

# 2021 COMMUNITY CAPTAIN HUDDLE



Welcome & Recognition

Giving Back & Taking Care of Community

Captainship Role & Team Depot

Foundation Programs

Team Depot Resources

Disaster Response

Team Depot Programs & SOP

Team Depot Grant Funding

Foundation Comms/PR

Q & A Closing





THE HOME DEPOT

THE HOME DEPOT FOUNDATION

#ACTION

#ACTION

THE HOME DEPOT FOUNDATION

THE HOME DEPOT FOUNDATION

**Recognition & Special Greeting**

# 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

# 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 \$350M in veteran causes and improved more than 48,000 veteran homes and facilities in 4,500 cities.

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

Team Depot projects create a **long-lasting, physical** change in the community through meaningful projects.

## Team Depot's Impact

- Steward and grow Home Depot culture
- Give back to communities to make a difference in the places we live and work
- Significant driver in ACI





CAPTAIN DIRECTORY

ADD NEW CAPTAIN /  
UPDATE CAPTAIN INFO



## TEAM DEPOT

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

### TEAM DEPOT PROGRAM CONTACTS

[Courtney Smith](#)

Northern Division, Manager

[Sean Vissar](#)

Southern Division, Manager

[Ryan Braddy](#)

### TEAM DEPOT GRANT PLATFORM

The Team Depot grant platform is **currently closed** and will not allow for grant applications. The Foundation is making an investment to improve your experience. The new grant platform **will open soon** and you will be able to submit applications at that time. For more information keep track here, on the Toolbox and watch for upcoming email notifications. If you have questions, please contact your Division Manager.

### TEAM DEPOT GUIDANCE

With the safety of our associates and community members as our guiding principle, **Phase 1 and Phase 2** of the Team Depot program are now available. The new Program Resource Guideline, provides a menu of options for Community Captains to consider that meets their store's operating environment while adhering to CDC and government guidelines. To choose from a variety of program options, [click here for the Team Depot programs](#).

Additionally, we have updated our **Team Depot COVID Operating Guidelines** and **waiver** to include COVID-specific guidance for Team Depot projects. Any Community Captain that is doing a project must follow these guidelines until further notice.



Giving Back



Partnering Together




The programs grid provides a listing of all available project options for Team Depot. This is a great way to see what is available for the needs of your team.

Project Type	Description	Max Funding	Application Link
<b>Team Depot Volunteer Project</b>	Applies to all Team Depot volunteer projects happening <b>OFF</b> of Home Depot property. Due to COVID-19, projects are currently limited to outdoor projects only and 10 associates per day/shift/location.	\$350 per associate	<a href="#">HERE</a>
<b>Parking Lot/Kitting Project</b>	Applies to all Team Depot volunteer projects happening <b>ON</b> Home Depot property. These projects typically include assembling kits (home care, hygiene, disaster cleanup, etc.) or building commonly used structures such as picnic tables, benches, sheds, and playhouses.	\$350 per associate  <b>Kitting Projects:</b> \$5,000 per store/\$15,000 per district per nonprofit	<a href="#">HERE</a>
<b>Product Donation (non-disaster)</b>	Not all meaningful community needs require volunteers. Select this option when no associate volunteers are required and you wish to utilize your \$5,000 per district product donation budget allocated for 1H of 2021. Approval from your District Community Captain is required prior to application submission.	\$5,000 per district	<a href="#">HERE</a>
<b>Disaster Relief Donation</b>	Support a nonprofit or government agency responding to a natural disaster (hurricanes, wildfires, tornadoes, and flooding). Prior approval from your division's Foundation Field Manager is required. Visit <a href="http://thd.co/teamdepot">http://thd.co/teamdepot</a> for a current staff directory.	No set budget; funding depends on severity of disaster	<a href="#">HERE</a>
<b>Store Sponsored Projects</b>	Record volunteer activity for completed Team Depot projects that either required no funding or utilized store markdowns. Store sponsored projects should involve a minimum of 5 associates and regularly scheduled DIY and Kids Workshops do not count.	No funding required	<a href="#">HERE</a>
<b>Store/Photo Submission</b>	Share stories of associates going above and beyond and submit post-project photos. Content may be used by our communications team to highlight associates and projects across internal and external Home Depot channels.	N/A	<a href="#">HERE</a>



Checklists are great to have when planning your project. They provide ways to ensure you cover the basis for your project.



