



COMMUNITY CAPTAINS
HUDDLE
2020



Housekeeping

- Strategy

Regional Huddles

Train and align Regional, District and select Store Captains. ASDS invited to serve as district's SME for Homer Fund

District Huddles

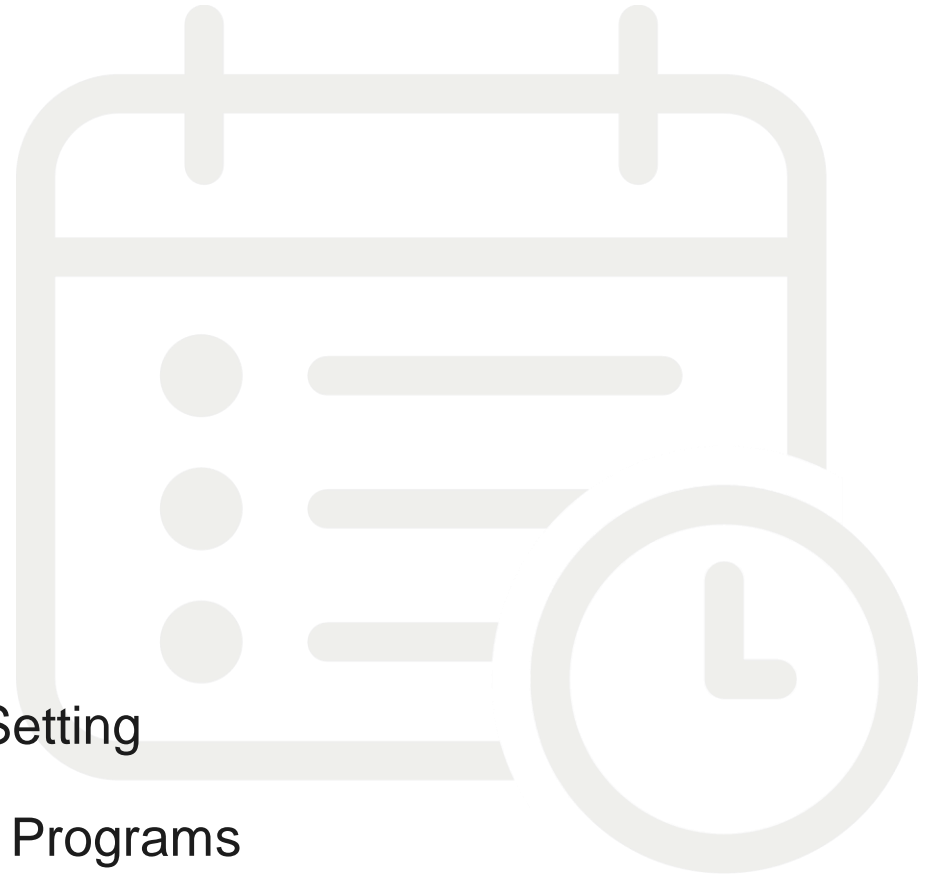
District Captains train Store Captains on best practices, operations, goals and strategy

- Community Captain handbooks mailed to stores the week of Feb 3rd
- Additional resources available on Team Depot Toolbox – [THD.co/TeamDepot](https://www.thd.com/TeamDepot)



Agenda

- Welcome & Kickoff
- Homer Fund
- 15-Minute Break
- Team Depot SOPs
- Lunch
- Foundation Comms/PR
- 2019 Performance & 2020 Goal Setting
- Disaster Response & Foundation Programs
- Wrap-Up & Recognition



Your Captainship Role



- Emphasize the importance of Team Depot and Homer Fund to the company's culture
- Provide Team Depot volunteer opportunities and drive Homer Fund participation and awareness

Regional Captains

- Create strategy and drive progress to Team Depot and Homer Fund participation goals
- Review reporting, update RVPs, and encourage region leadership participation in Team Depot projects

District Captains

- Partner with Store Community Captains to plan district-wide projects
- Ensure Store Community Captains are trained and working towards Team Depot volunteer goals

Store Captains

- Attend all District meetings and planning calls
- Report store activities and accomplishments
- Plan Team Depot projects for your store in partnership with District Captains



- Drive the annual fundraising campaign Feb. 15 – April 15
- Serve as a point of contact for the Homer Fund throughout the year
- Ensure education of associates on the Homer Fund's grant programs and application process
- Monitor participation and encourage associate participation through donations



Associate Commitment Index (ACI)

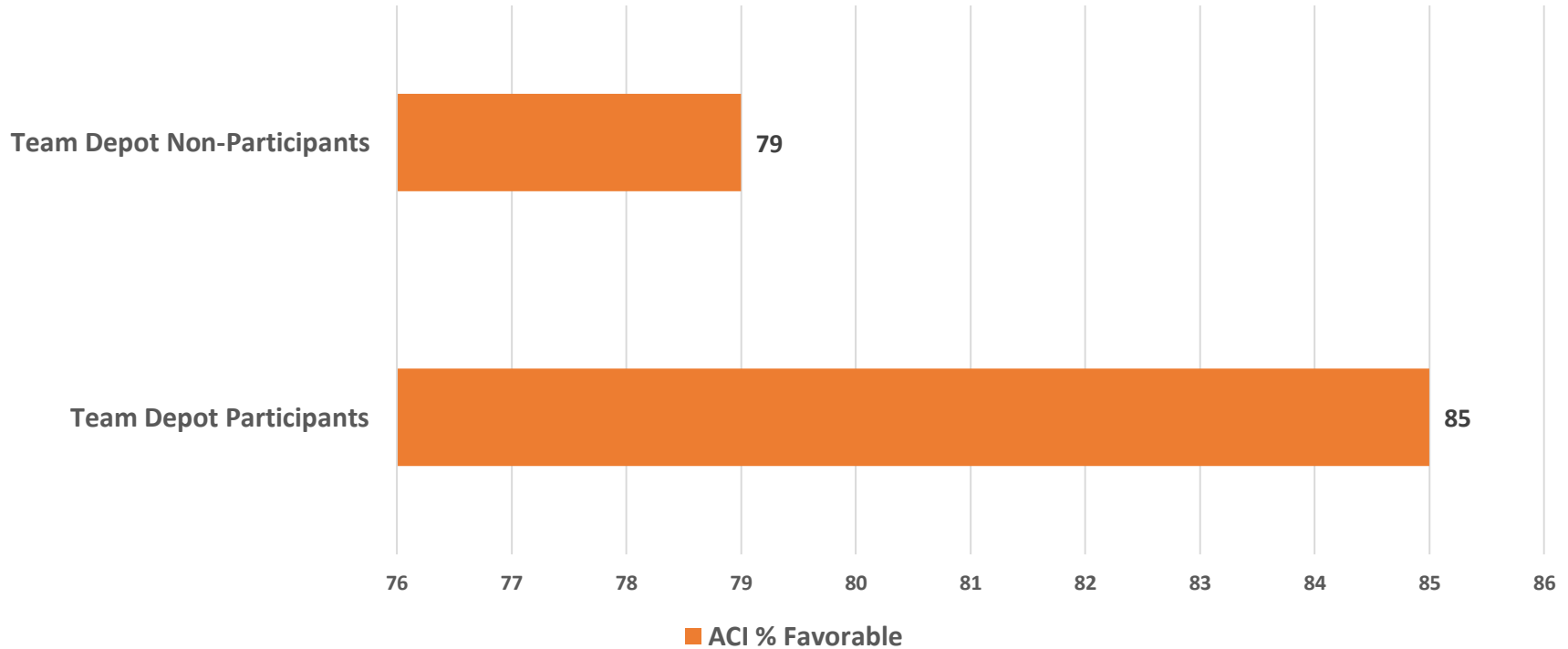


The logo for the Community Captains Huddle 2020 is centered on the page. It features a large, dark grey rectangular border. Inside the border, at the top, are four logos: 'THE HOME DEPOT' (diagonal), 'TEAM DEPOT' (vertical), 'h' (Homer Fund), and 'THE HOME DEPOT' (diagonal). Below these are icons of a wrench and a screwdriver. The text 'COMMUNITY CAPTAINS' is in orange, 'HUDDLE' is in large dark grey letters, and '2020' is in dark grey at the bottom.



