



WELCOME COMMUNITY CAPTAINS

2023

Agenda

- Welcome & Housekeeping
- Recognition
- Captain Responsibilities
- Homer Fund
- Break
- The Home Depot Foundation & Team Depot
- Lunch
- Team Depot
- Break
- Foundation Comms/PR
- Team Depot & Goals/ Reporting
- Best Practices
- Q & A Closing



Housekeeping

- Strategy

Regional Huddles

Train and align Regional, District and select Store Captains

District Huddles

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

- Additional resources available on Team Depot Toolbox – THD.co/TeamDepot
- Copy in Div Mgr for invites for District Huddles

Recognition



Your Captainship Role



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

Regional Captains

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

District Captains

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

Store Captains

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



- Drive the annual campaign
- Serve as a point of contact for the Homer Fund throughout the year July 5 - August 4
- Ensure education of associates on the Homer Fund's grant programs and application process
- Monitor participation and encourage associate participation through donations

The Homer Fund



Agenda

- Welcome
- Homer Fund Staff
- Homer Fund Activity
- Direct vs Matching Grants
- The Scope of an Analyst
- Natural Disaster
- Fundraising Campaign
- Questions



Recognition





Certificate
Of Appreciation

PROUDLY PRESENTED TO

New England

IN RECOGNITION FOR THE COMMITMENT AND DEDICATED SERVICE TO HOMER FUND AND TEAM DEPOT. THANK YOU FOR YOUR CAPTAINSHIP IN 2022!

SHANNON GERBER
*Executive Director, The Home Depot Foundation
and The Homer Fund*

SHARON ROBINSON
Director, The Homer Fund

The Homer Fund Team



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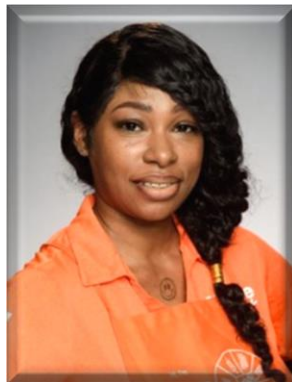
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What is The Homer Fund?

*The Homer Fund is 501 (c)(3) non-profit charity

- Established in 1999 by our founders
- Help associates with demonstrated financial need

Since inception:

175K+ Home Depot Families

\$250M+ in assistance



Homer Fund FY 2022 Review



\$19 Million

8,759+ Home Depot Families



**Natural
Disaster
Response**

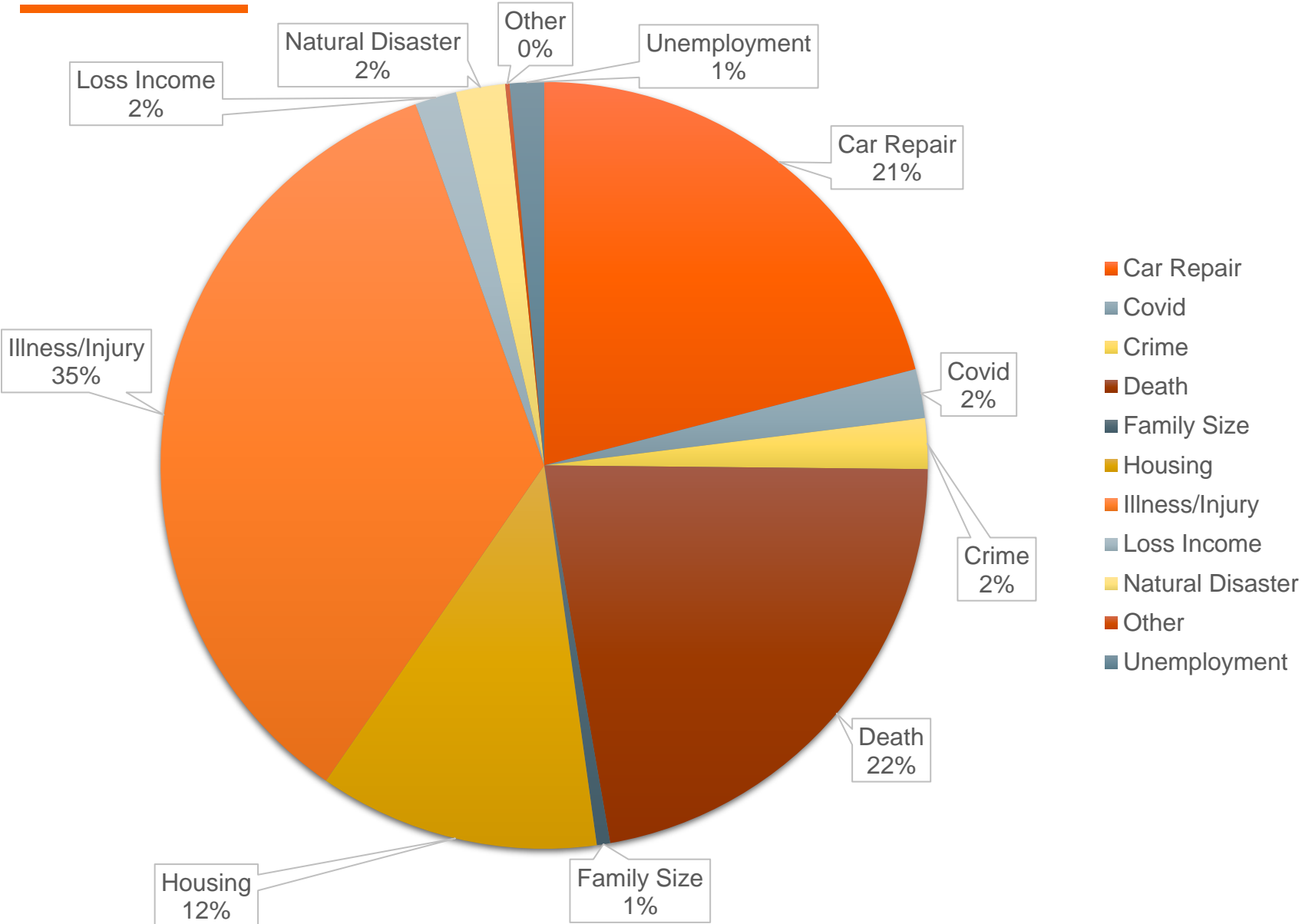
4,495+ associates impacted by **tornadoes, hurricanes, floods, wildfires and other storms**

\$2.3M+ awarded

Over **\$36M** since inception

More than **31,000** assisted

Northern Division FY '22 Grant Activity

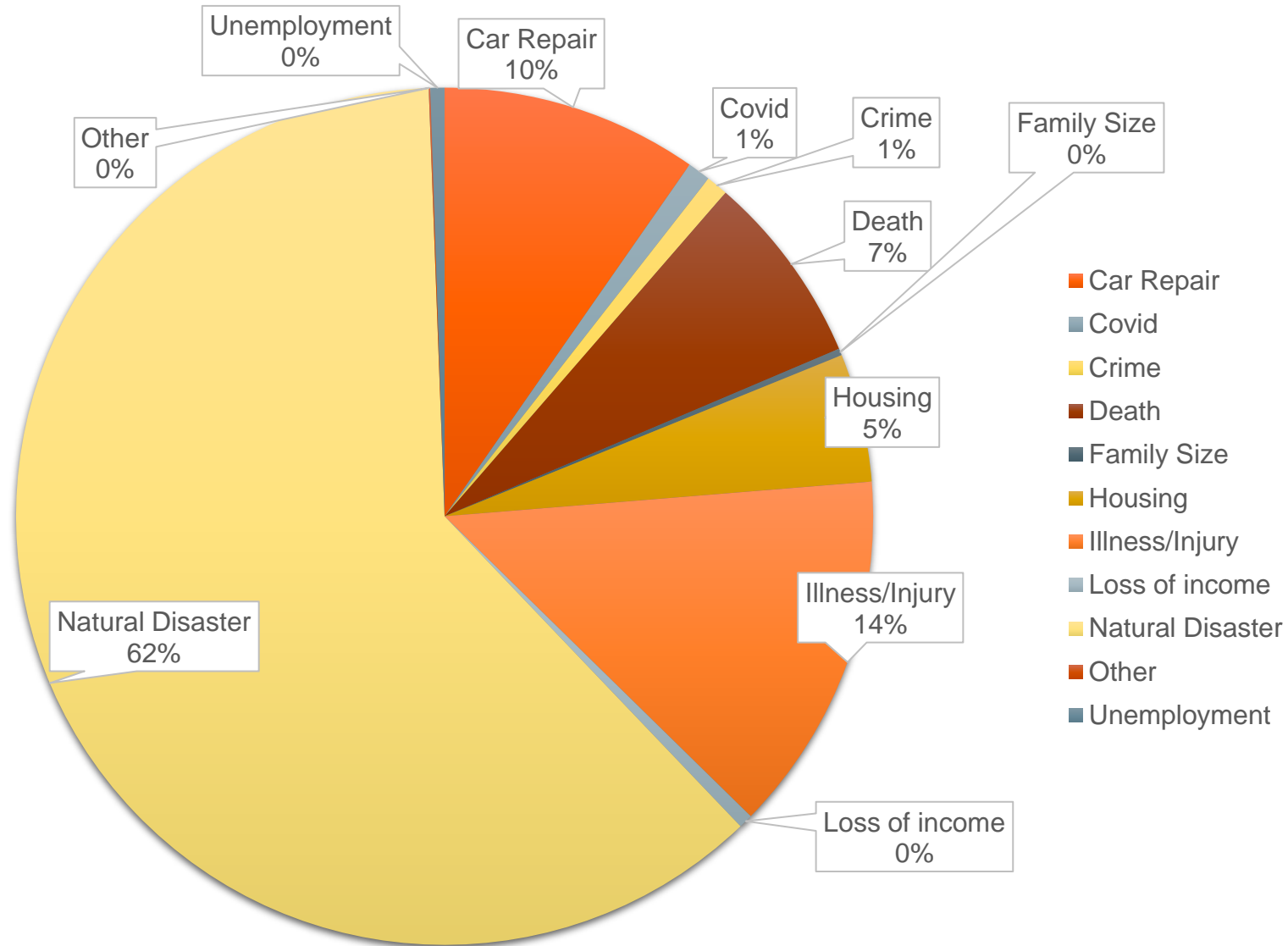


- **1,598** grants
- **\$4,887,627** in grant assistance

**The chart represents grants awarded*



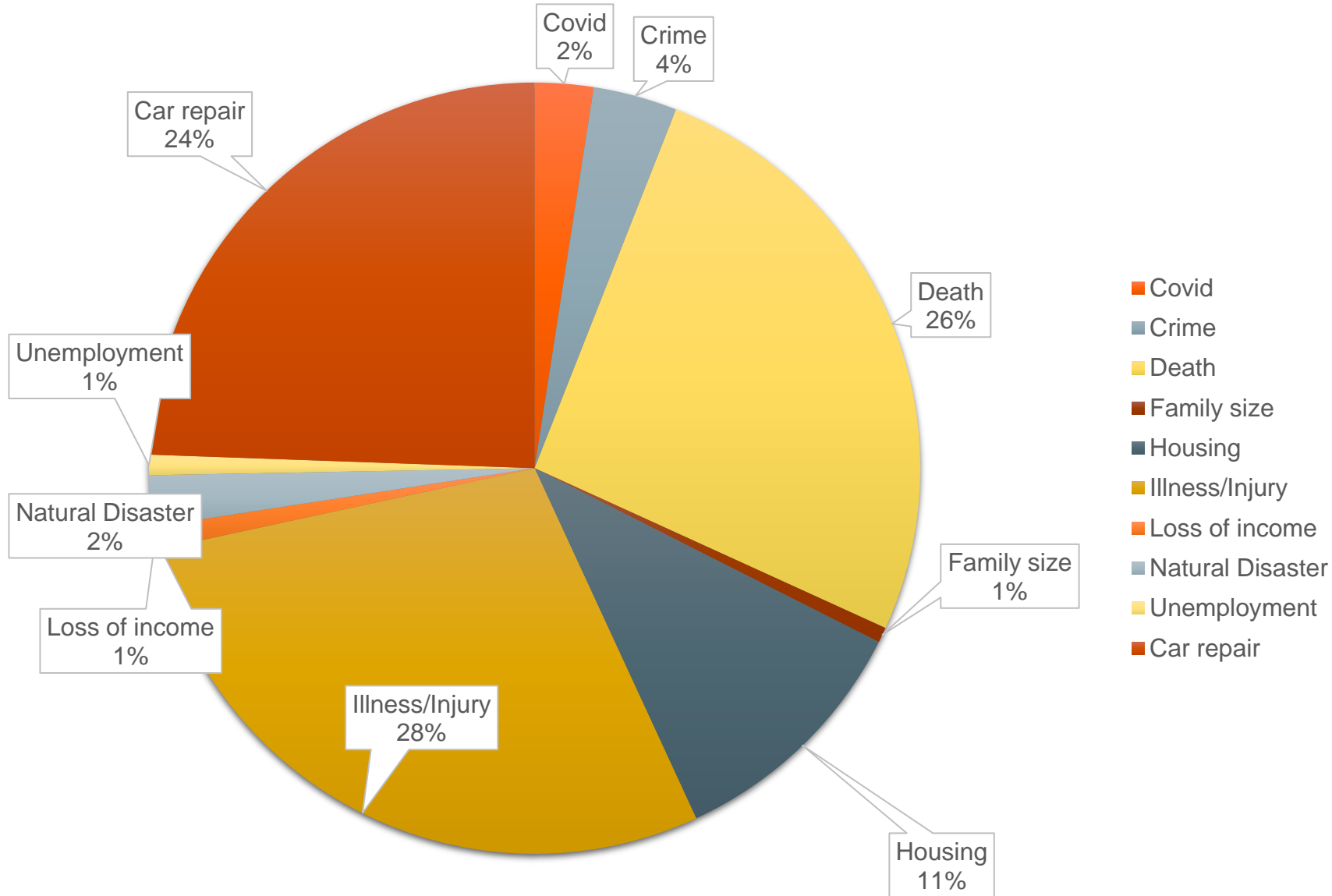
Southern Division FY '22 Grant Activity



▪ **5,078** grants
▪ **\$7,057,877**
in grant assistance

**The chart represents grants awarded*

Western Division FY '22 Grant Activity



- **940** grants
- **\$2,736,869** in grant assistance

**The chart represents grants awarded*

Direct vs Matching Grant Overview



DIRECT GRANT

- Primary/flagship grant
- Must have a triggering event and a qualifying expense
- Rigid criteria
- Award amount up to \$10,000; based on the documented need

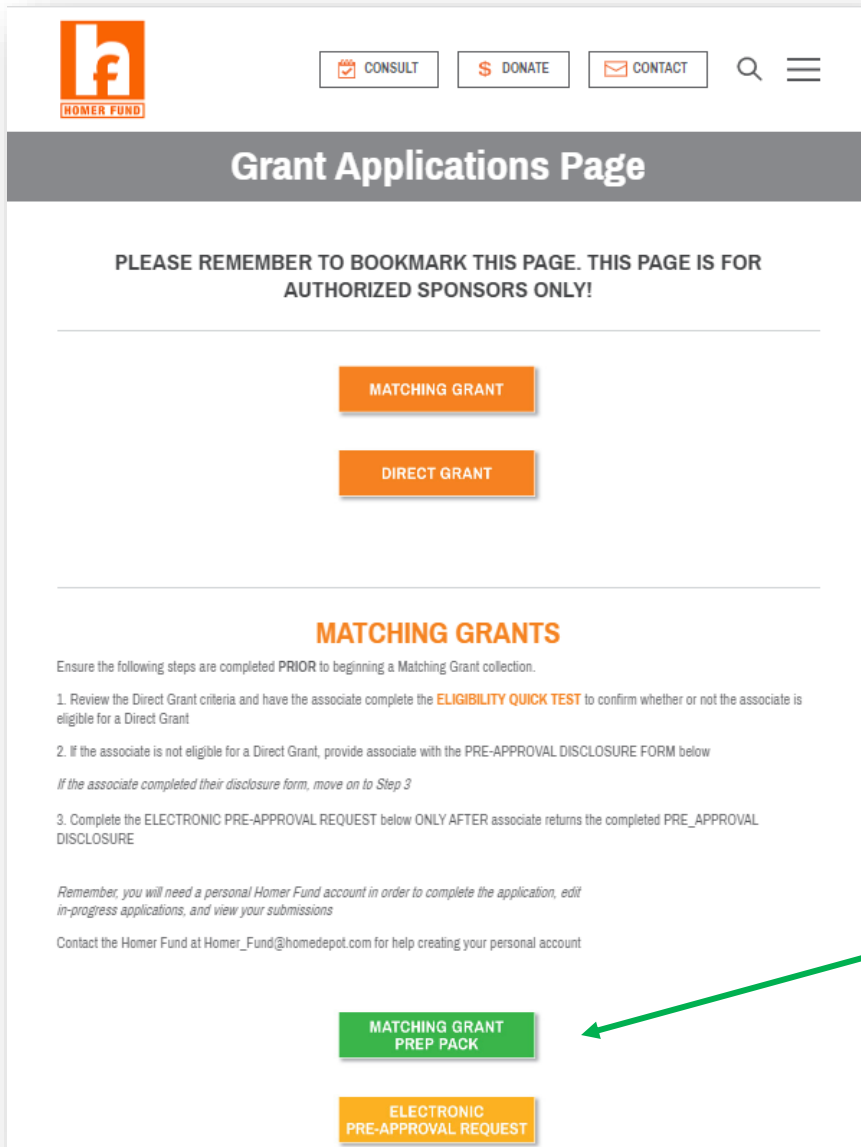


MATCHING GRANT

- Secondary grant or complementary grant
- Criteria is flexible (expanded list of everyday events that cause a hardship)
- Pre-approval from the Homer Fund
- Can cover expenses not addressed by the Direct Grant
- Award amount up to \$5,000; based on the amount collected and the documented need

How to apply

<https://thdhomerfund.org/grant-applications-page>



The screenshot shows the top navigation bar with the Homer Fund logo, 'CONSULT', 'DONATE', and 'CONTACT' buttons, and a search icon. Below is a grey header with 'Grant Applications Page'. A warning message reads: 'PLEASE REMEMBER TO BOOKMARK THIS PAGE. THIS PAGE IS FOR AUTHORIZED SPONSORS ONLY!'. Two orange buttons are visible: 'MATCHING GRANT' and 'DIRECT GRANT'. The 'MATCHING GRANTS' section includes instructions and a 'MATCHING GRANT PREP PACK' button. The 'ELECTRONIC PRE-APPROVAL REQUEST' button is also present.

Create a new account or log into existing account

Direct Grants

Matching Grants



The screenshot shows the 'DIRECT GRANTS' section. At the top, it says 'Click below to LOG IN or CREATE your personal Homer Fund account' with an 'ACCOUNT LOGIN' button. Below is the 'DIRECT GRANTS' heading and instructions. A list of events is shown in orange buttons: DEATH, ILLNESS OR INJURY, COVID-19, HOUSE FIRE, NATURAL DISASTER, UNEMPLOYMENT, LANDLORD SALE OR FORECLOSURE, UNINHABITABLE OR CONDEMNED HOUSING, NEW GUARDIANSHIP, UNANTICIPATED INCREASE IN FAMILY SIZE, LOSS OF SUBSIDY OR CHILD SUPPORT, MAJOR CAR REPAIRS, CRIME, and MAJOR HOME REPAIRS. The footer contains the organization's mission statement and copyright information.