### Project Site Visit Checklist

Organization Name:	
Organization Contact Name:	Phone & Email:
On-site Project Day Host's name:	Phone & Email:
Date of Site Visit:	Proposed Project Dates & Times (i.e. - Jan 3 <sup>rd</sup> 8am - 2pm):
Project Site Address:	
Team Depot Captain Name, Store#, Email & Phone:	
Team Depot Task Leaders Names and Store #s	


**\*\*NOTE:** The site visit is one of the first steps in organizing a Team Depot project. Viewing the location first-hand will help with all aspects of project planning and preparation. During the visit, you should determine the scope of the project, how many volunteers are needed and all necessary materials to complete your project. Take another associate, tape measure and digital camera with you, if possible. \*\*

During your site visit, confirm and agree upon the proposed following items with your community partner: Remember not to commit to funding at this stage. Also, check for required liability insurance for the proposed work site and verify federal tax exemption status 501(c) IRS determination letter (State tax exemption does not qualify)

- Potential project scope and tasks to be completed.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Tools and materials the community partner can provide.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Team Depot Project Planning Checklist

Use this checklist to plan your Team Depot project. Check off each item as you complete it.



Organization Name:	
Organization Contact Name:	Phone & Email Address:
On-site Project Day Host's Name:	Phone & Email Address:
Date of Site Visit(s):	Proposed Project Dates & Times (i.e.: Jan 3 <sup>rd</sup> - 4 <sup>th</sup> ; 8am - 2pm):
Project Site Address:	

**REMINDER!** Requests for projects that do not benefit veterans will be highly competitive. Applicants will be considered for funding between \$1,000 and \$5,000 per project.

#### What to do 8-10 weeks before expected project date

- Conduct a site visit at least 8 weeks before a proposed project completion date to determine the project feasibility and scope.
- Obtain a copy of the organizations IRS nonprofit status determination letter (501c) or government municipalities (school, city, agency's W-9 form. (State documents will not be accepted).)
- Is the nonprofit in good standing with their Federal nonprofit registration? (i.e., is the registration expired)
- Determine if any skilled volunteers or task leaders are needed.
- Create your project description by using the **Team Depot Project Funding Request Form**.
- Make a store quote listing the products that The Home Depot will be proving (**no store markdowns**).
- Partner with your nonprofit to choose a date for the project and determine the time commitment involved.
- Finalize start and end times for the project.



- Menu of project options with volunteer friendly plans
- Automatically calculates material & tool lists and volunteer counts

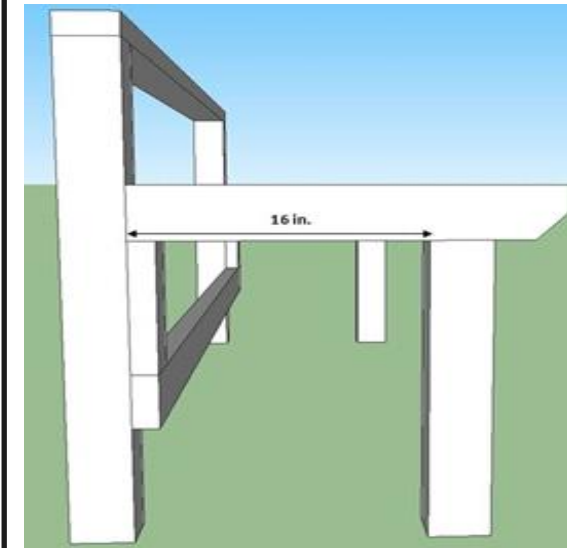


**OVER 20  
PROJECTS!**



Master Shopping List	
Product	Total
Miter Saw	1
Pencil	3
Tape Measure	5
Safety Glasses	5
Carpenter's Square	1
Drill	2
Screwdriver Bit	4
1/4" Long Drill Bit	2
2x2x8ft	102
2x4x8ft	65
4x4x8ft	14
2 1/2in Deck Screws (lbs)	1
3/8 x 3 1/2in Galvanized Carriage Bolts	5
3/8in Galvanized Washers	4
3/8in Galvanized Nuts	6

