



THE HOME DEPOT FOUNDATION

PR & BRANDING GUIDELINES Q1 2022

The Home Depot Foundation Mission Statement

About The Home Depot Foundation


The Home Depot Foundation works to improve the homes and lives of **U.S. veterans**, train skilled **tradespeople** to fill the labor gap and support **communities** impacted by **natural disasters**. Since 2011, the Foundation has invested more than \$400 million in veteran causes and improved more than 50,000 veteran homes and facilities. The Foundation has pledged to invest half of a billion dollars in veteran causes by 2025 and \$50 million in training the next generation of skilled tradespeople through the Path to Pro program.

To learn more about The Home Depot Foundation:

 **Online** - HomeDepotFoundation.org

 **Twitter** - @HomeDepotFound

 **Instagram** - @HomeDepotFoundation

 **Facebook** - @HomeDepotFoundation



Foundation Partners

We partner with **21** national nonprofit partners and **more than 4,000** local partners across the nation **to make a difference**. National partners include:



The Home Depot Foundation & Team Depot

When to use **The Home Depot Foundation:**

When speaking to our financial support or partnership with a nonprofit organization, please use **The Home Depot Foundation** (i.e., “In partnership with The Home Depot Foundation, Meals on Wheels Austin served 100 residents”).



When to use **Team Depot:**

Team Depot identifies our associate volunteer force, 500,000+ strong, working in their local communities. Please use Team Depot when speaking to associate volunteers (i.e., “Team Depot, The Home Depot’s associate volunteer force, assembled 500 disaster relief kits”).



When to use **#TeamDepot:**

#TeamDepot is a hashtag we use year-round when showcasing associate volunteers or the impact of their efforts in our communities (i.e., “sweat equity”).



VETERAN CAUSES

Serving those who have served us all



Serving Veterans Talking Points

- More than 35,000 of our associates are veterans or active-duty military – so giving back to veterans is personal to The Home Depot.
- The Home Depot Foundation supports veteran housing initiatives for our nation's combat-wounded, homeless and senior veterans.
- Thousands of our store associates volunteer with Team Depot in communities across the country to help ensure our veterans have safe, reliable housing.
- Today, we're with [*nonprofit partner*] to help a [*military branch*] veteran who needs [*project description*].
 - For example:
 - *Today, we're working with Meals on Wheels Austin to build a wheelchair ramp for Maggie, a U.S. Army veteran living in Austin, Texas. She hasn't been able to leave her home while in her wheelchair for many years, and this ramp will help her live more independently.*
- To date, The Home Depot Foundation has donated more than \$400 million to veteran causes – and the Foundation is committed to investing half of a billion dollars by 2025.



Veteran Home Dedication Talking Points

- Hello, everyone! We are honored to be here today on behalf of The Home Depot Foundation and be a part of presenting you this incredible home.
- I want to start by thanking all the veterans here for your service to our country.
- For those of you who don't know, The Home Depot Foundation has a nationwide commitment to helping our nation's homeless, senior and combat-wounded veterans.
- We work closely with nonprofit partners like *[insert partner]* to build and improve homes and facilities to create more accessibility for our nation's heroes.
- To date, The Home Depot Foundation has donated over \$400 million to projects like this one – and we're committed to investing half of a billion dollars to veterans in need by 2025.
- On behalf of The Home Depot Foundation, welcome home.



Making a Difference for Veterans

Impact:

More than

\$400M+

awarded to veteran nonprofit partners

50,000+

veteran homes & facilities positively impacted or enhanced

Importance:

37K+

veterans are homeless on any given night

3M

veterans are living in inadequate owned housing

1M+

post-9/11 veterans have significant service-connected disabilities

Commitment:

\$500M

to veteran causes by 2025



DISASTER RESPONSE

Helping to rebuild hope



Disaster Response Talking Points

- The Home Depot Foundation is committed to short-term relief and long-term rebuilding in communities impacted by natural disasters.
- The Home Depot Foundation supports communities impacted by natural disasters with the help of Team Depot and nonprofit partners including the American Red Cross, Team Rubicon, Convoy of Hope and Operation Blessing.
- With the help of our nonprofit partners, The Home Depot Foundation and Team Depot pre-stock nonprofit partner warehouses and Home Depot distribution centers with relief supplies for quick deployment in the immediate wake of a storm.
- Our merchandising, supply chain and operations teams work around the clock to move necessary product and equipment to stores caught in the path of the storm, and our stores often become command centers for relief agencies.
- The Home Depot Foundation committed more than \$7 million to disaster response in areas impacted by fires, hurricanes, tornadoes and more in 2021.
- In 2021, The Homer Fund, The Home Depot's associate assistance program, granted more than \$2.7 million to support nearly 3,000 associates impacted by natural disasters.



Making a Difference During Disasters

Impact:

Providing help where it's needed most.

