

# PR & Branding Guidelines

*Q3 2021*



# The Home Depot Foundation Mission Statement

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## About The Home Depot Foundation

The Home Depot Foundation works to improve the homes and lives of **U.S. veterans**, train skilled **tradespeople** to fill the labor gap and support **communities** impacted by **natural disasters**. Since 2011, the Foundation has invested more than \$375 million in veteran causes and improved more than 50,000 veteran homes and facilities. The Foundation has pledged to invest half of a billion dollars in veteran causes by 2025 and \$50 million in training the next generation of skilled tradespeople through the Path to Pro program.

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To learn more about The Home Depot Foundation:

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

 **Instagram** - @HomeDepotFoundation

 **Twitter** - @HomeDepotFound

 **Facebook** - @HomeDepotFoundation



# Foundation Partners

We partner with **22** national nonprofit partners and **more than 4,000** local partners across the nation **to make a difference**. National partners include:



# The Home Depot Foundation & Team Depot

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## When to use **The Home Depot Foundation:**

When speaking to our financial support or 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, The 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”).







Veteran Causes

*Serving those who have served us all*

# Serving Veterans Talking Points

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- More than 35,000 of our associates are veterans or active-duty military – so giving back to veterans is personal to The Home Depot.
- The Home Depot Foundation supports veteran housing initiatives for our nation's combat-wounded, homeless and senior veterans.
- Thousands of our store associates volunteer with Team Depot in communities across the country to help ensure our veterans have safe, reliable housing.
- Today, we're with [nonprofit partner] to help a [military branch] veteran who needs [project description].
  - For example:
    - *Today, we're working with Meals on Wheels Austin to build a wheelchair ramp for Maggie, a U.S. Army veteran living in Austin, Texas. She hasn't been able to leave her home while in her wheelchair for many years, and this ramp will help her live more independently.*
- To date, The Home Depot Foundation has donated more than \$375 million to veteran causes – and the Foundation is committed to investing half of a billion dollars by 2025.



# Veteran Home Dedication Talking Points

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- Hello, everyone! We are honored to be here today on behalf of The Home Depot Foundation and be a part of presenting you this incredible home.
- I want to start by thanking all the veterans here for your service to our country.
- For those of you who don't know, The Home Depot Foundation has a nationwide commitment to helping our nation's homeless, senior and combat-wounded veterans.
- We work closely with nonprofit partners like *[insert partner]* to build and improve homes and facilities to create more accessibility for our nation's heroes.
- To date, The Home Depot Foundation has donated over \$375 million to projects like this one – and we're committed to investing half of a billion dollars to veterans in need by 2025.
- On behalf of The Home Depot Foundation, welcome home.



# Making a Difference for Veterans

## *Impact:*

More than  
**\$375M**  
awarded to veteran  
nonprofit partners

**50,000+**  
veteran homes &  
facilities positively  
impacted or  
enhanced

## *Importance:*

**37K+**  
veterans are homeless on any  
given night

**2M**  
veterans are living in inadequate  
owned housing

**9M+**  
veterans are seniors

**800K+**  
post-9/11 veterans have  
significant service-connected  
disabilities

## *Commitment:*

**\$500M**  
to veteran causes by 2025







Disaster Response  
*Helping to rebuild hope*





# Disaster Response Talking Points

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- The Home Depot Foundation supports communities impacted by natural disasters with the help of nonprofit partners including the American Red Cross and Operation Blessing.
- Our merchandising, supply chain and operations teams work around the clock to move necessary product and equipment to stores caught in the path of the storm.
- Our stores often become command centers for first responders and relief agencies. The Foundation partners with nonprofits like Team Rubicon, an organization that rallies veterans to help communities in the wake of a disaster, to deliver aid when communities need it.
- The Home Depot Foundation has committed nearly \$5 million to disaster response in areas impacted by fires, hurricanes and tornadoes in 2021.
- In 2020, The Homer Fund, The Home Depot's associate assistance program, granted more than \$1.1 million to support associates impacted by natural disasters.



