

# THE HOME DEPOT FOUNDATION

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2020 PR & Branding Guidelines



# THDF Boilerplate

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## 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 \$330 million in veteran causes and improved more than 46,000 veteran homes and facilities in 4,500 cities. The Foundation has pledged to invest half of a billion dollars in veteran causes by 2025.

To learn more about The Home Depot Foundation visit **[HomeDepotFoundation.org](https://www.HomeDepotFoundation.org)** and follow us on **[Twitter](#)** @HomeDepotFound and on **[Facebook](#)** + **[Instagram](#)** @HomeDepotFoundation.



# Foundation Giving Overview



## THE HOME DEPOT FOUNDATION OVERVIEW

### WHO WE ARE

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 \$330 million in veteran causes and improved more than 46,000 veteran homes and facilities in 4,500 cities.

### HOW WE OPERATE

We partner with nonprofit organizations across the U.S. to make a difference.



See how we're making a difference at [HomeDepotFoundation.org](http://HomeDepotFoundation.org)

### WHERE WE FOCUS: OUR PILLARS

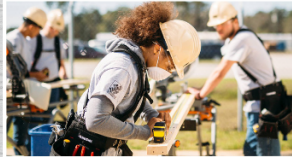
#### TRADES TRAINING

SUPPORTING TRAINING PROGRAMS TO FILL

**300K+**  
open construction jobs

COMMITTED

**\$50M**  
to train 20,000  
tradespeople by 2028



#### VETERAN HOUSING

HOMELESS VETERANS

**37K+**  
veterans are homeless  
on any given night

COMBAT-WOUNDED

**800K+**  
post-9/11 veterans  
have a significant  
service-connected disability

CRITICAL HOME REPAIRS

**2M**  
veterans are living in  
inadequate owned housing

#### DISASTER RESPONSE

DISASTER RESPONSE

**100**  
official disasters declared  
by FEMA in 2019



### OUR COMMITMENT

**HALF OF A BILLION**  
**TO VETERAN CAUSES**  
★★★★★ BY 2025 ★★★★★

**\$330M**  
INVESTED IN VETERAN  
CAUSES SINCE 2011

Download at [bit.ly/CHOOSETOSERVE](http://bit.ly/CHOOSETOSERVE)



# Foundation and Veteran Stats

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## Since 2011:

- \$330M+ awarded to veteran nonprofit partners
  - 46,000+ veteran homes & facilities positively impacted or enhanced\*
  - 4,500+ U.S. cities impacted
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## Why It's Important:

- 37K+ veterans are homeless on any given night
  - 9M+ senior veterans
  - 800K+ post-9/11 veterans with a significant service-connected disability
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## Commitment:

- Half of a billion dollars to veteran causes by 2025





# Foundation Partners

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**22 National Nonprofit Partners + More Than 4,000 Local Partners**

## National Partners include:

- All Hands and Hearts
- American Red Cross
- Community Solutions
- Convoy of Hope
- Gary Sinise Foundation
- Habitat for Humanity International
- Home Builders Institute
- Housing Assistance Council
- Jared Allen's Homes for Wounded Warriors
- Meals on Wheels America
- National Church Residences
- National League of Cities
- National Coalition for Homeless Veterans
- Operation Blessing
- Operation Homefront
- Purple Heart Homes
- Semper Fi Fund
- Stephen Siller Tunnel to Towers
- Team Rubicon
- ToolBank Disaster Services
- U.S.VETS
- Volunteers of America



# Veteran Giving Talking Points

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- Giving back to veterans is personal to The Home Depot since more than 35,000 of our associates are veterans or active duty military.
- Thousands of our store associates spend their time off volunteering with Team Depot in communities across the country.
- Today we're with **[NONPROFIT]** to help a **[BRANCH]** veteran who needs **[PROJECT DESCRIPTION]**.
  - *For example:*
    - Today we're working with HouseProud to **build a wheelchair ramp** with for Thomas, a U.S. Army veteran.
    - He hasn't been able to leave his home on his own for many years so this ramp will **help him live more independently**.
- Since 2011, The Home Depot Foundation has donated over \$330 million to projects similar to this one – and the Foundation is committed to investing half a billion dollars by 2025.
- Because veterans are such a big part of our own company culture, we understand the importance of honoring and serving those who have served us all.



