



# THE HOME DEPOT FOUNDATION & THE HOMER FUND

PR & BRANDING GUIDELINES  
Q2 2022

*External*

# The Home Depot Foundation Mission Statement

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## About The Home Depot Foundation


The Home Depot Foundation works to improve the homes and lives of **U.S. veterans**, support **communities** impacted by **natural disasters** and train skilled **tradespeople** to fill the labor gap. 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.

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To learn more about The Home Depot Foundation:

 **Online** - [HomeDepotFoundation.org](https://www.HomeDepotFoundation.org)

 **Twitter** - [@HomeDepotFound](https://twitter.com/HomeDepotFound)

 **Instagram** - [@HomeDepotFoundation](https://www.instagram.com/HomeDepotFoundation)

 **Facebook** - [@HomeDepotFoundation](https://www.facebook.com/HomeDepotFoundation)



# Foundation Partners

We partner with 20 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

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*When to use*

## **The Home Depot Foundation:**

**The Home Depot Foundation** is a 501c3 nonprofit organization. When speaking to our mission, financial support and/or partnership with a nonprofit organization, and for all external facing communications, 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*

## **#TeamDepot:**

**Team Depot**, The Home Depot’s associate volunteer force, extends the mission of the Foundation in our communities through hands on support.

**#TeamDepot** is a hashtag we use year-round to showcase our associates’ sweat equity and impact in our local communities and to engage with our fellow associates.





Veterans  
Serving those who have served us well

# Serving Veterans Talking Points

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- More than 35,000 of our associates are veterans or military spouses – so giving back to veterans is personal to The Home Depot.
- The Home Depot Foundation supports housing initiatives for our nation’s combat-wounded veterans, veterans in need of critical home repairs and veterans at risk of homelessness.
- 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

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- 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 combat-wounded veterans, veterans in need of critical home repairs and veterans at risk of homelessness.
- 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<sup>1</sup>

**3M**

veterans are living in inadequate owned housing<sup>2</sup>

**1M+**

post-9/11 veterans have significant service-connected disabilities<sup>3</sup>

## Commitment:

**\$500M**

to veteran causes by 2025



<sup>1</sup> U.S. Department of Housing and Urban Development 2020 "Annual Homeless Assessment Report"

<sup>2</sup> Housing Assistance Council

<sup>3</sup> Bureau of Labor Statistics





Disaster Relief  
Helping to rebuild hope



# Disaster Response Talking Points

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- The Home Depot Foundation is committed to short-term response and long-term recovery 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 has invested more than \$4.2 million to nonprofit partners to support natural disaster preparedness, response and long-term recovery efforts in 2022.
- 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 committed up to

**\$7 Million**

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





Path to Pro  
Building a Path to Pro

# Path to Pro Talking Points

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- 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 11<sup>th</sup> and 12<sup>th</sup> grade students in more than 250 schools across 30 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:

Training the next generation of skilled tradespeople and diversifying the trades industry

To date,

**15,000+**

introduced to skilled trades

**5,000+**

certified participants

## Importance:

**300K+**

skilled labor job openings<sup>1</sup>

**80%+**

of contractors have trouble finding skilled workers<sup>2</sup>

**33%**

of firms are delaying new projects because of labor shortages<sup>3</sup>

Only

**11%**

of construction workers are women<sup>4</sup>

Black tradespeople represent only

**6%**

of the construction, architecture And engineering workforces<sup>4</sup>

<sup>1</sup> Bureau of Labor Statistics Job Openings Survey (Construction Sector)

<sup>2</sup> U.S. Chamber of Commerce Construction Index

<sup>3</sup> Home Improvement Research Institute

<sup>4</sup> 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





Team Depot  
Supporting communities nationwide



# Team Depot Sweat Equity Talking Points

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- 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 associates helped further the mission and impact of The Home Depot Foundation in communities across the country.





# THE HOME DEPOT FOUNDATION VISUAL BRAND GUIDELINES

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Creating consistency across communications



# Colors & Fonts

## COLOR PALETTE



## PRIMARY FONT

Helvetica Neue LT Std Light

Helvetica Neue LT Std Roman

Helvetica Neue LT Std Medium

**Helvetica Neue LT Std Bold**

**Helvetica Neue LT Std Heavy**

**Helvetica Neue LT Std Black Helvetica Neue LT Std Black Condensed**

Helvetica Neue LT Std Light Condensed

Helvetica Neue LT Std Condensed

Helvetica Neue LT Std Medium Condensed

**Helvetica Neue LT Std Bold Condensed**

**Helvetica Neue LT Std Heavy Condensed**

## WEB FONT

Arial Regular

**Arial Bold**

**Arial Black**

# Logo Usage

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## LOGO VERSIONS



### COLOR LOGO

Our preferred version. Use the color version whenever possible.



### COLOR LOGO with keyline

Use the orange logo with white keyline when the background image or color does not provide enough contrast against the logo.



### BLACK LOGO

Use the black logo in cases where only black- and- white printing is possible.



### WHITE LOGO

Use the white logo when full-color reproduction is not an option. The background color must be orange.



# Logo Dos & Don'ts

## D O s



Do use the color logo on a white or light background.



Do use the color logo (with white keyline) on a dark color background that provides sufficient contrast.



Do use black logo on a white background.



Do use the color logo (with white keyline) on a black background.



Do use the color logo on a light background image if it's legible.



Do use the color logo (with white keyline) on a dark background image if it's legible.



Do use the color logo (with white keyline) on a low-contrast background.



Do use the color logo (with white keyline) on an orange background.

## D O N ' T s



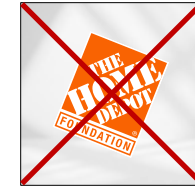
Don't use the logo on a pattern or background that obscures the logo.



Don't use the color logo on an orange background without the white keyline.



Don't use the black logo on a dark background that obscures the logo.



Don't rotate the logo.



Don't use the color logo on a low-contrast background without the white keyline.



Don't stretch or distort the logo in any way.



Don't fill the inside of The Home Depot logo with the background image.



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# CONTENT GUIDELINES & SOCIAL MEDIA

Amplifying our story



# Approved Photo & Videos – The Home Depot Foundation

Materials in this folder are approved for internal and external use and are updated quarterly: [thd.co/pr](https://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](mailto: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**



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)



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## QUESTIONS?

Please email

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

