

IMPACT HERO FINALIST



Jason Richards

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Championing Change, One Act of Kindness at a Time.

In Houston, Texas, a man with a heart as vast as his city tirelessly works to create a better life for the next generation. Meet Jason Richards, a multifamily professional, dedicated community servant, and humble leader who has spent over a decade dedicating his life to improving his community. And as a result, he has left an indelible mark on countless lives. From leading transformative initiatives to inspiring young men, Jason is committed to making a difference.

Born into a military family, Jason has lived all over the United States and abroad. But he spent formative years in Brooklyn, New York, and understands the daily challenges many face. However, his fraternity involvement with Omega Psi Phi ultimately became the catalyst that inspired his drive toward volunteerism.

And when he moved from Washington, D.C., to Houston in 2011, his philanthropic journey gained momentum. "I was active with Omega's D.C. chapter, so whether it was an occasional benefit walk, backpack drive, or food bank day, I would always help out," said Jason. "But when I moved to Houston, I didn't know many people, so with a lot of free time, I started investing back into the community."

He became an integral part of the Houston Area Urban League for Young Professionals, where he met like-minded individuals striving to make a difference. This marked the beginning of his dedicated journey toward building a brighter future for the next generation and amplifying his impact through partnerships.



A Path To Change

Jason's work to transform communities is rooted in servant leadership, and a driving force in that endeavor is his involvement with Rho Beta Beta (RBB), the graduate chapter of Omega Psi Phi. The Rho Beta Beta chapter consists of men who remain committed to the fraternity's four guiding principles: Manhood, Scholarship, Perseverance, and Uplift.



Jason currently serves as the organization’s president, and under his leadership, they have initiated and grown two impactful programs: Pac’d Lunch and Lamplighters.



Pac’d Lunch Program: Jason initiated this program in 2020 to support basic needs in his community. The premise was simple. They went to grocery stores in low-income areas and asked to pay for people’s groceries. “We wanted to bring smiles and ease burdens during the holidays,” said Jason. “We surprised shoppers during Thanksgiving and Christmas by covering their grocery bills, a simple act that significantly impacts struggling families during the holiday season.”

They raised a humble \$1,200 of support in their inaugural year, but the program rapidly gained momentum. In 2022, they brought in \$12,000 in contributions and impacted over 125 families!

Omega Lamplighters: Inspired to mold future leaders, Jason and his chapter established Omega Lamplighters, a youth leadership and mentorship program for young men in 8th through 12th grade that focuses on leadership, academics, maturity, and perseverance.

According to Jason, the goal of this program is “to prepare young men to be socially conscious and responsible citizens.” They plan to expand the program to include younger students once they raise additional funding.

Jason's RBB chapter started the Omega Lamplighters program with a single student in 2017 and now mentors 45 young men. Through monthly workshops, this program equips students with essential life skills, including financial literacy and entrepreneurship. Weekly, participants must attend school wearing a shirt, jacket, and tie and hold at least one leadership position at their school and in the community.

The chapter also sponsors an annual HBCU (historically Black college or university) college tour and offers scholarships to graduating seniors to help create a path to higher education. This year, each graduating senior received a \$1,000 scholarship to help support their college education.



Outside of his fraternity activity, Jason serves on the board of the Essential Friends Foundation, an organization focused on developing youth into good citizens. As Jason shares, the foundation is “committed to providing charitable, educational, civic, and social programs” and is mission-driven to ‘change one life at a time.’”



Although Jason has served on the board for three years, he realized they were onto something special after raising over \$40,000 for their annual golf tournament. With major brands like Raising Cane's, Subway, and Walmart contributing generously, it was a pivotal moment in Jason's commitment to volunteerism, solidifying his belief that their mission was worth every effort.

“There are so many ways to help. Find a cause that resonates with you, and just DO SOMETHING.”



is simple yet powerful: "Quit waiting around for someone else to do it. Start with just one hour a month, and you will see how many people you can touch."

“Utilize your skills because everything is needed,” continues Jason. “If you work at a bank, help teach a financial literacy class. If you have dealt with difficult things in your life, speak about them to help others avoid those same downfalls. If you are a former athlete, volunteer to mentor our youth.”

Jason Richards is not just a finalist for the Impact Hero Award; he is a true hero illuminating the path to a better and brighter future. Through his unwavering commitment to community service, he reminds us that we all have the power to make a difference, one act of kindness at a time.

Lift As We Climb: Why Volunteerism Matters

Lift as we climb: That's the motto Jason tries to live by and why his work with youth, in particular, is so important. It serves as a reminder never to forget to give back to those who come behind him.

“If you are not helping someone less fortunate than yourself, you are doing something wrong,” says Jason. “There are so many ways to help. Find a cause that resonates with you, and just DO SOMETHING.” And for Jason, that's a firmly held belief; volunteerism is not just a duty but a way of life.

Small efforts can lead to significant changes, so Jason's advice to those eager to make a difference

So, as we celebrate the extraordinary work of this community champion, let us also be inspired to take that first step toward creating positive change in the communities where we live. Jason has shown us the way; it's time to follow.





About Jason:

Jason has been in the multifamily industry for 12 years. He started his career with Trinity Property Consultants in 2019 as a property manager and was promoted in 2022 to an area manager. He’s been happily married to his beautiful wife Kimberly for three years, and they have two children: daughter Carter (3 years old) and son Eli (2 years old).

As a former, self-described “military brat,” Jason traveled all over the world growing up and lived in multiple places, including Germany, England, and various locations across the United States. But he’s a proud Florida State University alumni and a die-hard fan of the New York Giants. In his free time, he enjoys spending time with family and friends.

To learn more about the Omega chapter of Rho Beta Beta, visit rhetabeta.org.

Written by Trisha Sheffield, Grace Hill Content Marketer

Grace Hill’s Impact Hero Awards Program recognizes individuals who go above and beyond to help others and make a difference in their local community. Learn more.