



2022 Community Captain Huddle

Meeting Agenda

1. Welcome & Recognition

2. Regional Highlights

3. Captainship Role

4. The Home Depot Foundation
Programs & Resources

5. Team Depot SOP

6. Communications

7. Team Depot Funding & Annual Campaigns

8. Best Practices Q & A



Welcome & Recognition





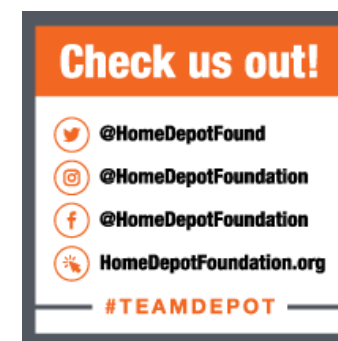
Welcome to your Captainship!

Every District & Store Captain will receive a swag box

- **Community Captain Binder** - Great tool for in-store captains
 - TD Standard Operating Procedure Overview
 - Project & Site Visit Checklist
 - Volunteer Waiver
 - Graph Paper & Tabs for organizing your next project!

- **Team Depot Magnets**
 - 4 Magnets used for in store recruitment
 - TD Project Sign Ups & Pictures from Project

- **Captain Hat**
 - Branded with Team Depot Logo
 - Captain on the bill for easy identification
 - Good visibility for any PR/Comms/News



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 CAPTAIN

- **Create strategy and drive progress** to Team Depot and Homer Fund participation goals
- **Communicate** regularly, **recognize** and share best practices with your Team & Foundation Field Mgr.
- **Review reporting, update RVPs**, and encourage region leadership participation in Team Depot projects

DISTRICT CAPTAIN

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

STORE CAPTAIN

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



The Home Depot Foundation

Our Commitment:

\$500 million
to veteran causes by 2025

- 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 **\$400M** in veteran causes and improved more than **50,000** veteran homes and facilities.
- The Foundation has pledged to **invest half of a billion dollars in veteran causes by 2025** and **\$50 million** in training the next generation of **skilled tradespeople** through the Path to Pro program.



Team Depot

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

Team Depot's Impact – Goals

- 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



Tools For You

THD.co/TeamDepot



2022 CAPTAIN
DIRECTORY

NEW CAPTAIN/UPDATE
INFO



TEAM DEPOT

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

TEAM DEPOT PROGRAM CONTACTS

Courtney Smith
Northern Division, Manager

TEAM DEPOT GRANT PLATFORM

The Team Depot grant platform, Smart Simple, is **now open and accepting** grant applications. **For step-by-step information on the new grant submission process, click here.**

For more on the 2H Team Depot programs and beneficiaries, click **here**.

TEAM DEPOT GUIDANCE

With the safety of our associates and community members as our guiding principle, **Phase 3** of the Team Depot program is 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



Team Depot Programs

THD.co/TeamDepot

All programs have a **max of 25 volunteers** (shifts are allowed).

PROGRAM	DESCRIPTION	MAX FUNDING	APPLICATION LINK	SUPPORTING ASSETS
Team Depot Volunteer Project	Applies to all Team Depot volunteer projects happening OFF of Home Depot property. Due to COVID-19, projects are currently limited to outdoor projects only and 25 associates per day/shift/location. For program detail, click here .	\$330 per associate	Here	Project Playbook
Parking Lot/Kitting Project	Applies to all Team Depot volunteer projects happening ON 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. For program detail, click here .	\$330 per associate Kitting Projects \$5K per store/ \$15K per district per nonprofit	Here	Disaster Kit Home Care Kit
Disaster Relief Donation	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.	No set budget; funding depends on severity of disaster	Here	Disaster Kit
Store Sponsored Projects	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. For program detail, click here .	No funding required	Here	Project Ideas

- 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 Resources



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

THD.co/TeamDepot



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 rd 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 rd - 4 th ; 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.



Project Playbook

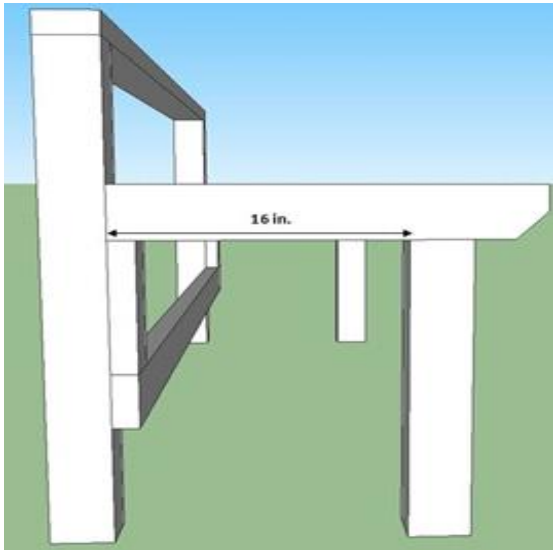
- Menu of project options with volunteer friendly plans
- Automatically calculates material & tool lists and volunteer counts

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 .



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
- Contact **Darlene_Pinkston@homedepot.com**
with questions

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

**\$50
OFF**

Your next purchase of \$50.01 or more

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 FEBRUARY 1, 2021 THROUGH MAY 31, 2021

THE HOME DEPOT TEAM DEPOT

OUR COMMITMENT TO COMMUNITIES

Through partnership with local nonprofits and volunteer efforts of Team Depot, we focus on repairing and refurbishing homes and facilities to assist individuals and families in need.

OUR COMMITMENT TO VETERANS

The Home Depot Foundation is committed to improving the homes and lives of U.S. veterans and their families. Whether it's modifying a veteran's home to make it handicapped-accessible or making a critical home repair so a senior veteran can age in place safely and independently, the Foundation considers it an honor and privilege to serve those who have served us all. To accomplish this work, we partner with a network of top-tier national and local nonprofits. Since 2011, The Home Depot Foundation has invested more than \$250 million in veteran-related projects, part of our pledge to commit half of a billion dollars to veteran-related causes by 2025. Learn more at www.homedepot.com/teamdepot.

CASHIERS: PLEASE PROCESS AT A CASH REGISTER (POS).
Valid February 1, 2021 through May 31, 2021 and redeemable for a \$50 discount on a single receipt in-store purchase of \$50.01 or more at participating U.S. The Home Depot® stores only. This offer cannot be combined with any other discount, offer, promotion or special incentive program and is not valid on: (a) installation products or services; (b) purchase of The Home Depot Gift Cards or Certificates; (c) prior purchases; (d) Consumer Electronics (including, but not limited to, televisions, DVD players, speakers, home theaters, cellular phones, etc.), John Deere, Cub Cadet®, Little Giant Ladder Systems®, Thermador® in select markets, Gaggenau®, Miele®, Dacor®, Viking®, Fisher & Paykel®, Sharp Insight™, Delonghi®, Casablanca®, Hunter Prestige®, Buckhaven, Weber, Lynx, Alfresco, OCL, Marvel, Bertazzoni, Aga, and Vent-A-Hood products and trade styles; or (e) purchase from any The Home Depot affiliate store. Offer is not valid for payment on any The Home Depot credit account. No credit if offer refused. See store for further details and a full listing of SFAI and FAI products and complete details. Present to cashier at time of purchase to receive your discount. Cash value 1/20th of 1 cent. Void if sold, copied or transferred and where prohibited. © 2017, Home Depot Product Authority, LLC. All rights reserved.