# Making a Difference During Disasters

## *Impact:*

**Providing help where it's needed most.**

Rebuilding hope for communities impacted by natural disasters through immediate on-the-ground assistance as well as long-term rebuilding support

## *Importance:*

**314**

official disasters declared by FEMA in 2020

## *Investment:*

The Home Depot Foundation committed nearly

**\$5 Million**

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





Trades Training  
*Building a Path to Pro*

# Path to Pro Talking Points

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- In the U.S., there are more than 300,000 open jobs requiring skilled plumbers, carpenters, electricians and HVAC specialists. The Foundation sees an opportunity to lead the charge and is committed to training the next generation of tradespeople through our education and job training program, Path to Pro.
- The Foundation's trades-focused partnerships have introduced more than 15,000 people to the skilled trades and have certified 5,000 participants in its first two years.
- We partner with multiple organizations to help train and certify high school students, including those in underserved communities, and prepare separating military for their next career.
- We've launched a first-of-its kind website, allowing people to search local training programs, licensing requirements and open jobs in the trades – all in one centralized resource.
- We're working to introduce a new online platform to increase networking between skilled tradespeople and Pro customers of The Home Depot – helping connect qualified workers with employers.





# Making a Difference through Path to Pro

## *Impact:*

Creating smart partnerships and programs to train and certify separating military, high school students and underserved youth

To date,

**15,000+**

introduced to skilled trades

**5,000+**

certified participants

## *Importance:*

**300K+**

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

**80%+**

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

**33%**

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

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

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

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

## *Commitment:*

Introduce more people to skilled trades and continue to help certify program participants to succeed in new careers







Serving Atlanta

*Supporting under-resourced  
communities in our hometown*

# Hometown Giving

The Home Depot Foundation is proud to serve under-resourced communities in our hometown. Over the last decade, we have invested **nearly \$90M** to support communities in Atlanta with **affordable housing, education opportunities** and **community outreach**.

## Affordable Housing



## Education / Workforce Development



## Community Outreach



# Atlanta Giving Strategy

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Through Atlanta-based nonprofit partnerships, The Foundation will continue to invest in our hometown, aiming to make a significant impact in the areas of housing, education and community outreach programs.

- **Housing**

Improve the spectrum of housing, from safe/affordable housing access to home ownership, maintenance and neighborhood beautification.

- **Education**

Elevate educational opportunities to help ensure a foundation for career success and economic mobility.

- **Community Outreach**

Build capacity and impactful programs for local nonprofits offering unique and tailored services to their communities in the wake of a disaster, to deliver aid when communities need it.



# Making a Difference for Our Communities

## *Impact:*

The Home Depot Foundation has made several financial commitments to support under-resourced communities in the city of Atlanta.

In partnership with more than 17 nonprofit organizations, the Foundation has invested in critical home repairs, restored parks, beautified neighborhoods and trained people for the skilled trades.

## *Importance:*

The Home Depot was founded in Atlanta more than 40 years ago.

Giving back and doing the right thing for the company's hometown is our responsibility.

## *Investment:*

Nearly

**\$90 Million**

granted across housing, outdoor spaces, the arts and healthcare in Atlanta.





The Homer Fund

*Supporting our fellow associates*





# The Homer Fund Talking Points

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- The Homer Fund is a 501(c)(3) nonprofit that provides financial assistance to associates facing an unforeseen financial hardship.
- Founded in 1999 by our Co-Founders Bernie Marcus, Arthur Blank and Ken Langone, The Homer Fund has awarded nearly \$215 million to more than 157,000 Home Depot families needing support with basic living expenses.
- In 2020, The Homer Fund gave \$16.2 million to more than 7,100 associates, including \$1.1 million to assist families affected by natural disasters and \$2.3 million to support associates impacted by COVID-19.
- Every dollar an associate donates to The Homer Fund goes right back to an associate in need through the Direct Grant and Matching Grant programs.
- The Home Depot Foundation annually matches associate donations to the Fund between \$25 and \$1,000, up to \$3 million.
- Learn more at [THDHomerFund.org](https://THDHomerFund.org) or on Twitter @HomerFund.

