

# The Home Depot Foundation

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## 2019 PR & Branding Guidelines



# THDF Boilerplate

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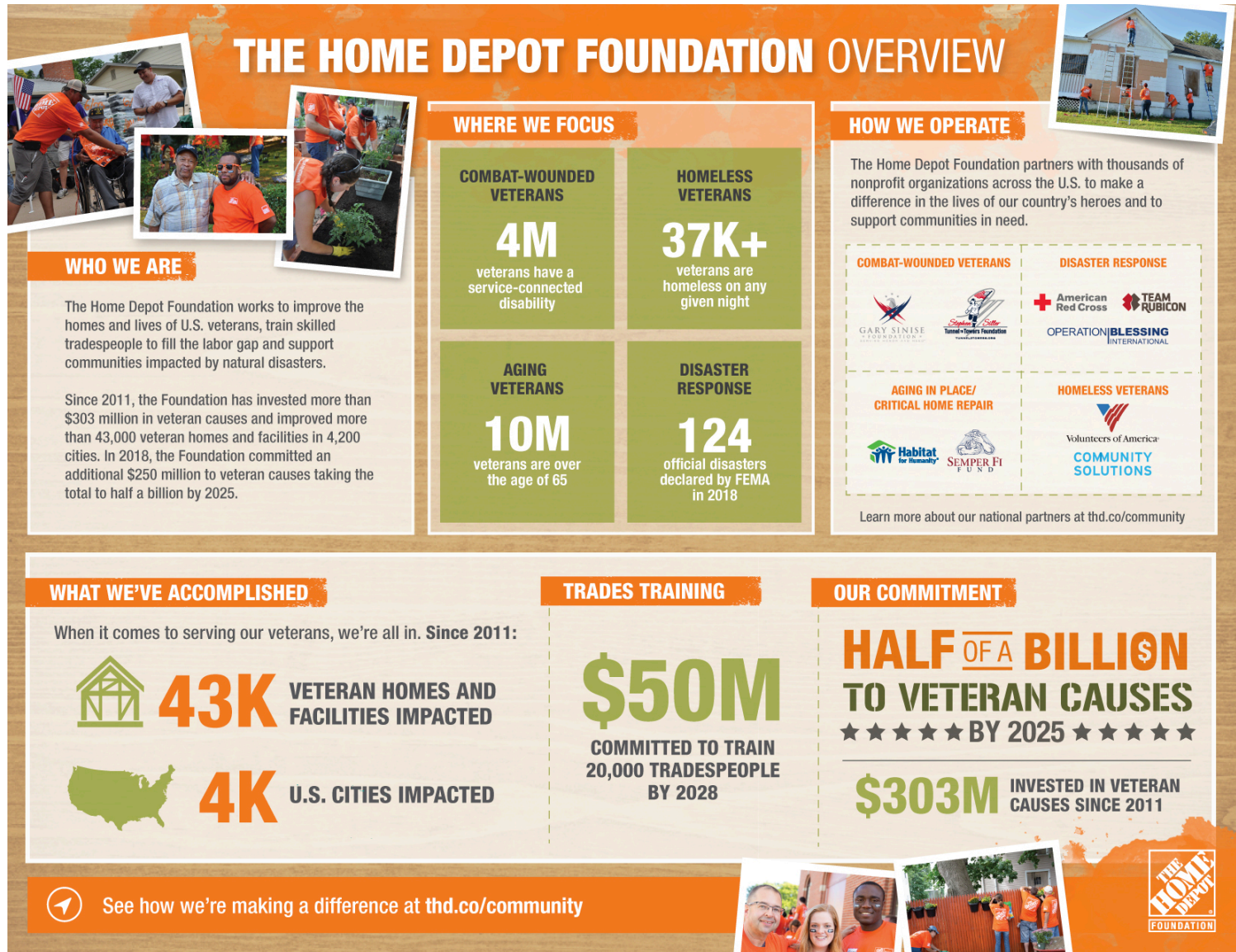
## About The Home Depot Foundation

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 \$300 million in veteran causes and improved more than 43,000 veteran homes and facilities in 4,200 cities. In 2018, the Foundation pledged an additional \$250 million to veteran causes taking the total commitment to half a billion by 2025.