National Nonprofit Partner Opportunities

- The Home Depot Foundation partners with 21 national nonprofit partners and more than 4,000 local partners across the nation to make a difference.

WHO ARE THEY?



[*Full List Linked Here](#)

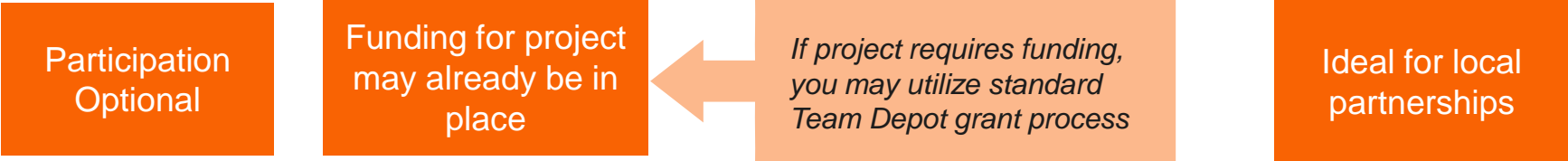
THE BENEFIT

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

HOW DO I START

- Nonprofit or Field Team will contact you when opportunities are in your area
- If you are contacted by a national nonprofit, loop in your Field Manager for assistance.

Considerations:



Disaster Relief Program

- Focus is on Natural Disasters

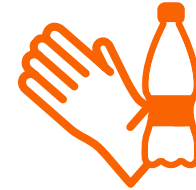
- Tornado
- Hurricane
- Severe Flooding
- Extreme Heat
- Winter Storms
- Wildfires



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

REMEMBER TO REQUEST FREE TEAM DEPOT SHIRTS FROM YOUR FOUNDATION FIELD MANAGER



Wildfire Disaster 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 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.



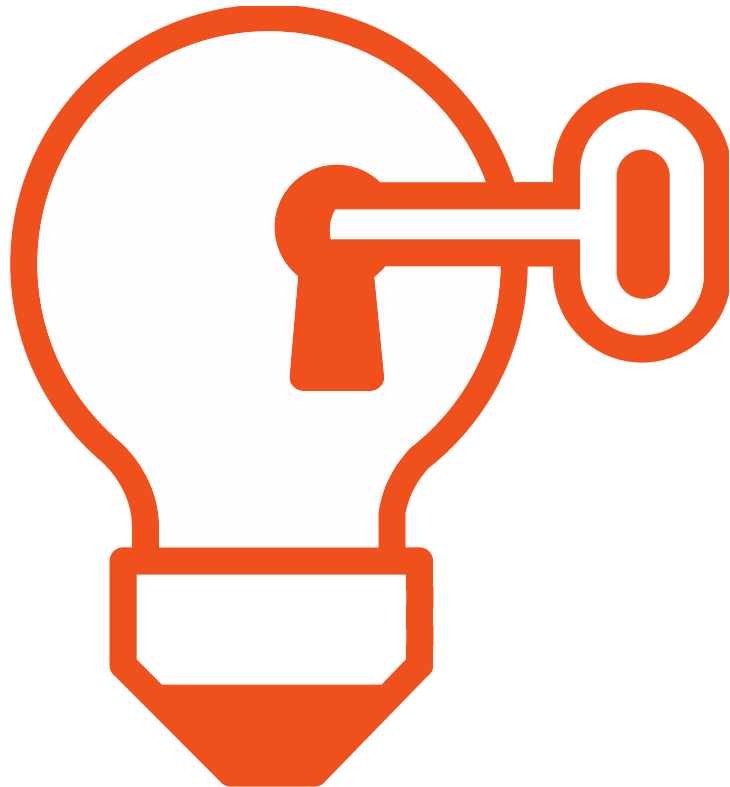
Team Depot SOP

Project Planning



Team Depot Project Planning

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. Understand and Follow Team Depot SOP
2. Nonprofit Partner & Safe Project Site
3. Volunteer-friendly Project Tasks
4. Successful Approval of Grant Request

Team Depot SOP

- Ensure you understand the latest SOP
 - Visit: **THD.co/TeamDepot**



SOP for Volunteerism During COVID Restrictions

(Addendum to current Team Depot SOP, supersedes Team Depot SOP where conflicts occur)



At times, CDC, Federal, State or Local authorities ("Government Agencies") may conflict with guidance below. However, all volunteers and nonprofits must adhere to the more restrictive policies between Government Agencies' and The Home Depot. Those requirements as well as The Home Depot standard operating procedures must be understood and incorporated into the guidance below prior to the start of your project.

All Volunteer Guidelines

- 25 people or less at one time are permitted in a single location (shifts allowed).
- All volunteers must sign a Team Depot waiver and receive safety briefing before participating
 - Volunteers must know who the Social Distancing Captain is for the project
- Interaction with nonprofit personnel or homeowners should be minimized and social distancing should be observed at all times, even while outdoors

Associate Volunteer Guidelines

- Only pre-registered THD associates may participate; no walk-ups or non-associate family members/friends
- Associates must meet all on-the-clock and fit-for-duty requirements even when volunteering off-the-clock
- No associate can enter a beneficiary's home.
- Associates should wear a mask in all public and shared transit (including rental cars / carpooling)
 - Wash your hands often and carry hand sanitizer to use when soap and water are not available

Non-Associate Volunteer – (family members, other company volunteers, nonprofit representatives)

- No project should include non-associate volunteers other than the necessary nonprofit leaders supporting your project. These nonprofit leaders ARE counted as part of the 25 maximum allowable volunteers. If any nonprofit leaders support your project they must meet the guidelines below:
 - Nonprofit partner must notify Team Depot Captain of pre-registered number of non-associate attendees
 - Nonprofit partner must ensure any non-associate volunteers have not been exposed to anyone with COVID-19 or have experienced symptoms of COVID-19 in the 14 days prior to the project.

Beneficiaries

- Beneficiaries should stay in their home. If beneficiaries come outside, follow social distancing guidelines.
- This understanding should be established with beneficiary and nonprofit prior to project day and conditional on Team Depot's ability to move forward or complete a project. If beneficiary refuses or becomes disrespectful volunteers should disengage with the beneficiary, pause the project and connect with Foundation for next steps.
- Captain or Nonprofit Partner must get confirmation the day before the project that the beneficiary has not been exposed to anyone with COVID-19 or have experienced symptoms of COVID-19 14 days prior to the project.
- Beneficiary will also sign volunteer waiver.

Projects

- Exterior projects are allowed on homes and nonprofit facilities
- Interior projects must follow the guidance below:
 - No projects where people live, only nonprofit facilities
 - Captain and Nonprofit Partner must ensure there are no shared spaces between beneficiary and Associates
 - Captain should reach out to nonprofit partner prior to project to understand their COVID safety protocols and communicate to volunteers prior to event
 - At a minimum, associate count should be limited based on ability to socially distance from others (6 feet apart) (25 person max rule still applies)

Masks

- Mask guidance will follow updated COVID-19 policies which can be found at [livetheorangelife.com/covid19](https://www.livetheorangelife.com/covid19).
 - Nonprofits and Beneficiaries should be viewed as customers.