***NOTE: The Homer Fund has its own fonts and logo. Please refer to page 27 for more details.***



# Making a Difference For Associates

Supporting our **orange-blooded** family

*Impact:*

**\$214M+**

in grants awarded  
for unforeseen  
financial hardships

**157K+**

Home Depot families  
supported

**\$32M+**

in college  
scholarships  
awarded

*Importance:*

**\$1.1M+**

granted in 2020 to support

**1,345**

Home Depot families impacted by  
natural disaster

**\$2.3M**

granted to Home Depot families  
impacted by COVID-19 in 2020

*Commitment:*

Living The Home Depot's core  
values and making a positive  
impact in the lives of our fellow  
associates through the Direct and  
Matching Grant programs and  
regularly-updated financial  
resources





# Visual Brand Guidelines

*Creating consistency across communications*



# Logo Usage Guidelines – The Home Depot Foundation & Team Depot



## Use for:

- Event collateral
- Partner communications
- Philanthropic commitments
- Media materials

***NOTE: The Foundation logo should be used at the end of ALL videos even if Team Depot is represented.***

Download approved logo:  
[thd.co/pr](http://thd.co/pr)



## Use for:

- Project and volunteerism signage (sign up sheet, etc.)
- Associate swag

Download approved logo:  
[thd.co/pr](http://thd.co/pr)



# Colors & Fonts – The Home Depot Foundation

## Colors:



- Primary:  
PMS 165 C  
0C / 74M / 100Y / 0K  
249R / 99G / 2B



- Secondary:  
PMS Cool Gray 8  
0C / 0M / 0Y / 37K  
153R / 153G / 153B



PMS 5743 C  
49C / 26M / 88Y / 70K  
57R / 69G / 23B



- Tertiary:  
White



PMS Cool Gray 11  
63C / 52M / 44Y / 33K  
102R / 102G / 102B

## Fonts:

- Primary Fonts -  
Used for headlines  
**Helvetica Neue LT Std**  
**Helvetica Neue LT Std Condensed**
- Secondary Font –  
Used for subheads and body copy  
**Bitter**
- Tertiary Font –  
Used sparingly for visual accent

*Quentin*





# Approved Photos & Videos – The Home Depot Foundation

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



## Content Guidelines

We love to receive photos of our associates and nonprofit partners serving communities.

Associates, partners and community members should follow The Home Depot's store mask policy as well as state and local guidelines, which include maintaining a safe physical distance from one another.

Please share photos with us at [TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)



# Logo Usage Guidelines – The Homer Fund

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## Use for:

- The Homer Fund fundraising and campaign events

Download approved logo: [thd.co/pr](http://thd.co/pr)

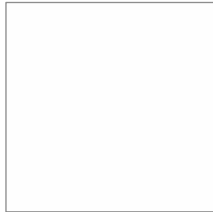


# Colors & Fonts – The Homer Fund

## Colors:



- Primary:  
PMS 165 C  
0C / 74M / 100Y / 0K  
249R / 99G / 2B



- Secondary:  
White



PMS Cool Gray 11  
63C / 52M / 44Y / 33K  
102R / 102G / 102B



- Tertiary:  
PMS Cool Gray 8  
0C / 0M / 0Y / 37K  
153R / 153G / 153B



PMS 7709 C  
60C / 13M / 25Y / 0K  
97R / 176G / 187B



PMS 321 C  
100C / 21M / 42Y / 2K  
0R / 140G / 149B

## Fonts:

- Primary Fonts -  
Used for headlines  
**Helvetica Neue LT Std**
- Secondary Font -  
Used for subheads and body copy  
**Helvetica Neue LT Std Condensed**
- Tertiary Font -  
Used sparingly for visual accent

*Desyrel*



# Social Media



The Home Depot Foundation is on Twitter @HomeDepotFound and Facebook + Instagram @HomeDepotFoundation

- Tag us in posts and use hashtag #TeamDepot



The Homer Fund is on Twitter @HomerFund

- Tag us in posts and use hashtag #HomerFund



We love to share photos of our associates, partners and veterans.

- Please share your photos with us at [TeamDepotPR@homedepot.com](mailto:TeamDepotPR@homedepot.com)



The Home Depot Foundation @HomeDepotFour  
#TeamDepot is supporting the Chicago community in the wake of Sunday's tornado, delivering generators and essential relief material and assisting with cleanup efforts.



The Homer Fund @HomerFund · Jul 14  
All across the country and in our stores nationwide, we're united by our collective spirit of caring. A spirit that helps us write stories of hope, home and healing. #OrangeAtHeart





*Questions?*

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