food desert and create community jobs.



## NextGen Impact & Catalyst Fund

### Growing our footprint into and beyond our beLOVED Philly

In 2022 we continued to grow our local Philadelphia-focused investments while making investments in neighborhoods nationally through our SHIFT NextGen Impact Platform and Catalyst Fund. We launched The Catalyst Fund to create fair access to capital, development support, and growth opportunities for emerging impact developers, who are primarily led by women and BIPOC managers and who have been exponentially challenged by the entrenched roadblocks and obstacles of the real estate industry.

With the launch of our SHIFT Catalyst Fund, we partnered with values-aligned developers in Ithaca and Rochester NY, Newark NJ, National City CA, and Washington DC on projects primarily focused on underserved communities aiming to support community and economic development, and affordable housing. We are working side-by-side with these rising developers to greater our collective impact and to continue to co-create positive economic, health, and social solutions with underestimated communities.

As progress moves forward, we will report out and showcase the positive effects of our investments and our partners' work, and the people and voices of the small businesses, residents, and community members of the neighborhoods we serve.

8 Number of partner developers

5 Number of partner projects

# SouthWorks

## Partnering to thrive

Nestled in the South Hill neighborhood of Ithaca, NY sits 95-acres of opportunity. Opportunity for our team, our values-aligned partners, for Ithacans, and Central New York. While our SouthWorks project may be our biggest in size at 95 acres and investment at north of \$300 million, it stands to be our most substantial project in terms of our partners-in-development. Through our NextGen Impact Platform and linked Catalyst Fund, we have partnered with two leading minority- and woman-owned firms—Rochester-based, US Ceiling Corp, led by Melissa James-Geska and New York City-based, Xylem, led by Nnenna Lynch—and Ithaca-based L Enterprises led by David Lubin. The SouthWorks development team brings together extensive experience in development, construction, and placemaking, along with proven track records in delivering equitable community-serving projects.

This is at the heart of our NextGen Impact Platform. Working with a team that reflects SHIFT's values and vision and that is driven by a shared dedication to the neighborhoods we serve. In this case, Ithaca. The SouthWorks team plans to create a new mixed-use neighborhood, including housing, technology, commercial, retail and industrial/manufacturing to serve as a catalyst for Ithaca's local economy. SouthWorks is a landmark project that will help define, bolster and advance the Ithaca region, generating thousands of jobs and economic opportunities for generations to come.

6

major cities  
where the  
SouthWorks team  
has collectively  
invested in

\$600MM

dollars  
collectively  
invested in  
neighborhoods



L ENTERPRISES



US CEILING CORP

XYLEM



DAVID LUBIN  
L ENTERPRISES



MELISSA JAMES-GESKA  
US CEILING CORP



NNENNA LYNCH  
XYLEM PROJECTS



# Tracking project-level impact

In 2022 we piloted a proprietary inclusionary workforce tracking tool for two projects managed and delivered by SHIFT Builders, our in-house construction team. The two relatively small projects covered construction for new studio spaces for Action Wellness and Hopeworks.

We're using this tool to hold us accountable to equitable development practices and to set standards for our team going forward. The tool tracked participation by BIPOC-led/owned (Minority Business Enterprises/MBE) and women-led/owned (Women Business Enterprises/WBE) contractors in the construction of these two spaces. We measured at both the company and employee level in these areas:

- + Contractor value
- + Craft (type of work performed) hours by ethnicity
- + Employee ethnicity
- + Locality of contractor and employees

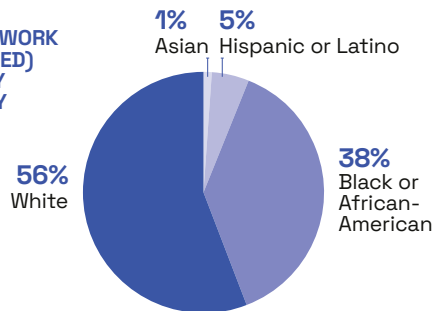
**29%**

contracts awarded to BIPOC-led/owned contractor

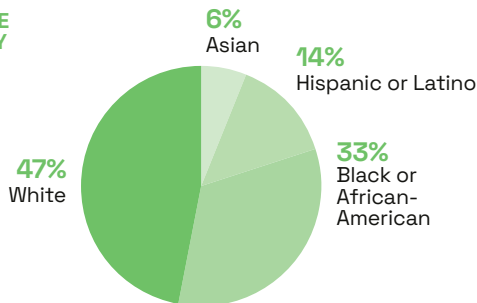
**14%**

contracts awarded to Women-led/owned contractor

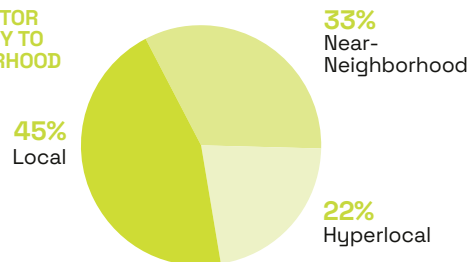
**CRAFT  
(TYPE OF WORK  
PERFORMED)  
HOURS BY  
ETHNICITY**



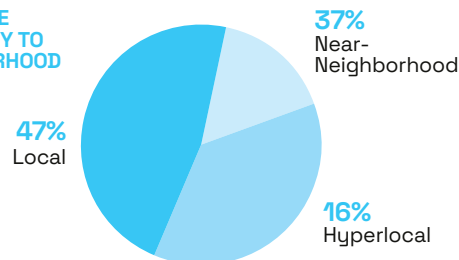
**EMPLOYEE  
ETHNICITY**



**CONTRACTOR  
PROXIMITY TO  
NEIGHBORHOOD**



**EMPLOYEE  
PROXIMITY TO  
NEIGHBORHOOD**







# Bridging Financial & Social Capital

Engaging with our communities as active participants in dialogue, knowledge share, neighborhood programming, and volunteerism

To create sustained change we work to build coalitions and collaborative actions between residents, tenants, community organizations, and our values-aligned partners and investors. We believe that change comes when we work together, shoulder-to-shoulder, not in silos. Bringing ideas and people together to benefit all.



## Action Requires Active Participation

Our team has participated on speaking panels, moderated spaces for impact discourse, and served as members of neighborhood organization boards. Lending their expertise and sharing SHIFT's playbook to the impact real estate industry, listening to community members to grow our collective knowledge, and broadening our relationships with neighbors.

13 Boards & committees Team SHIFT are members of





# B-Together

## Bringing together the social impact world

Our MaKen Studios North, in partnership with B-Lab, welcomed over 600 international Certified B Corporations to host B-Together, a multi-level one night event to celebrate organizations that use business as a force for good. This was a first for MaKen and for our team.

We opened our doors to the impact community and neighborhood partners. And, our tenants opened their doors and connected with new customers and partners. It was the perfect blend of education, entertainment, and celebration for impact, both locally and worldwide.

The night was a special one. One that brought together Philly-based impact organizations, local performance artists and musicians, and small businesses and community organizations from MaKen Studios and the Harrowgate and Kensington neighborhoods. One where we showcased MaKen tenants and the uniqueness of MaKen. One that personified the work we do, what we are driven to, and the heart and soul of our team.





[shiftcapital.us/impact](https://shiftcapital.us/impact)




## **SHIFT Capital**

J-centrel

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Building  
equitable  
neighborhoods  
that thrive

A photograph of a brick wall with a colorful mural on the left side. The mural features a blue section at the top, a yellow section below it, and a pink section with white geometric patterns at the bottom. The brick wall is made of dark red bricks and has a dark wooden post in front of it.

Special thanks to our partners for photos and stories.