Safety

- A salaried manager and Team Depot Captain and/or Social Distancing Captain must ensure:
 - Participants adhere to social distancing guidelines recommended and/or required by Government Agencies and THD
 - A copy of the in-store social distance/safety signage must be posted in project location
 - A designated check-in area must be provided to ensure contact tracing
 - Prior to the start of the project, all participants must attend a safety briefing to review:
 - Social distancing guidelines
 - Cleaning and sanitation guidelines
 - PPE guidance
 - Associates must be provided gloves, face protection, hand sanitization or a hand washing station
- Ensure cleaning and sanitation process is in place
 - Supplies are available and adequate for the duration of the project
 - Shared surfaces should be cleaned before, during and after the project
- Health Checks: Associates must complete the appropriate Health Check Process step (Questionnaire and/or Temperature check) upon check-in at the project
 - Locate which process you should implement at check-in by following guidance at [livetheorangelife.com/hc](https://www.livetheorangelife.com/hc)
 - Temperature Check:
 - Associates must bring their company issued thermometer to the project site and conduct self-administered temperature checks.
 - If temperature is over 100.4 degrees, the associate must notify the Team Depot Captain and leave the project immediately

Project Planning

- Site Visits
 - PPE and social distancing requirements for projects should also be used during site visits or prep days
 - Do not move forward with a site visit if a homeowner, facility resident, or nonprofit partner are sick, have been exposed to anyone with COVID-19 or have experienced symptoms of COVID-19 in the 14 days prior to the project.
- Project Space
 - Ensure adequate parking is available within walking distance
 - Obtain any special event permitting required by your city/county
 - Ensure all project areas (workstations, check-in area, material loading/unloading zones, etc.) are spaced at least 10 ft. apart with clearly marked stand, wait, and walking path areas
 - For store parking lot projects, ensure designated project area has a 6 ft. minimum marked physical barrier (e.g. caution tape or rope) between work zone and customer facing area
- Tools and Materials
 - Within reason, associates should not share tools. As a best practice, assign a person to the tool
 - Ensure any tools and materials used are cleaned or discarded per in-store guidelines
 - Sanitize all tools at the conclusion of the project

Finished Product Delivery/Distribution

- If possible, sanitize your finished project before providing it to beneficiary
- Store Pick Up
 - Adhere to in-store product pick up policies
- Delivery by associates to nonprofit location

- Associates are discouraged from using their personal vehicles. Load-n-Go's should be used
- Adhere to social distancing guidelines when loading and unloading donations
- Distribution by associates to the community
 - The recipient organization is responsible for distribution to the community
 - If approved by The Home Depot Foundation, stores may assist the recipient organization with distribution while following the same guidelines for delivery to nonprofits (see above)

Additional Best Practices

- Schedule staggered breaks throughout the day so all associates are not gathered at once
- Utilize individually packaged food/drink items when possible (e.g. box lunches, bottled water)
- Assign a dedicated associate(s) to distribute food items to minimize cross-contamination
- Encourage hydration throughout the day; wearing masks may inhibit proper hydration
- Avoid depleting store inventory of critically needed PPE when purchasing project supplies
- Sanitize and pre-position tools/supplies in each work area
- Identify opportunities for one-way foot traffic for exterior projects
- If you need a break from wearing a mask, please do so off of the customer's property or in your vehicle.

PR/Communications

- All media outputs must be approved by The Home Depot Foundation. Associates and partner organizations should contact teamdepotPR@homedepot.com prior to confirming media participation (interviews, etc.) or publishing project content on personal or professional social media channels.
 - The Home Depot Foundation requests two business days to review and approve nonprofit partner social media posts featuring The Home Depot and/or Team Depot associates. Please have partner email to teamdepotPR@homedepot.com.
- We would like to consider featuring your project on The Home Depot Foundation's social media channels and/or pitching your project for inclusion on Home Depot channels including Built from Scratch, HD News and Yammer. In order to feature your project, we request your help with the following:
 - Please assign someone to take photos of the volunteerism effort and share with teamdepotPR@homedepot.com.
 - Associates, partners and/or community members are following The Home Depot's store mask policy as well as state and local guidelines, which include maintaining a safe physical distance from one another.
 - Please see below examples of photos that would / would not be approved

Approved Pictures



Not Approved Pictures



TD SOP – Call Outs

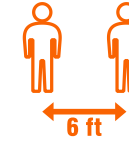


It is mandatory that the Team Depot Operating Guidelines are reviewed by each Captain and followed on all Team Depot projects

- Found on THD.co/TeamDepot



Only **25 volunteers 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. **Nonprofit project leaders allowed.**



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

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



[CAPTAIN DIRECTORY](#)[ADD NEW CAPTAIN / UPDATE CAPTAIN INFO](#)

- Team Depot Programs
- Team Depot Grant Process
- Team Depot Training
- Team Depot Learning Calls
- Disaster
- Team Depot Huddle
- Public Relations & Media
- Community Partners
- Phased Project
- Foundation Partners**

As we take into consideration the safety of our associates and community members, traditional Team Depot projects are no longer operable. Please review the phased Team Depot Reopening Plan [here](#).

Foundation Partner projects consists of Team Depot projects conducted with our National Partners and our Veteran Housing Grant partners. These long-term partnerships add to the benefit and reach of the Team Depot grant program.

Listed below is the Nonprofit Resource Guide that includes access to some of our national partners as well as some local.