Step 5 – Install the (2) 4x4x19 1/2" front legs underneath the armrests .



# Supporting Foundation Grant Programs



## CIG

Go here to learn more  
[Community Impact Grants](#)

## Foundation Grants

VHG, National Partners  
[List of Partners Here](#)

## Team Depot

Volunteerism, Disaster Donations  
and Product Donation programs

## Coupons

- Coupons are sent via email to the Store Manager and ASDS
- Coupons are sent out 4 times a year
  - Q1 – February (coupons valid February 1st – May 31st)
  - Q2 – May (coupons valid May 1st – August 31st)
  - Q3 – August (coupons valid August 1st – November 30th)
  - Q4 – November (coupons valid November 1st – February 28th)
- Coupons can only be printed once
- Emailed from: [thd\\_store\\_communication\\_kit@hwprinting.com](mailto:thd_store_communication_kit@hwprinting.com)
- Contact [Darlene\\_Pinkston@homedepot.com](mailto:Darlene_Pinkston@homedepot.com) with questions



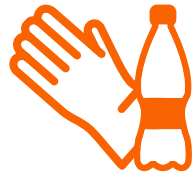
## Mainly focus on Natural Disasters



**WHEN**



**Immediate**



**WHAT**



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



**WHO**



**Nonprofits and  
government agencies**



# Disaster Donation Program



- Contact Field Manager ASAP for approval
- Field Manager can activate a minimum of \$1,000 for product donation (to nonprofits and government agencies) per district per disaster
- Store quote and org's IRS 501(c)3 letter (or W-9 form for government agencies) required
- Once approved, upload documentation and donation information to <http://foundation.homedepot.com/>
  - Select "Disaster Relief Donation" for project type
- Home Depot gift cards will be emailed to Store Manager
- *American Red Cross already has disaster donation funding*
  - Requestor should contact their internal disaster logistics coordinator



# Volunteering in Disasters



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.*)



Safety is critical; be aware of the insurance process



**Do:**  
Debris Removal, Aid Distribution, Kitting

**Don't:**  
Water rescues, Damage assessments



Share your story

*WE CAN OVERNIGHT YOUR SHIRTS FOR FREE*



- **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 elsewhere outside the burned areas, health agencies also recommend that personal protective equipment be taken off prior to entering a vehicle and/or leaving the area. You should contact your local health department for more specific information on how to reduce the risks of exposure to ash before accessing the site of a structure fire.

**Associates volunteer off the clock** to facilitate and complete projects that are supported by grants provided to an organization through The Home Depot Foundation.



## **Keys to a Successful Project:**

1. Nonprofit Partner & Safe Project Site
2. Volunteer-friendly Project Tasks
3. Successful Approval of Grant Request

# 1H Beneficiaries



## Veterans

Landscaping VFW, donating product to Veteran Service Organizations

## Housing

Picnic tables built in store parking lot for facility, donate refrigerator to women's shelter  
Cannot work on single or multi-family homes but projects can support these organizations

## Schools and Youth

Sanitation kits for Teachers, painting exterior of Boys and Girls club

## Food Insecurity

Serving at Food Banks, building community gardens, delivering Meals on Wheels

## Disaster Relief

Building Relief Kits, working with nonprofit support to aid distribution



## Store Sponsored Projects

- Captures store activity outside of Foundation-funded projects
- **Food Banks, Soup Kitchens** – org must observe the same, if not more strict, safety protocols as HD
  - THD.co/TeamDepot for list of over 60,000 food banks, [linked here](#)
- **Criteria:**
  - Not funded by Team Depot or Foundation
  - Minimum of 5 associates
  - Does **not** include on-site Kids/DIY Workshops or product donations