Team Depot Participation and ACI

Overall Team Depot Result on ACI

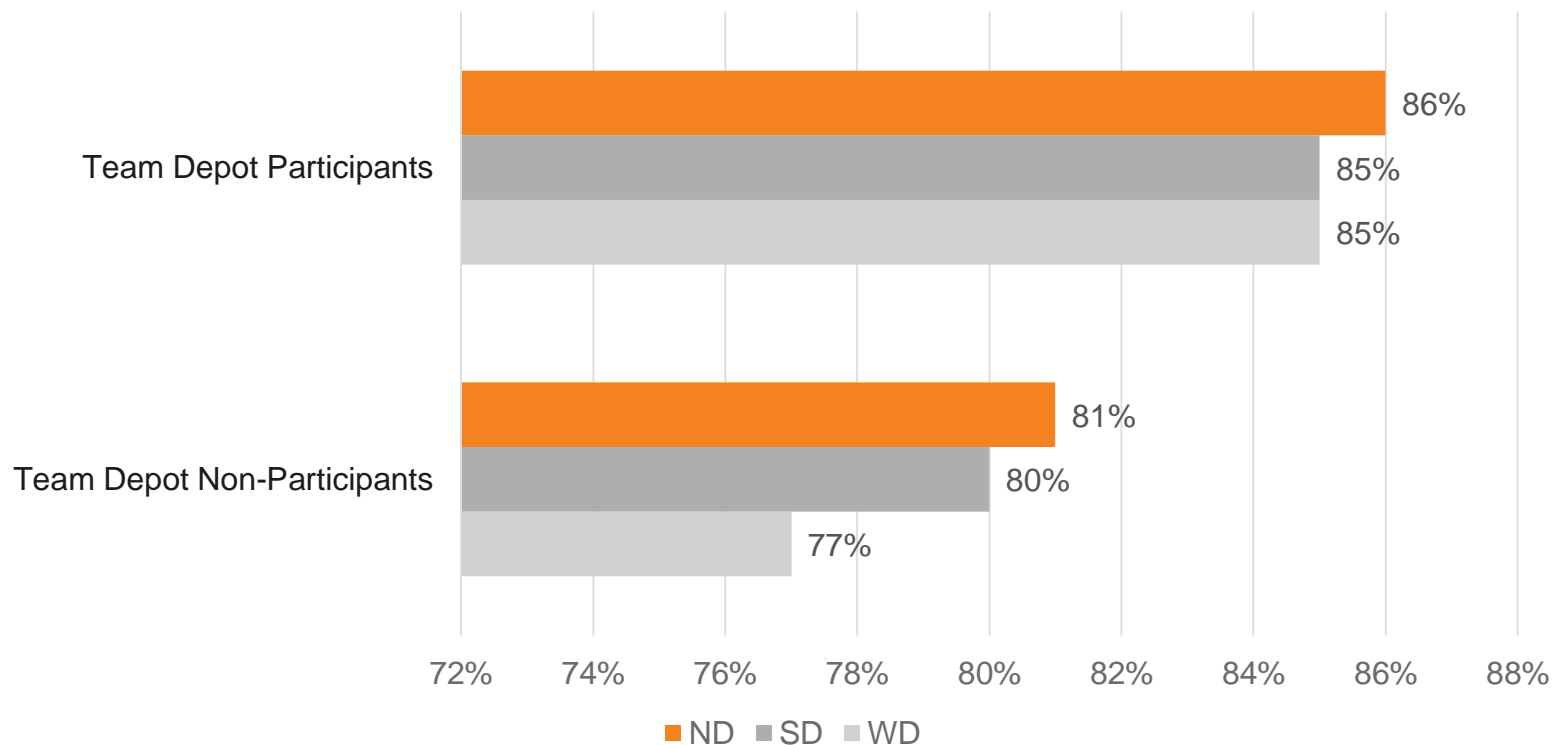


July 2019 - Number of Responses	
Non-participants	19,041
Participants	8,620



Team Depot Participation and ACI

Team Depot Result on ACI by Division



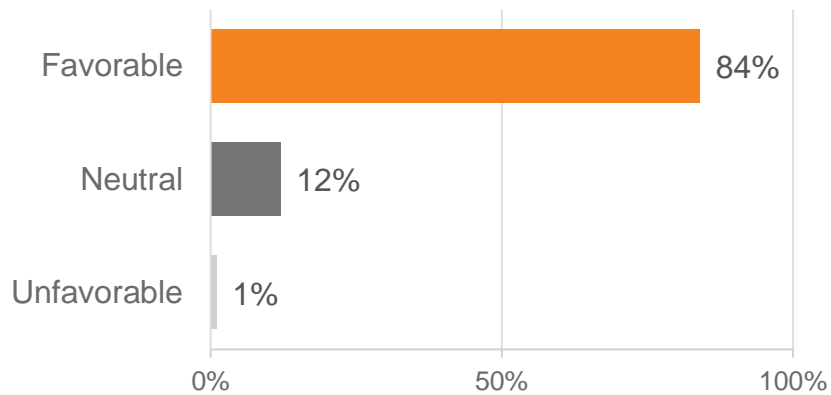
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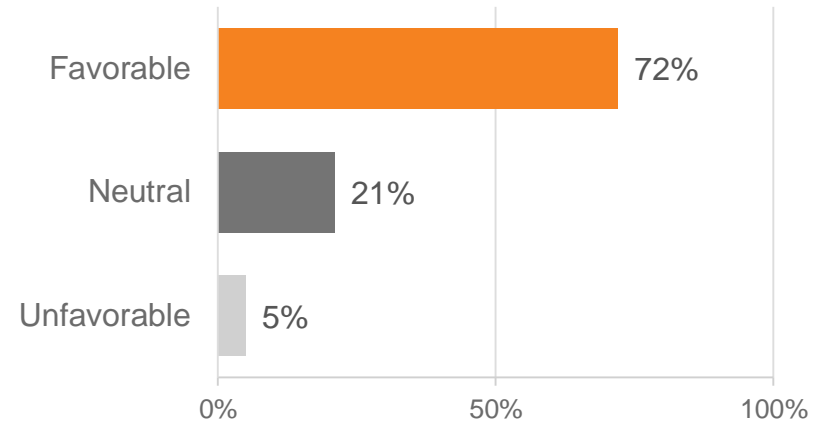


Additional Questions

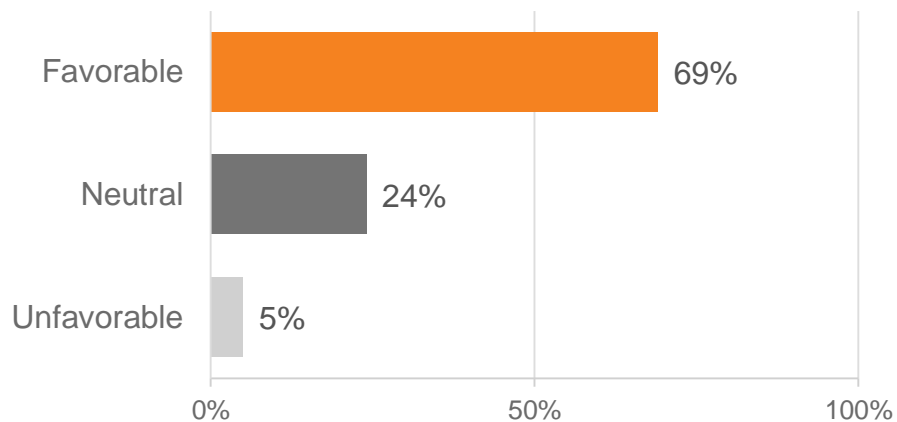
THD's commitment to improving the homes and lives of U.S. military veterans and their families through Team Depot is important to me.



I am interested in giving back to my community by volunteering with Team Depot.

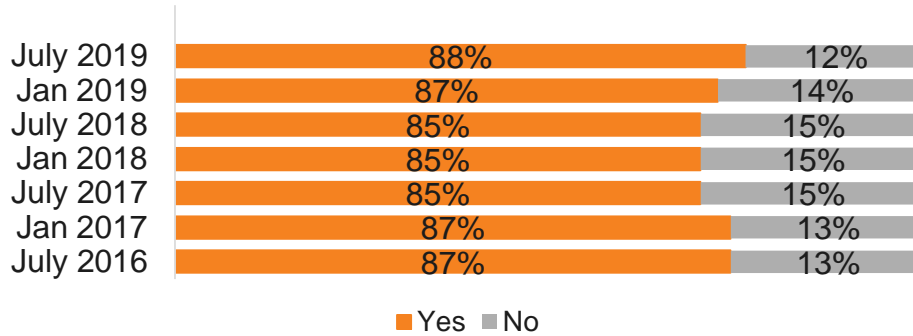


The Team Depot volunteer program enhances my commitment to working for The Home Depot.

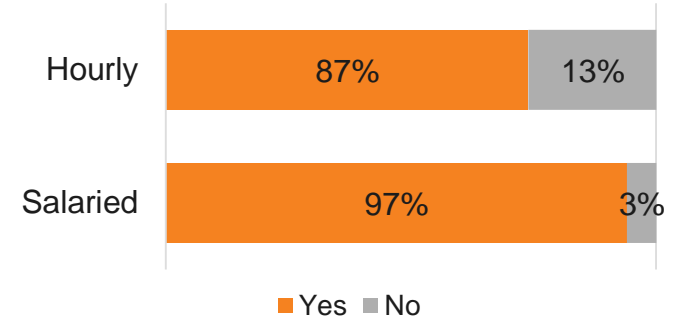


I Know About Team Depot Events

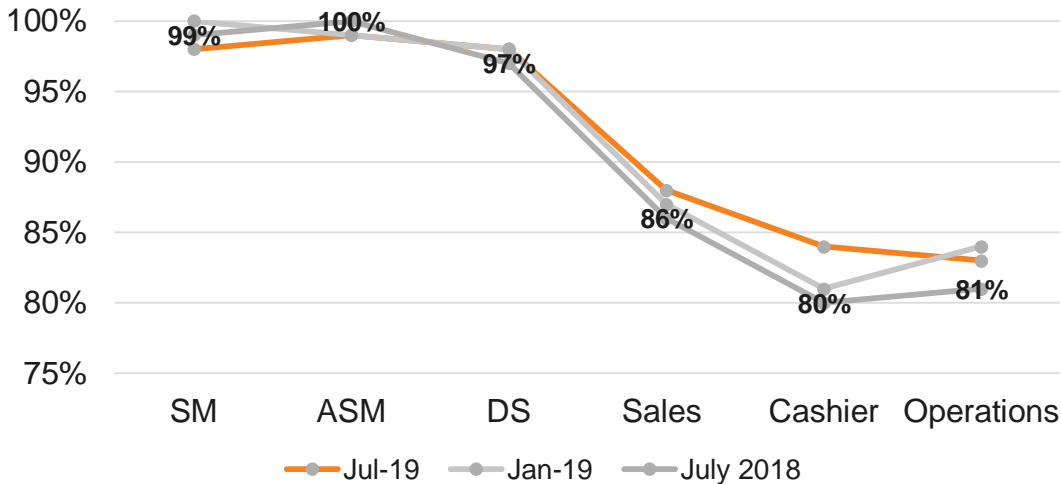
ALL RESPONSES



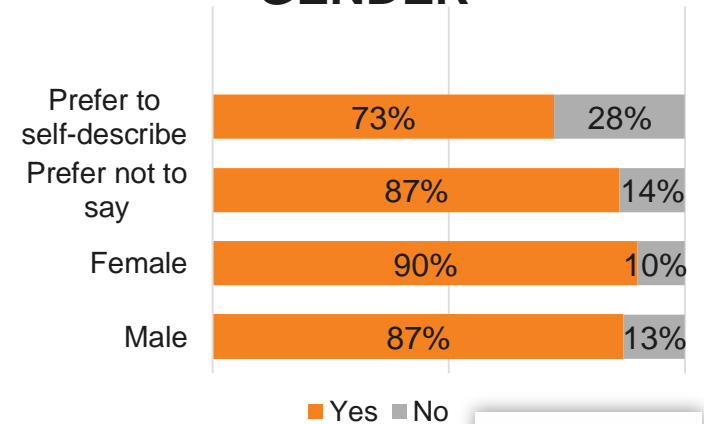
PAY TYPE



POSITION



GENDER

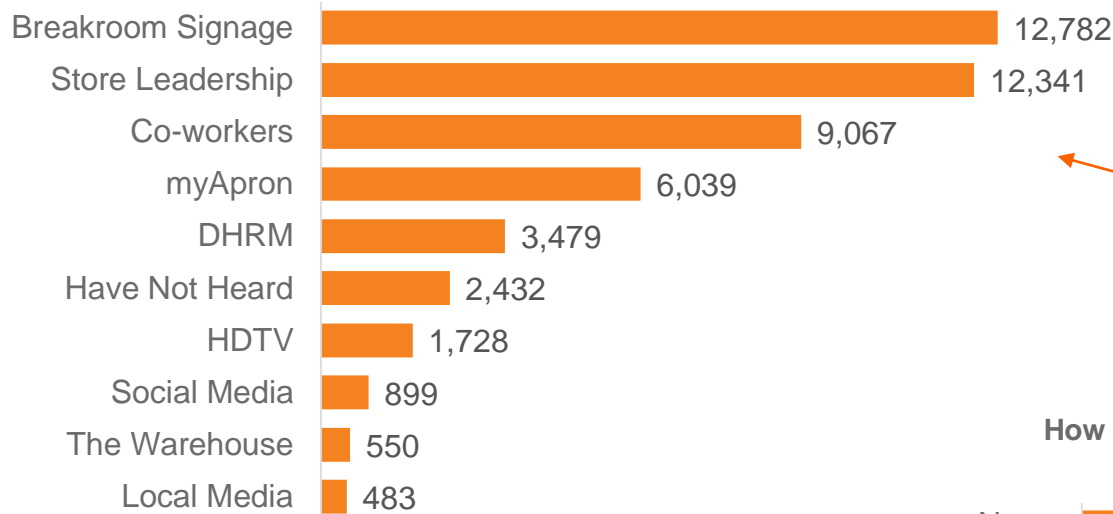


Percentage reflects those in each position that said "yes" they know about Team Depot events