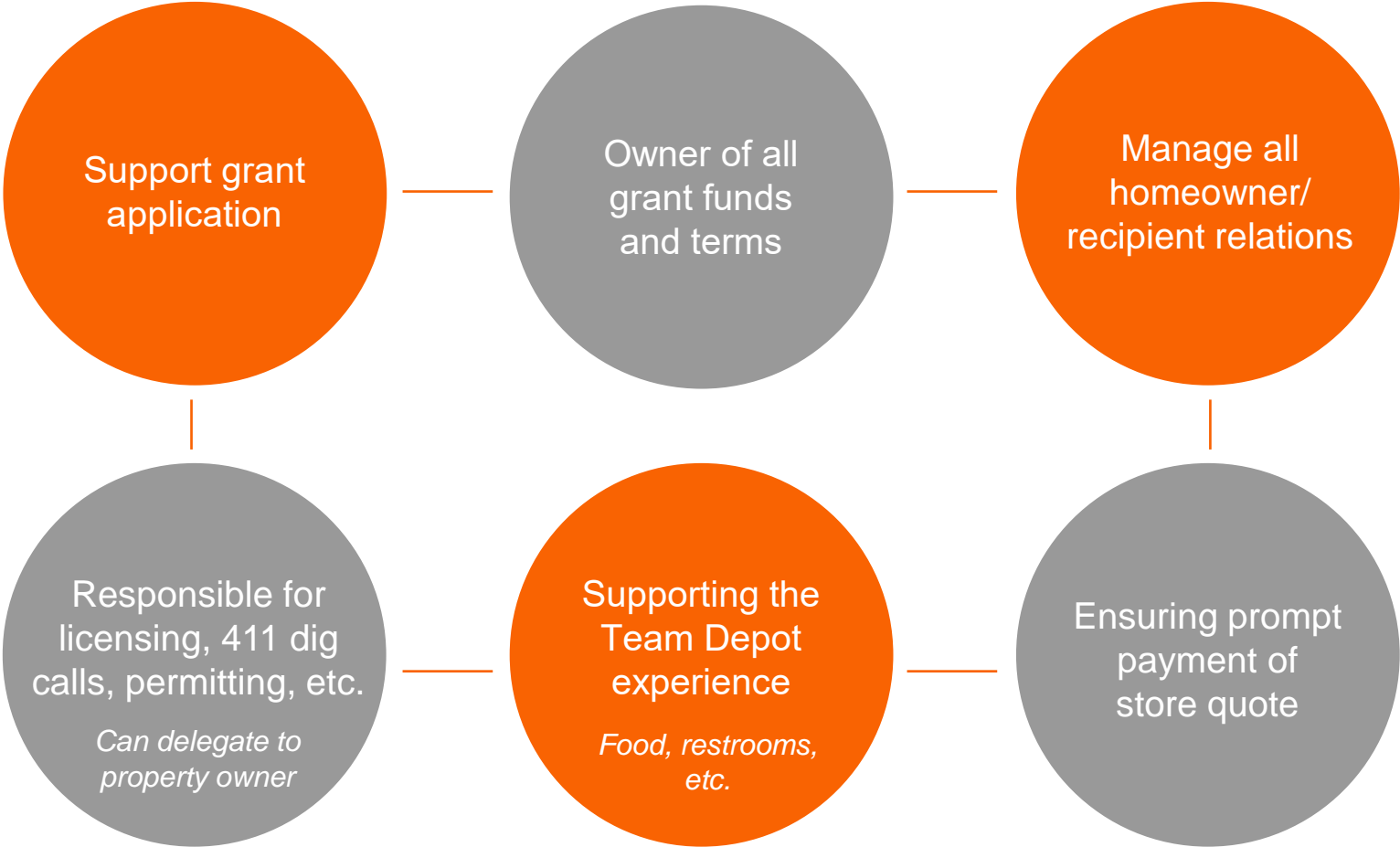
[Nonprofit Resource Guide](#)

TEAM DEPOT PROGRAM

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



Beneficiaries

VETERANS

Landscaping VFW, painting a Veteran Service Organizations,
Installing pavers at a veteran's home

HOUSING

Picnic tables built in store parking lot for women's shelter, Habitat for Humanity build
Wheelchair ramp on a veteran's home

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 stricter, 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



Team Depot Projects

- **Kitting/Parking Lot** – Sanitation Kits, Disaster Kits, Picnic Tables, Benches, etc.
- **Nonprofit facilities** – VFWs/American Legions, Food Banks, Veteran Services Organization, Schools, Boys and Girls Clubs, etc.
 - May do interior work according to guidance in SOP
 - Kids – no direct interaction, more guidance in SOP
- **Outdoor** – Parks, Community Gardens, etc.
- **Housing** – Exterior only unless housing is unoccupied (i.e. new Habitat for Humanity Build)



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
- ✓ If the scope of work may require professional services, invite Services or a licensed contractor to the site visit

SITE VISIT

- ✓ Site visits by your Team Depot Captain and with your Nonprofit partner are critical to a good and safe project
- ✓ Ensure any necessary permits will be obtained by the homeowner or nonprofit partner
- ✓ On project day, stick to the agreed upon work scope in the grant agreement; no drastic last-minute changes on project day

UNDER PROMISE AND OVER DELIVER



Safety Practices



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



Add safety and protective equipment to your store quote – (gloves, safety glasses, ear plugs, etc.)



Assign a safety captain for the project who is familiar with all aspects of the scope of work, and conduct a safety orientation with volunteers



Request that access to the work area be limited to essential personnel only (i.e. ask customer to not allow pets or children in the work area).

Projects: Home Services Support

- Limited funding available for tasks requiring professional services
- Consult Home Services, your area services license manager, or a local contractor when evaluating a home and completing complex tasks that may or may not require special licenses
- Ensure the organization has secured any necessary permits prior to beginning task – no permits, no project



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

For best results, complete all tasks requiring professional services before or after your Team Depot volunteer day



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
- A maximum of 25 Associates can volunteer at one time during a social distancing shift
- No HD associate can participate in a task requiring licensing; any licensed task must be performed by a licensed contractor
- All volunteers (associates and nonprofit employees) must sign 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



Projects: The Do Nots



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 mold, lead paint (pre '78), asbestos, OR is in a state where we assume lead paint is present, a certified professional must remediate prior to project or lead safe work practices must be followed. A clearance verification letter is needed after remediation



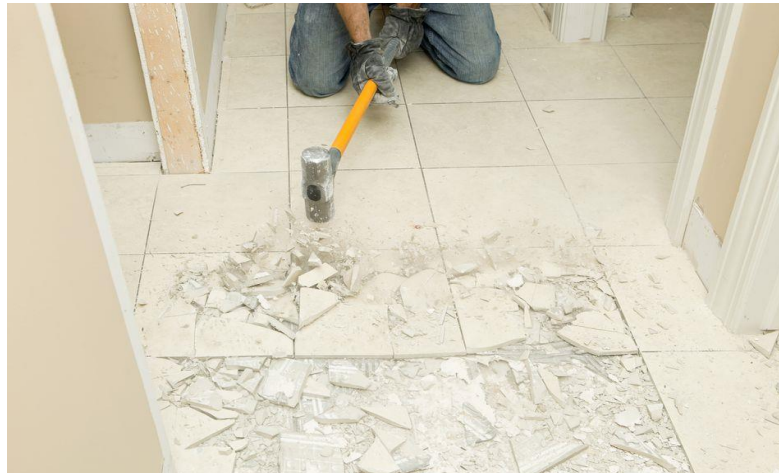
Unless a licensed service provider is providing services, the following tasks are prohibited:
roofing, HVAC, electrical, plumbing, removal or disposal of mold, asbestos or other hazardous materials, alteration of structures, demolition

Mold, Asbestos, & Lead Based Paint

- Any home built **before 1978** should be inspected and cleared by a certified lead inspector before any work can begin
- No cutting of **granite or engineered** stone inside residence, including the garage.
- Certain materials in homes built **before 1981** are considered Presumed Asbestos-Containing Materials (PACM) and **should not be touched** including insulation, roofing and siding shingles, vinyl floor tiles, plaster, cement, putties, caulk, ceiling tiles, spray-on coatings, adhesives, HVAC duct insulation, and pipe wrapping
- Flakey paint, octagonal tiles, textured, crumbly floor tiles, etc., are all indicators of PACM. If you see signs of mold or PACM, **stop work immediately**
- Lead paint & asbestos can be **underneath multiple layers** of paint/flooring/siding
- Nonprofit/homeowner are responsible for testing & remediation, but **captains must verify testing was completed and review results**



Mold, Asbestos, & Lead Based Paint – Examples





Captains Toolkit: Communications

The Home Depot Foundation Storytelling



Path to Pro

The Foundation's Path to Pro trades training effort focuses on separating military, high school, youth and academy.