Consultations



- Call the Homer Fund direct number or email for any general concerns.



- Schedule time with an analyst who is not assigned to your grant request.
- Schedule time for grant status updates or general questions.

The screenshot shows the 'Homer Fund Consultation' booking page. At the top is the Homer Fund logo (a stylized 'h' and 'f' in a square) and the text 'The Homer Fund'. Below this is a card for 'Homer Fund Consultation' with a checkmark icon, stating '15 minutes of dedicated time to answer q...' and '15 minutes' with a globe icon. A button labeled 'Booking for Homer Fund Consultation' is below the card. Underneath is a 'SELECT STAFF (OPTIONAL)' section with a dropdown menu currently set to 'Anyone'. The main booking area is for 'May 09' and features a calendar on the left and a time selection grid on the right. The calendar shows the date '9' (May 9th) highlighted. The time grid offers slots from 2:00 PM to 3:30 PM in 15-minute increments. At the bottom, a note states 'All times are in (UTC-05:00) Eastern Time (US & Canada)'.



Consultation Stats

thd.co/hfconsult

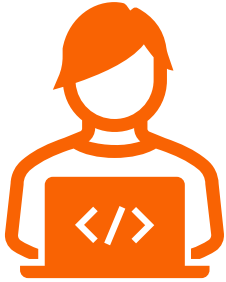
On average, we receive 40 general consultations and 60 grant reviews on a monthly basis

On average, 80% of consult results in approvals

Current ratio on who schedules consult 85% associate's vs 15% sponsors

After consultations, our goal is to process all request within 7-10 business days. The average consultation received a decision with 7 business days.

Grant Determination



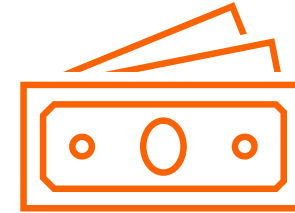
Eligibility

- Schedule Consult
- Send an email
- Take the Eligibility Quick test



Review

- Provide sufficient documentation
- Be available to speak with analyst



Recommendation

- Determined by financial need not want

Pop Quiz!

Natural Disaster Emergency Grant

■ What is the Intent?

- Upon eminent threat and in the immediate aftermath of a disaster, The Homer Fund may provide emergency financial assistance to associates in need (no supporting documents required):
 - Temporary shelter (i.e., needs help with the cost of paying for a hotel)
 - Food (i.e., paying for food while displaced, food replacement when necessary)
 - Clothing (i.e., purchase of clothing when associate did not have time to pack before evacuation)
 - Associates seeking help with home repairs, relocation, homeowners insurance deductibles and other critical, but less time-sensitive needs are required to seek assistance through the normal Direct Grant process

■ Who Qualifies?

- Current associates (including associates on LOA)
- Associates' legal spouse, minor child(ren) and legal dependents

■ How Much Is Awarded?

- Grant amounts are in smaller amounts to address immediate needs, and are based on family size
- Range from \$75 - \$850 (*extreme situations may exceed max*)



Natural Disaster Emergency Grant

■ How Do I Help Associates Access Emergency Funds?

- Upon activation of The Homer Fund's emergency response, regional/district leadership in the impacted area is notified via email
- Email contains an application link and instructions to forward to authorized sponsors locally

■ How Soon Will Associates Receive Emergency Funds (if qualified)?

- Emergency funds are processed as quickly as possible and associates will receive an confirmation of the release of funds within 24-48 business hours. Funds provided via Payroll Direct Deposit.

■ When Does the Emergency Process Close?

- By nature of the event, the emergency process will close no later than 2-7 days from the occurrence of the disaster (*exceptions made where required*)



TORNADO



WILDFIRE



EARTHQUAKE



WINTER STORMS



OTHERS



HURRICANE



FLOOD



EXTREME HEAT



Emergency Applications

Understanding the associates needs and entering the accurate information is critical, specifically **LEGAL NAME, PHONE # and EMAIL ADDRESS**



ASSOCIATE BASIC INFORMATION

Associate's Full Name Associate ID # Associate's E-mail Address
IMPORTANT: Grant info is disseminated via e-mail.

Associate's Contact Phone

Associate's Physical Street Address Associate's City Associate's State

Associate's Postal Code

HARDSHIP DETAILS

Funds may be issued to help with temporary shelter, food and clothing ONLY. Requests for home repairs, moving expenses, etc must be submitted through normal Direct Grant process.

Associate's First Name Associate's Last Name

ASSOCIATE'S STORE/HD LOCATION INFORMATION

Primary Sponsor's First Name Primary Sponsor's Last Name Primary Sponsor's Job Title

Primary Sponsor's E-mail Address

Division Region & District Home Depot Store/Location #

Home Depot Street Address Home Depot City Home Depot State

Home Depot Postal Code

HR Rep's First Name HR Rep's Last Name
DHRM, RHRD, SrHR Mgr. or above

HR Rep's Job Title HR Rep's E-mail Address
DHRM, RHRD, SrHR Mgr. or above



Ensure management information is accurate in case the associate does not get the email, and **DON'T FORGET TO CLICK "REVIEW & SUBMIT"**



Details are CRITICAL

◆ Reason for Application

Please be specific. Vague descriptions will cause delays in processing.

For example, instead of typing "Wildfire," provide details like "Associate's home was destroyed in wildfire; currently staying w/family, but needs help with food and clothing."



When entering cause of hardship, the more details the better as it helps us determine appropriate need and assistance.

Example of information that is helpful: "Tree fell on associate's home and it is uninhabitable. Associate and spouse need housing food and clothing."

Post-Emergency Process

- **IF THERE IS NO NEED FOR IMMEDIATE EVACUATION/FOOD/CLOTHING ASSISTANCE,** associates may apply for a Direct Grant for help with:
 - Home repairs/homeowners' insurance deductible
 - Relocation
 - Past due essential household expenses (i.e., past due rent/mortgage, past due natural gas/electricity/water)
- **Supporting documentation is required**
 - Reference Direct Grant Prep Pack to ensure ALL required documents are submitted with application
 - Incomplete applications will not be processed and will be immediately declined
 - Examples of required documents:
 - Copy of homeowners insurance claim pay-out and/or insurance declarations page
 - FEMA assistance documentation
 - Repair quote from selected licensed contractor
 - Assistance is not given for landscaping, sheds, fences, etc.
- **NOTE: Associates must complete their insurance claim prior to seeking Homer Fund assistance**



INTERNAL USE

Pop Quiz!

Captainship Role

- **Knowledgeable of Grant Programs (CORE):**
 - Direct & Matching
- **Knowledgeable of Resources**
 - Thdhomerfund.org
 - (supporters & resources)
 - thd.co/hfconsult
- **Knowledgeable of the Ways to Donate**
 - Thdhomerfund.org/donate
- **Drive participation during the Fundraising Campaign**
- **Serve as a Point of Contact for The Homer Fund throughout the year**
- **Encourage Continued Support of Homer Fund**

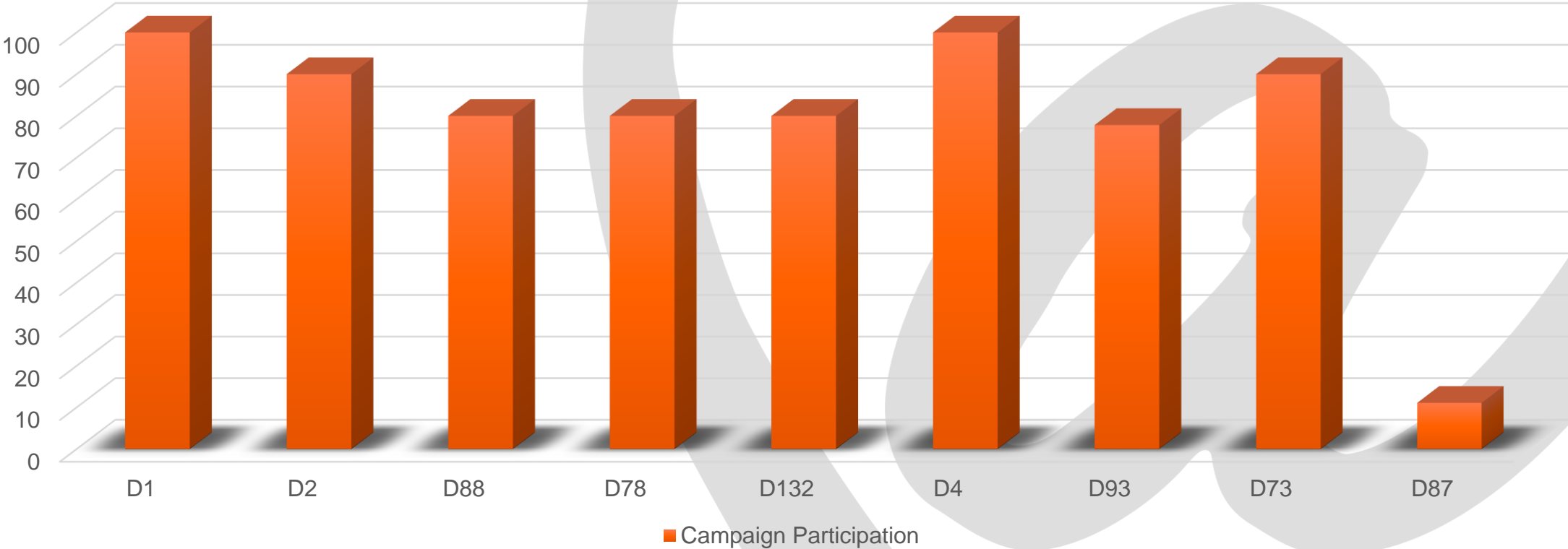


Orange at Heart Fundraising Campaign 2022 - Results

Division	District	Captain Participation (completed >= 5 activities)
Southern	1	100.0%
	2	90.0%
	88	80.0%
	78	80.0%
	132	80.0%
	4	100.0%
	93	77.8%
	73	90.0%
	87	11.1%

Orange at Heart Fundraising Campaign 2022

Mid South



Fundraising Campaign 2023



CONTINUE TO ASSIST ASSOCIATES IN NEED



CONTINUE TO LIVE THE COMPANY'S CORE VALUES



Orange at Heart 2023

Dates: July 5 - August 4

Goal: Actively fundraise and continue to emphasize the importance of Homer Fund awareness and associate engagement across social media and internal channels

OBJECTIVES

- ❑ Actively fundraise and increase awareness and education of The Homer Fund support available for Home Depot associates
- ❑ Increase engagement with The Homer Fund across social and internal channels
- ❑ Encourage current and future donations to The Homer Fund

Because we're all


orange
@heart

Pin Backer

Thank you for your donation to The Homer Fund

#orangeatheart

Please enjoy 5% off your next purchase at THD Gear



www.thdgear.com

Use Promo Code **HOMERFUND2023**

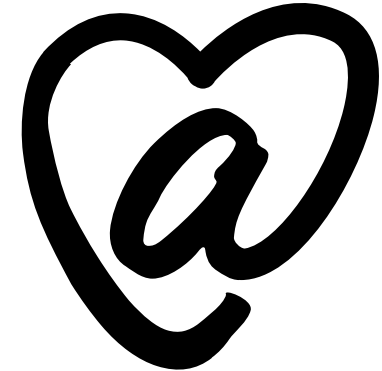


A New Way to Participate!

We need your help to **drive participation** during the Orange at Heart campaign across all Home Depot facilities.

In 2023, “participation” is not just fundraising. It’s...

- Purchasing swag that gives back at THDGear.com
- Setting up an educational display in the breakroom
- Getting associates to follow @HomerFund on Twitter
- Sharing #OrangeAtHeart and #HomerFund stories on Yammer and Twitter
- Encouraging associates to donate
- Encouraging existing donors to increase their donation by a minimum of \$1



We’re asking each Community Captain to complete specific participation activities over the course of the campaign.

Once you’ve completed **five**, your participation will be counted!

Supporters Page



[Thdhomerfund.org/supporters](https://thdhomerfund.org/supporters)



Ways to Donate

[Thdhomefund.org/donate](https://thdhomefund.org/donate)

- **Automatic Payroll Donation**
 - One time or Recurring
- **Check Donation**
- **Credit Card Donation**
 - Minimum online donation \$25
- **Stock Donation**
- **Community Captains Enter Donations**
 - Must have signed donation form from associate



Contributions Manager – New Look

[THDHomerFund.Org](#) > [Donate](#) > [Captains Click Here](#)



THD Account Sign On

User ID

Password

Sign In

[Forgot Password](#)

[Terms of Use](#)



New Sign-In

Hi, Cheryl ?

Sending Sign-In Request


Check **"iPhone"** for a notification to continue authentication.

Didn't receive notification?


Cancel

▲ Show less


Biometrics



Authenticate OTP



SecurID OTP



Contributions Manager – Captains Page

SINCE YOU ARE A CAPTAIN, HOW WILL YOU BE DONATING TODAY?



DONATE AS MYSELF



DONATING ON BEHALF OF OTHERS



AS A CAPTAIN PLEASE REVIEW OUR PRIVACY POLICY

Captains MAY NOT enroll an associate for payroll deductions WITHOUT a [signed donation form](#) completed by the associate. As a reminder, only a Homer Fund captain, salaried member of the leadership team, or a Homer Fund team member may perform this action.

I ACKNOWLEDGE THIS POLICY



New Contributions Manager

Home

Donate

Search

Log out

Contributions Manager



MY DONATIONS

You are donating every pay period

\$20

[EDIT MY DONATION](#)



Add a donation

Make a new one time donation

[DONATE →](#)



Captains enrollment

Enroll donors (donor authorization required)

[DONATE →](#)

Entering Donations

ADD DONATING ASSOCIATES

DOWNLOAD WORKBOOK TEMPLATE UPLOAD WORKBOOK

SUBMIT

Associate LDAP, AID	Associate Name	Amount	Donate Via	Frequency	Date	Delete / Add row
<input type="text" value="CK95W1"/>	<input type="text" value="KING, CHERYL J"/>	<input type="text" value="5"/>	<small>Select Below</small> <input type="text" value="Cash"/>	<input type="checkbox"/> Every pay period	<input type="text" value="12/20/2022"/>	
<input type="text" value="LDAP or AID"/>	<input type="text"/>	<input type="text"/>	<small>Select Below</small>	<input type="checkbox"/> Every pay period	<input type="text" value="12/20/2022"/>	

Please Review

Please review all entries for accuracy before submission. Once the entries are submitted you will not be able to make edits.

REVIEW

- Home
- Donate
- Search
- Log out



Contributions Manager (cont.)

Home

Donate

Search

Log out

Contributions Manager

Search Donation Records

Associate LDAP, Associate ID

From

To

Amount

Select Below

Search Results

DOWNLOAD

Associate LDAP	Associate Name	Amount	Payment method	Date	Submitted By	Check/Transaction #
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Homer Fund Contact Info



Website

THDHomerFund.org



Email

Homer_Fund@homedepot.com



#

P: (770) 384-2611

F: (770) 384-2612



Twitter

[@HomerFund](https://twitter.com/HomerFund)



Consultation

thd.co/hfconsult

Questions



Homer Fund Comms



The Homer Fund Key Storytelling

1



FUNDRAISING

Educate associates on how to donate throughout the year; Facilitate an annual fundraising campaign, Orange at Heart, with focus on participation; Highlight collective spirit of caring

2



GRANT PROGRAMS

Provide education on grant program basics for new (and tenured) associates: eligibility, how to apply, consultations, etc.; Share grant recipient testimonials to underline support

3



CULTURE & IMPACT

Highlight how The Homer Fund and its programs support our core values and offer associates additional support, such as financial planning and wellness resources

4



ORANGE SCHOLARS

Educate associates and dependents on scholarship extension to trade schools; highlight success stories

5



DISASTER RELIEF

Complement enterprise-wide disaster response storytelling efforts with THF's support for associates experiencing need in disaster-stricken communities; Data storytelling

orange@heart CAMPAIGN RECAP

Participation Highlights

- **60%** of Home Depot locations completed more than five campaign participation activities in July
 - More than 34,000 activities completed in support of The Homer Fund
- **462 Captains** (21% of registered Captains) did not respond to any survey during the campaign.
- Of the 1,689 Captains who responded to the survey, 1,295 (76.7%) completed at least five activities.
 - Of the Captains who responded to the survey, 90% completed at least three activities.
- On average, **52%** of registered Captains responded to the survey each week.
- **Southern Division** had the highest completion percentage of all store divisions
- **SSC and MET Captains** achieved 100% completion
- Most popular activities included **setting up a Homer Fund display** and **signing up five new associates to donate**

Captain Engagement

- Pre-kickoff huddles to brief district and store Captains on campaign expectations
- **Five weekly newsletters** to keep Captains engaged and informed of participation metrics
 - Announced additional campaign activities each week
- Ready-to-print creative assets to Captains through the **digital “display in a box”**
- Social media toolkits with copy and images to encourage engagement on Twitter and Yammer



orange@heart CAMPAIGN RECAP

Associate Engagement

- Debuted The Homer Fund alias on Yammer
- **749** Yammer posts with 722 comments and 6.8K reactions
 - Two Yammer posts from Ted were viewed nearly **30K times**
- **1.7K** Twitter uses of campaign hashtags (#OrangeAtHeart, #HomerFund)
- **1.5K** new Twitter followers (+14% growth)

Orange at Heart Merchandise



- Offered an expanded line of Orange at Heart merchandise via THDGear.com and The Gear Store
- **21.6K** units sold
- **5,737 non-pin units sold**, driving **\$5,737 donation** to The Homer Fund (**+368% increase** in non-pin sales YOY)
- Most popular items were the t-shirt and tumbler



Orange at Heart 2023 Campaign Updates

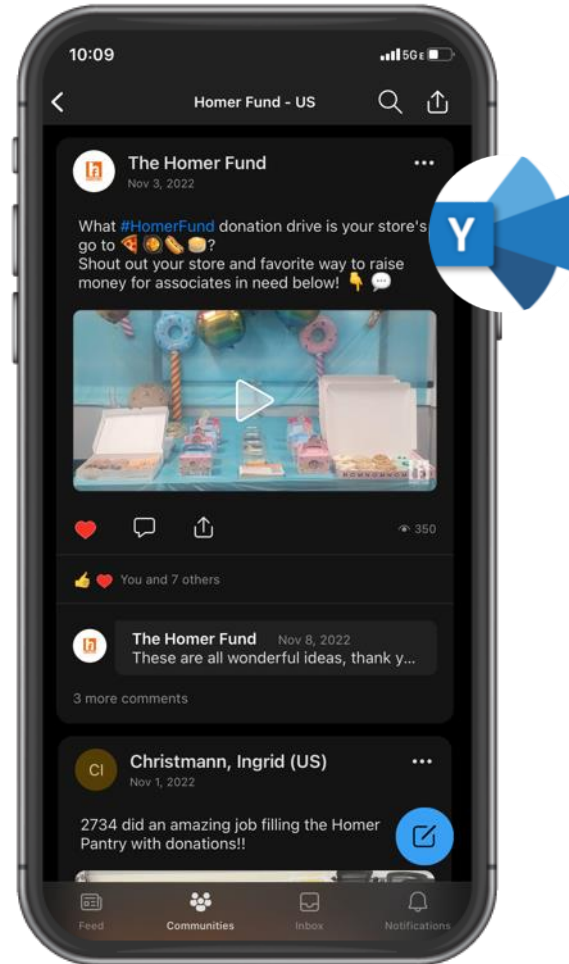
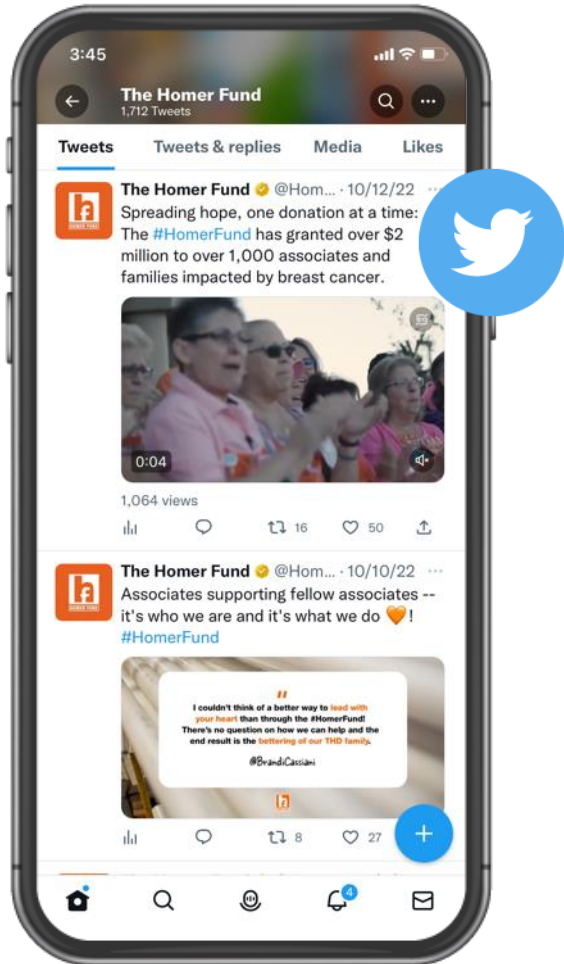
Thank you, captains, for such a strong Orange at Heart campaign last year! We're working to make this year's fundraising campaign even better and easier for you to participate and encourage your associates to donate and get involved.