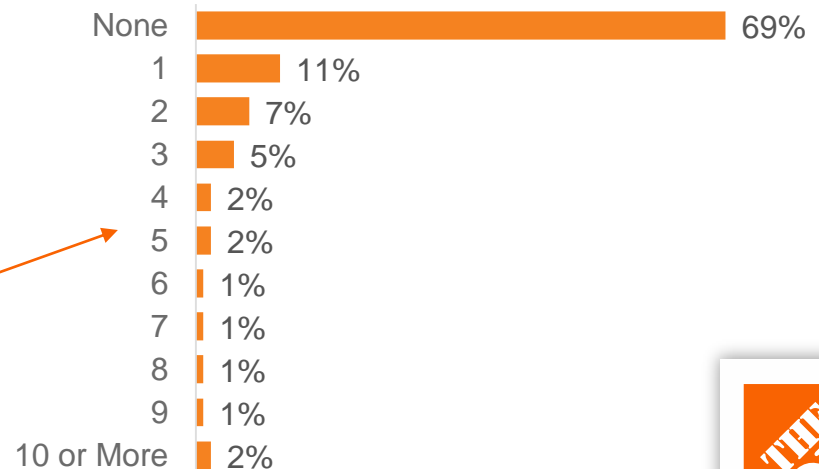
Team Depot Awareness & Participation

Which source(s) do you get your information from about Team Depot?



Participants could select as many sources as they wanted.

How many Team Depot events have you participated in within the last 3 years?



The majority of participants indicated they have not participated in a Team Depot event.



Team Depot Toolbox



The Team Depot Toolbox



STORE SPONSORED
PROJECTS

CAPTAIN DIRECTORY

ADD NEW CAPTAIN /
UPDATE CAPTAIN INFO



- ▶ Team Depot Toolbox
- ▶ Team Depot Grant Process
- ▶ Team Depot Training
- ▶ Team Depot Learning Calls
- ▶ Disaster
- ▶ Public Relations & Media
- ▶ Community Partners
- ▶ Plan a Project
- ▶ Foundation Partners



LET'S GET READY TO HUDDLE!

The Foundation Field Team is on it's way to you! We are always excited for the opportunity to have meaningful and impacting, face-to-face conversation with our amazing Team Depot captains in the field. And as a result, we've seen the Team Depot program grow!

Great work captains and we look forward to seeing you soon.

PLAN YOUR TEAM DEPOT PROJECT!

How do you plan for a great Team Depot project? The Team Depot Toolbox remains a resource to help you do just that! Be sure to take some time to explore the website for quick and easy access to what you need. For more details on project planning, click [here!](#)



The Toolbox is the one-stop shop for all things Team Depot!
THD.CO/TeamDepot

Community Captain Directory

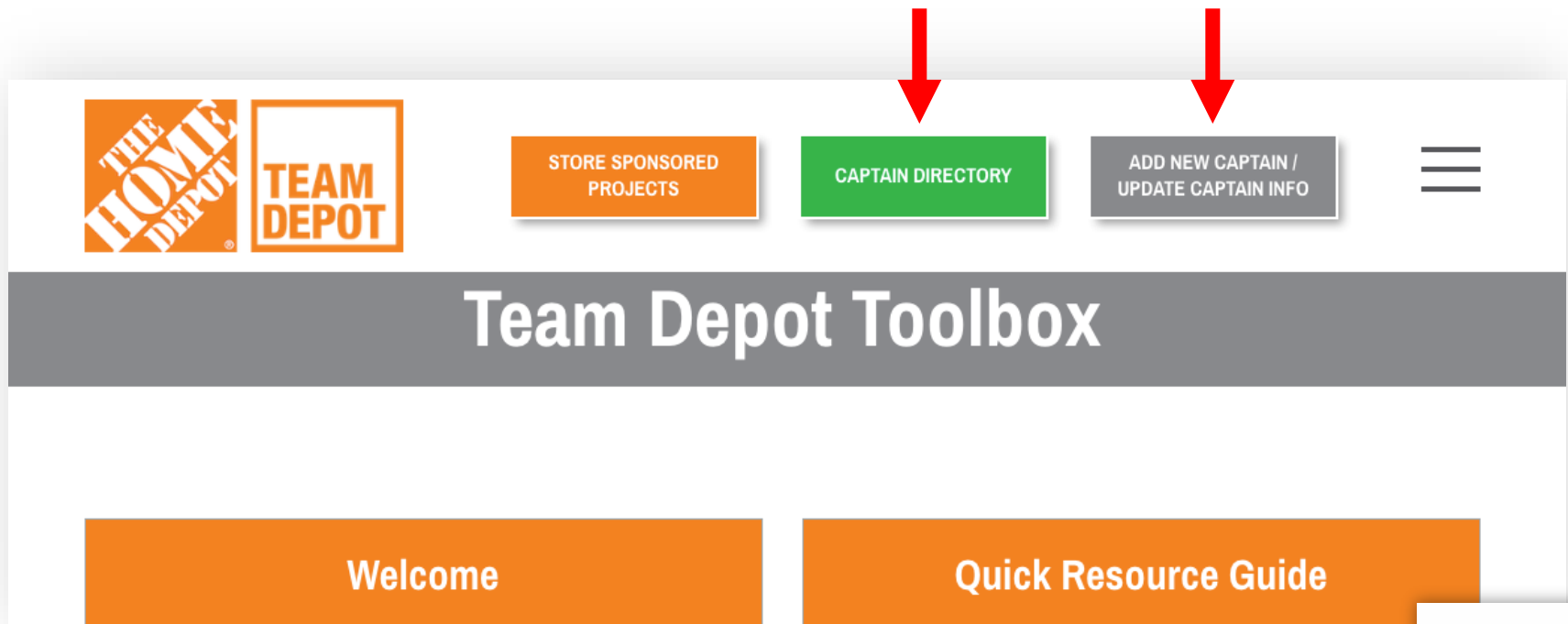
- Consolidated list of all store, district, region, DC, and SSC captain names and contact information
- Foundation Field team will directly communicate operational updates, conference call updates, etc. to all levels of captains
- Field can update directly as captains change

WESTERN // PAC NORTHWEST: STORE INFORMATION					2019 CAPTAIN INFORMATION		
District	Store #	DM	SM	Store Phone #	Captain's Name	Captain's Title	Captain's Email
PAC NORTHWEST REGIONAL CAPTAIN					Eric Walker	District Manager	eric_walker2@homedepot.com
19	DISTRICT COMMUNITY CAPTAIN				Ken Orgill	Store Manager	Kenneth_d_orgill@homedepot.com
19	4702	Michele M Cary	Jason Kirk	(206) 467-9200	Chuck Sly	ASM	asm_4702@homedepot.com
19	4703	Michele M Cary	Jeremy Hash	(253) 661-9200	Bobby Kirchner	ASM	asm_4703@homedepot.com
19	4704	Michele M Cary	James D Cook	(425) 391-8467	Taely Loynd	ASM	taely_loynd@homedepot.com
19	4705	Michele M Cary	Steve W Thompson	(206) 575-9200	William Thompson	ASM	asm_4705@homedepot.com
19	4706	Michele M Cary	Jason C Pellow	(206) 361-9600	Sarah Sheldon	ASM	sarah_r_sheldon@homedepot.com
19	4707	Michele M Cary	Andrea M Lutes	(206) 546-1900	Steve O'Connell	ASM	asm_4707@homedepot.com
19	4711	Michele M Cary	Ken D Orgill	(425) 451-7351	John Vincent	ASM	asm_4711@homedepot.com
19	4722	Michele M Cary	Blake Darrin	(253) 852-1017	Debbie Klavuhn	ASM	Debbie_C_Klavuhn@homedepot.com



Community Captain Directory

- Access directory at [THD.co/TeamDepot](https://www.thd.com/TeamDepot)
- Use “Add New Captain” button when captains change. Knowledge Depot training will be added to associate’s learning plan



Training Update



Team Depot: Knowledge Depot Training

New Captain Sign-Up

- Sign-Up on New Captains Tab on the Toolbox
- New Captain, District Captain and ASDS will receive email notification
- Email will include KD courses numbers for ASDS and vital resources for captains

Knowledge Depot

- ASDS will assign learning courses to new TD Captain
- Team Depot training will consist of three course plan:
 - The Basics
 - Building Relationships
 - Project Management

Integrated Learning

- New Team Depot Captains are encouraged to attend scheduled Learning Calls
- The Team Depot Toolbox is a source of available information and tools, anytime you need them
- Mandatory Q calls are also a great point of integrated learning

New Captain Registration and Updates



STORE SPONSORED
PROJECTS

CAPTAIN DIRECTORY

ADD NEW CAPTAIN /
UPDATE CAPTAIN INFO



New Captain/Update Info Registry

1. New Captain or Updating Existing Captain?

New Captain

- Associates who have recently taken new Team Depot Captainship
- Info will be added to Captain Directory
- Captains will receive welcome email and instruction for Knowledge Depot Team Depot Training (*required*)



New Captain/Update Info Registry

1. New Captain or Updating Existing Captain?

Update Existing Captain

- Chose option for existing captains only
- There has been a change to either their contact info or store position
- Info will be added to Captain Directory



Q1

Q2

Q3

Q4

February March April May June July August September October November December January

District Huddles

Feb. 3 – April 15

HF

Homer Fund Awareness and Education Efforts: Living Our Values and Taking Care of Our People

Homer Fund Campaign

Feb. 15 – April 15

Orange Scholars

Nov. – Jan. 2020

National Volunteer Week

April 19 – April 25

TD

Team Depot Projects: Supporting Our Veterans and Engaging Associates

Spring Into Service

April 1 – May 31

Celebration of Service

Dates: *Coming Soon*



Quarterly Planning and Learning Calls

Q1 Planning and Learning Call

March 20

Q2 Planning and Learning Call

June 19

Q3 Planning and Learning Call

August 21

Q4 Planning and Learning Call

November 13

The Homer Fund



Seasons of Service





Spring into The Team Depot Games

- **What:** Spring campaign that allows more associates to connect to Team Depot
- **Who:** All associates with special focus on first-time volunteers
- **Where:** Break rooms, parking lots and in local communities
- **When:** April 1-May 31
- **Why:** Springtime is the busiest! The Team Depot Games gives Captains **scalable options**
- **How:** Visit thd.co/teamdepot and “Choose an Event”



The Team Depot Games: Types of “Events”



SMALL

Easy to Participate



- Break Room (Kitting Projects)
- Choose between disaster kits and home care essentials

MEDIUM

Parking Lot Excitement



- Parking Lot Builds
- Project playbook has examples of different projects with instructions, materials needed, etc.