To learn more about The Home Depot Foundation and see Team Depot in action, visit [thd.co/community](https://thd.co/community) and follow us on [Twitter](#) and [Instagram](#) @teamdepot and on Facebook at [facebook.com/teamdepot](https://facebook.com/teamdepot).



# THDF Infographic



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

# Foundation and Veteran Stats

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## Since 2011:

- **\$300M+** Awarded to Veteran Nonprofit Partners
  - **43,000+** Veteran Homes & Facilities Positively Impacted *or* Enhanced\*
  - **4,200+** U.S. Cities Impacted
  - **14,000+** Veteran Facilities Upgraded *or* Enhanced
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## Why It's Important:

- **37K+** Veterans are Homeless on Any Given Night
  - **9M+** Senior Veterans
  - **4M+** Veterans Have a Service-Connected Disability
  - **2K** Post-9/11 Veteran Amputees
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## Commitment:

- **Half a Billion Dollars** to Veteran-Related Causes by 2025





# Foundation Partners

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

## National Partners include:

- American Red Cross
- Community Solutions
- Convoy of Hope
- Gary Sinise Foundation
- Habitat for Humanity International
- Housing Assistance Council
- Jared Allen's Homes for Wounded Warriors
- Meals on Wheels America
- National Church Residences
- National League of Cities
- NCHV
- Operation Blessing
- Operation Homefront
- Purple Heart Homes
- Semper Fi Fund
- Stephen Siller Tunnels to Towers
- Student Veterans of America
- Team Rubicon
- US Vets
- Volunteers of America



# Veteran Giving Talking Points

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- Giving back and Doing the Right Thing are two of the core values of The Home Depot and a passion for our associates.
- Thousands of our store associates spend their time off volunteering their talents as members of Team Depot in communities across the country.
- We love when we can take our skills and knowledge out of the aisles and into the community.
- Today we're with **[NONPROFIT]** to help a **[BRANCH]** veteran who needs **[PROJECT DESCRIPTION]**.
  - *For example:*
    - Today we're working with HouseProud to **building 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**.
- Team Depot has impacted more than 43,000 homes and facilities for veterans in all 50 states.
- Since 2011, The Home Depot Foundation has donated over \$300 million to projects similar to this one.
- In 2018, the Foundation committed an additional \$250 million to veteran causes taking the total to half a billion by 2025.
- Giving back to veterans is personal to The Home Depot since more than 35,000 of our associates are veterans or active duty military.
- 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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- Giving Back and Doing the Right Thing are two of the core values of The Home Depot.
- The Home Depot Foundation supports communities impacted by natural disasters with the help of national nonprofit partners including American Red Cross, The Salvation Army, Team Rubicon, Convoy of Hope 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 natural disasters. Our stores work to be the last to close and the first to reopen to help communities recover.
- 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 2018, The Home Depot Foundation committed more than \$5 million to disaster response in areas impacted by fires, hurricanes and flooding.