There are a few things we need you to know:

1. **Make sure your Homer Fund captain and contact information is up to date in the 2023 Captain Directory.** Do a monthly maintenance check to ensure we have the most accurate information.
2. **We're working to make reporting your campaign participation easier than ever.** This year, you'll just need your LDAP and to answer one question each week. More details will be shared during the pre-campaign huddles, but please make sure one captain per location responds.
3. **Purchase campaign merch to help your associates engage and drive donations.** New gear will be available through THDGear.com – log in as an associate to view Homer Fund and Orange at Heart swag.
4. **Retire images from past years to refresh your displays for associates.** Closer to the campaign, we'll share more digital assets to help you spread the word about the campaign and how to donate to The Homer Fund.
5. **Be on the lookout for campaign teasers starting in June on Homer Fund social channels!** You'll start seeing more about the campaign earlier than ever to help us meet our fundraising goals.

Homer Fund Social Media Channels



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. More views = more awareness.

ACTIONS:

- Engage with and tag [@HomerFund](#) on Twitter.
- Join the [Homer Fund – US](#) and [Team Depot & Homer Fund Captains](#) communities on Yammer to share how you're supporting The Homer Fund.

Hashtags: #HomerFund, #OrangeAtHeart

Let's Amplify Your Stories Together



Think of the communications team as part of your team, here to amplify the collective spirit of caring at your location.



We are here to help. Email questions, photos and recipient stories to **teamdepotpr@homedepot.com**



Find communications resources, including brand guidelines, logos and more, at **thd.co/pr**



TAKE A BREAK



The Home Depot Foundation and Team Depot



Meet the Foundation Team Who Supports Team Depot



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Senior Manager

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770-433-8211 x83315



COURTNEY SMITH

Northern Division Manager

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770-433-8211 x 83409



RYAN BRADDY

Western Division Manager

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770-384-3833



ADAM GOSLIN

Southern Division Manager

Adam_goslin@homedepot.com

404.536.6547



CHUCK SEGAL

Foundation Field Specialist, Northern

chuck_segal@homedepot.com

678-576-4687



KRISTINE COHN

Foundation Field Specialist, Southern

kristine_cohn@homedepot.com

770-384-2095



DANNY WATSON

Foundation Field Sr. Specialist, Western

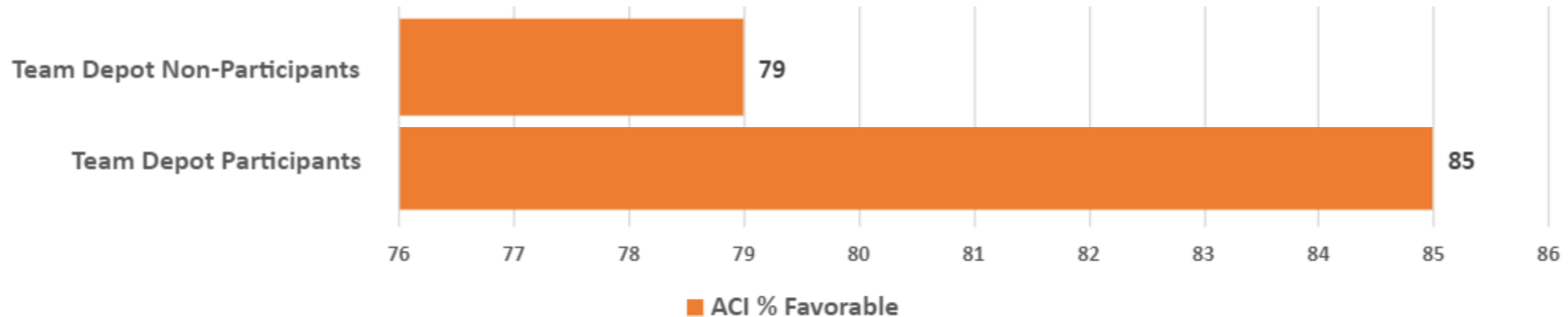
danny_r_watson@homedepot.com

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





The Home Depot Foundation Overview

WHO WE ARE

The Home Depot Foundation works to improve the homes and lives of **U.S. veterans**, support **communities** impacted by **natural disasters** and train **skilled tradespeople** to fill the labor gap. Since 2011, the Foundation has invested more than \$400 million in veteran causes and improved more than 50,000 veteran homes and facilities.

HOW WE OPERATE

We partner with nonprofit organizations across the U.S. to **make a difference.**



SEE HOW WE'RE MAKING A DIFFERENCE:

- HomeDepotFoundation.org
- @HomeDepotFound
- @HomeDepotFoundation



PATH TO PRO

Training the next generation of skilled tradespeople and diversifying the trades industry

~400K skilled labor job openings¹

TO DATE

126K+ introduced to skilled trades

CERTIFIED

29K+ participants

\$50 million committed to address the growing skilled labor gap

¹ Bureau of Labor Statistics Job Openings Survey (Construction Sector)



VETERAN CAUSES

Ensuring safe, affordable housing for our nation's homeless and combat-wounded veterans

3M veterans are living in inadequate owned housing²

37K+ veterans are homeless on any given night³

WE'VE INVESTED

\$400M+ in support of veteran causes

& IMPACTED

50,000+ veteran homes & facilities

\$500 million committed to veteran causes by 2025

² Housing Assistance Council
³ U.S. Department of Housing and Urban Development 2020 "Annual Homeless Assessment Report"



DISASTER RESPONSE AND RECOVERY

Rebuilding hope for communities impacted by natural disasters

120 official disasters declared by FEMA in 2021

We support

disaster preparedness, immediate response & long-term recovery

MORE THAN

\$5.5 million invested in natural disaster response and recovery so far this year

Our Path to Pro Programs



SEPARATING MILITARY

Each year, in partnership with Home Builders Institute (HBI), the Path to Pro military program provides nearly **1,200** exiting service members with industry recognized pre-apprenticeship certification (PACT) through **10 U.S. military bases**.



HIGH SCHOOL & YOUTH

The Path to Pro high school and youth program offers curriculum and hands-on training to students in more than **270 schools** across **33 states**, with partners HBI and Construction Ready.

National Nonprofit Partner Opportunities

The Home Depot Foundation partners with 21 national nonprofit partners

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:

Participation
Optional

Funding for project may
already be in place

If project requires funding, you may utilize
standard Team Depot grant process

Community Captain Directory

THD.co/TeamDepot

- Access directory at THD.co/TeamDepot
- Captains are responsible for accessing and updating the directory with their information



2023 CAPTAIN
DIRECTORY

NEW CAPTAIN CLICK
HERE



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

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 Team Depot programs and beneficiaries, click [here](#).

TEAM DEPOT GUIDANCE

The 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

MLK Week of Service

January 16th - January 21st

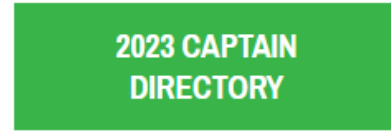
Team Depot will create safe, fun, and educational spaces for children in economically disadvantaged communities and neighborhoods. To learn more on how your team can get involved, click [here](#).

Community Captain Directory

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

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

New Captain Registration and Updates



STEP 1. - REGISTRATION & WELCOME

Click on the Green Captain Directory button above and add your information to the appropriate tab.

STEP 2. - REQUIRED TRAINING

Team Depot Training is **mandatory for new captains** and only available through **Knowledge Depot**.

Have your HR Manager or ASDS load the following course work, into your Learning Plan:

- 00162448 – TD Training – The Basics
- 00162601 – TD Training – Building Relationships
- 00162602 – TD Training – Managing Projects

Once the courses are loaded, you will have 30 days to complete it.

STEP 3. - PROGRAM RESOURCES

- Team Depot Grant Process – important grant documents
 - **Grant Process Overview**
 - **Smart Simple Grant Application Link**
 - **Giving Guidelines**
- Project Planning – helpful tips for project planning
 - **Site Visit Checklist**
 - **Project Planning Checklist**
 - **Project Playbook** (under Plan Your Project section)

Knowledge Depot Training

New Captain Sign-Up

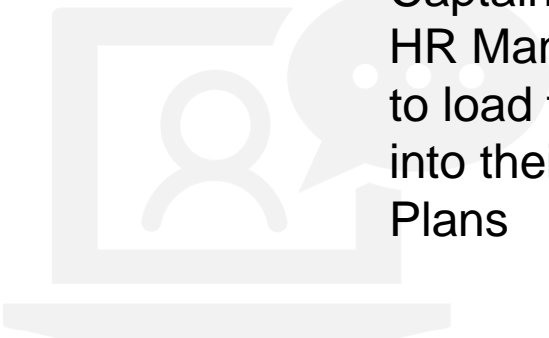
- Click on “New Captains Click Here” button on the Toolbox
- New Captain will read the page and add their information to the appropriate tab in the directory
- Captain will ask their HR Manager or ASDS to load the courses into their Learning Plans

Knowledge Depot

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

Integrated Learning

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



TD SOP – Required to read, Visit: [THD.co/TeamDepot](https://www.thd.com/TeamDepot)

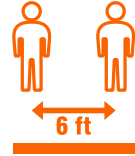


It is **mandatory** that the **Team Depot SOP** is reviewed by each Captain and followed on all Team Depot projects

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

Associates volunteer **off the clock** to facilitate and complete projects

Cannot do a project to **benefit an associate or family**



All volunteers and nonprofits **must adhere to the more restrictive policies** between Government Agencies' and The Home Depot as it relates to health and safety measures

No HD associate can participate in a task requiring licensing; **any licensed task** must be performed by a licensed contractor

Follow store procedures if an associate or community volunteer is **injured** on site



Every project participant (volunteer, beneficiary, etc.) **must sign the Team Depot waiver.**

Any THD Foundation **awarded funds** and purchased supplies are the sole **property of the nonprofit organization**

No projects on mobile homes

Safety Best Practices



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



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

Projects: The Don'ts



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



If project tests positive for 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

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 ties, 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



Nonprofit Partners – Resource Guide

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



Nonprofit Resource Guide

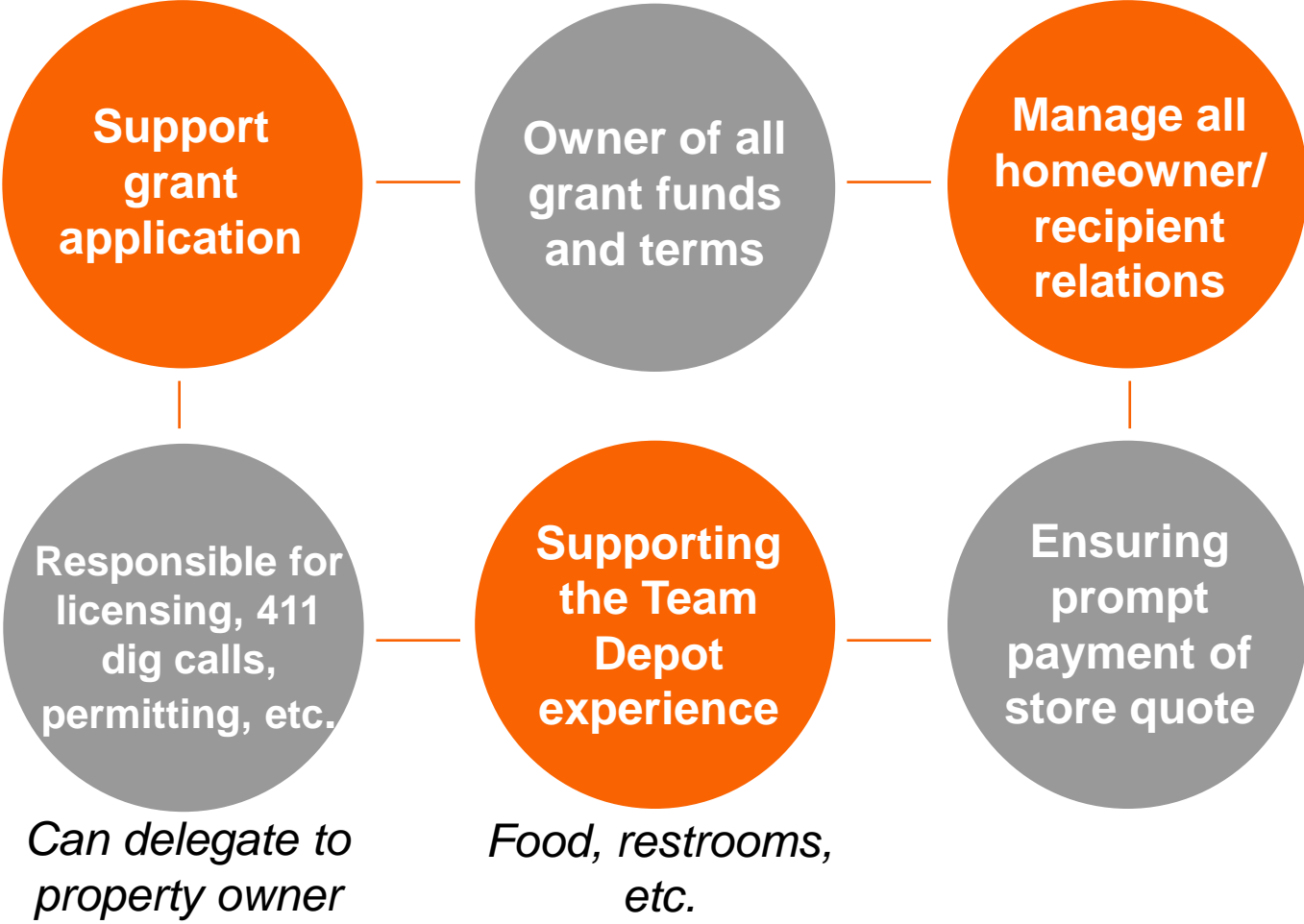
- Includes national Veteran Service Organizations
- National organization affiliate finder
- Keyword search list

The screenshot shows the Team Depot website interface. At the top left is the 'THE HOME DEPOT TEAM DEPOT' logo. To the right are buttons for 'CAPTAIN DIRECTORY' and 'ADD NEW CAPTAIN / UPDATE CAPTAIN INFO'. A navigation menu on the left lists various categories, with 'Foundation Partners' highlighted in a red box. The main content area contains text about safety and project types, with a 'Nonprofit Resource Guide' link highlighted in a red box.