LARGE

Highest Impact



- Regular Team Depot Projects
- Community based



2019 Celebration of Service Review



Associates
20,500
+14% v2018



Projects
760
+25% v2018



Hours
123,000



2020 Celebration of Service

- Typically campaign lasts for 6-7 Weeks
- Can be challenging to sustain external media excitement
- However, time period yields high project volume
- Discussion: What do you think?



Option 1: 6 weeks

- Traditional time period
- Gives stores opportunity to do multiple projects during times that fit their schedules
- Room for rescheduling due to weather, etc.



Option 2: 1 week

- Condensed campaign
- Week leading up to Veterans Day
- Change would make it easier to sustain excitement for external audiences



Option 3: Hybrid

- Hybrid option
- Keep the 6-7 week campaign
- Data shows most districts plan 2+ projects
- Encourage stores to complete one of those projects on the week leading up to Veterans Day

Team Depot Grants

STRATEGY:

Create a long-lasting, physical change in the community by engaging associates in meaningful projects



Keys to Success:

- 1. Good Nonprofit Partner**
2. Volunteer-friendly Project
3. Grant Request



Nonprofit's Role

- 501c nonprofits and tax-exempt government agencies
- Complete grant application
- Owner of all grant funds and terms
- Manage all homeowner/recipient relations
 - Set expectations with recipient once scope of work is finalized
- Responsible for licensing, 411 dig calls, permitting, etc.
 - Can delegate to property owner
- Supporting the Team Depot experience
 - Food, restrooms, etc.
- Ensuring prompt payment of store quote



Nonprofit Resource Guide

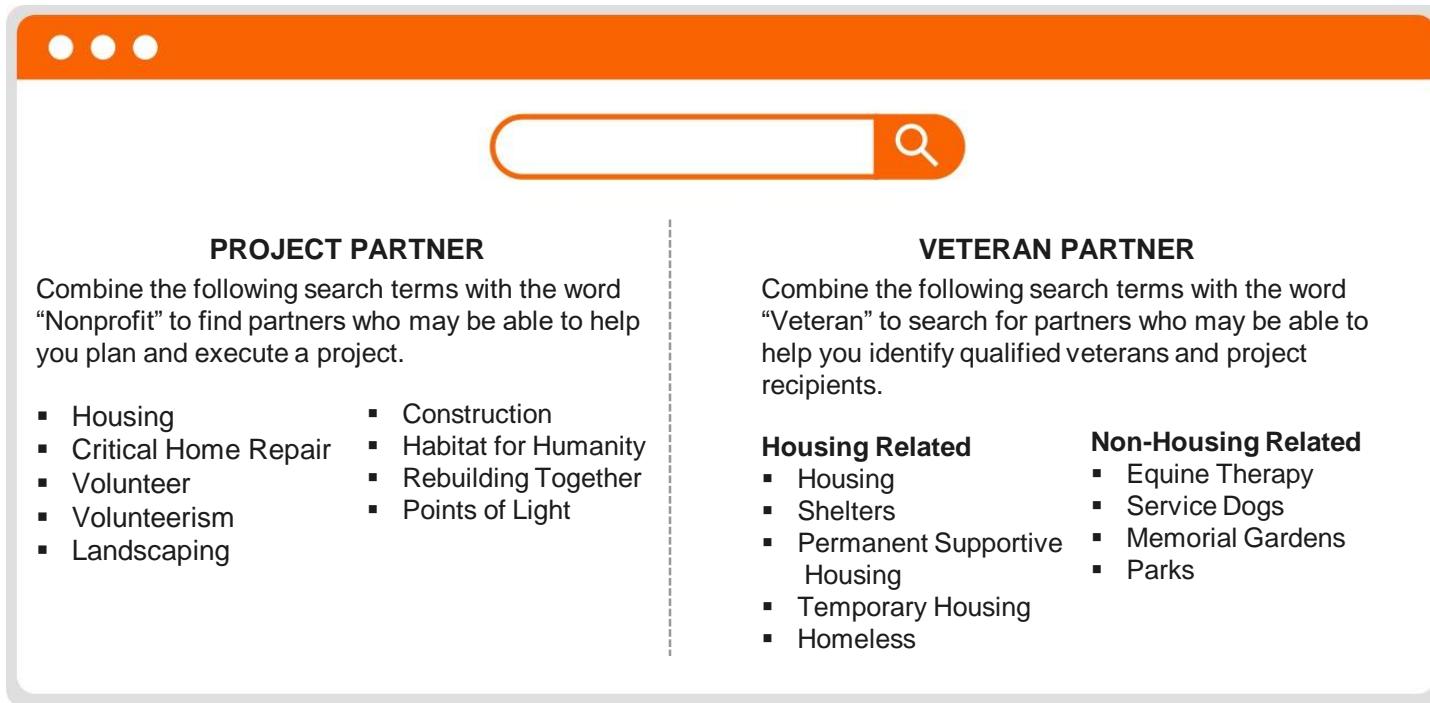
- Provides a starting point for organizations that have a national presence in the “Affiliate Finder” tab (see below screenshot)
- Region-specific tabs provide a list of nonprofits in your region that have been awarded multiple grants in the last 5 years
 - Very few American Legions/VFWs are listed unless they completed multiple projects. Encourage them to nominate members for critical home repair

Below is a list of organizations with affiliates across the country. Click the link to find an affiliate near you.

Organization	Mission	How to Partner	Website
Rebuilding Together	Together we transform the lives of low-income homeowners by improving the safety and health of their homes and revitalizing our communities.	With over 160 affiliates across the country RT can help find, plan, host, and lead volunteers on Team Depot projects. Scope of work ranges from minor home repairs to full renovations.	http://togetherwetransform.org/find-your-local-affiliate
Habitat for Humanity	Seeking to put God’s love into action Habitat for Humanity brings people together to build homes, communities and hope.	Affiliates work in all 50 states and can assist with finding, planning, hosting, and leading volunteers on Team Depot projects. Projects consist of minor to major home renovations as well as new construction of single and multi-family units.	http://www.habitat.org/volunteer/near-you/find-your-local-habitat
HandsOn/Points of Light	We mobilize volunteers to take action on the causes they care about through innovative programs, events and campaigns.	Can connect Team Depot with organizations and volunteer opportunities in your area. Some affiliates can directly assist and take an active role with planning and executing volunteer projects.	http://www.pointsoflight.org/global/our-network
United Way of America	Improves lives by mobilizing the caring power of communities around the world to advance the common good.	Can connect Team Depot to a network of organizations and volunteer projects in your area.	http://www.unitedway.org/find-your-united-way/
Volunteers of America	Volunteers of America is a national organization that provides affordable housing to vulnerable and low-income families.	They have multiple housing facilities that specifically house veterans.	https://www.vo.org/find-an-office

Nonprofit Keyword Search List

- This list of search terms will help you find partners that can help you find and plan projects and find qualified veteran recipients
- Google “Nonprofit Home Repair Baltimore” or “Veteran Service Dogs Houston” or combine the columns like, “Nonprofit Repair Veteran Housing Boston”



The image shows a screenshot of a search interface. At the top, there is a search bar with a magnifying glass icon. Below the search bar, the content is divided into two columns by a vertical dashed line. The left column is titled "PROJECT PARTNER" and the right column is titled "VETERAN PARTNER". Each column contains a brief instruction and a list of search terms.

PROJECT PARTNER	VETERAN PARTNER				
Combine the following search terms with the word “Nonprofit” to find partners who may be able to help you plan and execute a project.	Combine the following search terms with the word “Veteran” to search for partners who may be able to help you identify qualified veterans and project recipients.				
<ul style="list-style-type: none">▪ Housing▪ Critical Home Repair▪ Volunteer▪ Volunteerism▪ Landscaping	<ul style="list-style-type: none">▪ Construction▪ Habitat for Humanity▪ Rebuilding Together▪ Points of Light				
	<table border="1"><thead><tr><th>Housing Related</th><th>Non-Housing Related</th></tr></thead><tbody><tr><td><ul style="list-style-type: none">▪ Housing▪ Shelters▪ Permanent Supportive Housing▪ Temporary Housing▪ Homeless</td><td><ul style="list-style-type: none">▪ Equine Therapy▪ Service Dogs▪ Memorial Gardens▪ Parks</td></tr></tbody></table>	Housing Related	Non-Housing Related	<ul style="list-style-type: none">▪ Housing▪ Shelters▪ Permanent Supportive Housing▪ Temporary Housing▪ Homeless	<ul style="list-style-type: none">▪ Equine Therapy▪ Service Dogs▪ Memorial Gardens▪ Parks
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Safety Practices



Clearly identify to associates, nonprofit/homeowner all aspects of the project and what you will/won't work on



Add safety to your store quote – eyes, ears, hands, etc.