Veteran Housing

The Foundation's veteran housing support includes providing home modifications, increasing home accessibility and combatting veteran homelessness



Disaster Relief

The Foundation's disaster relief efforts are in effect all year long, from disaster preparedness to immediate disaster response and through long-term rebuilding projects



Sweat Equity

Team Depot, the Home Depot's associate volunteer force, invests time and sweat equity into serving the communities they live and work in.

The Homer Fund Key Storytelling



RECIPIENT STORIES

How has The Homer Fund helped you or someone you know? Sharing associate stories highlights the collective spirit of caring and giving within the Home Depot



GRANT PROGRAMS

Provide education on the grant program basics for new (and tenured) associates: who is eligible, how to apply, how to schedule consultations, etc.



FINANCIAL RESOURCES

Highlight resources available to associates that can help them get ahead and prioritize financial wellness



DISASTER RESPONSE

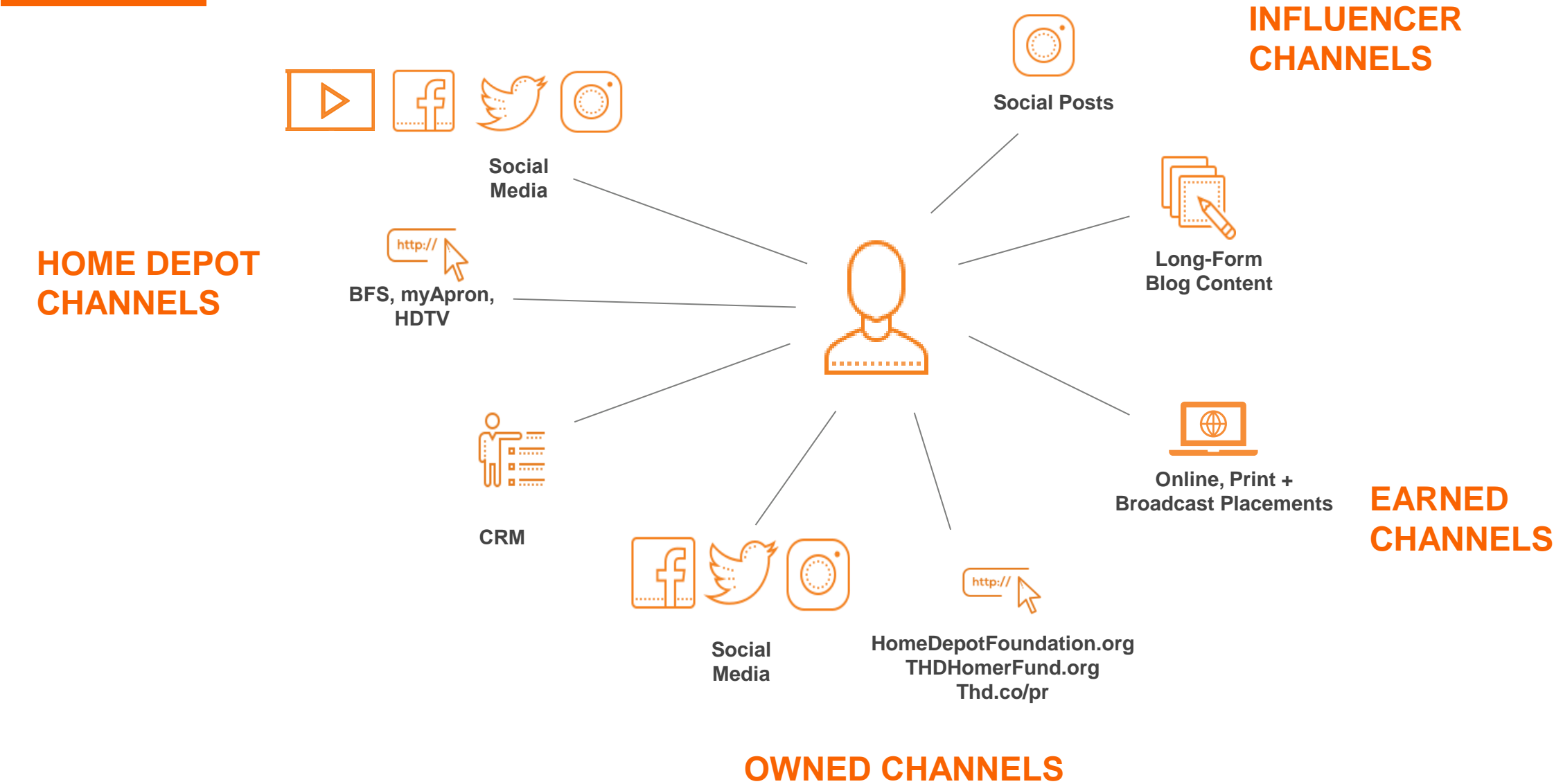
Share the resources available to associates impacted by natural disasters through real-time messaging, impact metrics and recipient stories



ASSOCIATE GENEROSITY



Ecosystem



Why Sharing Stories 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

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

Source: Cone Communications CSR Study

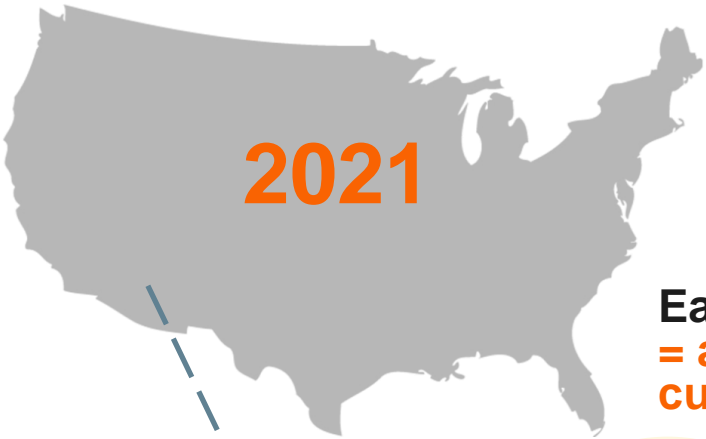
86% of consumers expect brands *and* their leaders to publicly speak out at least one societal issue

Source: Edelman Trust Barometer



Impact of Storytelling

Sharing the Foundation’s story through public relations helps us cement emotional connections with current customers and give potential consumers **a reason to shop at Home Depot.**



Each viewer
= a potential
customer

3 Billion
Media
Impressions

2,000+
Media
Placements



beamish_ryan Top reason I shop at the @homedepot thank you @homedepotfoundation ❤️🇺🇸



2w 1 like Reply



Examples



Home Depot Foundation steps up to help local veteran with backyard makeover



Salvation Army facility gets upgrades with a help from Home Depot volunteers



Home Depot helps Charlotte County schools slow virus spread

Los Angeles Daily News

Home Depot employees pitch in for veterans at Canoga Park VFW



Home Depot partners with nonprofit to spread Christmas cheer to military families