Organization	Mission	How to Partner	Website
Disabled Veterans of America	We are dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.	Assist with Interior and exterior work on veteran homes, VFWs, and Veteran Service Organizations with projects that include landscaping, painting, wheelchair ramps, flooring, lighting and more their local office or a veteran who may be in need minor home repair.	https://www.dav.org/get-involved/volunteer/volunteer-locally-to-help-veterans/
VFW	The Veterans of Foreign Wars of the United States is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, guard and reserve forces.	Assist with Interior and exterior work on veteran homes, VFWs, and Veteran Service Organizations with projects that include landscaping, painting, wheelchair ramps, flooring, lighting and more their local office or a veteran who may be in need minor home repair.	https://www.vfw.org/find-a-post
Wounded Warrior Project	To honor and empower wounded warriors. To foster the most successful, well-adjusted generation of wounded service members in our nation's history.	Assist with Interior and exterior work on veteran homes, VFWs, and Veteran Service Organizations with projects that include landscaping, painting, wheelchair ramps, flooring, lighting and more their local office or a veteran who may be in need minor home repair.	https://www.woundedwarriorproject.org/contact-us
Feeding America	Feeding America is the largest charity working to end hunger in the United States. We partner with food banks, food pantries, and local food programs to bring food to people facing hunger. We advocate for policies that create long-term solutions to hunger.	Serving at Food Banks, building community gardens, building storage for community kitchens	https://www.feedingamerica.org/find-your-local-foodbank



Nonprofit Partner's Role



Beneficiaries

Veterans

COMBAT-WOUNDED
VETERANS

4M

veterans have a
service-connected
disability

HOMELESS
VETERANS

37K+

veterans are
homeless on any
given night

AGING
VETERANS

10M

veterans are over
the age of 65

\$500M
TO VETERANS IN NEED

- Housing
 - Single Family Homes
 - Multifamily facility – apartment community for formerly homeless veterans
- Animals – Veteran Service Dogs, Equine Therapy
- Supportive Services – VA facilities, job support, therapy, respite camps
- Children – Playground for vet family, playhouse
- Communal Spaces – American Legion VFW, etc.
- Memorials – Memorial in a Park or City Cemetery



Community

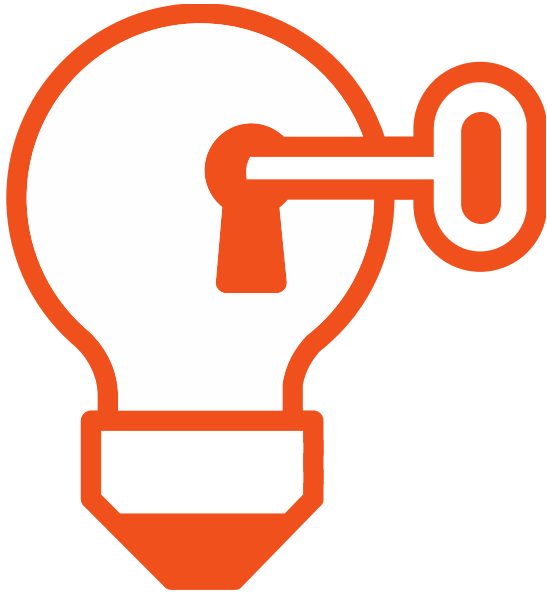
- Broad community, vs. one home
- Meeting a need connected to impacting a lives
 - not creating storage in a food bank but building revitalizing a community park or space that will improve the community and have a direct impact on the people who live there

Projects can include:

- Landscaping at parks and organizations
- Building community gardens
- Ball-field makeovers and courtyard renovations

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



T A K E A B R E A K T H



Team Depot Project Planning

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

Project Resources

[THD.co/TeamDepot](https://www.thedepot.com/TeamDepot)



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 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 providing (**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

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

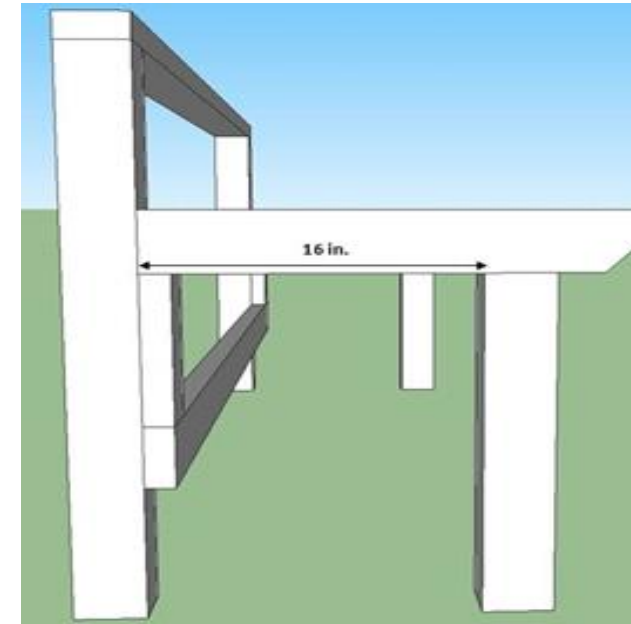
- Menu of project options with volunteer friendly plans
- Automatically calculates material & tool lists and volunteer counts

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 .



Projects: Services Support

- Limited funding available for tasks requiring professional services
- Consult 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 or homeowner has secured any necessary permits prior to beginning task – no permits, no project



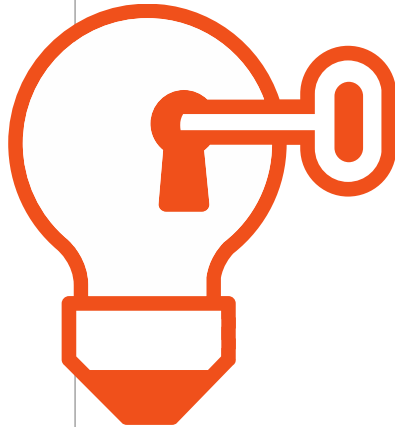
Team Depot grant can provide up to **30%** of the total cost of the project for professional services

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

Team Depot Grants

STRATEGY:

Team Depot Grants create a long-lasting, physical change in the community by engaging associates in meaningful projects



Keys to Success:

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



Team Depot Project & Funding

- Average Team Depot Project is **\$7,000** and engages **23 associates**
- Giving guidelines support up to **\$330 per associate**

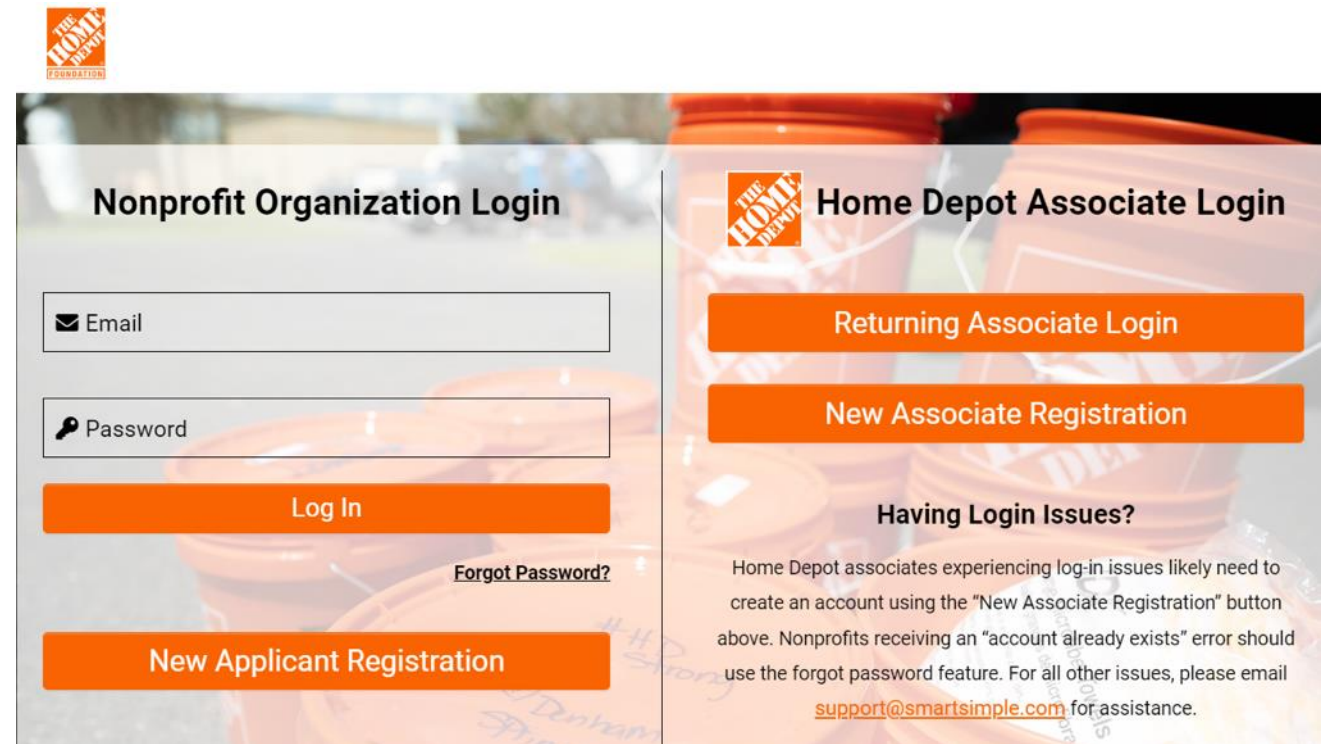
Team Depot Veteran Focus Project Budget Guideline Examples				
Grant Request	\$3,300	\$8,250	\$9,900	\$24,750
Facility Engagement	Single Facility	Multi-Facility	Multi- Facility	Multi-Facility
# of Team Depot Volunteers	10	25	35	75

- Funding for Community projects is limited



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 displays two login panels side-by-side. The left panel is titled "Nonprofit Organization Login" and features a Home Depot Foundation logo at the top. It includes input fields for "Email" and "Password", a "Log In" button, a "Forgot Password?" link, and a "New Applicant Registration" button. The right panel is titled "Home Depot Associate Login" and also features the Home Depot logo. It includes a "Returning Associate Login" button, a "New Associate Registration" button, and a "Having Login Issues?" section. This section contains text explaining that Home Depot associates with login issues should use the "New Associate Registration" button, while nonprofits should use the "Forgot Password" feature. For other issues, it provides the email address support@smartsimple.com.

Live Demo – Life Cycle of a Grant Application

- Registering
- Eligibility Quiz
- Application Type
- Registering an Organization
- Application Section Walk Thru
- Attachments
- Revisions
- Good Project Description vs Bad Project Description

Team Depot Grant: Delays & Declinations

DELAYS

- Missing info on paperwork (*5 business days*)
 - Expired liability insurance (*7 business days*)
 - Project doesn't align with giving guidelines (*7-14 days*)
 - Revisions Requested not submitted timely (*14-30 days*)
-



DECLINED

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



Spring Into Service

April 30th Anniversary Team Depot

- Ramps + Plants
 - If weather is not feasible for any exterior projects, indoor safety modifications and weatherization are preferred
- Veterans
- Disaster Prep
- Focus on first-time Team Depot Volunteers



Operation Surprise

- Fall Campaign
- 100% focus on veterans throughout campaign
- Create surprise moments during projects



Week of Service Honoring the Legacy of Dr. MLK Jr.

- To honor and celebrate Dr. Martin Luther King Jr.'s legacy and help drive sustainable change and social equity across communities, the Foundation and Team Depot will lead a nationwide week of service
- Occurs the 3rd week of January 2024



Team Depot Swag Strategy

- Campaign specific items sent out to stores with approved projects in campaign windows
- Program Recruitment in store through useful items for associate's day to day
- Identifying Store Captains through Captain specific clothing that can be worn instore and on project site
- Expanding available product to stores through THDGear. Selections driven by associate and store feedback



THD Gear Team Depot Reboot

Live by March 1st!!!



Dry Tech



THD Gear Team Depot Reboot

Live by March 1st!!!

GIVE BACK
TEAM DEPOT



Team Depot Apron Badge

- [THDgear \(bdasites.com\)](http://THDgear(bdasites.com))
- Can be handed out on project site to volunteers as appreciation.
- Worn on Apron in store
- Identifies associates willing to volunteer
- Brings awareness of the Team Depot program to associates who haven't participated.



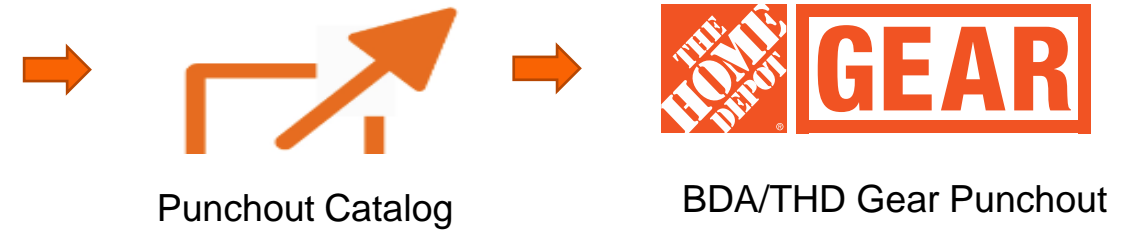
Ordering Team Depot Swag

Associate's

- [THDgear \(bdasites.com\)](https://bdasites.com)
- Log in as an associate or create an account
- Search for Team Depot under the "Brands" tab
- Purchase using the stores P-card for bulk orders or personal card for personal orders.





Store/Facility


My Apron → Applications → Ariba




BDA/THD Gear PunchOut
From BENSUSSEN DEUTSCH & ASSOCIATES, LLC.

[Buy from supplier](#) [Add to favorites](#)

Find goods and services    

You have 1 item in your cart 

	THD Team Depot T-shirt Orange ... THD Team Depot T-shirt Orange SM \$7.95 USD × 5	Delete
---	---	------------------------

Total: **\$39.75 USD** [Check out](#)

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



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 SF&I and F&I 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.

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*



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.



Volunteer Only Projects

- Formally known as Store Sponsored
- Captures store activity outside of Foundation-funded projects
- Criteria:
 - Not funded by Team Depot or Foundation
 - Minimum of 5 associates
 - Does **not** include on-site Kids/DIY Workshops or product donations
- Examples:
 - Community Clean-up
 - Walking Service Dogs in Training
 - Packing items at a Food Banks
 - Serving at a Soup Kitchen
 - THD.co/TeamDepot for list of over 60,000 food banks, [linked here](#)



Coming Soon – 2023

Non-Store Teams Onboarded to Team Depot

Supply Chain

- RDCs
- SDC/CB/BDC&FDCs
- DFC's/MDOs:

Outside Sales and Services

- HDIS
- HDMS
- Core
- Pro

Homeowner Agreement

- Gives Team Depot **written permission** to be on property & locks in scope of work
- Form sent out automatically at time of grant approval
- **Responsibility of nonprofit** partner to ensure document is signed & retained, but captain should verify
- Only necessary for projects on single-family homes

Nonprofit Resource Guide

- **Website** designed to provide nonprofit partner with the program **guidelines, responsibilities of a partner** and how-to resources
- Meant for your “ready-to-partner” orgs, not for cold calls
- Website and Team Depot business card in development

Communications and PR





THIS IS HOW

Foundation Key Storytelling



PATH TO PRO

Ignite awareness of THDF's Path to Pro programs and mission to fill the labor gap, train the next generation of skilled tradespeople and diversify the industry; Highlight the programs' compelling success stories, impact, partnerships and investments to underline success.



VETERAN HOUSING

Amplify THDF's veteran giving efforts and its position as the corporate leader in philanthropic veteran causes, specifically focused on providing affordable, accessible housing, through data and human-interest storytelling; Celebrate the fulfillment of the \$500 million commitment



DISASTER RELIEF

Position THDF as a leader in the disaster relief space by highlighting preparedness and real-time response efforts while continuing our increased focus on identifying and amplifying long-term recovery storytelling opportunities



TEAM DEPOT'S SWEAT EQUITY

Share how Team Depot extends the mission of the Foundation in our local communities through sweat equity and serves as a key differentiator for THD's approach to corporate philanthropy; Partner with field leaders to create ideal storytelling opportunities to underline connection between Team Depot and the Foundation



Why is PR Important?

Reinforces Culture, Inspires Associate Engagement, Drives Business

Sharing the Foundation's story through public relations helps build culture, inspire associates to volunteer, cement emotional connections with current customers and give potential consumers a reason to shop at The Home Depot.

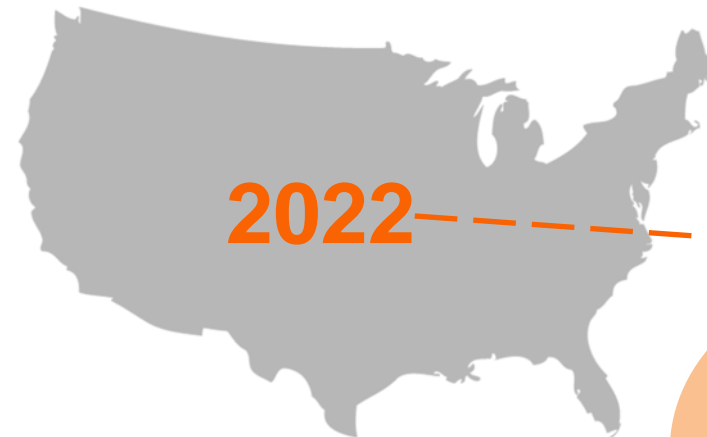
Media Impressions:

HD 91% over **LOW**

Media Placements:

HD 204% over **LOW**

Home Depot volunteers renovate several metro homes for Atlanta veterans



**3,500+
Media
Placements**

**11B+
Media
Impressions**

**Each viewer
= a potential
customer**

Grant Submission + Local Media Process

1. Submit your **project grant** as early as possible – the more details the better. (Date, time, # of associates, nonprofit focus, details about the beneficiaries, your contact information) **We ask that grant applications with firm details be approved at least three weeks before the project date.**
2. Once your grant is chosen for PR, 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 and videos** and send them our way throughout the project.

How PR Selects Projects

The most important step to having your project selected for PR is letting us know about the project early and filling out the grant application fully. The more details the better.

What we are looking for:

- **Project impact:** What is the immediate and lasting impact of this project? What impact will it have on day-to-day life for the recipient?
- **Human-interest angle:** Who is the recipient? Why were they selected? What is their background?
- **Project details:** What day is the project? What time is the project? Where is the project happening? How many volunteers are taking part? *(If the project date changes, please update the grant application)*
- **Contact:** Please use your cell phone number, not store phone number so we can contact you. Please also make sure to have accurate contact information for the nonprofit partner.

Captains Toolkit: How PR selects projects

This grant application includes details that tell the full story and allow PR to fully understand the project's impact

* Approved Scope of Work

Detailed scope of work

[REDACTED] in partnership with Impact Montana, will complete several improvement projects on the home of, Christy, a US Army veteran residing at 808 Poplar Street, Helena, MT 59601. Volunteers will build a new deck off of her back door, build another new deck off the side of her garage, move the existing pergola onto the new deck, and repaint the exterior of the home. Additionally, Home Depot will be surprising the veteran with a new suite of kitchen appliances.

* Recipient/Org Bio

Background includes recipient's military service, family details and current situation at home and at work

Served in the Army in the Social Services department beginning in 1972-1975. Christy was unable to re-enlist due to her brother passing and having to care for her mom. She moved to Helena in 1976 where she raised her family. Christy volunteer at Fort Harrison for the last six years. Currently volunteering at Montana Military Museum. Christy has two children, one which has served for eighteen years in the Army. In November 2021, Christy fell, breaking her wrist in two places, incurring a concussion, and perforated ulcer when she fell. Eight weeks ago Christy fell and cracked several ribs, and through it all, she continues to serve and volunteer. Christy is an asset to our city.

* Recipient Impact

Additional details highlight recipient's need for project and why/how she was chosen for a Team Depot project

Describe in detail how the changes being made to the home/facility will transform the recipient's daily life or directly impact the individuals served by the organization. Please be specific

Our Veteran broke her hip last November. Upon observing her back yard, which is her favorite place to be, we determined it is unsafe and our goal is to make it safe for her, so next spring it will bring her joy again. Deck #1 would be to cover the backdoor concrete steps. They are too small and in order to open the door, she has to back down the steps holding onto the door, to walk back up them to enter her home. Deck #2 is off her garage where she was putting wall concrete blocks, the ones with holes in them and not designed to walk on. We would build it and place her pergola safely and securely on that deck. Her home was not properly insulated, although that has been resolved, now her home needs repainted. We would like to take care of that for her and it would then match her garage. The surprise is a new kitchen appliance suite, as her current ones are very aged. This includes a fridge, stove, dishwasher and microwave, 5-year HD Protection Plans &

Detailed description of each project, why it was chosen and impact it will have on the recipient

Key Moments in 2023

If you're trying to figure out when to schedule your project, consider scheduling during one of these campaigns

Spring Volunteerism

April

During National Volunteer Month each April, Team Depot springs back into service through its spring volunteerism campaign. This year, Team Depot will celebrate 30 years of giving back to our local communities.