Assign a safety captain for the project who is familiar with all aspects of the scope of work



Conduct a safety orientation with team



Site Safety SOP



**IF YOU WOULDN'T DO IT IN THE AISLES,
DON'T DO IT ON A PROJECT**



- Any associate, regardless of age, can participate
- No HD associate can participate in a task requiring licensing
- Everyone signs the volunteer waiver
 - Follow in store procedures if an associate or community volunteer is injured on site
- We recommend all non-HD volunteers be 18 or older
- Follow in store policies for job/project restrictions
- 1:4 ratio for ladders = 1' out: 4' up



Projects: The Don'ts



Tasks completed on any structure not permanently affixed to the ground is prohibited
(e.g. manufactured homes, mobile homes, trailers)

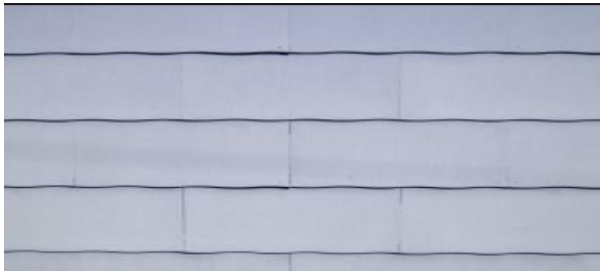
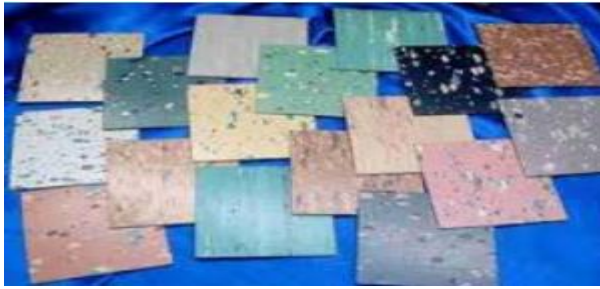


If project tests positive for lead paint (pre '78), asbestos (pre '81) or mold, a certified professional must remove prior to project



Roofing, HVAC, major electrical or plumbing, removal or disposal of mold, asbestos or other hazardous materials should not use volunteers

Mold, Asbestos, & Lead Based Paint



- Any home built **before 1978** should be inspected and cleared by a certified renovator before any work can begin
- Nonprofit/homeowner are responsible for testing & remediation, but **captains must verify testing was completed and review results**
- If you see signs of mold around areas in the home/site you should **stop work immediately**
- Flakey paint, octagonal tiles, textured, crumbly floor tiles, etc. are all indicators but not certified tests
- Lead paint & asbestos can be underneath multiple layers of paint/flooring/siding

Projects: **Services Support**



- **Limited funding available for unfriendly associate volunteer tasks**
- **Consult HD Services or local contractor when evaluating a home and completing complex tasks**

Team Depot grant can provide up to **30%** of the total cost of the project for professional services

Services must be completed before or after your Team Depot project day



Site Visit Checklist

PLANNING

- ✓ Leverage your nonprofit partner to help you address safety needs.
- ✓ Identify potential work scope based on needs vs. wants of recipient
- ✓ Gauge the realistic scope of work of each task and your associate's abilities

SITE VISIT

- ✓ Site visits by your Team Depot Captain and WITH your Nonprofit partner are critical to a good and safe project
- ✓ Ensure that you stick to the agreed upon workscope in the grant agreement-no drastic last minute changes on project day

UNDER PROMISE AND OVER DELIVER

Project Planning Checklist

8-10 WEEKS OUT	Define project scope and finalizing details of the site
6-8 WEEKS OUT	Assemble materials list and complete online Team Depot grant application
2-5 WEEKS OUT	Promote project and send reminders to volunteers
PROJECT DAY	Arrive early and stay on schedule

Resources available @ thd.co/TeamDepot



Project Playbook

- Dynamic planning tool for common Team Depot projects
- Automatically calculates material/tool lists and volunteer counts
- Includes links to step-by-step directions



Best Practice Discussion with District Captains



Team Depot Grants

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Team Depot Grant: Giving Guidelines

- Average Team Depot Project is **\$9,000** and engages **30 associates**

Team Depot Veteran Focus Project Budget Guideline

Grant Request	\$3,000	\$7,500	\$10,500	\$22,500
Store Engagement	Single Store	Multi-Store or District	Multi-Store or District	District
# of Team Depot Volunteers	10	25	35	75

- Projects > \$20,000: Your Regional Captain buy-in
- Funding for non-veteran projects is limited



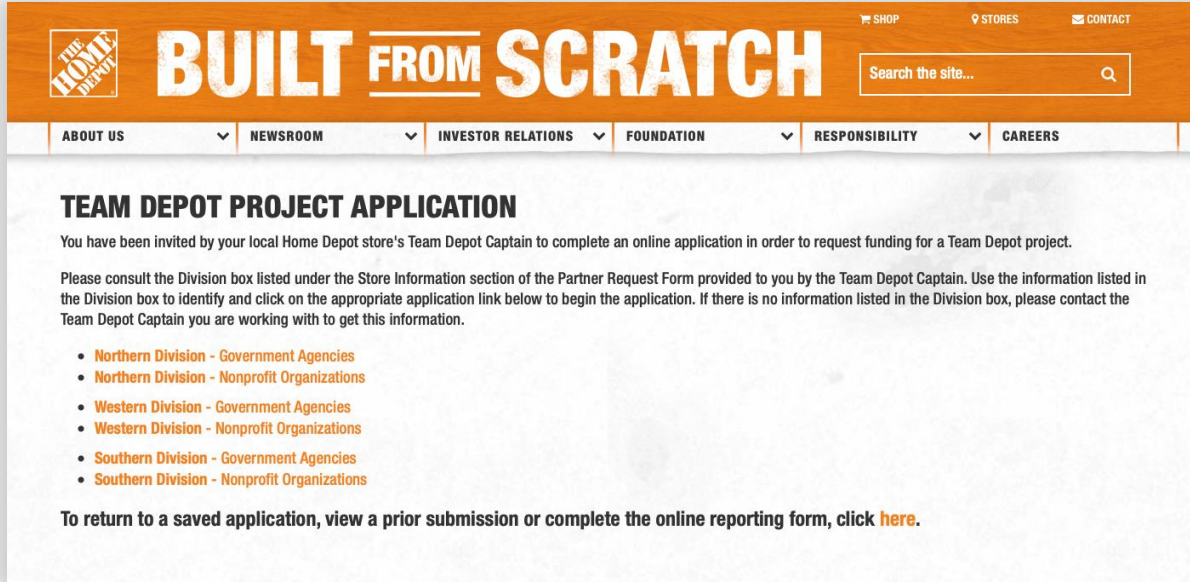
Team Depot Grant: **Captain's Responsibilities**

- Build store quote
- Complete the Team Depot Project Funding Request Form completely
- Email the request form and store quote as a PDF to the nonprofit



Team Depot Grant: Partner Responsibilities

- Review the Team Depot Project Funding Request Form and store quote
- Gather electronic versions of required documents listed on the request form (current liability insurance + IRS letter)
- Apply for a Team Depot grant at <http://corporate.homedepot.com/team-depot-project-application>



The screenshot shows the 'BUILT FROM SCRATCH' section of the Home Depot website. The page title is 'TEAM DEPOT PROJECT APPLICATION'. The content includes an invitation to complete an online application for funding, instructions on how to use the Division box, and a list of application links for various regions and organization types. A 'here' link is provided for returning to a saved application.

TEAM DEPOT PROJECT APPLICATION

You have been invited by your local Home Depot store's Team Depot Captain to complete an online application in order to request funding for a Team Depot project.

Please consult the Division box listed under the Store Information section of the Partner Request Form provided to you by the Team Depot Captain. Use the information listed in the Division box to identify and click on the appropriate application link below to begin the application. If there is no information listed in the Division box, please contact the Team Depot Captain you are working with to get this information.

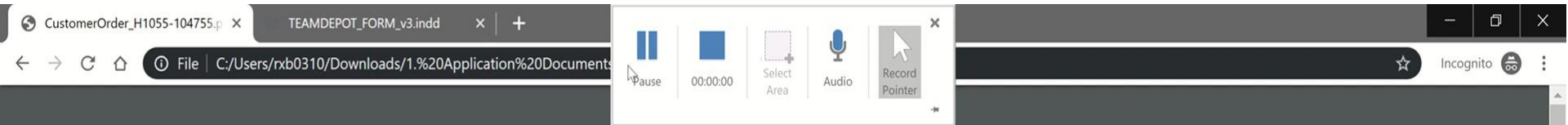
- Northern Division - Government Agencies
- Northern Division - Nonprofit Organizations
- Western Division - Government Agencies
- Western Division - Nonprofit Organizations
- Southern Division - Government Agencies
- Southern Division - Nonprofit Organizations

To return to a saved application, view a prior submission or complete the online reporting form, click [here](#).

- Include details on the veteran(s) and the impact of the project in the application



Application Process Walkthrough



QUOTE

Notice of Cancellation (see Exhibit A) may be sent to this address:

HOME DEPOT U.S.A., INC.
Store 1055 NEWHALL
28033 NEWHALL RANCH RD
SANTA CLARITA, CA 91355

Phone: (661) 702-9925
Salesperson: RCC365
Reviewer: RCC365

Page 1 of 3 **No. H1055-104755**

QUOTE

2019-08-07 15:37

Prices Valid Thru: 08/14/2019

SOLD TO	Name		Phone 1	
	DEPOT HOME		(661) 702-9925	
	Address 28033 NEWHALL RANCH RD		Phone 2	
	Company Name			
	City VALENCIA		Job Description American Legion	
	State CA		Zip 91355	
		County LOS ANGELES		

CARRY OUT MERCHANDISE

MERCHANDISE AND SERVICE SUMMARY

We reserve the right to limit the quantities of merchandise sold to customers

REF # N/A SKU # N/A The items listed in this section will be carried out of the store by the customer at time of sale.

STOCK MERCHANDISE CARRIED OUT:

REF #	SKU	QTY	UM	DESCRIPTION	PI	TAX	PRICE EACH	EXTENSION
R02	0000-999-833	9.00	EA	PAINTCARE FEE / Eco Fee	A	Y	\$1.60	\$14.40
							MERCHANDISE TOTAL:	\$14.40
END OF CARRY OUT MERCHANDISE - REF #N/A								

CUSTOMER PICKUP #1

REF # W15 SKU # 0000-515-664 Customer Pickup / Will Call

STOCK MERCHANDISE TO BE PICKED UP:

REF #	SKU	QTY	UM	DESCRIPTION	PI	TAX	PRICE EACH	EXTENSION
R01	0000-924-751	8.00	EA	BEHR PPI 2050 EGG UPW 5.00GL /	A	Y	\$125.00	\$1,000.00
R03	0000-927-820	1.00	EA	BEHR PPI 3050 SG UPW 5.00GL /	A	Y	\$139.00	\$139.00
R04	1002-659-196	144.00	CA	9X35 RANIER TAUPE-CA-13.86SF /	A	Y	\$28.96	\$4,170.24
R05	1001-977-115	45.00	EA	LRG FRMT VERSABOND MORTAR GRAY 50LB /	A	Y	\$16.18	\$728.10*
R06	0000-865-672	16.00	EA	#60 CHARCOAL SANDED GROUT 25LB /	A	Y	\$13.98	\$223.68
R07	0000-257-140	4.00	EA	3/16" QEP SPACERS (500PK) /	A	Y	\$5.97	\$23.88

*** CONTINUED ON NEXT PAGE ***

FOR WILL CALL



Team Depot Grant: **Delays & Declinations**



Delays

- Missing info on paperwork (*5 business days*)
 - Expired liability insurance (*7 business days*)
 - Project doesn't align with giving guidelines (*7-14 days*)
-



Declined

- Missing paperwork
- Lack of lasting impact
- Lack of details on why project is important
- Product donation requests with no real project



Lunch Break



2017 SMM TD and HF Video



The Home Depot Foundation Communications



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. The Foundation has pledged to invest half of a billion dollars in veteran causes by 2025.