## Product Donations

- Nonprofits and Government entities
- \$5,000 per district budget for 1H
- Managed by District Captain, Approved by Field Team
- Funds awarded to partner organization via eGift Card to purchase the product
- Submit request



## Disaster Response – Donations and Kitting

## Team Depot Projects

- **Kitting/Parking Lot** – Sanitation Kits, Picnic Tables, Benches, etc.
- **Outdoor/Exterior** – Parks, VFWs/American Legions, Community Gardens

**Schools** – not during school hours, no children on property

**Housing** – Unoccupied single-family or multi-family homes (e.g. *Habitat for Humanity new construction*).  
NOT acceptable for beneficiary to leave just for project day.

- No direct engagement with beneficiaries (*not allowed into workspace*)
- Captain must be able to secure a restricted area that does not overlap with spaces, facilities or paths that need to be accessed by beneficiaries during project

*At this time, Team Depot is NOT allowed to do any projects on a single-family home or multi-family home. All personal living areas, indoor and outdoor are not approved project sites for the safety of associates and beneficiaries.*

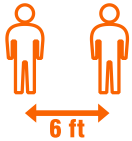


**It is mandatory that the Team Depot Operating Guidelines are reviewed by each Captain and followed on all Team Depot projects**

- Found on [THD.co/TeamDepot](https://www.thd.com/TeamDepot)



Only 10 volunteer or less are permitted in a single location (*shifts allowed*)



Volunteers must adhere to current local Government Agencies' policies for social gatherings (*number of volunteers, social distancing, etc.*)



Only pre-registered THD associates may participate; no walk-ups or family members/friends



Prior to the start of the project, all participants must attend a safety and process briefing to review:

- Social distancing guidelines
- Cleaning and sanitation guidelines
- PPE guidance



At a minimum, associates must be provided gloves, face protection, hand sanitization supplies or a hand washing station

## Kitting Projects

Cost/Associate	Max/Store	*Max/District
<b>\$350</b>	<b>\$5,000</b>	<b>\$15,000</b>
<i>*Same partner</i>		

## Parking Lot & Exterior Projects

Cost/Associate

**\$350**

*\*10 Associates Per Project Limit\**

*\*Volunteer Shifts Allowed\**

# 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 work scope in the grant agreement-no drastic last-minute changes on project day

**UNDER PROMISE AND OVER DELIVER**





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



- **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



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



- Any associate, regardless of age, can participate
- A maximum of 10 Associates can volunteer at one time during a social distancing shift
- 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





Tasks completed on any structure not permanently affixed to the ground is prohibited

*(e.g. manufactured homes, mobile homes, trailers)*

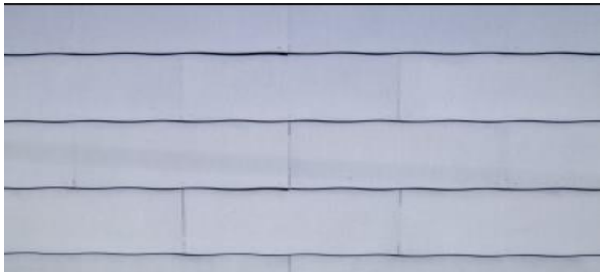
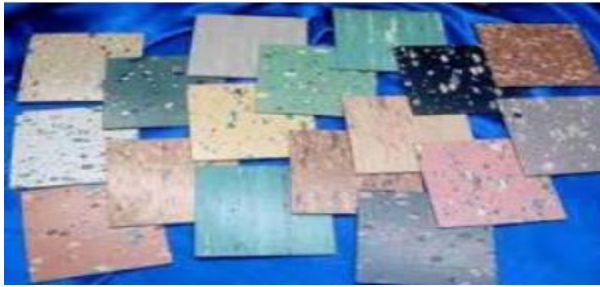


If project tests positive for lead paint (pre '78), asbestos (pre '81) or mold, a certified professional must remove prior to project



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



# Nonprofit Partners – Resource Guide



- 501c nonprofits and tax-exempt government agencies established for at least 1 yr.