Operation Surprise

November

Our annual veterans service campaign kicks off on Veterans Day each year. Across the country, Team Depot works all month long to serve those who served us all.



MLK Week of Service

January

To honor and celebrate Dr. Martin Luther King Jr.'s legacy, and to help drive sustainable change and social equity across communities, The Home Depot Foundation and Team Depot lead a nationwide week of service each January.



How to Talk About Team Depot + The Home Depot Foundation

- **The Home Depot Foundation** is the nonprofit arm of the company that serves veterans, helps communities rebuild after natural disasters and trains skilled tradespeople.
- **Team Depot** is The Home Depot's associate volunteer force. It is comprised of associates who give of their personal time off to serve others and make a difference in our communities
- **Team Depot** extends the mission of **The Home Depot Foundation** in our local communities
- Through grants from **The Home Depot Foundation**, **Team Depot** works with local nonprofit partners to give back



For external facing materials



For internal facing materials

INTERNAL USE



Taking Photos and Videos at a Project



Show Action

Photos and videos should highlight Team Depot volunteerism, showing associates in action throughout the project



Take Horizontal Photos

When taking photos and video, think about watching a TV screen. The phone should be held horizontally so that broadcast media can use in their newscasts



Show Emotion

Show us the impact of the project through your photos and videos by capturing the impactful and emotion-filled moments



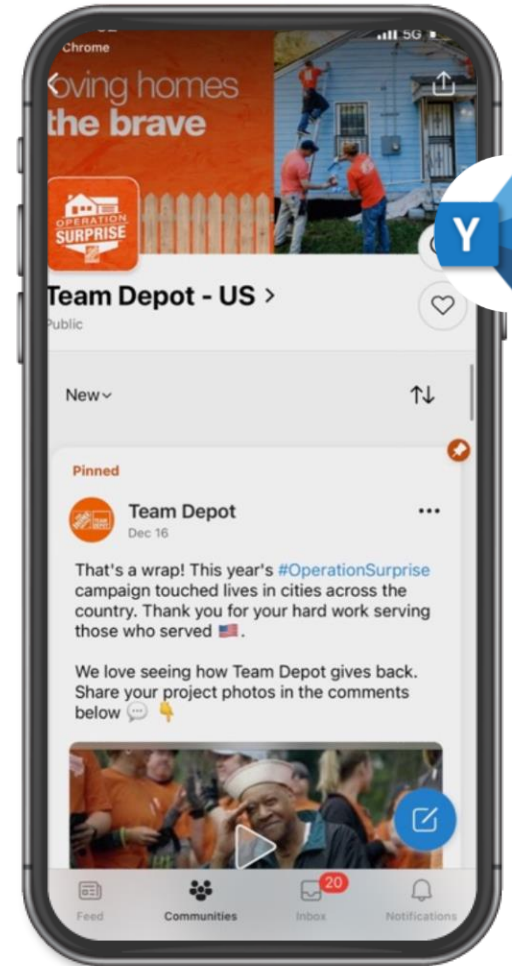
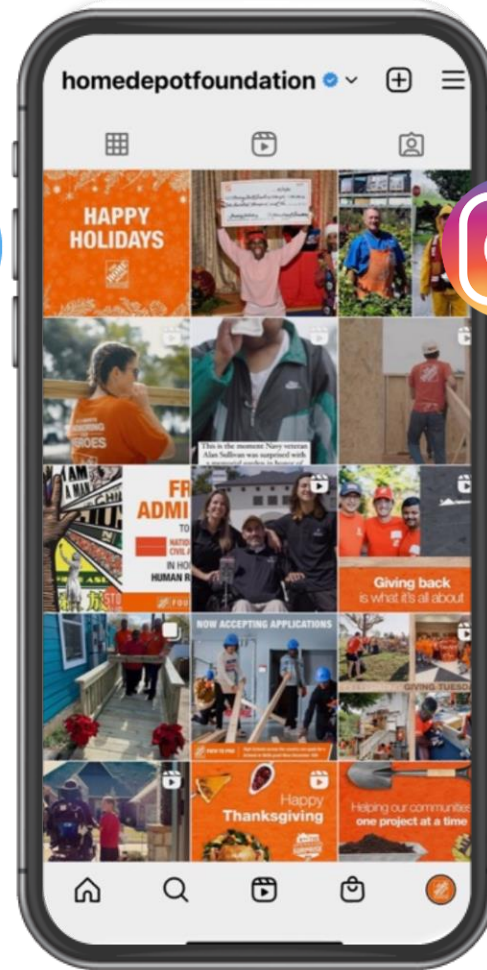
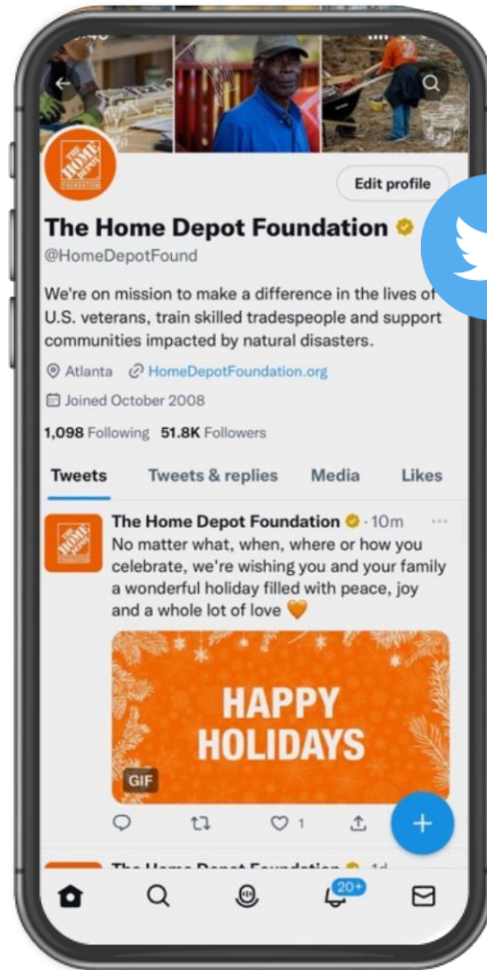
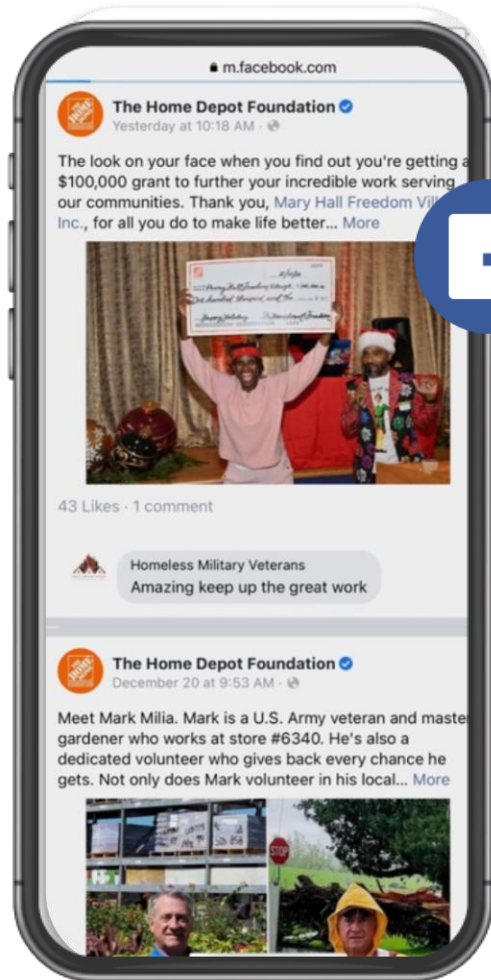
Before and After Photos

Make sure to capture photos that show the full scope of your work. Taking pictures from the same angle before and after allow us to showcase the completed work

How Media Uses Your Videos



Social Media: Foundation Channels



Hashtag:
#TeamDepot

INTERNAL USE



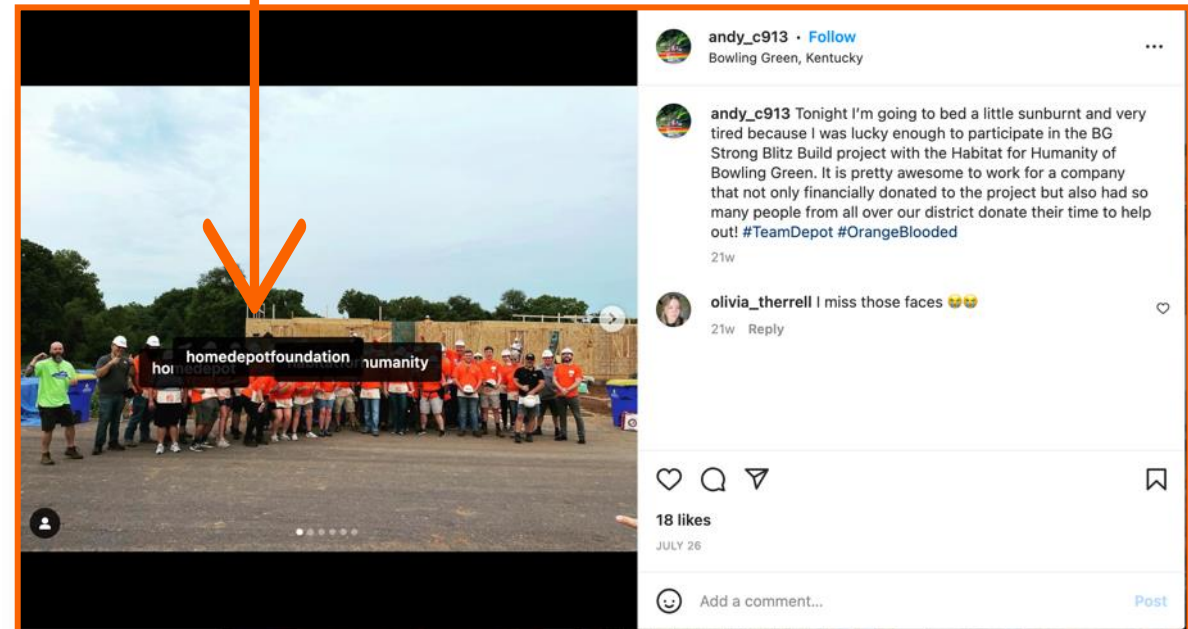
Social Media Engagement

- 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. More views = more awareness.
- Engage with and tag [@HomeDepotFoundation](#) on Instagram + Facebook and [@HomeDepotFound](#) and [@HomerFund](#) on Twitter. Join the [Team Depot- US](#), [Team Depot & Homer Fund Captains – US](#) and [The Homer Fund](#) communities on Yammer to share your project photos



Tag

Tag



Let's Amplify Your Stories Together

- Think of the communications team as part of your team, here to amplify the incredible work you all are doing. We are here to help. Email us questions, photos and videos to TeamDepotPR@homedepot.com
- Find resources, including brand guidelines, logos, talking points and more, on thd.co/pr
- Find social media toolkits and captain's resources at thd.co/teamdepot



5 Things to Remember

1. Fill out grant application completely and submit early. Tell us about the recipient and the impact of your project. Include your cell phone number. Update as changes happen.
2. Confirm project details if we reach out. Be communicative and check advisories for accuracy.
3. Know how to talk about Team Depot and the Foundation together.
4. Send us photos and videos for media following the guidelines.
5. Know where to find materials and reach out if you have questions.

Seasons of Service



FY23 Calendar

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

Orange Scholars

Homer Fund Campaign
Kick-Off Call TBD

TD

Team Depot Projects: Supporting Our Veterans and Engaging Communities

Spring Campaign

Operation Surprise Campaign

MLK, Jr. Campaign
Jan

Quarterly Planning Calls



Q1 Planning and Learning Call

Q2 Planning and Learning Call

Q3 Planning and Learning Call

Q4 Planning and Learning Call



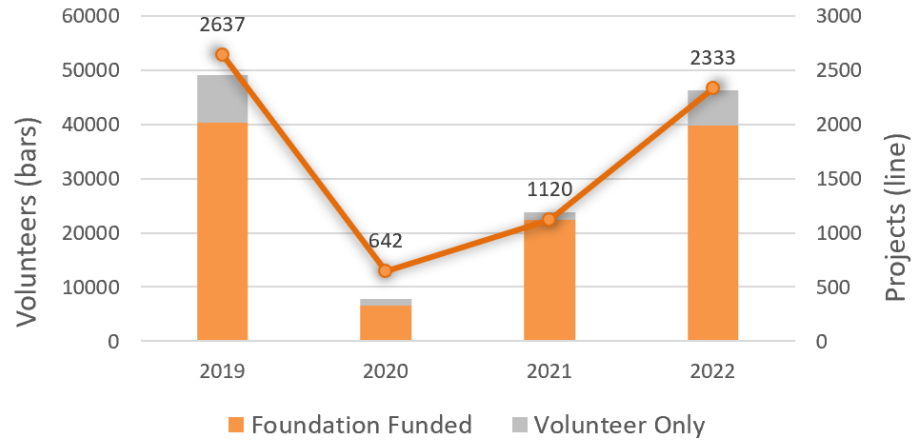
Goal Setting

2022 Year in Review

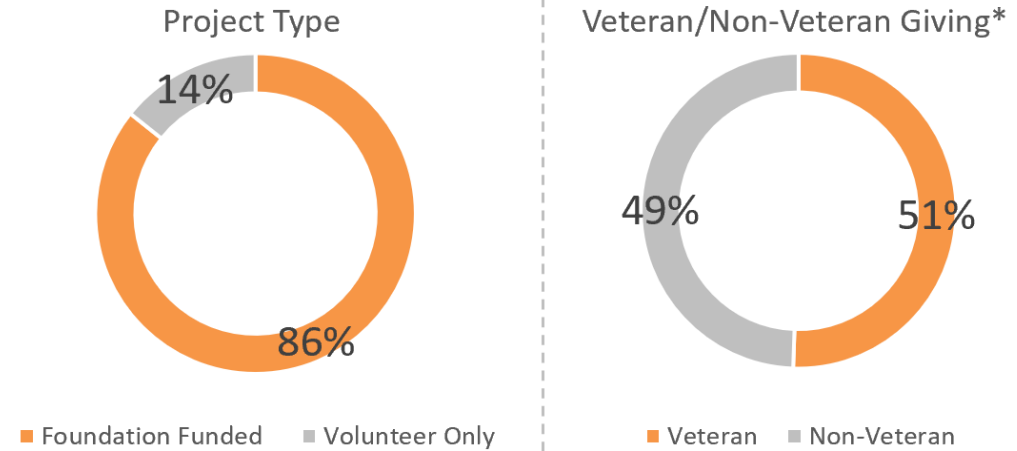


2022 Stats & 2023 Goals – National

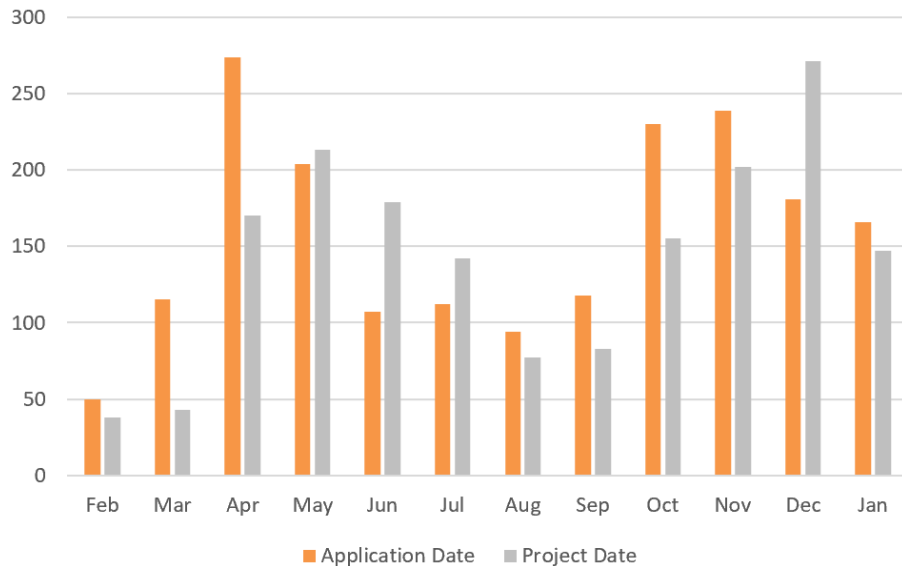
National Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
2,333	\$11,524,288	46,292	1,101