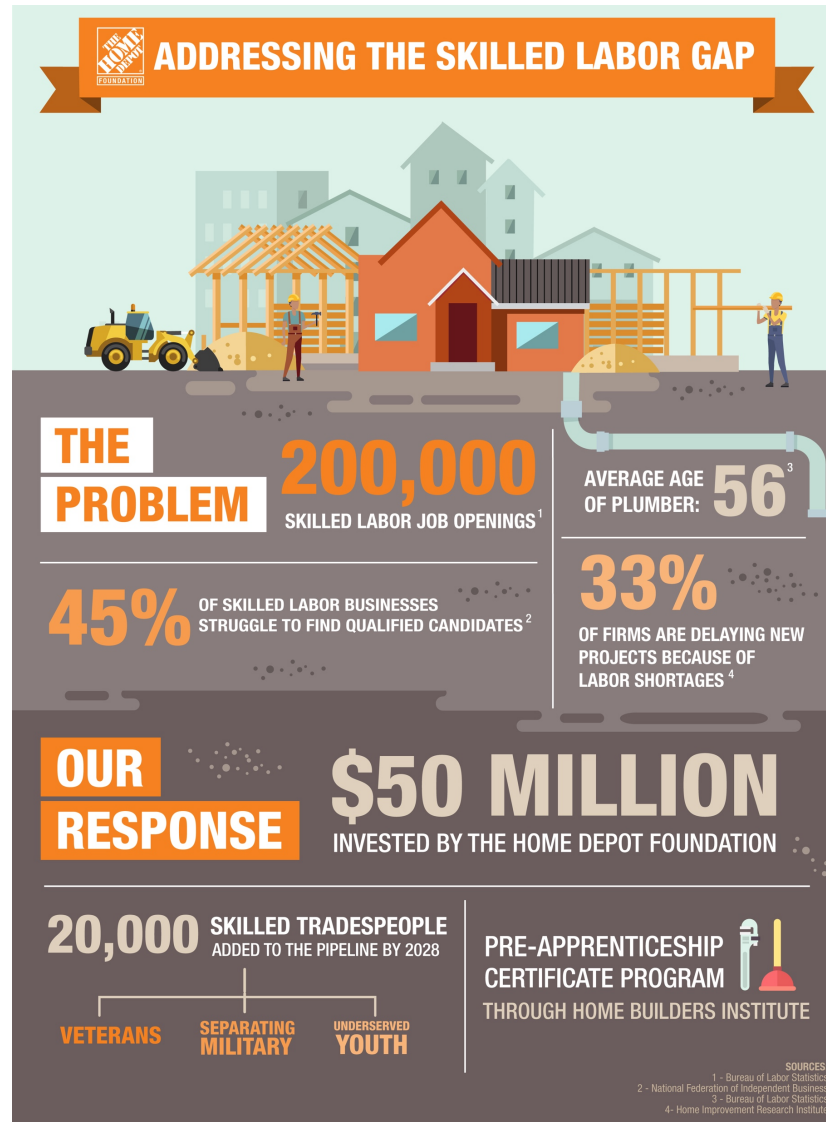
# Trades Training Talking Points

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- There is a gap between the supply and demand for skilled trades workers across the U.S., with demand exceeding supply. Current surveys by the Bureau of Labor statistics estimate that there are approximately 300,000 (and growing rapidly) open jobs requiring plumbers, carpenters, electricians and HVAC specialists.
- Working closely with veterans to improve their homes and lives and learning about current veteran issues, The Home Depot Foundation recognizes that many separating military men and women often struggle with finding their place in everyday life when they leave the service.
- In partnership with the Home Building Institute (HBI), the program aims to fill the trades gap in the fields of plumbing, carpentry, electrical engineering, and HVAC specialties, while also better preparing separating military veterans for their return to society.
- In addition to providing support for separating military veterans, we will imbed pre-apprentice certification through elective courses in 50 underserved high school and establish advanced-level trades training programs for residents--specifically young people--of Atlanta's Westside neighborhood.
- We are pledging a commitment to train 20,000 more tradespeople to fill the industry pipeline by 2028.
- To do this, we will invest \$50 million dollars into non-profits that share our vision, in order to highlight the value that tradespeople provide to the economy and help replenish an industry that is currently not seeing growth.
- 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

### Partners:



## 2 Outdoor Spaces:

*Impact lack of community gathering spaces through park rejuvenation*

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

### Partners:



## 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

### Partners:



## 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 on Foundation projects in their local communities – serving senior, homeless and combat-wounded veterans and communities affected by natural disasters.

Associates *donate* their time and “sweat equity” on a day off work 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 \$176 million to more than 138,000 Home Depot families.
- In 2018, The Homer Fund gave \$13 million to more than 7,700 associates, including more than \$1 million 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 \$4 million.
- In 2019, The Homer Fund celebrates 20 Years of Giving! Learn more at [thd.co/supportTHF](https://thd.co/supportTHF) or on Twitter [@HomerFund](https://twitter.com/HomerFund).



# 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 of 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 \$300 million to projects like this one – and in 2018, we committed an additional \$250 million to veterans, taking the total investment to **half a billion 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

- @TeamDepot is on Facebook, Instagram and Twitter and @HomerFund is on Twitter
- Tag us in posts and use hashtag #CHOOSETOSERVE for @TeamDepot and #ISupportTHF for @HomerFund
- We love to share photos of our associates, partners and veterans. Please share your photos with us at TeamDepotPR@homedepot.com



# Logo Usage Guidelines – THDF

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

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- 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

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

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- 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](https://bit.ly/choosetoserve)

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





# Logo Usage Guidelines – The Homer Fund

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

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- 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)