- Nonprofit Resource Guide**
  - Region, state, city specific
  - National organization affiliate finder
  - Keyword search list

The screenshot shows the Team Depot website interface. At the top, there are logos for 'THE HOME DEPOT' and 'TEAM DEPOT', along with buttons for 'CAPTAIN DIRECTORY' and 'ADD NEW CAPTAIN / UPDATE CAPTAIN INFO'. A navigation menu on the left lists various programs, with 'Foundation Partners' highlighted in a red box. To the right, there is a text block stating that traditional Team Depot projects are no longer operable and providing a link to a reopening plan. Below this, it mentions 'Foundation Partner projects' and lists a 'Nonprofit Resource Guide' link, which is also highlighted in a red box.

Southern Division: Southeast				
Organization Name	Phone	City	State	Zip
Alachua Habitat For Humanity, Inc.	352-378-4663	Orlando	FL	32607
Augusta Warrior Project Inc	706-922-0991	Augusta	GA	30809
Boys and Girls Clubs of Tampa Bay Inc.	813-935-7569	Tampa	FL	33604
Builders Care	904-727-3443	Covington	GA	32218
Church Of God	813-468-8330	Tampa	FL	33610
City of Savannah, Georgia	912-651-6926	Savannah	GA	31401
Economic Opportunity Authority For Savannah-Chatham Co	912-238-2960	Savannah	GA	31405
Five Star Veterans Center	904-723-5950	Jacksonville	FL	32211
Florida Gulf Coast Paralyzed Veterans of America	813-655-3817	Tampa	FL	33617

DIRECTIONS | Keyword Search | Affiliate Finder | Atlanta | Mid-South | Southwest | Gulf Region | **Southeast** | South Florida | So

# Nonprofit Partner's Role



Support grant application

Owner of all grant funds and terms

Manage all homeowner/recipient relations

Responsible for licensing, 411 dig calls, permitting, etc.