# Disaster Response Talking Points

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- The Home Depot Foundation supports communities impacted by natural disasters with the help of nonprofit partners including the American Red Cross and Operation Blessing.
- 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.
- Our stores often become command centers for first responders and relief agencies. The Foundation partners with nonprofits like Team Rubicon, an organization that rallies veterans to help communities in the wake of a disaster, to deliver aid when communities need it.
- In 2019, The Home Depot Foundation committed \$3.5 million to disaster response in areas impacted by fires, hurricanes and flooding.



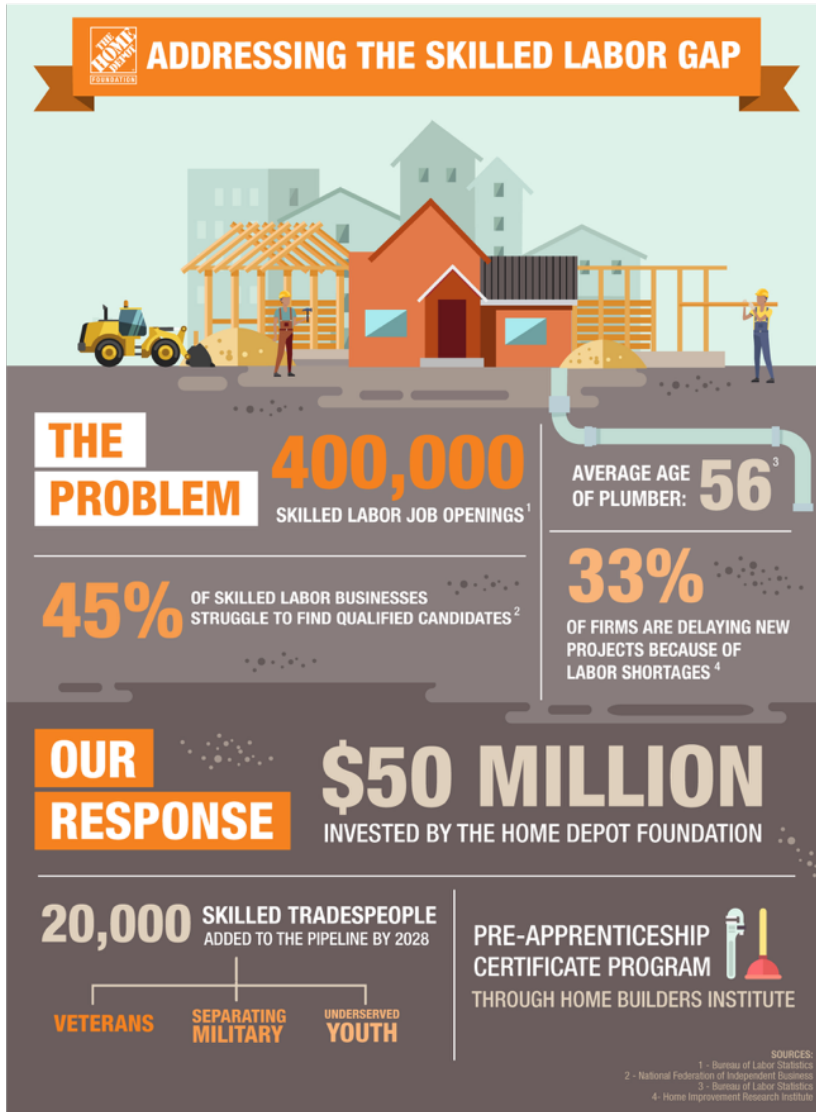
# Trades Training Talking Points

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- There is a gap between the supply and demand for skilled trades workers across the U.S., with more than 300,000 open jobs requiring plumbers, carpenters, electricians and HVAC specialists.
- The Foundation has committed to train 20,000 more tradespeople to fill the industry pipeline by 2028.
- In partnership with the Home Building Institute (HBI), we've built a training program for separating military and high school students that aims to fill the trades gap in the fields of plumbing, carpentry, electrical engineering, and HVAC.
- We have imbedded a pre-apprentice certification through elective courses in 50 underserved high school and establish advanced-level trades training programs for Georgia residents through a partnership with CEFGA.
- As the need for electricians, plumbers, and HVAC fields see double digit growth rates in the coming years, we see an opportunity to lead the charge to fill these gaps and train the future generation of tradespeople.