Rebuilding hope for communities impacted by natural disasters through immediate on-the-ground assistance as well as long-term rebuilding support

Importance:

120

official disasters declared by FEMA in 2021

Investment:

The Home Depot Foundation has committed more than

\$7 Million

to disaster response in areas impacted by fires, hurricanes and tornadoes in 2021



TRADES TRAINING

Building a Path to Pro



Path to Pro Talking Points

- In the U.S., there are more than 300,000 open jobs requiring skilled plumbers, carpenters, electricians and HVAC specialists.
- The Home Depot Foundation's skilled trades training program, Path to Pro, launched in 2018 with a \$50 million commitment to train the next generation of skilled tradespeople, diversify the trades industry, and address the growing labor shortage in the U.S.
- The Foundation's trades-focused partnerships have introduced more than 15,000 people to the skilled trades and have certified 5,000 participants through programming available to youth, high school students, underserved communities and separating U.S. military.
- In partnership with Home Builders Institute, the Path to Pro high school program offers pre-apprenticeship certification (PACT) curriculum and hands-on experience to 11th and 12th grade students in 75 schools across 29 states.
- The Path to Pro military program is currently offered on 10 U.S. military bases and provides exiting service members access to a free, 12-week program that provides industry-recognized PACT and OSHA 10 certifications.
- Most recently, the Foundation launched the community-based Path to Pro academy program, which offers training and certification for diverse adult populations and underserved communities. Path to Pro academies in Denver and Orlando have successfully trained more than 500 students, and a Sacramento academy program is scheduled to open in 2022.
- The Home Depot Foundation is furthering its mission to fill the skilled labor pipeline through additional programs and partnerships such as the Path to Pro scholarship program, K-12 programming with Construction Ready in the city of Atlanta and training programs with 100 Black Men of America and Girl Scouts of the USA.



Making a Difference through Path to Pro

Impact:

Creating smart partnerships and programs to train and certify separating military, youth, high school students and underserved communities

To date,

15,000+

introduced to skilled trades

5,000+

certified participants

Importance:

300K+

skilled labor job openings¹

80%+

of contractors have trouble finding skilled workers²

33%

of firms are delaying new projects because of labor shortages³

Only

11%

of construction workers are women⁴

Black tradespeople represent only

6%

of the construction, architecture and engineering workforces⁴

¹ Bureau of Labor Statistics Job Openings Survey (Construction Sector)

² U.S. Chamber of Commerce Construction Index

³ Home Improvement Research Institute

⁴ Bureau of Labor Statistics from 2020

Commitment:

Introduce more people to skilled trades and continue to help certify program participants to succeed in new careers

Work to train diverse talent to support the labor shortage



SWEAT EQUITY

Supporting communities
nationwide



Sweat Equity / Team Depot Talking Points

- The Home Depot's associate volunteer force, Team Depot, extends the mission of the Home Depot Foundation in our local communities.
- Working alongside our national and local nonprofit partners, Team Depot invests sweat equity into serving the needs of the communities we live and work in.
- Since 2011, Team Depot has volunteered more than 1.25 million hours of service to veterans and enhanced more than 50,000 veteran homes and facilities.
- In 2021, roughly 20,000 associate volunteers helped further the mission and impact of The Home Depot Foundation in communities across the country.

VISUAL BRAND GUIDELINES

Creating consistency across communications



Logo Usage Guidelines – The Home Depot Foundation & Team Depot



Use for:

- Event collateral
- Partner communications
- Philanthropic commitments
- Media materials

NOTE: The Foundation logo should be used at the end of ALL videos even if Team Depot is represented.

Download approved logo:
thd.co/pr



Use for:

- Project and volunteerism signage (sign up sheet, etc.)
- Associate swag

Download approved logo:
thd.co/pr



Colors & Fonts – The Home Depot Foundation

Colors:



- Primary:
PMS 165 C
0C / 74M / 100Y / 0K
249R / 99G / 2B



- Secondary:
PMS Cool Gray 8
0C / 0M / 0Y / 37K
153R / 153G / 153B



PMS 5743 C
49C / 26M / 88Y / 70K
57R / 69G / 23B



- Tertiary:
White



PMS Cool Gray 11
63C / 52M / 44Y / 33K
102R / 102G / 102B

Fonts:

- Primary Fonts -
Used for headlines, subheads and body copy

Helvetica Neue LT Std

Helvetica Neue LT Std Condensed

- Secondary Font –
Used for web, subheads and body copy

Arial Regular

Arial Bold

Arial Black



Approved Photos & Videos – The Home Depot Foundation

Materials in this folder are approved for internal and external use and are updated quarterly: thd.co/pr



Content Guidelines

We love to receive photos of our associates and nonprofit partners serving communities.

Associates, partners and community members should follow The Home Depot's store mask policy as well as state and local guidelines, which include maintaining a safe physical distance from one another.

Please share photos with us at TeamDepotPR@homedepot.com



Social Media



The Home Depot Foundation is on Twitter @HomeDepotFound and Facebook + Instagram @HomeDepotFoundation

- Tag us in posts and use hashtag #TeamDepot



The Homer Fund is on Twitter @HomerFund

- Tag us in posts and use hashtag #HomerFund



We love to share photos of our associates, partners and veterans.

- Please share your photos with us at TeamDepotPR@homedepot.com



The Home Depot Foundation @HomeDepotFour #TeamDepot is supporting the Chicago community in the wake of Sunday's tornado, delivering generators and essential relief material and assisting with cleanup efforts.



The Homer Fund @HomerFund · Jul 14
All across the country and in our stores nationwide, we're united by our collective spirit of caring. A spirit that helps us write stories of hope, home and healing. #OrangeAtHeart



QUESTIONS?

Please email TeamDepotPR@homedepot.com