*Can delegate to property owner*

Supporting the Team Depot experience

*Food, restrooms, etc.*

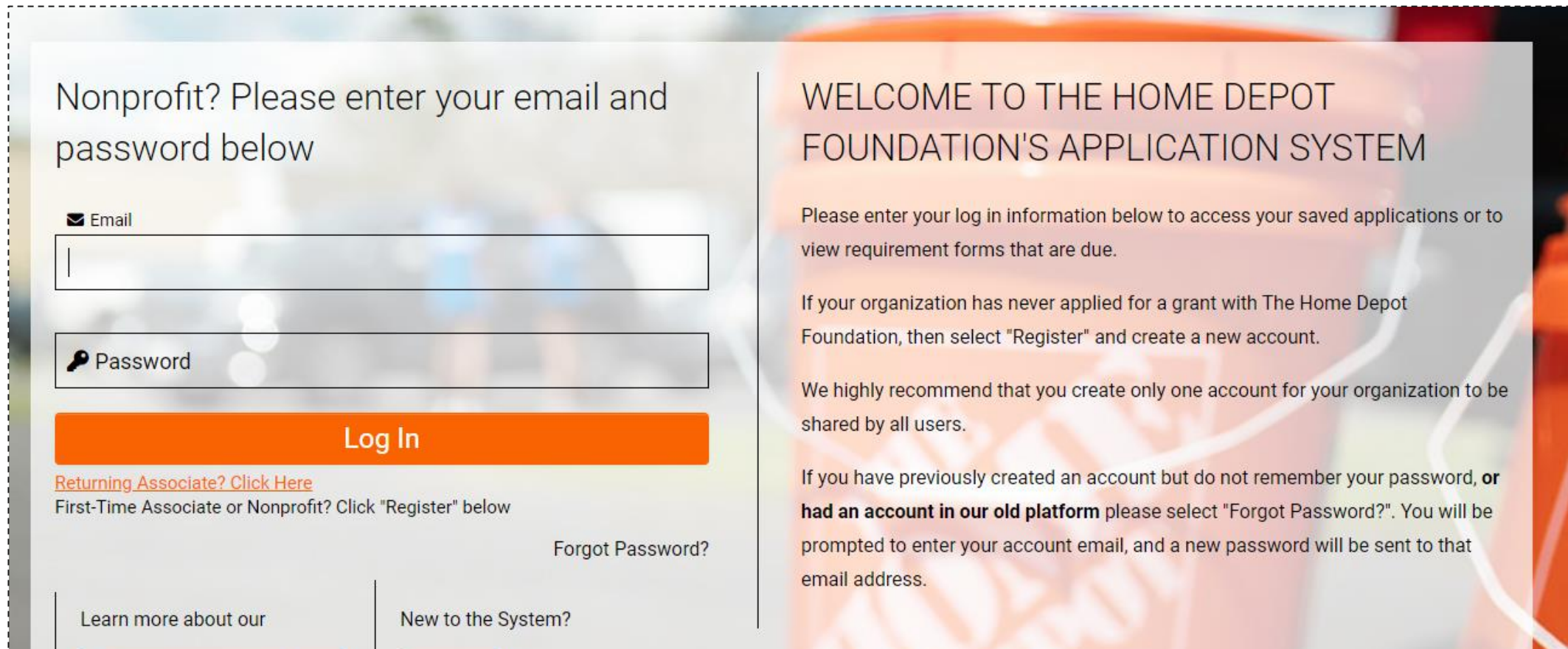
Ensuring prompt payment of store quote



# New Grant Application System



- Welcome to SmartSimple! - <http://foundation.homedepot.com/>
- New system benefits:
  - One link for all applications
  - Application entirely online
  - Utilizes single sign-on for associates
  - Gives visibility to submitted applications
  - No project funding request form required
  - Ability to build live field-facing application status and volunteer activity dashboards (*coming late-2021*)



# Spring Volunteerism – National Volunteer Month



- No formalized campaign or reporting
- Plan eligible projects within capacity
- **National Volunteer Month:**
  - Month of April
  - Associate and partner spotlights
- Projects *not* limited to April





# Communications

Submit Stories: [thd.co/teamdepotstories](https://thd.co/teamdepotstories)

Download logos, talking points, etc.: [thd.co/pr](https://thd.co/pr)

Ask us to schedule  
a **free in-home**  
**consultation** today  
Call: 800-HOME-DEPOT  
(466-3337)  
Let us do it for you.

PORCH WINDOWS with Retractable Screens

Hinged Patio Door

Sliding Patio Door

GOOD  
IN ACTION

THE HOME  
DEPOT  
FOUNDATION

1



## PATH TO PRO

Separating military, youth programs and community scholarships

2



## VETERAN HOUSING

Female veterans, homeless veterans and combat-wounded veterans

3



## DISASTER RELIEF

Long-term rebuilding, disaster season preparation, disaster kit deployment

## WHY STORYTELLING MATTERS

**81%** of consumers say trust in a brand to do what is right is a deal breaker or deciding factor in purchasing decisions  
*Source: Edelman Trust Barometer*

**37%** of consumers began buying from a new brand based on the innovative or compassionate ways they responded to the virus outbreak  
*Source: Edelman Trust Barometer*

**71%** of millennials want companies to take the lead on social issues  
*Source: Cone Communications CSR Study*

**86%** of consumers expect brands and their leaders to publicly speak out at least one societal issue  
*Source: Edelman Trust Barometer*