2022 Goal % to Goal

24,950	186%
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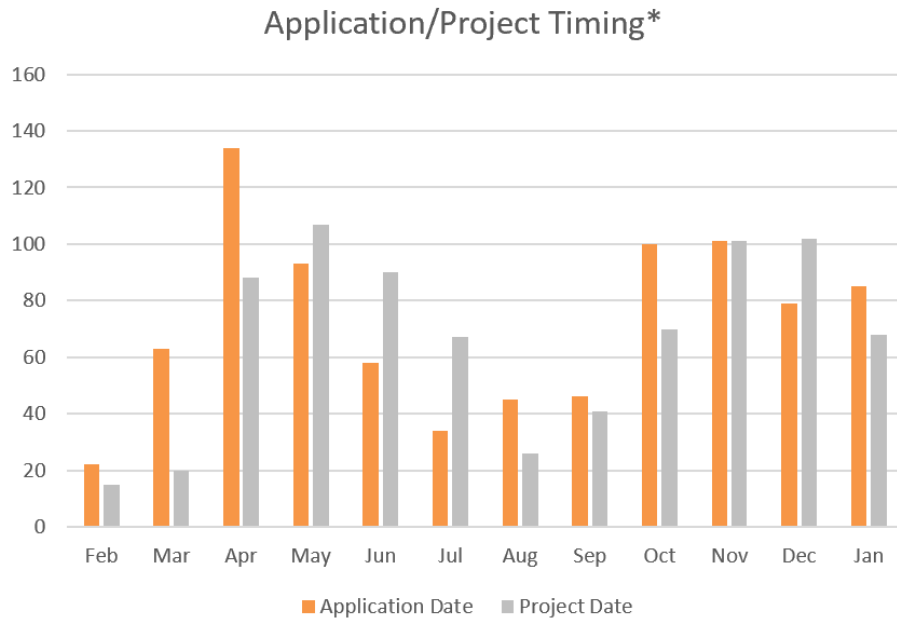
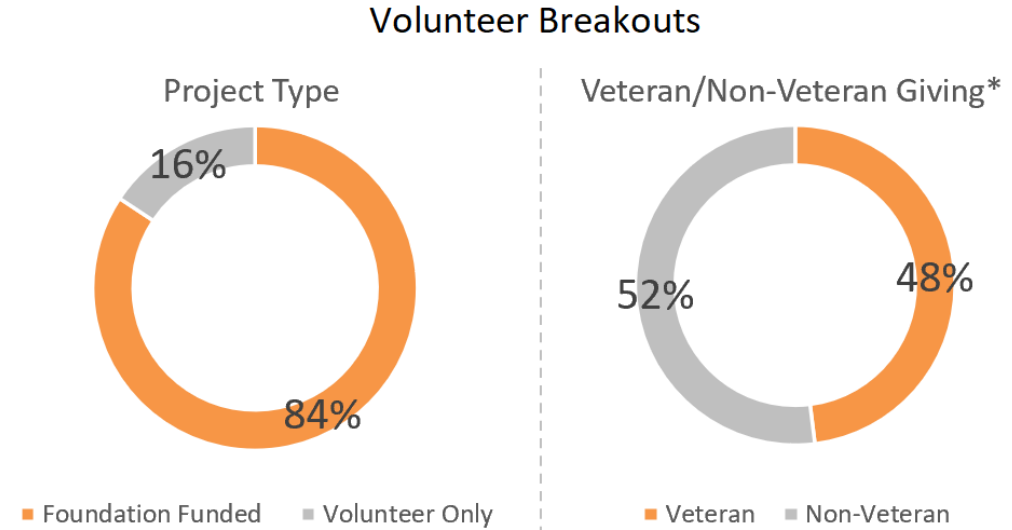
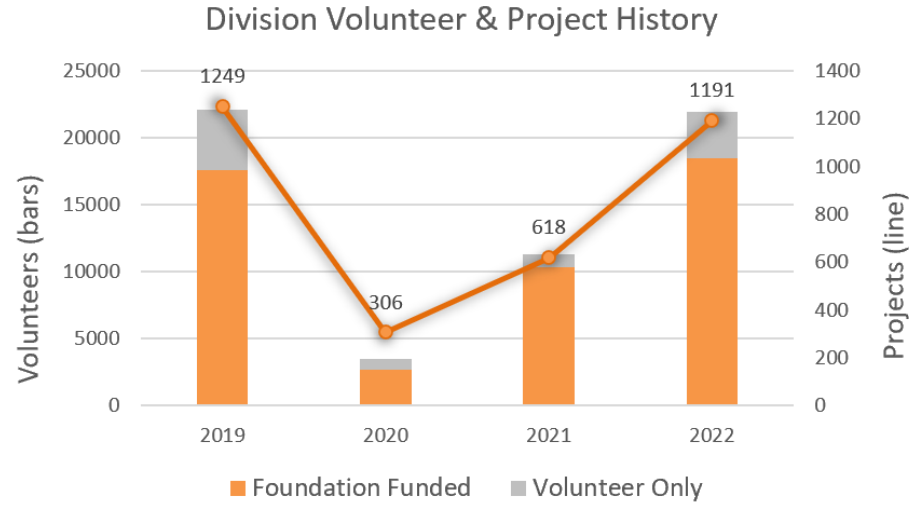
2023 Volunteer Goal

40,300

*Excludes store sponsored projects



2022 Stats & 2023 Goals – Northern Division



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
1,191	\$5,253,087	21,950	516

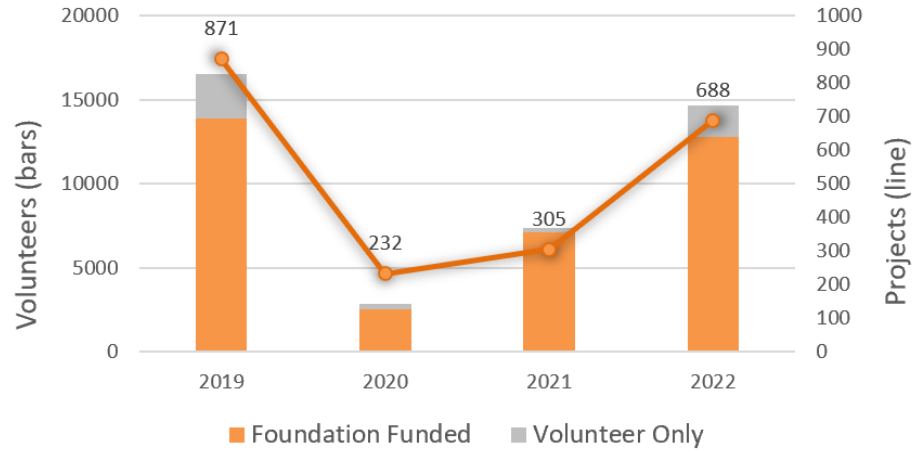
2022 Goal	% to Goal	2023 Volunteer Goal
10,375	212%	17,475

*Excludes store sponsored projects

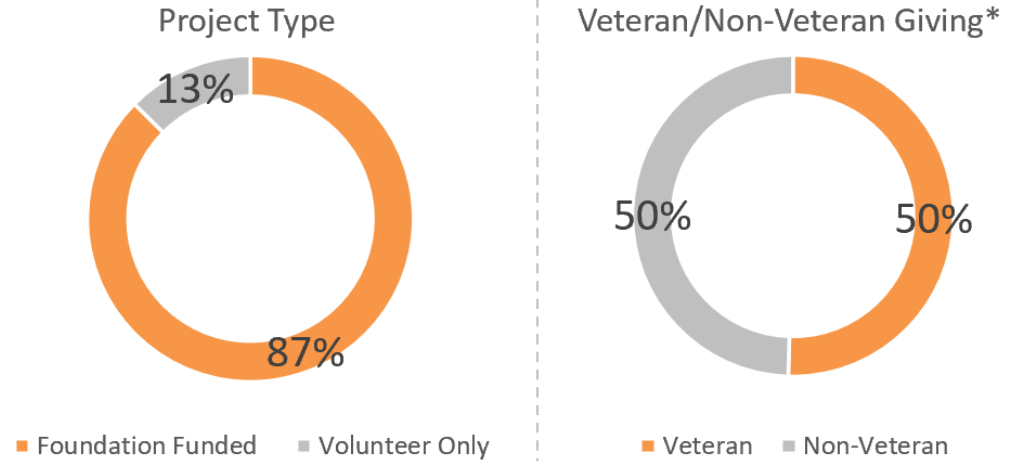


2022 Stats & 2023 Goals – Southern Division

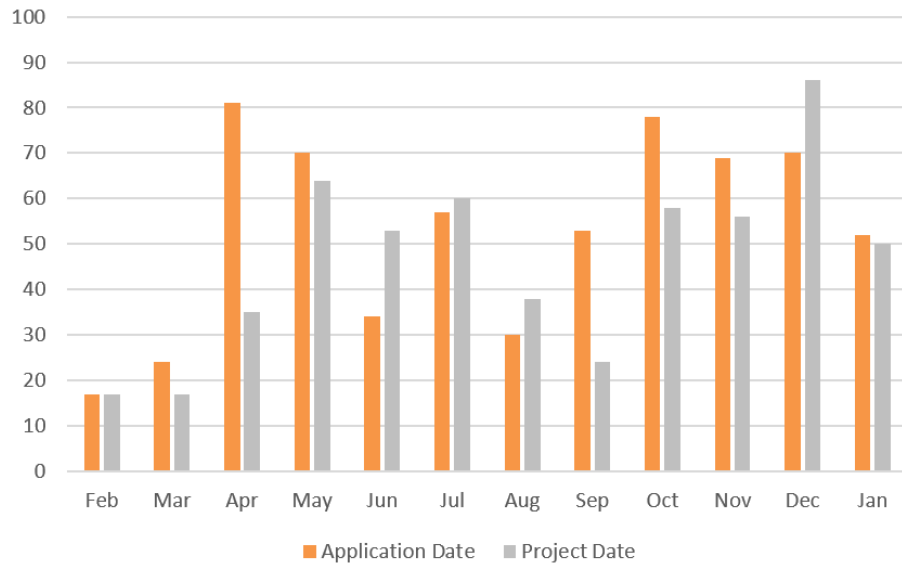
Division Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
688	\$3,635,465	14,639	334

2022 Goal % to Goal

8,600	170%
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2023 Volunteer Goal

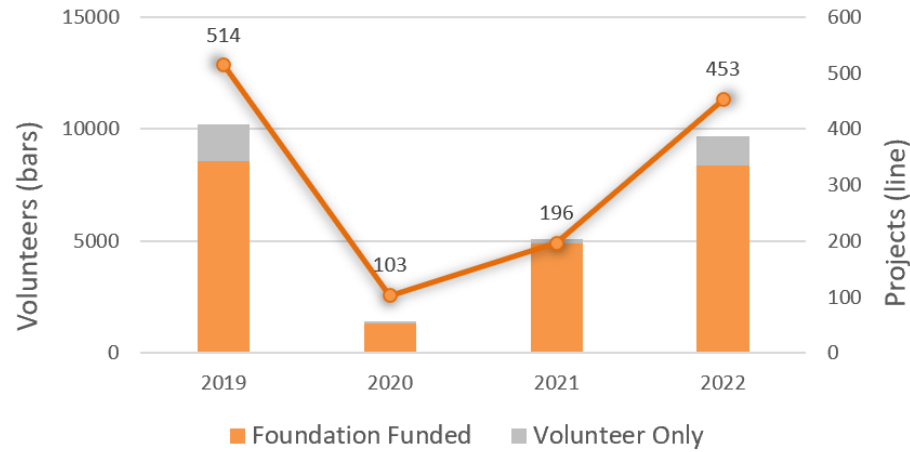
13,125

*Excludes store sponsored projects

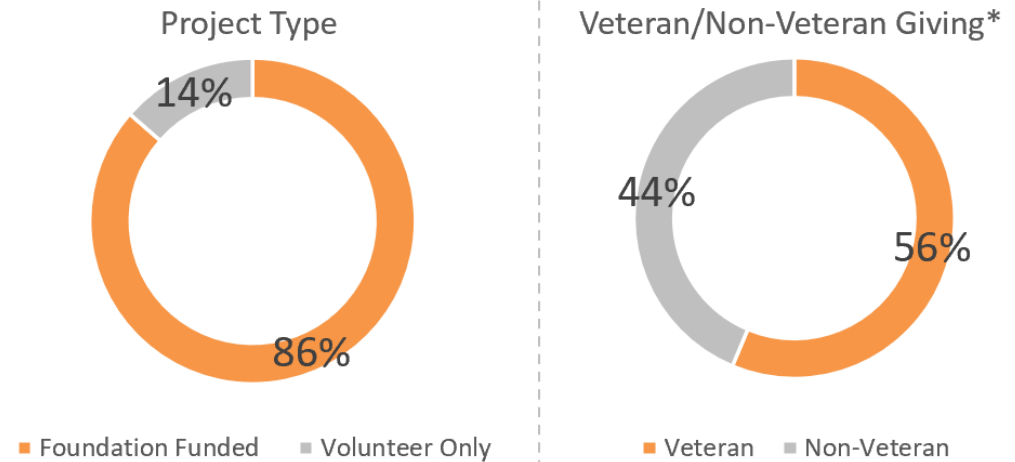


2022 Stats & 2023 Goals – Western Division

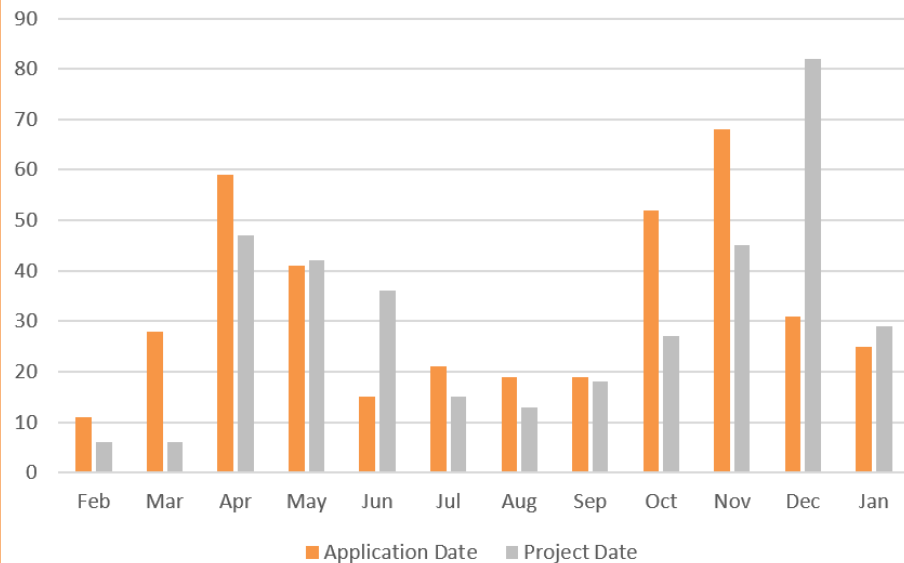
Division Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
453	\$2,630,920	9,688	251

2022 Goal % to Goal

5,975	162%
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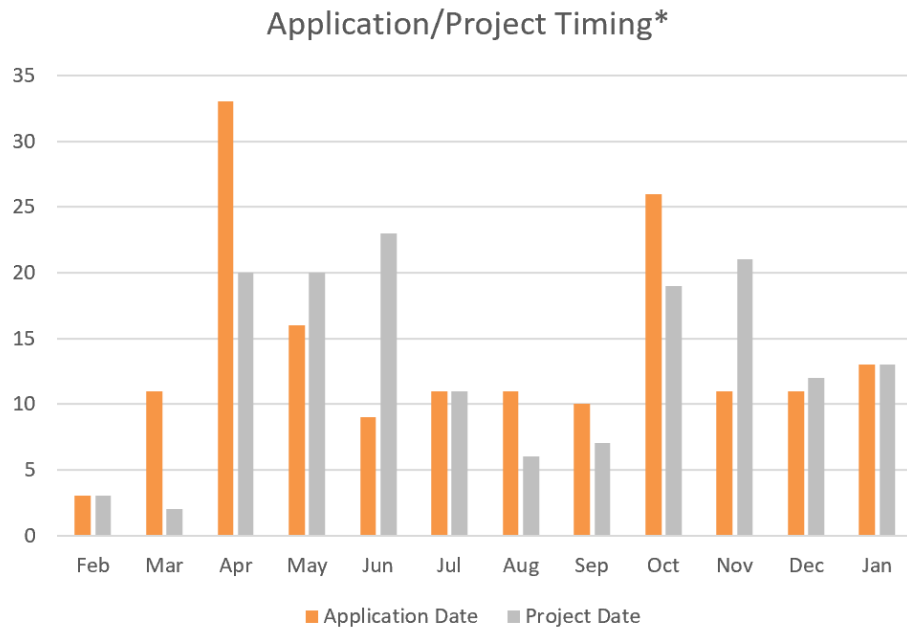
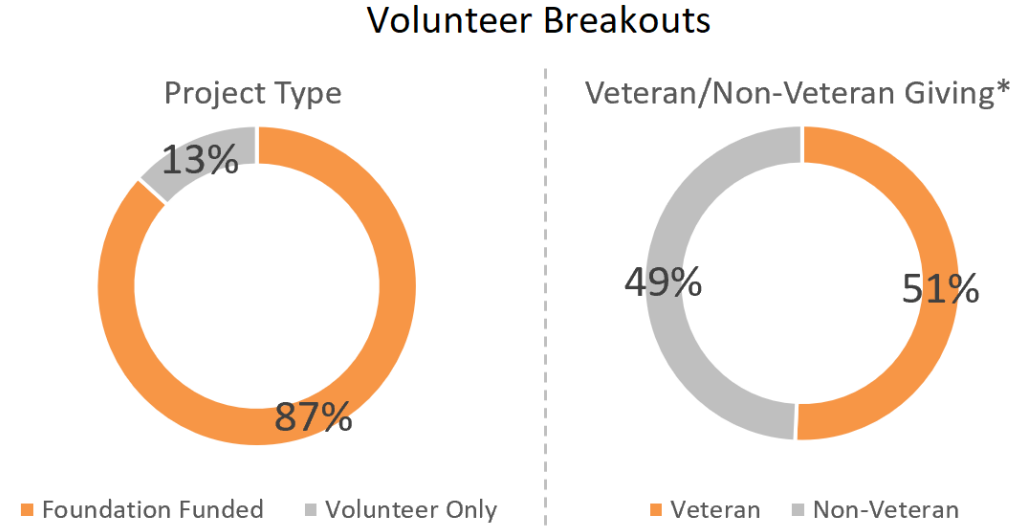
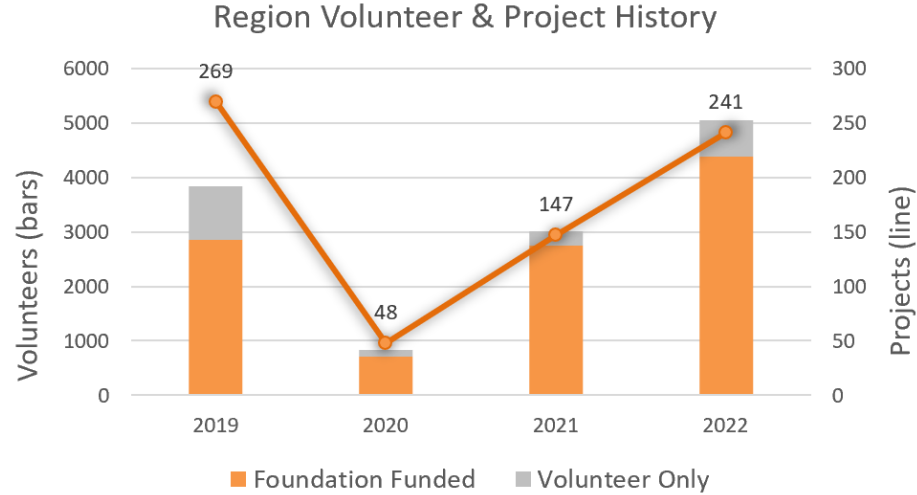
2023 Volunteer Goal

9,700

*Excludes store sponsored projects



2022 Stats & 2023 Goals – Central



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
241	\$1,353,525	5,052	87

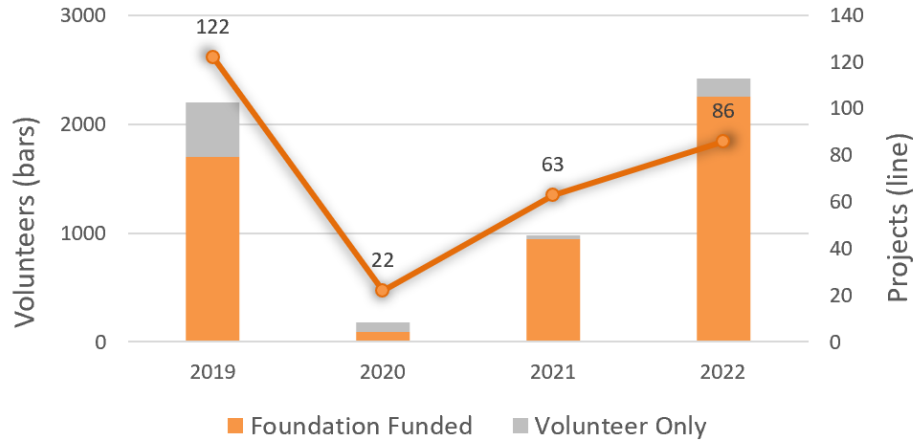
2022 Goal	% to Goal	2023 Volunteer Goal
1,575	321%	3,225