Daily Journal

Home Depot Foundation delivers buckets of cleaning supplies to local schools

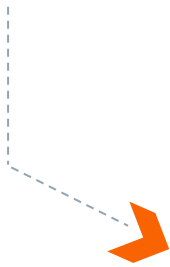


Veteran leaves home for first time in 2 years after volunteers build wheelchair ramp



Winning Ingredients

The Home Depot Foundation and Team Depot storytelling is an art and a science. At the intersection of these layers is our sweet spot:



MISSION DRIVEN

- Strategic priorities
- Proof points
- Impactful data

EMOTIONAL

- Human-interest
- Project impact + visual
- Compelling interview

TARGETED

- Priority market (intersection of RVP, reach and audience)
- Hyper local impact
- National legs

TIMELY

- Coverage driver
- Relevant to current news cycle

Local Media Process

- 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 story angle, we'll reach out to confirm details, possible changes and the project's spokesperson.**
- 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 and videos following COVID-19 content guidelines. Then, send them our way.**



Telling a Good Story



Before Interview

- Get to know the recipient
- 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
- Be prepared for "Is there anything else you'd like to add" question



After Interview

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



Content Guidelines

In order to amplify Team Depot project and photos through internal and external channels, we kindly request your help with the following:

1. ASSIGN A PHOTOGRAPHER

- Choose one person to take photos during the max 25-person project

2. PRACTICE SOCIAL DISTANCING

- Follow Team Depot SOP and maintain a safe physical distance (approx. 2 feet) at indoor and outdoor projects

3. WEAR PROPER PPE

- Masks are required indoors and when directly engaging with recipient. Make sure PPE is worn correctly.

3. WEAR ORANGE

- Campaign or Team Depot shirts – **not** military green

4. SHARE PHOTOS

- Send SOP-friendly project photos and brief descriptions (associate names, store, nonprofit) to teamdepotPR@homedepot.com. Upload with #TeamDepot.



Approved Images



What works:

- ✓ Wearing PPE properly
- ✓ Solo shots
- ✓ Safe physical distance while working.
- ✓ Distancing during group photos



Not Approved Images



- What doesn't work**
- ✗ Masks worn incorrectly
 - ✗ Associates touching in photo
 - ✗ Standing too close to recipient without PPE
 - ✗ No masks/PPE
 - ✗ Inside veteran's home
 - ✗ Recipient wearing TD shirt
 - ✗ Military Green Shirts



Showcasing Your Photos



The Home Depot Foundation 
Published by Sprinklr Prod2  · November 8, 2021 · 

#TeamDepot associates from across Detroit recently beautified outdoor community spaces at 211 Glendale, a facility that will provide permanent housing for 60 veterans experiencing homelessness. In addition to planting flowers, mulching and other landscaping, volunteers built picnic tables and installed fire pits, grills and patio benches for residents to form a greater sense of community. Earlier this year, we joined the Rocket Community Fund in committing \$750,000 to support renovations of the facility to meet the needs of the veteran residents.





homedepotfoundation  · Following ...





homedepotfoundation  Earlier this week, we partnered with @projecthomes to help the family of a late World War II veteran. The #OperationSurprise project was initially intended for Army veteran Louis Martin, who passed away at 104 years old just weeks before it was set to be completed. #TeamDepot volunteers saw the project through, donating new appliances and beautifying the home for his daughter, Sheila, who was his primary caretaker.

Sheila told the volunteers that she knew in her heart that this project was part of her dad's legacy to her and his way of looking down and saying, "I'm always going to take care of you."

 in bio to read more

4w



homedepotfoundation  #TeamDepot #OperationSurprise #givingback 

 Liked by charleston1018 and others

DECEMBER 17, 2021

 Add a comment... Post



The Home Depot Foundation  @HomeDepotFound · Jan 4 ...

Today, #TeamDepot volunteers at several of our Colorado stores built and donated hundreds of sifters to the communities impacted by wildfires in Boulder County.



 1  23  152 



Taking Photos at a Project

SHOT LIST

- Before and after images of the project
- Fellow associates in action
- Clear pictures of logo or branded merchandise
- Group shots of Team Depot volunteers
- Photo of volunteers with the recipient (no touching)
- Emotional or surprise moments



TIPS

- Before you take a picture, tap the screen to auto-focus on the subject.
- Take photos of associates in action and a group photo, following all COVID guidelines
- Photos should be taken horizontally and vertically
- Natural light is best! If you're inside, try to stand near a window.
- Don't zoom in. Instead, move closer to your subject.



Taking Videos at a Project

SHOT LIST

- Capture impactful, surprise moments
- Team Depot volunteers in action, following COVID guidelines
- Team Depot volunteers interacting with the recipient
- Note: Capturing a few videos of different projects gives media enough to do a broadcast story



TIPS

- Videos should be shot horizontally
- Videos do not have to be long (:10 seconds)
- Keep a steady hand or give camera to someone who has a steady hand
- Make sure to focus on the recipient during surprise moments, not the giver
- Videos are not needed for every project, but helpful to give media who could not attend opportunities to amplify your efforts



Collecting Quotes at a Project

WHY IS IT IMPORTANT?

- Media will not come to every project, but opportunity still exists for coverage
- News outlets cover stories on both TV and online platforms
- Quotes help tell the story after the fact and give depth to your efforts



GUIDELINES

- What is the impact of the project? Ask the recipient to tell you what it means to them. Emotion adds depth.
- Keep it short: 2-3 sentences per quote (can include quote from recipient and volunteer)
- Provide the full name and title of the person who gave the quote



Collecting Stories for The Homer Fund

Why it's important?