- 1** **Submit your project grant – the more details the better.**  
Date, time, # of associates, nonprofit focus, details about the beneficiaries, your contact information (phone and email).
- 2** **Based on the story angle, we'll reach out to confirm details, any possible changes and who the project's spokesperson should be.**
- 3** **Review the media advisory for accuracy and let us know all information is correct.**
- 4** **Depending on media interest, we'll share talking points for you to have handy.**
- 5** **Project time! Assign one associate to take pictures following COVID-19 content guidelines. Then, send them our way.**

## 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

- Ask reporter if they have any questions or need any photos
- Ask reporter when the story will air and let us know

**\*Our talking points (per pillar) are available within the Brand Guidelines deck at [thd.co/pr](https://thd.co/pr)**

# Examples



**Surf City, Home Depot thanks veterans, active duty military with 'surf therapy'**



**The Home Depot Foundation steps up for hospitalized kids**



TOP STORY

**'They deserve it': Murrells Inlet Home Depot employees surprise first responders with lunch**

# Channels, Hashtags and Tagging



## Foundation



## Homer Fund



**FB + IG: @HomeDepotFoundation**  
**TW: @HomeDepotFound**  
**#TeamDepot**

**@HomerFund**  
**#HomerFund**

# Content Guidelines



In order to use associate submitted photos on internal and external channels, we kindly request your help with the following:

## 1. ASSIGN ONE PERSON

to take photos during the max 10-person project.

## 2. PRACTICE SOCIAL DISTANCING

with at least 6ft+ between associates.

## 3. ENSURE ALL ASSOCIATES ARE WEARING PPE

including masks *and* gloves.

## 4. WEAR ORANGE

Team Depot shirts – **not** 2019's military green.

The stricter guidelines are an unfortunate result of the situation we're in. However, following them allows us to share your incredible commitment to our values.

### Approved:



### Not Approved:



# The Home Depot Foundation & Team Depot Mentions



When to use

## The Home Depot Foundation:

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



Logo Usage:

- Campaign collateral
- Partner communications and media materials
- Philanthropic commitments and donations

When to use

## Team Depot:

**Team Depot** identifies our associate volunteer force, 400,000 strong, working in their local communities. Please use Team Depot when speaking to associate volunteers (i.e. “Team Depot, Home Depot’s associate volunteer force, assembled 500 disaster relief kits”).



Logo Usage:

- Project + volunteerism signate (sign-up sheets, etc.)
- Associate swag
- Partners can speak to the work of Team Depot but should not use the Team Depot logo.

When to use

## #TeamDepot:

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

Sending  
for approval:

- Please have nonprofit partners share any external-facing materials (press release, social posts, etc.) mentioning Team Depot or The Home Depot Foundation, or using the Foundation logo, with us\* prior to publication.
- [TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)

## COMMUNICATION

- Proactive & frequent communication between store/district/region captain levels
- Share updates during Monday staff calls
- Post-project updates sent to leadership
- Amplify efforts on social media
- Set goals as a team
- Recognize outstanding associates
- Don't hesitate to ask questions

## BUILD RELATIONSHIPS

- Connect with old partners
- Cold call new nonprofits
- Repeat partners make for easier projects
- Identify needs within your community
- Get associate input on which nonprofits, causes or projects to support
- Pair new captains with experienced captains
- Engage non-store associates (e.g., supply chain)

## LEVERAGE RESOURCES

- Team Depot grant funds
- Quarterly nonprofit coupons
- Team Depot Toolbox
- Knowledge Depot Training
- Project Playbook (preplanned projects)
- Foundation Field Team at SSC  
([hyperlink to contact page on Toolbox](#))
- Partner with vendors/installers

## SAFETY FIRST

- Follow Team Depot COVID guidelines
- Appoint a safety captain
- Under-promise & over-deliver
- Leverage Services for specialized tasks

The image shows several tall stacks of orange plastic buckets with white handles, arranged in a warehouse or storage area. The buckets are stacked in a way that the handles are visible on the outside of each stack. The background is a corrugated metal wall, and the floor is a light-colored concrete. In the bottom left corner, there is a white rectangular box containing the text "Q & A Closing" in orange font.

## Q & A Closing