Why Sharing Our Story Matters



71% of millennials want companies take the lead on social issues

Source: Cone Communications CSR Study

40% of consumers seek purposeful brands *Source: GlobeScan + BBMG*

56% of consumers said they are more likely to buy from a brand known for its social value *Source: Nielsen*

53% identify a brand's community involvement as a leading purchase driver.

Source: Nielsen



The Impact of Telling our Stories

Sharing the Foundation's story through public relations helps us connect with customers and gives them **a reason to shop with us.**



2019

Each viewer
= a potential
customer

370M
Local
Media
Impressio
ns

4K
Local
Media
Placemen
ts



Telling a Good Story

BEFORE INTERVIEW

- Review the talking points
- Memorize key points you want to make
- Be prepared to answer general questions—“What’s today’s project about?”

DURING INTERVIEW

- Be natural and conversational
- Repeat the question in your response for a complete statement
- Keep answers concise

AFTER INTERVIEW

- Introduce media to other interviewees
- Show media around the project site
- Ask reporter when the story will air and share with THDF PR team



Sweating Great Stories



AJC

Atlanta. News. Now.

Marietta veteran gets \$50K for home repairs from Home Depot Foundation



A Marietta veteran got a major surprise when she was awarded \$50,000 for home renovations on the "Tonight Show Starring Jimmy Fallon" on Veteran's Day.

Vernitta Love, who served in the Air Force and Air Force Reserves for 25 years was nominated by her son, Aaron Love for the Home Depot Foundation's Operation Surprise, according to a news release from the Home Depot Foundation.



Let's Amplify our Stories Together!

■ 1 Think of public relations as part of your team

■ 2 Fill out grant paperwork completely



■ 3 Let's chat! TeamDepotPR@homedepot.com

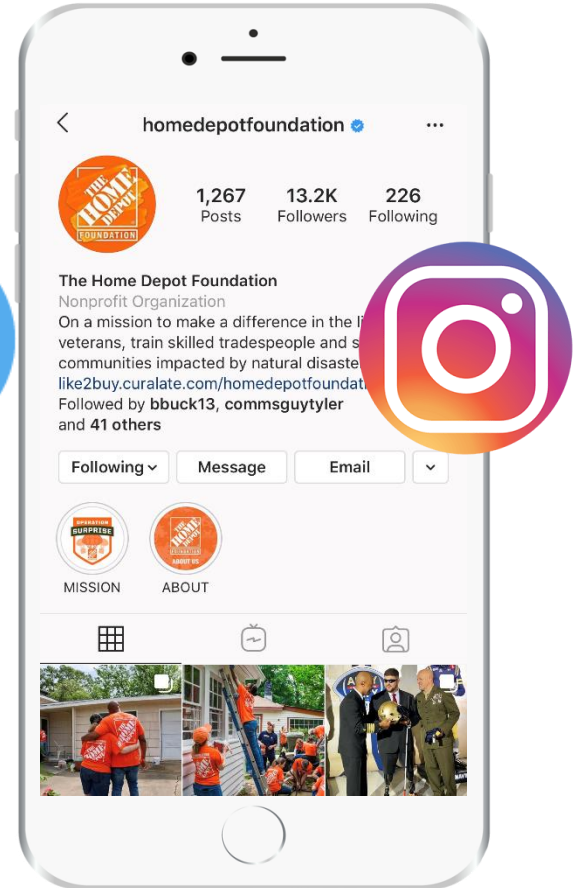
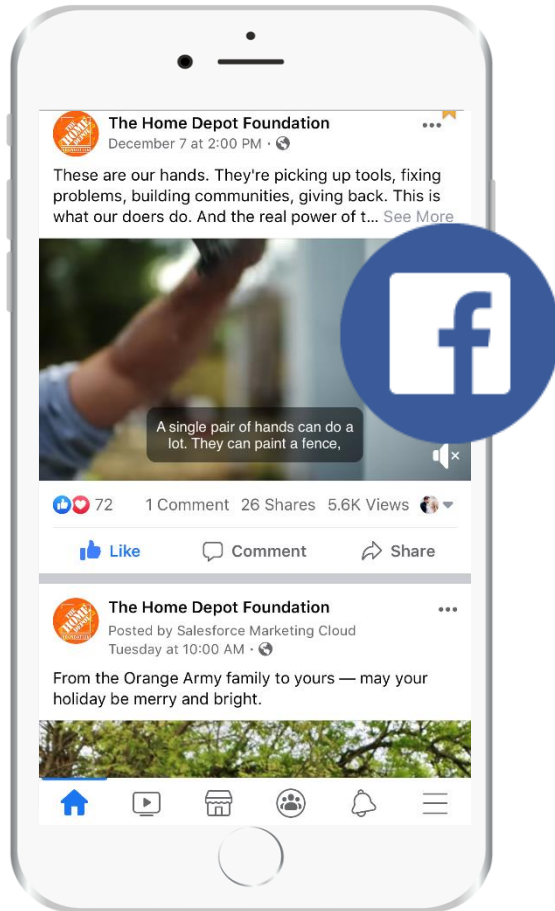
■ 4 Engage with [@HomeDepotFoundation](#) on Instagram + Facebook and [@HomeDepotFound](#) on Twitter



The Home Depot Foundation & The Homer Fund Social Media



Foundation Channels



Hashtag: #TeamDepot



The Homer Fund



Hashtags: #HomerFund + #OrangeAtHeart



Follow Us

- Take out your phones!
- Follow us on each channel
- One follow equals on entry
- The more you follow, the better your chances are
- After each huddle, one winner will be contacted through social media
- We will make a donation to a nonprofit we work with in your name



Tagging

- A tag means you've @'d our brand handle or identified us in a picture
- When tagged, we are notified and able to communicate with you
- Tags also build brand recognition – when your followers see @HomeDepotFound or @HomerFund, they may visit our page & follow us

Tag



Tag



Photos to Capture & Share

- Before & after images of the project
- Fellow associates in action
- Veteran being helped
- Clear pictures of logo or branded merchandise
- Group shots



We Want YOU

- To be a **Communications Ambassador**
- By taking photos during projects sharing with us & on your own social media channels, you're helping Home Depot raise awareness about the work Team Depot is doing
- Email teamdepotPR@homedepot.com if interested



Social Media Engagement

Jessica DeBorde @DebordeJessica · Oct 17
#OperationSurprise 🥰

The Home Depot Foundation @HomeD... · Oct 17
#RiseUp, #OperationSurprise! With the help of @MBStadium and the @AtlantaFalcons, Army Specialist Andre Maldonado was honored with... **



1 2

The Home Depot Foundation @HomeDepotFound

Replying to @DebordeJessica

#OperationSurprise is a go!



0:05 9 views

Dan Stridacchio @buddiewong99 · Nov 15
Thank You for all your help at our rainy #TeamDepot project for Oviedo 0287. Our Veteran definitely appreciated us. Make up day December 6th. #CHOOSETOSERVE @HomeDepotFound @SprenGF @HomeDepotJames @HDGerri @aliciatgeorge @DanMoyer13 @John_Dunbar @BertaSimberg @ChrisCurrie14



3 11 53

The Home Depot Foundation @HomeDepotFound

Replying to @buddiewong99

This is what being orange-blooded is all about! Can you message us your mailing address so we can send you a small thank you for all you're doing to support #TeamDepot?

Crystal @crystal_hanlon · Oct 10
Our leaders making a difference together with our Celebration of Service Project! Incredible people with amazing hearts for Giving Back!

The Home Depot Foundation @HomeD... · Oct 9
Dedicated. Compassionate. Orange-blooded. From coast to coast, #TeamDepot is serving those who served us. 🇺🇸

@Haydnchilcott
@crystal_hanlon
@HectorAPadilla

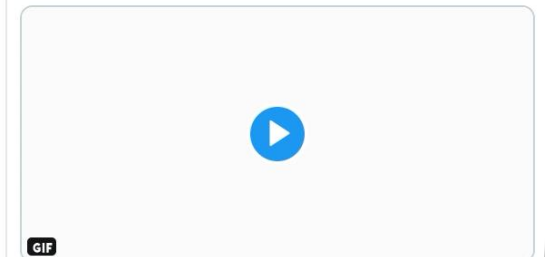
Show this thread



1 15 114

The Home Depot Foundation @HomeDepotFound

Replying to @crystal_hanlon



GIF



We Need Your Stories

- Have you witnessed a fellow Captain or associate go above and beyond to serve others through Team Depot?
- We'd like to highlight them on social media!
- Email chandler_hinson@homdepot.com with the following information:
 - First and last name of the associate you're nominating
 - Store number of the associate you're nominating
 - Explanation of how and when this associate has gone above and beyond. Please be as specific as possible.
 - Attach any pictures or videos of the associate in action



Logo Usage Guidelines – THDF



Download at
bit.ly/CHOOSE2OSERVE

- Collateral for events
- Fundraising events
- Vendor communication
- Financial commitments
- Foundation presentations
- NGO Partners
- Media
 - Social channels
 - Press releases
- Bios for Foundation staff



Logo Usage Guidelines – Team Depot



Download at
bit.ly/CHOOSE2SERVE

- 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 Home Depot volunteers



Recording Volunteer Activity



Foundation Funded Projects

- Credit awarded as soon as grant is approved
- Volunteer count based on estimate from application

Which of the following best describes your project site? (check all that apply)