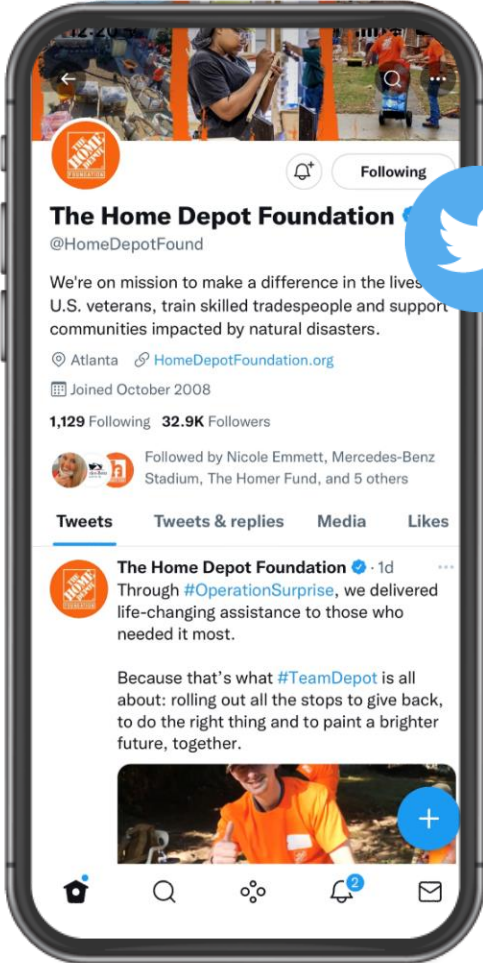
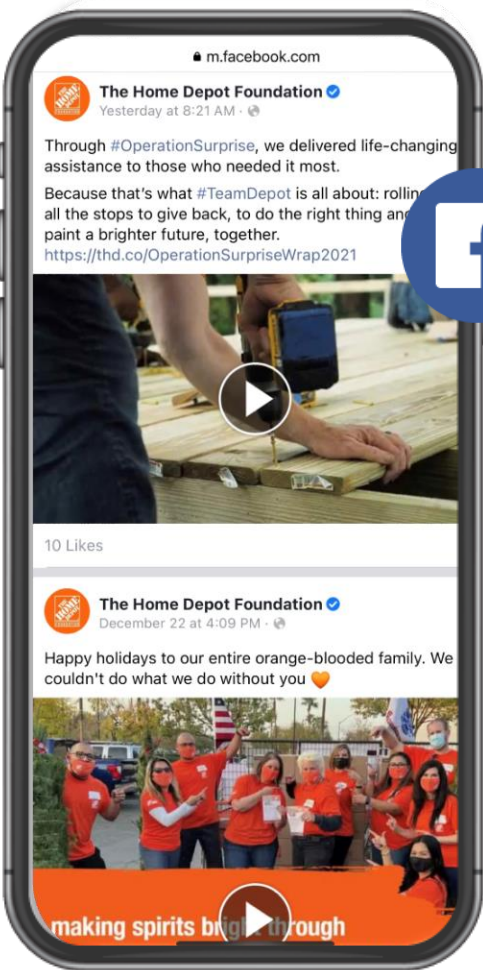
- Telling associate stories is one of the best ways to highlight the impact of The Homer Fund
- Associate impact stories give fellow associates a way to connect to The Homer Fund and encourage giving by allowing them to understand where their money is going

How it works

- Associate stories are shared on @HomerFund Twitter using quote cards and videos. They are also shared across internal channels, including *myApron* and *Orange Magazine*
- Associates are identified by first name only (or anonymous)
- Sharing a photo adds to the impact but is not needed to share a story



Social Media: The Home Depot Foundation



Hashtag: #TeamDepot



Social Media: The Homer Fund



Hashtag: #HomerFund



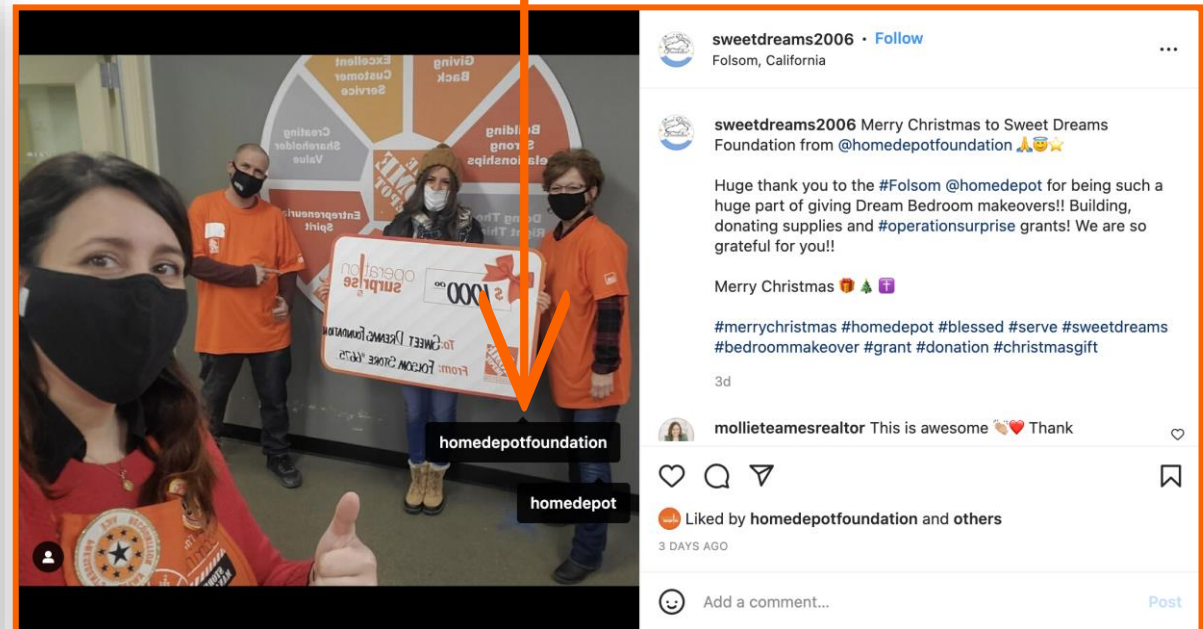
Tagging

- A tag means you've @'d our account/handle in the copy or photo
- When tagged, we are notified and able to communicate with you
- Tags also build brand recognition – when your followers see **@HomeDepotFound** or **@HomerFund**, they're more inclined to click and learn more. More views = more awareness.

Tag



Tag



Brand Guidelines: The Home Depot Foundation and 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”).



When to use Team Depot

Team Depot identifies our associate volunteer force, 500,000 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”).



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”).



Brand Guidelines: Logo Usage

When to use **The Home Depot Foundation Logo**

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



When to use **Team Depot Logo**

- Associate volunteerism communications (sign-up sheets, etc.)
- Associate swag
- Note: Nonprofit partners should never use the Team Depot logo.



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.



Interactive: What's wrong with these sentences?

- The Team Depot Foundation is proud to partner with Make-A-Wish to help make this child's dream come true.
- The Home Depot committed more than \$7 million to disaster relief in 2021.
- Team Home Depot volunteers dedicate their time and sweat equity all year to make a difference in the communities where we live and work.
- When our fellow associate Tracy needed help, we did a Homer Fund to support her.



Let's Amplify our Stories Together

1.

Think of the communications team as part of your team

2.

Fill out grant application completely.
Confirm project details if we reach out.

3.

Let's chat! TeamDepotPR@homedepot.com

4.