# Trades Infographic



Download at [bit.ly/CHOOSETOSERVE](https://bit.ly/CHOOSETOSERVE)



# Atlanta Westside Philanthropic Strategy

Through nonprofit partners, The Foundation projects to invest in the Westside over the next five years, aimed at making a significant impact in the areas of **housing**, **outdoor spaces**, **employment training in the trades** and **community development**.

## 1 Housing:

*Improve current state of owner occupied homes / establish community police (veterans)*

- Home Repairs / Rehab / Title Clearing
- Team Depot Beautification Projects
- Housing for Police Officers (Veterans)
- Gift Cards for Westside Police Residents



## 2 Outdoor Spaces:

*Impact lack of community gathering spaces through park rejuvenation*

- Community Park Renovation / Restoration
- Atlanta Beltline Expansion
- Team Depot Projects
- Park Maintenance



## 3 Trades Training:

*Positively improve the current state of employment for residents while impacting skilled trades pipeline*

- Establish advanced skilled trades curriculum with Westside Works / CEFGA
- Establish trades curriculum in Booker T. Washington High School



## 4 Community Development:

- Continue current level of support for Westside Future Fund



# Hometown Giving Infographic

## 2018 HOMETOWN GIVING

### OUR PILLARS



#### Veteran Housing

**Partner Organizations Include:**

- Habitat for Humanity
- HouseProud
- Meals on Wheels



#### Outdoor Spaces

**Partner Organizations Include:**

- Atlanta Botanical Garden
- Park Pride
- Piedmont Park Conservancy



#### The Arts

**Partner Organizations Include:**

- Atlanta Ballet
- Atlanta Opera
- The Woodruff Arts Center



#### Healthcare

**Partner Organizations Include:**

- Children's Healthcare of Atlanta
- Grady Health Foundation
- Shepherd Center

### 2018 ATLANTA GIVING

**\$10 MILLION**

### WESTSIDE INVESTMENT

AN ADDITIONAL

**\$6.3 MILLION**  
OVER FIVE YEARS

WITH A FOCUS ON:

**HOUSING &  
OUTDOOR SPACES**

Download at [bit.ly/CHOOSETOSERVE](https://bit.ly/CHOOSETOSERVE)





# Team Depot

“Team Depot” identifies our associate-led volunteer force, 400,000 strong, working in their local communities.

Associates *donate* their time and “sweat equity” on a day off to participate, because they’re proud to uphold our Home Depot core values.



The Home Depot Values Wheel



# The Homer Fund

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- The Homer Fund is a nonprofit charity that provides financial assistance for basic living expenses to associates facing unforeseen hardship.
- Founded in 1999 by our Co-Founders Bernie Marcus, Arthur Blank and Ken Langone, The Homer Fund has awarded more than \$190 million to more than 146,000 Home Depot families.
- In 2019, The Homer Fund gave more than \$14 million to more than 7,000 associates, including more than \$800K to assist families affected by natural disasters.
- Every dollar that associates donate to The Homer Fund goes right back to an associate in need through the Direct Grant and Matching Grant Programs.
- The Home Depot Foundation matches associate donations between \$25 and \$1,000, up to \$3 million.
- Learn more at [THDHomerFund.org](https://www.THDHomerFund.org) or on Twitter [@HomerFund](https://twitter.com/HomerFund).



# The Homer Fund Overview



## THE HOMER FUND OVERVIEW

### WHO WE ARE



The Homer Fund is a charity that supports associates of The Home Depot. Its Direct and Matching Grant programs offer financial support to cover essential living expenses during unforeseen hardships in an associates life. It's for Home Depot associates and is supported by Home Depot associates — every dollar donated goes right back to associates in need.