<input type="checkbox"/> Individual home (single-family detached)	<input type="checkbox"/> Permanent housing facility	<input type="checkbox"/> Other, please specify: _____
<input type="checkbox"/> Movable dwelling (mobile home, etc.)	<input type="checkbox"/> Semi-detached dwelling (multi-family, duplex, etc.)	_____
<input type="checkbox"/> VA Hospital	<input type="checkbox"/> VFW/American Legion/DAV	_____
<input type="checkbox"/> A Veterans Memorial	<input type="checkbox"/> Transitional housing facility	_____

Total number of Home Depot volunteers: _____

Total number community volunteers: _____


How many Home Depot volunteers are veterans: _____

How many community volunteers are veterans: _____

- Email Field Manager for changes to Foundation-funded volunteer count



Store Sponsored Projects

- Captures store activity outside of Foundation-funded projects
- Counts towards region's volunteer goals
- Submit at thd.co/TeamDepot 
- Criteria:
 - Not funded by Team Depot or Foundation
 - Minimum of 5 associates
 - Does **not** include:
 - On-site Kids/DIY Workshops
 - Outright product donations



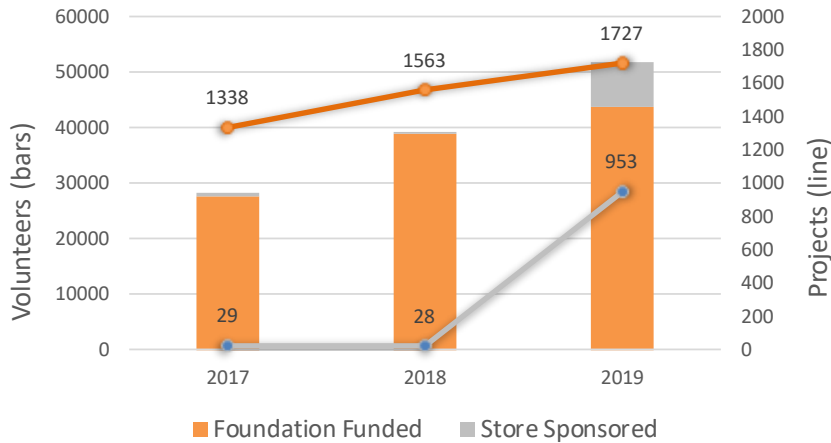
STORE SPONSORED
PROJECTS

2019 Year in Review

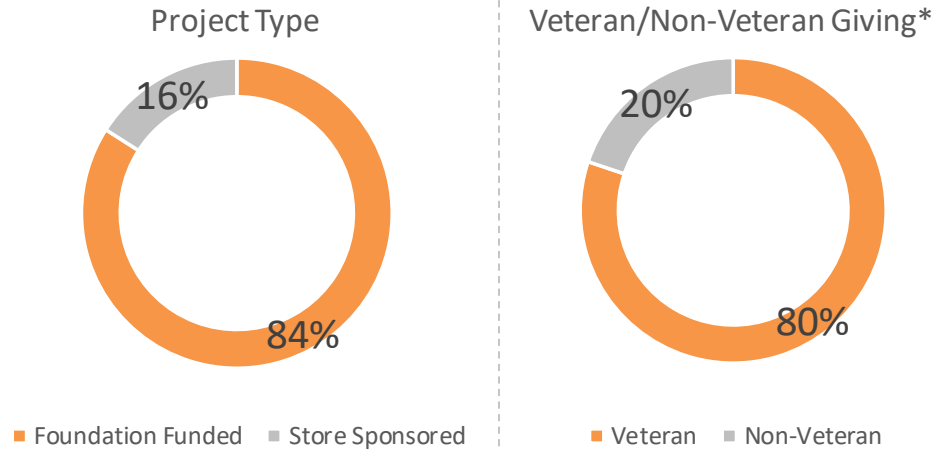


2019 Stats & 2020 Goals - National

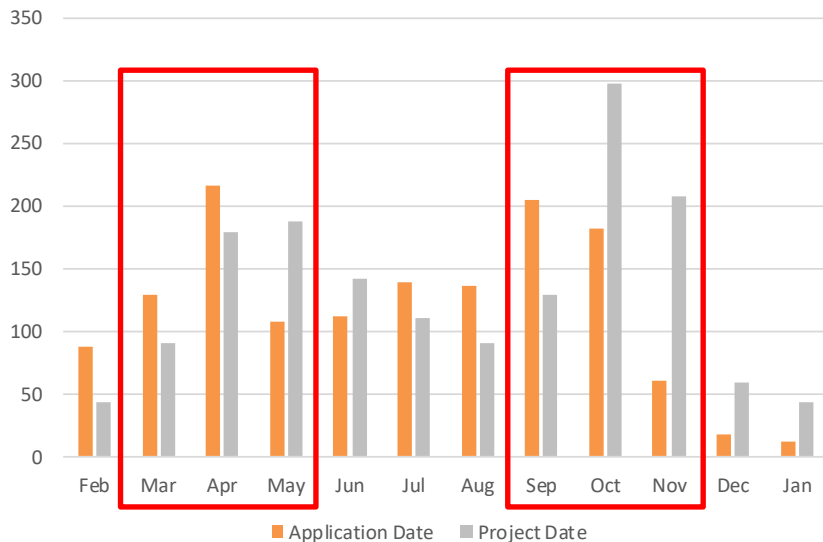
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2019 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
2,680	\$11,311,060	51,951	1,218

2019 Goal	% to Goal	2020 Volunteer Goal
43,000	121%	47,100

*Excludes store sponsored projects

Team Depot Reporting

- Produced biweekly; distributed to regional captains by division manager
- Shows progress towards goals at the region and district level
- Additional store data included in Excel format



2019 Team Depot Company Scorecard

Starting in 2018, regions were given formal Team Depot associate volunteer goals based on past performance and total associate count. The below snapshot shows progress towards those goals and district-level stats. Starting in 2019, all Team Depot activity counts towards volunteer goals regardless of whether it was funded by a grant from The Home Depot Foundation or sponsored solely by a store. **Volunteer numbers are accounted for based on the project date, not the date the application was received or approved.**

Date Pulled: 01/16/2020

Northern Division			Q3 Volunteers			Q4 Volunteers			2H Volunteers		
Rank	Region	Projects	Goal	Actual	%	Goal	Actual	%	Goal	Actual	%
1	Ohio Valley	183	925	1229	133%	455	599	132%	1380	1828	132%
2	Central	278	1130	1236	109%	555	793	143%	1685	2029	120%
3	New England	140	885	747	84%	440	523	119%	1325	1270	96%
4	Midwest	169	1150	1107	96%	565	498	88%	1715	1605	94%
5	Northern Plains	120	705	840	119%	345	347	101%	1050	1187	113%
6	NY Metro	66	575	515	90%	285	560	196%	860	1075	125%
7	NJ Metro	179	1110	1015	91%	545	528	97%	1655	1543	93%
8	Mid-Atlantic	117	925	802	87%	455	445	98%	1380	1247	90%
Total		1252	7405	7491	101%	3645	4293	118%	11050	11784	107%

FY2019 Totals ¹		
Goal	Actual	%
2300	3332	145%
2800	3971	142%
2200	2825	128%
2850	3510	123%
1750	1944	111%
1425	1579	111%
2750	2791	101%
2300	2155	94%
18375	22107	120%

Pending	
Projects	Vols
11	444
9	167
4	105
6	101
12	244
3	55
5	202
5	71
55	1389

Volunteer Breakdown by Project Type								
Foundation Funded			Store Sponsored					
Projects	Vols	%	Projects	Vols	%			
110	2646	79%	73	686	21%			
148	2983	75%	130	988	25%			
110	2644	94%	30	181	6%			
110	2897	83%	59	613	17%			
89	1641	84%	31	303	16%			
41	1413	89%	25	166	11%			
77	1966	70%	102	825	30%			
59	1677	78%	58	478	22%			
744	17867	81%	508	4240	19%			

Celebration of Service ¹			
Vols	Hours ²	Goal	%
1443	8658	5525	157%
1200	7200	6900	104%
844	5064	5050	100%
1052	6312	5675	111%
986	5916	4250	139%
976	5856	2675	219%
1078	6468	6150	105%
925	5550	5250	106%
8504	51024	41475	123%

Southern Division			Q3 Volunteers			Q4 Volunteers			2H Volunteers		
Rank	Region	Projects	Goal	Actual	%	Goal	Actual	%	Goal	Actual	%
1	Southeast	135	845	1423	168%	415	579	140%	1260	2002	159%
2	Midsouth	188	885	884	100%	440	624	142%	1325	1508	114%
3	South Florida/PR	118	1070	1396	130%	525	600	114%	1595	1996	125%
4	South Atlantic	137	885	728	82%	440	785	178%	1325	1513	114%
5	Southwest	217	1200	1494	125%	590	249	42%	1790	1743	97%
6	Gulf	90	980	971	99%	480	260	54%	1460	1231	84%
Total		885	5865	6896	118%	2890	3097	107%	8755	9993	114%

FY2019 Totals ¹		
Goal	Actual	%
2100	3496	166%
2200	3070	140%
2650	3672	139%
2200	2551	116%
2975	3410	115%
2425	2271	94%
14550	18470	127%

Pending	
Projects	Vols
8	299
9	222
7	104
7	169
4	130
0	0
35	924

Foundation Funded		
Projects	Vols	%
91	3073	88%
134	2646	86%
108	3529	96%
90	2141	84%
135	2698	79%
57	1935	85%
615	16022	87%

Store Sponsored		
Projects	Vols	%
44	423	12%
54	424	14%
10	143	4%
47	410	16%
82	712	21%
33	336	15%
270	2448	13%

Celebration of Service ¹			
Vols	Hours ²	Goal	%
1723	10338	4600	225%
979	5874	4050	145%
1624	9744	6500	150%
1048	6288	5100	123%
1502	9012	7550	119%
1064	6384	5925	108%
7940	47640	33725	141%

Western Division			Q3 Volunteers			Q4 Volunteers			2H Volunteers		
Rank	Region	Projects	Goal	Actual	%	Goal	Actual	%	Goal	Actual	%
1	Pacific Northwest	144	775	1027	133%	380	444	117%	1155	1471	127%
2	Pacific North	102	775	947	122%	380	525	138%	1155	1472	127%
3	Pacific South	133	775	611	79%	380	445	117%	1155	1056	91%
4	Pac Mtn Desert	77	775	704	91%	380	434	114%	1155	1138	99%
5	Pacific Central	81	955	752	79%	475	620	131%	1430	1372	96%
Total		537	4055	4041	100%	1995	2468	124%	6050	6509	108%

FY2019 Totals ¹		
Goal	Actual	%
1925	2532	132%
1925	2489	129%
1925	2091	109%
1925	1861	97%
2375	2213	93%
10075	11186	111%