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





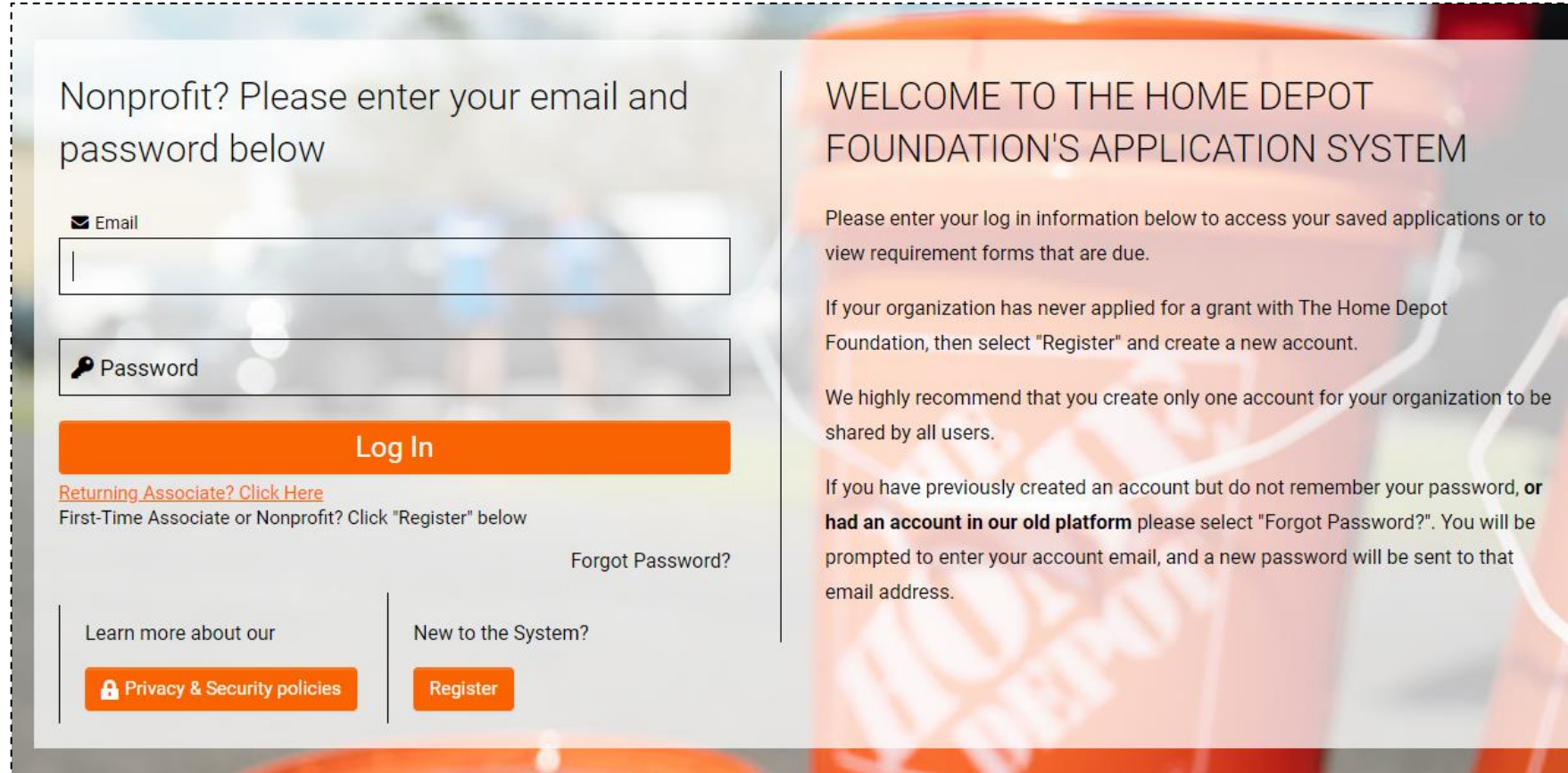
Team Depot Funding & Annual Campaigns

Grant Application System

■ Welcome to SmartSimple! - <http://foundation.homedepot.com/>

■ System Features:

- 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



The screenshot shows the login interface for the Home Depot Foundation's Application System. On the left, a login form titled 'Nonprofit? Please enter your email and password below' contains fields for 'Email' and 'Password', a 'Log In' button, and links for 'Returning Associate? Click Here' and 'First-Time Associate or Nonprofit? Click "Register" below'. A 'Forgot Password?' link is also present. At the bottom, there are links for 'Learn more about our Privacy & Security policies' and 'New to the System? Register'. On the right, a welcome message reads 'WELCOME TO THE HOME DEPOT FOUNDATION'S APPLICATION SYSTEM', followed by instructions on how to log in, register, and recover a password. The background features a blurred image of a Home Depot associate in an orange vest.

Nonprofit? Please enter your email and password below

Email

Password

Log In

[Returning Associate? Click Here](#)
First-Time Associate or Nonprofit? Click "Register" below

[Forgot Password?](#)

Learn more about our [Privacy & Security policies](#)

New to the System? [Register](#)

WELCOME TO THE HOME DEPOT FOUNDATION'S APPLICATION SYSTEM

Please enter your log in information below to access your saved applications or to view requirement forms that are due.

If your organization has never applied for a grant with The Home Depot Foundation, then select "Register" and create a new account.

We highly recommend that you create only one account for your organization to be shared by all users.

If you have previously created an account but do not remember your password, **or had an account in our old platform** please select "Forgot Password?". You will be prompted to enter your account email, and a new password will be sent to that email address.

Team Depot Grants Giving Guidelines

Kitting Projects		
Cost/Associate	Max/Store	*Max/District
\$330	\$5,000	\$15,000
*Same partner		
Parking Lot, Exterior & Interior Projects		
Cost/Associate		
\$330		
25 Associates Per Project Limit		
Volunteer Shifts Allowed		



Q1

Q2

Q3

Q4

February

March

April

May

June

July

August

September

October

November

December

January

District Huddles

Feb. - Mar.

HF**Homer Fund:** Living Our Values and Taking Care of Our People**Homer Fund Campaign**July 1st – July 31stHomer Fund Campaign
Kick-Off Call TBD**Orange Scholars**

Nov. 2022 – Jan. 2023

TD**Team Depot Projects:** Supporting Our Veterans and Engaging Communities**Spring
Campaign****Operation Surprise
Campaign****MLK, Jr. Campaign**Jan. 16th – Jan. 22nd, 2023**Quarterly Planning Calls**Q1 Planning
and Learning
CallQ2 Planning
and Learning
CallQ3 Planning
and Learning
CallQ4 Planning
and Learning
Call

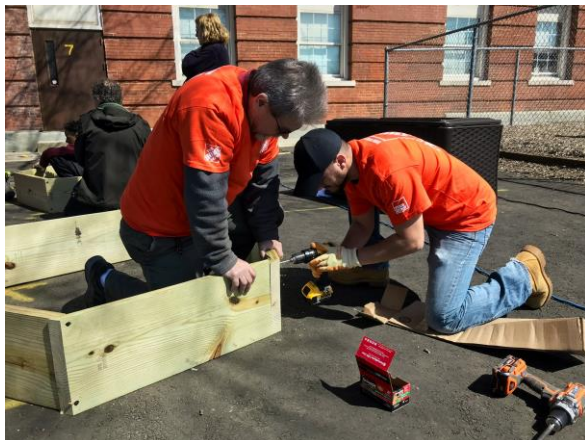
Spring into Service

April 1 – May 15

Swag kit will be sent with each project!

Start your planning today!

We're ready for your application!



INTERNAL USE

Keys to Success

COMMUNICATION

- Proactive & frequent communication between store/district/region captain levels
- 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

LEVERAGE RESOURCES

- Team Depot grant funds
- Quarterly nonprofit coupons
- Team Depot Toolbox
- Knowledge Depot Training
- Project Playbook (preplanned projects)
- Foundation Field Team at SSC
- Partner with vendors/installers

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)

SAFETY FIRST

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





Team Depot Best Practices

Q&A
Closing