*Excludes store sponsored projects

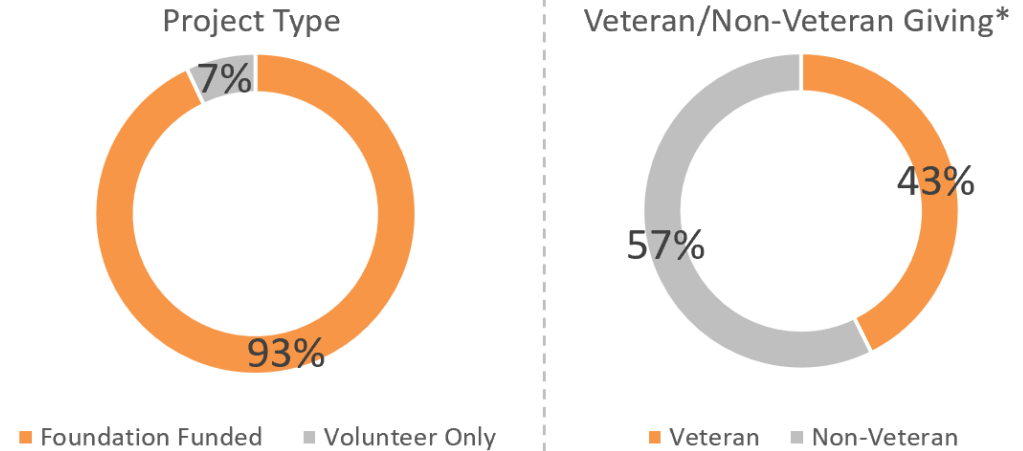


2022 Stats & 2023 Goals – Mid-Atlantic

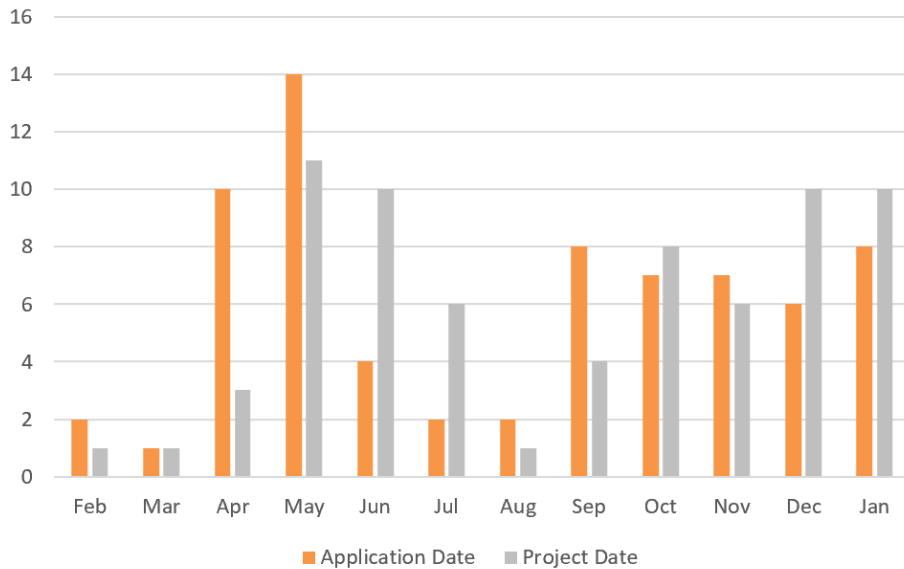
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
86	\$463,306	2,422	50

2022 Goal % to Goal

1,150	211%
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2023 Volunteer Goal

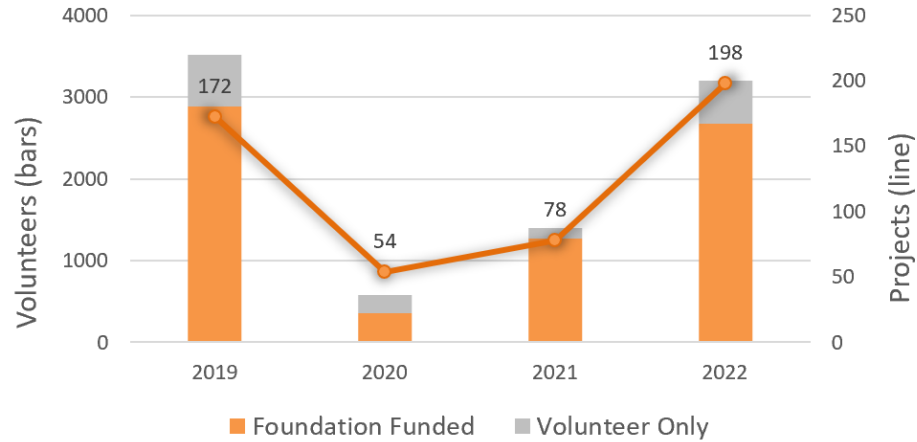
2,025

*Excludes store sponsored projects

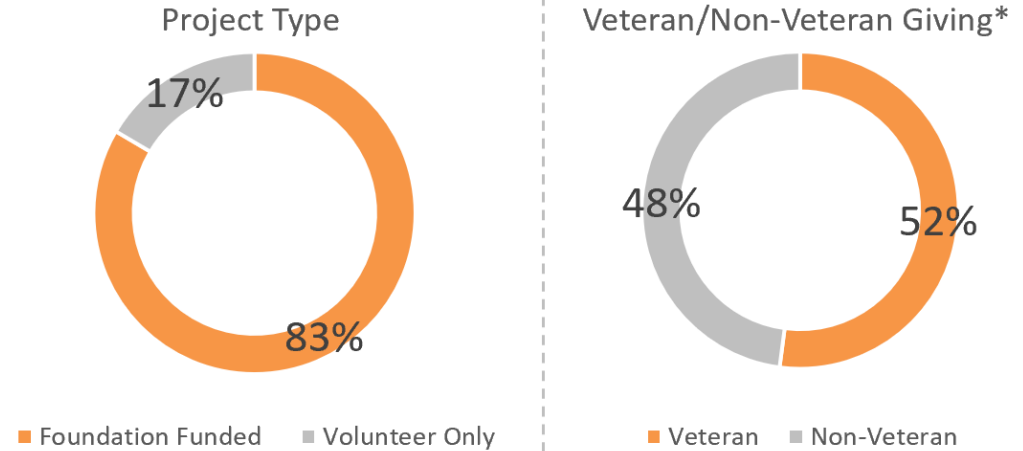


2022 Stats & 2023 Goals – Midwest

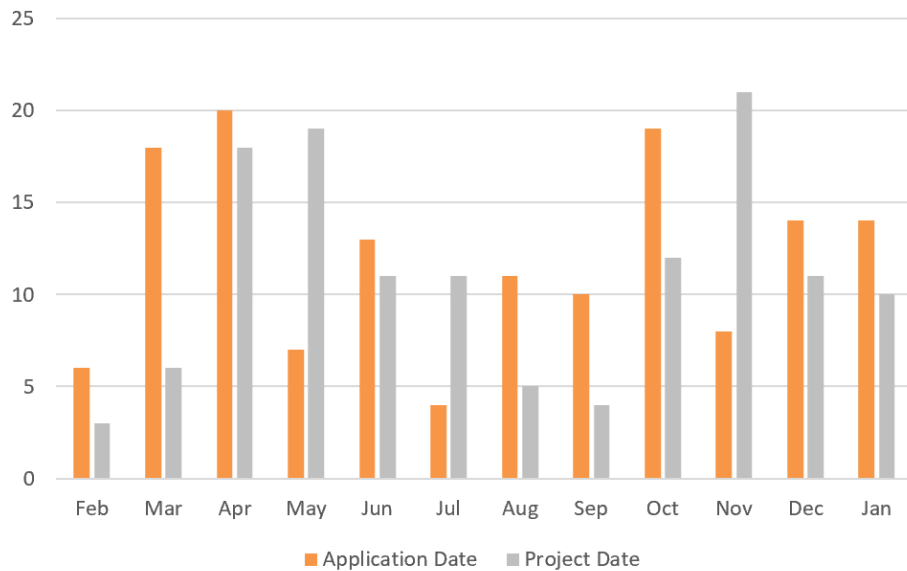
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
198	\$798,139	3,202	69

2022 Goal % to Goal

1,350	237%
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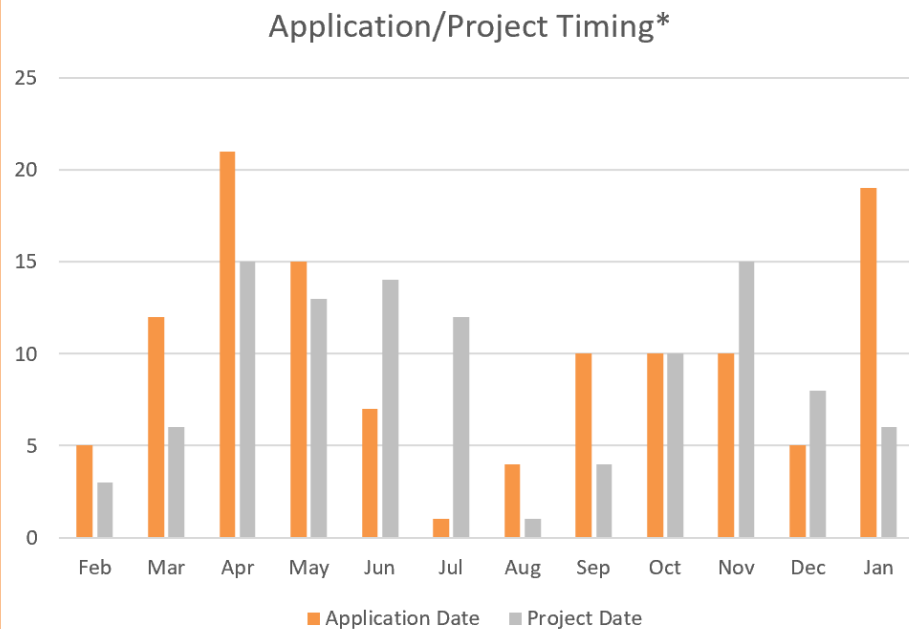
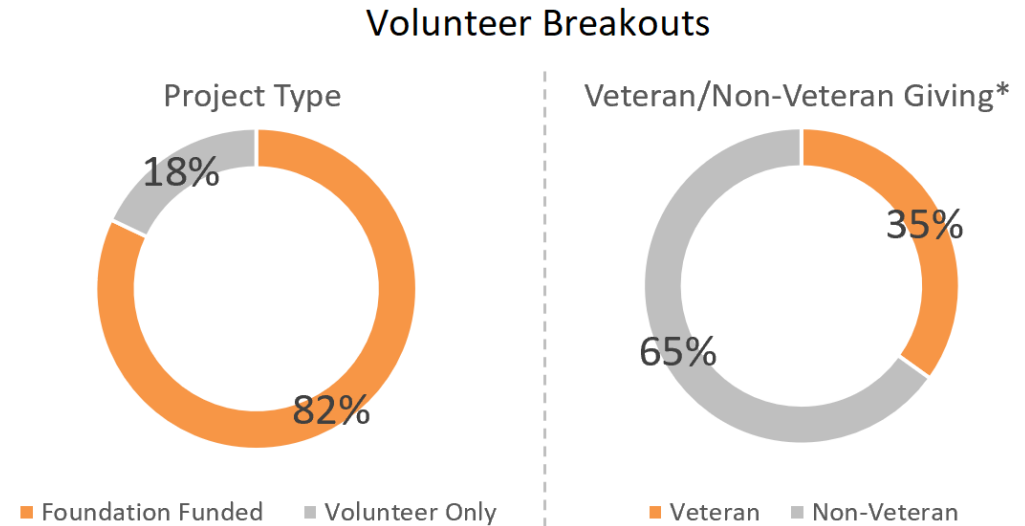
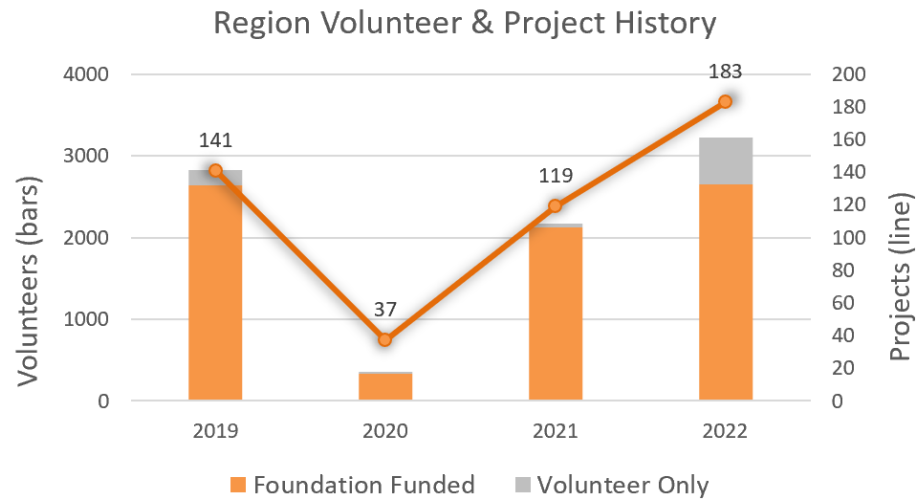
2023 Volunteer Goal

2,225

*Excludes store sponsored projects



2022 Stats & 2023 Goals – New England



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
183	\$613,051	3,228	82

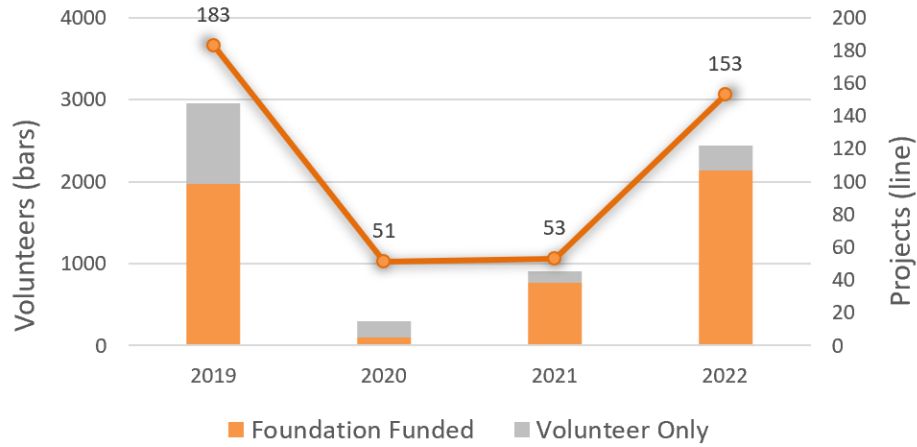
2022 Goal	% to Goal	2023 Volunteer Goal
1,400	231%	2,525

*Excludes store sponsored projects

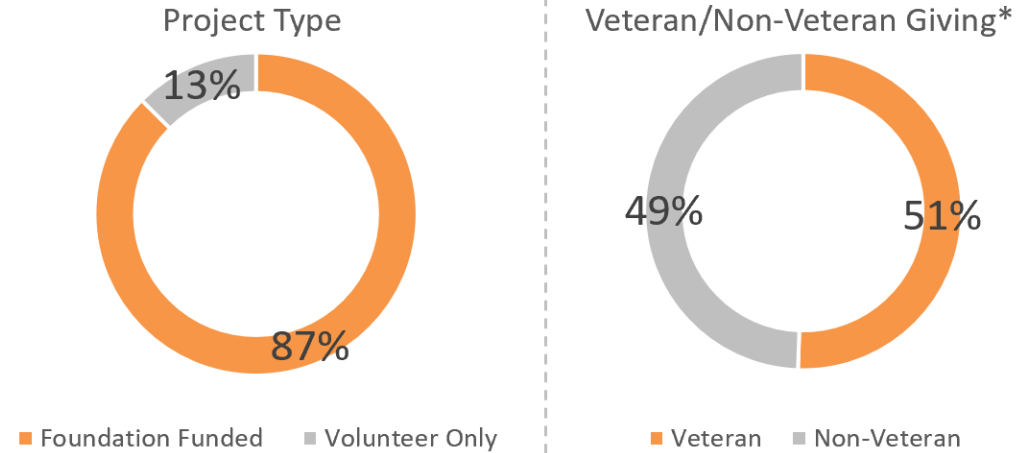


2022 Stats & 2023 Goals – NJ Metro

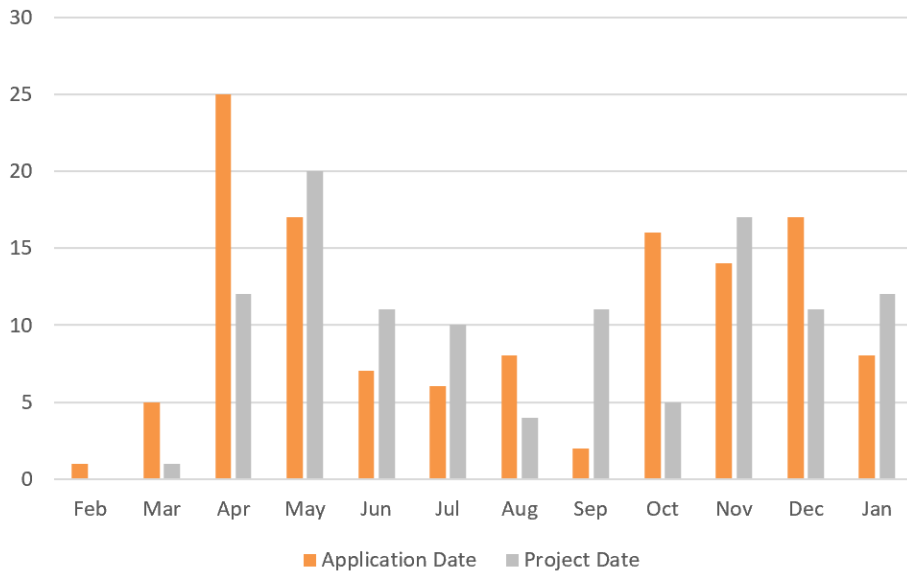
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
153	\$564,323	2,441	66

2022 Goal % to Goal

1,275	191%
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2023 Volunteer Goal