Pending	
Projects	Vols
1	2
0	0
1	35
0	0
3	56
5	93

Foundation Funded		
Projects	Vols	%
94	2099	83%
80	2164	87%
58	1537	74%
53	1657	89%
70	2125	96%
355	9582	86%

Store Sponsored		
Projects	Vols	%
50	433	17%
22	325	13%
75	554	26%
24	204	11%
11	88	4%
182	1604	14%

Celebration of Service ¹			
Vols	Hours ²	Goal	%
1142	6852	4400	156%
1083	6498	5275	123%
786	4716	4300	110%
928	5568	4850	115%
1078	6468	5975	108%
5017	30102	24800	121%

Disaster Response



Types of Disasters



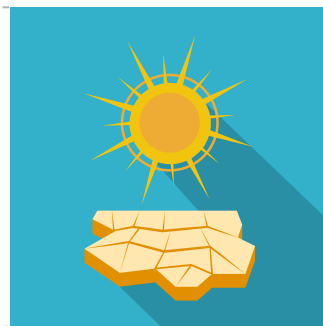
Tornado



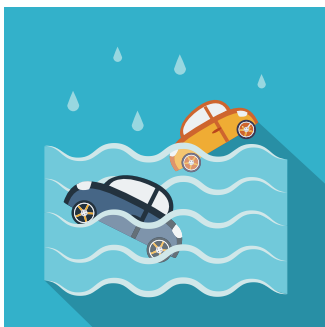
Wildfires



Hurricane



Extreme Heat



Severe Flooding



Winter Storms

Disaster Donations



WHEN



Immediate



WHAT



Relief supplies
(tarps, gloves, water,
trash bags, etc.)



WHO



Nonprofits and
government
agencies



Disaster Donation Funds

- Contact Field Manager ASAP for approval
- Field Manager can activate on average \$1,000 for product donation (to nonprofits and government agencies) per district per disaster
- Documents needed for reimbursement
 - Store quote, 501c or W-9, Donation Form
- Payment
 - Home Depot gift cards emailed to Store Manager
- *American Red Cross already has disaster donation funding*



Volunteering in Disasters



Safety is critical; be aware of the insurance process



Notify Field Manager



THDF Partners help mobilize volunteers in times of disaster

- Know disaster zones, prevent unsafe environments and help with logistics (*food, water, bathrooms, etc.*)
-



Share your story



Hurricanes, Tornadoes, and Flooding



Rely on partners and professionals for immediate relief

Water rescues

Damage assessments

Volunteer Opportunities

Debris removal

Relief aid distribution



Wildfire Response

- Submit disaster donation requests to Foundation Field Manager for approval
 - American Red Cross has a funded ProX account and should not request donations. Refer requestor to the logistics coordinator for the disaster
- Fires present minimal volunteer opportunities; safety first
 - Consider volunteering at local shelters or supply distribution points
 - Construct sifters (must include warning sheet with each sifter)
 - Associates cannot sift through ash as part of a Team Depot project
 - Consider Team Depot projects when focus shifts to long-term recovery

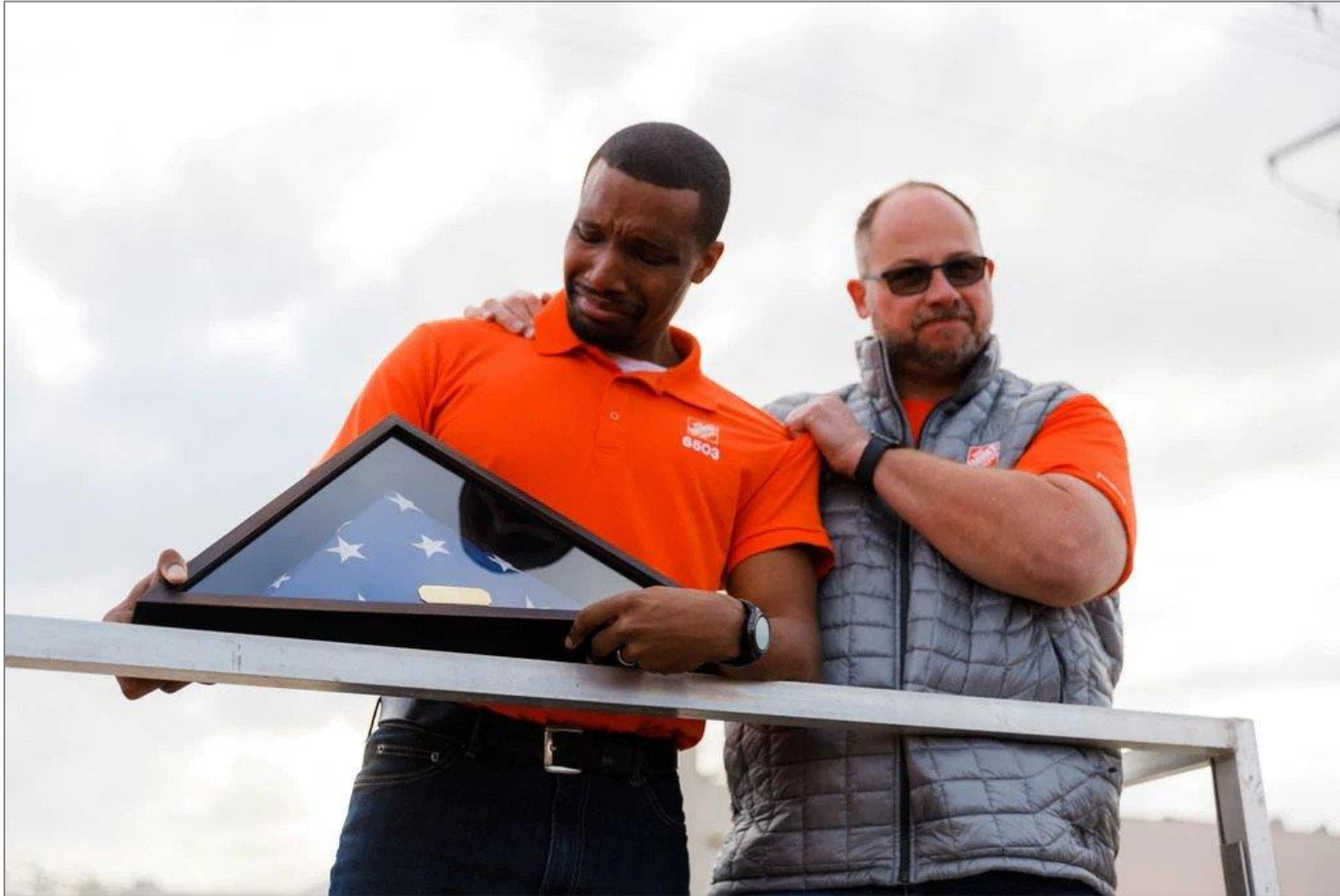


WARNING

Ash from burned structures has been found to contain various hazardous substances, including metals such as lead, arsenic, and cadmium; asbestos, and PCBs, among other hazardous substances. To avoid the risk of exposure to hazardous substances in ash, it is best to avoid contact with ash from structural fires entirely; however, if contact with ash is unavoidable, such as when homeowners return to their property following a fire, they should wear personal protective equipment to reduce the risks of their exposure to ash. Many local and state health agencies recommend that long-sleeved shirts and long pants be worn to minimize skin exposure to fire ash and other particulate debris; that appropriate puncture/crush-resistant footwear and work gloves be worn to protect hands and feet; that safety glasses or goggles be worn to protect the eyes from physical damage due to ash exposure; and that a properly fitted dust mask (NIOSH N-95 equivalent respirator or better) be worn while exposed to ash. Finally, to ensure ash and other contaminants from a structure fire are not disseminated, health agencies also recommend that people taken off prior to entering a vehicle and/or leaving the local health department for more specific information on exposure to ash before accessing the site of a structure



Disaster Response Video



Disaster Response Video



Foundation Programs



Donation Coupons

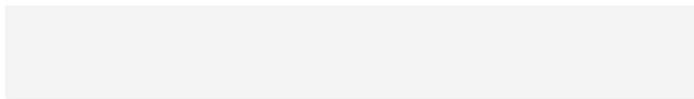
- Coupons are sent via email to the Store Manager and ASDS
- Coupons can only be printed once
- Emailed from: thd_store_communication_kit@hwprinting.com
- Contact Darlene_Pinkston@homedepot.com with questions
- ***Coupon utilization increased 20% YoY after the increase in value***



**THANK YOU FOR YOUR EFFORTS
TO IMPROVE OUR COMMUNITY!**

You are doing invaluable work in our community and we are pleased to be able to support your efforts. Use this \$50 coupon at any U.S. Home Depot retail store when purchasing supplies for your nonprofit organization or tools for your next volunteer project. Ask your store's Team Depot Community Captain for more information on how to invite our associates to help with your project.

OFFER VALID MARCH 1, 2019 THROUGH JUNE 30, 2019



**\$50
OFF**

Your next purchase of \$50.01 or more



Community Impact Grants

- Foundation grant program for **Community Volunteer** projects
- Basic Requirements
 - Nonprofit or government organizations recognized by the IRS for a minimum of **one year**
 - Awards up to **\$5,000** in Home Depot gift cards
 - Project must have a **volunteer** component, no outright donations
 - Projects serving **veterans**, their families, or their communities will receive priority.

2019 Community Impact Grants

By the Numbers

- # Applications Submitted: **3,573**
- # Applications Approved: **305**
- Approval Rate: **9%**
- Total Grant Amount: **\$1,002,121**



Foundation Partner Projects

National and Veteran Housing Grant Partners

WHAT ARE THEY

- THDF grantees
- Local and National

THE BENEFIT

- Credible national and local nonprofits
- Have veteran impact already established
- Skilled in project planning, new construction and extensive remodels

HOW DO I START

- No proactive move necessary
- Nonprofit or Field Team will contact you

Considerations:

100% optional

Some funds already in place

If you need additional funds, partners can request from Team Depot

Ideal for local partnership



OUR COMMITMENT

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

\$330M
INVESTED IN VETERAN
CAUSES SINCE 2011

Built for Trades



- 10 Military bases
- 50 high schools
- \$50M to train 20,000 by 2028

Veteran Housing

- Homeless Veterans
 - 37,000
- Combat-wounded Veterans
 - 800,000 post-9/11
- Aging Veterans
 - 2MM in inadequate housing

Disaster Response



Closing

- **District Huddles –**
Train your Store Captains
 - District Huddle action item
 - Notebooks – first week of February
- **Best Practice Sharing**
- **Survey**