SINCE 1999

**\$190M+** **146K+**

IN GRANTS AWARDED TO ASSOCIATES FACING UNFORESEEN FINANCIAL HARDSHIP

HOME DEPOT FAMILIES SUPPORTED

SINCE 2006

**\$30M+**

IN COLLEGE SCHOLARSHIPS AWARDED TO 13K DEPENDENTS OF HOURLY HOME DEPOT ASSOCIATES

### HOW WE HELP

Associates in need can benefit from one or both of the following grant programs:

**MATCHING GRANT (UP TO \$5,000)**

**DIRECT GRANT (UP TO \$10,000)**

Direct Grant Enhancements include coverage for:



**MEDICAL INSURANCE PREMIUMS**

if the associate is on an approved medical leave of absence for 30 days or more



**INCREASE IN FAMILY SIZE**

(i.e. necessities for unforeseen guardianship of grandchildren)



**FUNERAL EXPENSES**

related to the death of a parent or young adult child 26 years of age or younger



**MAJOR HOME REPAIRS**

for unsafe conditions in owned housing (i.e. damaged roof or broken pipes)



**LOSS OF HOUSEHOLD INCOME**

(i.e. loss of court-ordered child support or government subsidy)



**VICTIMS OF SPECIFIC TYPES OF CRIME**

(i.e. robbery, burglary or identity theft)



**EMERGENCY TRAVEL EXPENSES**

(i.e. attend funeral of parent, sibling or child)



**MAJOR CAR REPAIRS**

(i.e. transmission or engine repair/replacement)



**95%**  
OF ASSOCIATES DONATE TO THE HOMER FUND



For more information, visit our website at [THDHomerFund.org](https://THDHomerFund.org)

Download at [bit.ly/CHOOSETOSERVE](https://bit.ly/CHOOSETOSERVE)



# Home/Facility Dedication Talking Points

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- Hello, everyone! We are honored to be here today on behalf of The Home Depot Foundation and to be a part of presenting you this beautiful home/facility.
- I want to start by thanking all the veterans here for your incredible service to our country.
- For those of you who do not 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 and make homes more accessible for our nation's veterans.
- Since 2011, The Home Depot Foundation has donated more than \$330 million to projects like this one – and we're committed to investing **half a billion dollars** in veteran causes by 2025.
- On behalf of The Home Depot Foundation, welcome home!





# Approved Photos & Videos

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*Materials in this folder are approved for internal and external use and will be updated quarterly.*

Download at [bit.ly/CHOOSETOSERVE](https://bit.ly/CHOOSETOSERVE)

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# 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 hashtags #HomerFund and #OrangeAtHeart.
- We love to share photos of our associates, partners and veterans. Please share your photos with us at **[TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)**.



# Logo Usage Guidelines – THDF

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Download at  
[bit.ly/CHOOSE2OSERVE](http://bit.ly/CHOOSE2OSERVE)

- Collateral for events
- Fundraising events
- Vendor communication
- Half of a Billion messaging
- Foundation presentations
- NGO Partners
- Media
  - Social channels
  - Articles
  - Press releases
- Bios for Foundation staff





# Logo Usage Guidelines – Team Depot



Download at  
[bit.ly/CHOOSETOSERVE](http://bit.ly/CHOOSETOSERVE)

- Advertising at events where we are not being recognized for dollars given
- Signage at events with goal of promoting Team Depot, not the Foundation
- Team Depot projects – signage, branded merchandise, misc. collateral
- Media
  - Social channels for projects, associate stories
  - Articles – when referencing THD volunteers



# Logo Usage Guidelines – All Videos

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Download at  
[bit.ly/CHOOSETOSERVE](http://bit.ly/CHOOSETOSERVE)

- THDF logo should be used at the end of all videos even if Team Depot is represented.
- Do not resize logo



# Logo Usage Guidelines – The Homer Fund

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Download at  
[bit.ly/CHOOSETOSERVE](http://bit.ly/CHOOSETOSERVE)

- Store signage for THF fundraising and campaign events



# Font – Helvetica Neue or Arial

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- **THD ASSOCIATES** - All text should be **Helvetica Neue LT Std Condensed**.
  - **Headlines** should be bold:
    - Design software (Adobe) – ‘77 Bold Condensed’ or ‘87 Heavy Condensed’
    - Microsoft Office (Word, PowerPoint, etc.) – ‘HelveticaNeueLT Std Blk’
  - **Body text** should be standard:
    - Design software (Adobe) – ‘47 Light Condensed’ or ‘57 Condensed’
    - Microsoft Office (Word, PowerPoint, etc.) – ‘HelveticaNeueLT Std Cn’
- **EXTERNAL PARTNERS** – All text should be Helvetica Condensed if available per your personal font licensing. If not available, please use **Arial**.



# Questions?

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Please email [TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)