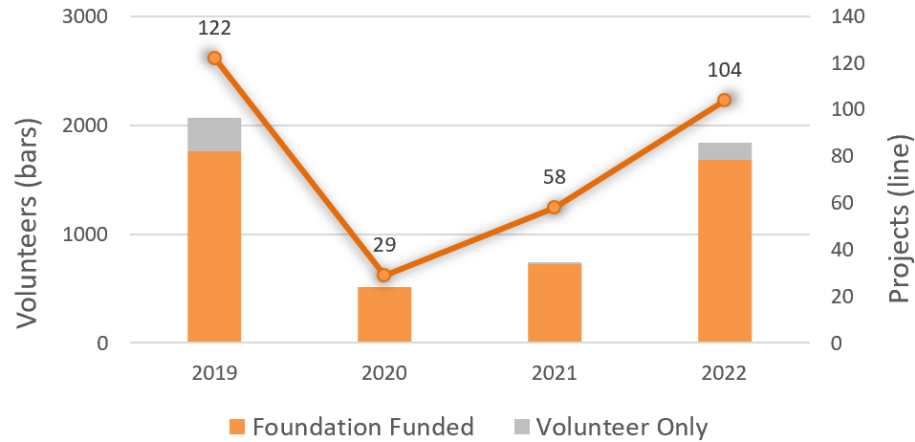
2,000

*Excludes store sponsored projects

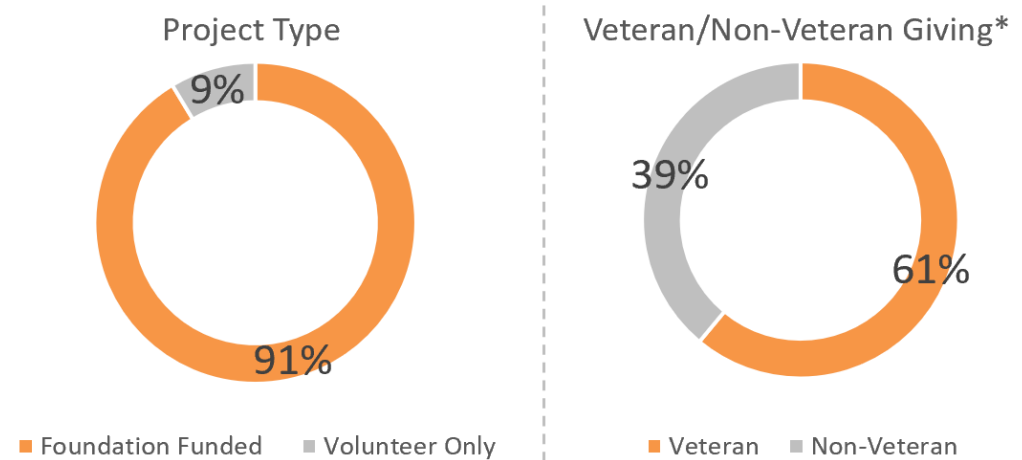


2022 Stats & 2023 Goals – Northern Plains

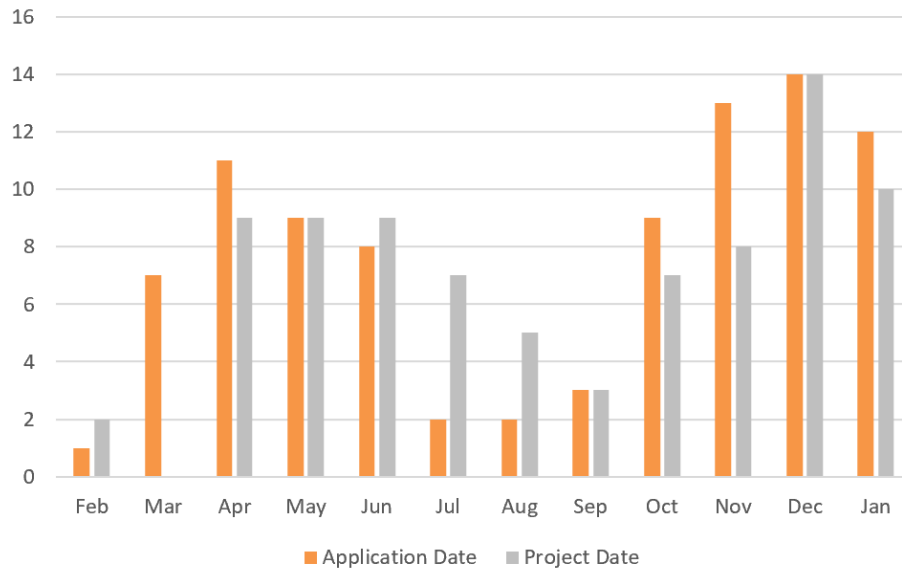
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
104	\$576,100	1,840	49

2022 Goal % to Goal

1,050	175%
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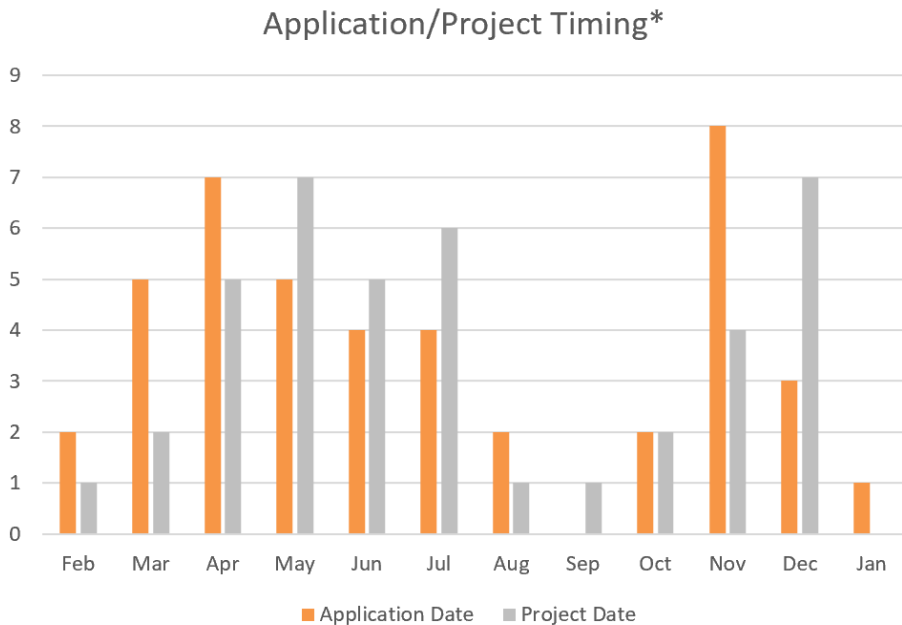
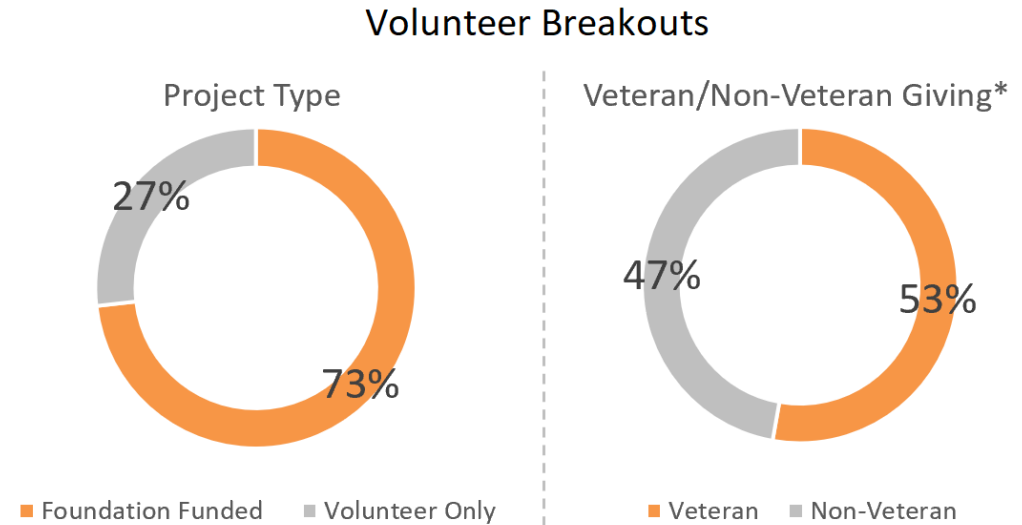
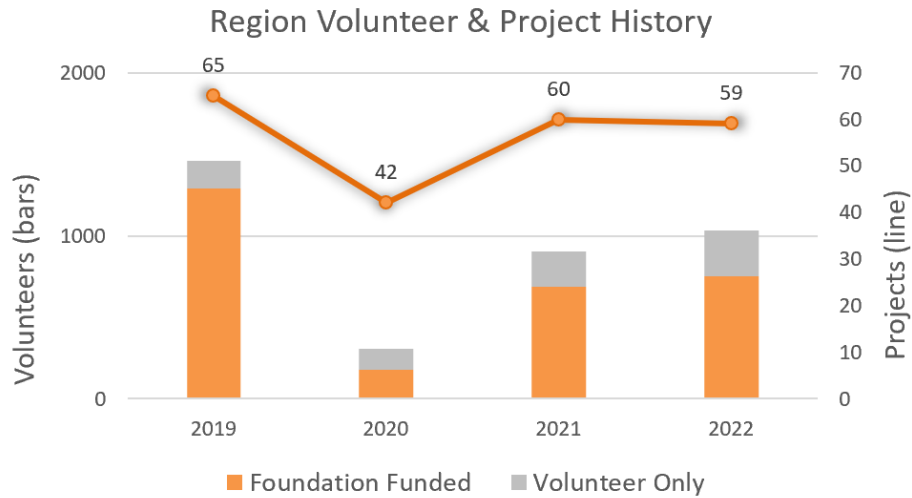
2023 Volunteer Goal

1,700

*Excludes store sponsored projects



2022 Stats & 2023 Goals – NY Metro



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
59	\$241,591	1,030	28

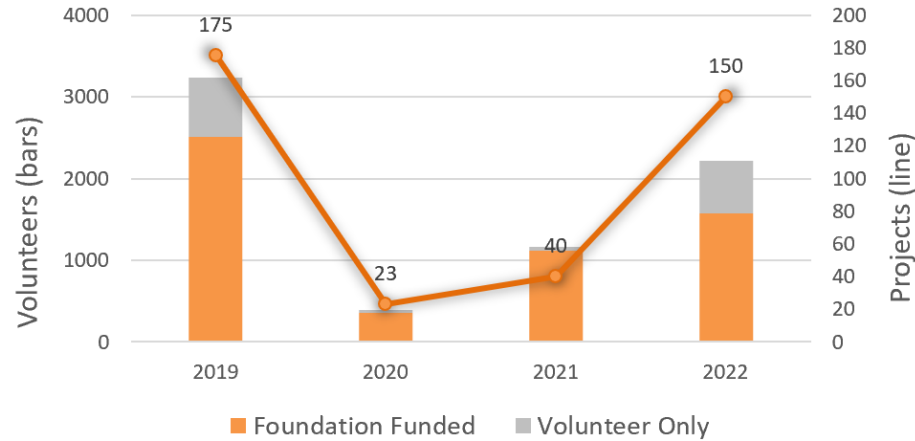
2022 Goal	% to Goal	2023 Volunteer Goal
1,025	100%	1,525

*Excludes store sponsored projects

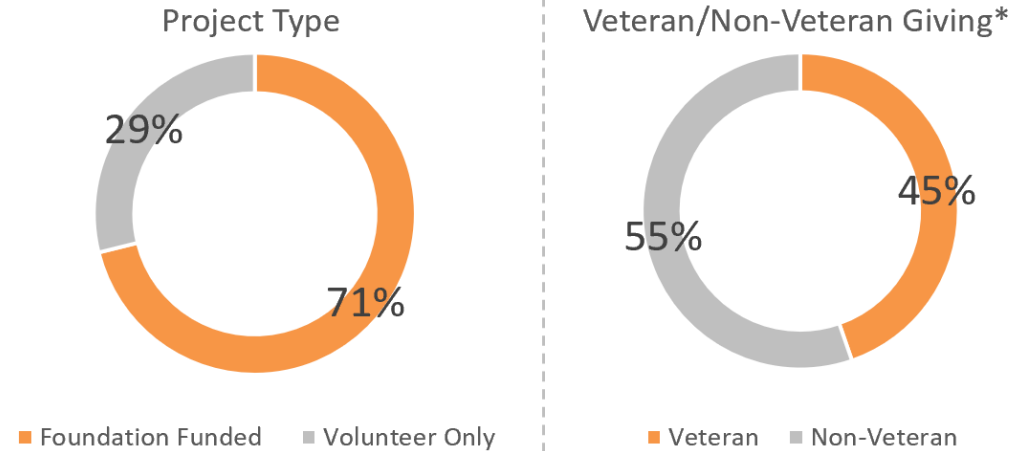


2022 Stats & 2023 Goals – Ohio Valley

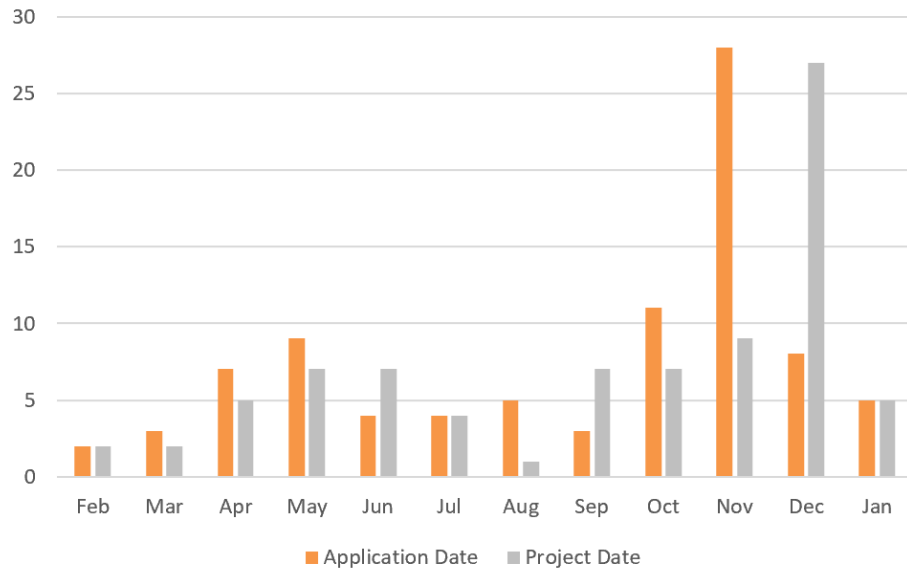
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
150	\$572,322	2,217	85

2022 Goal

% to Goal

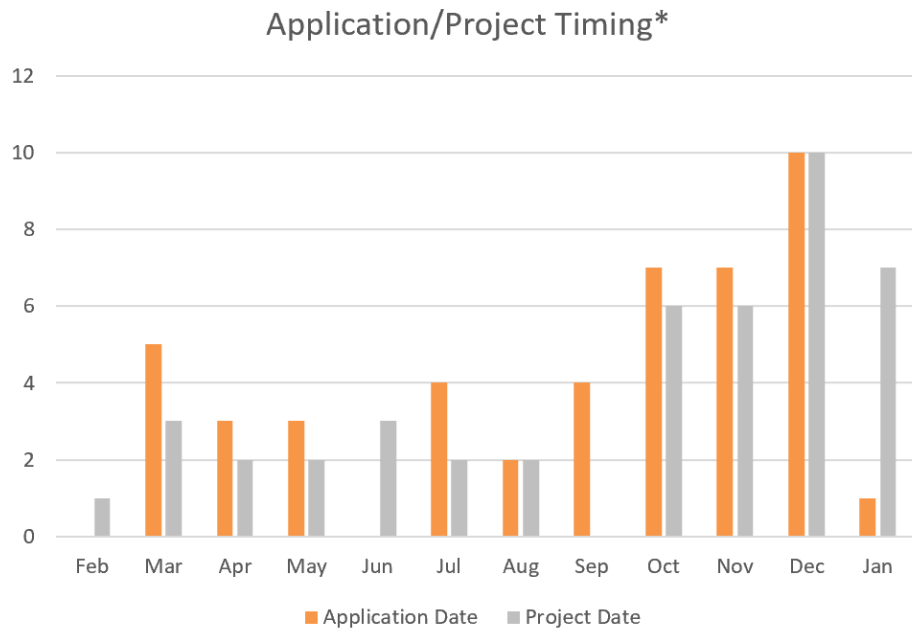
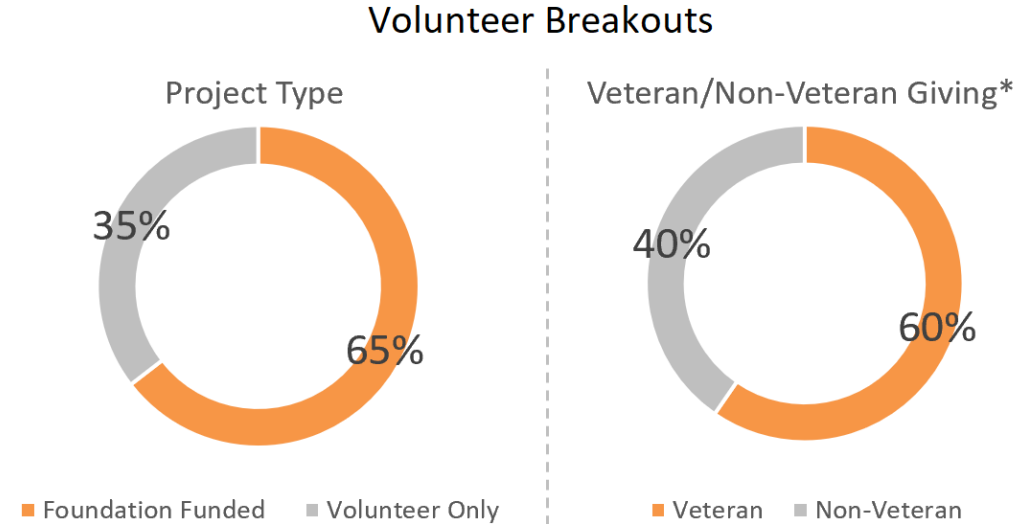
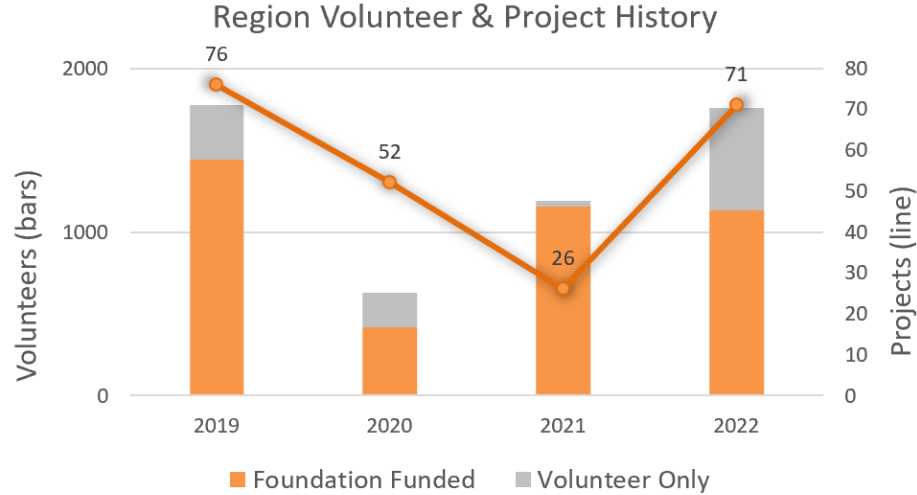
2023 Volunteer Goal

1,550	143%	2,250
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*Excludes store sponsored projects



2022 Stats & 2023 Goals – Gulf



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
71	\$330,827	1,757	36

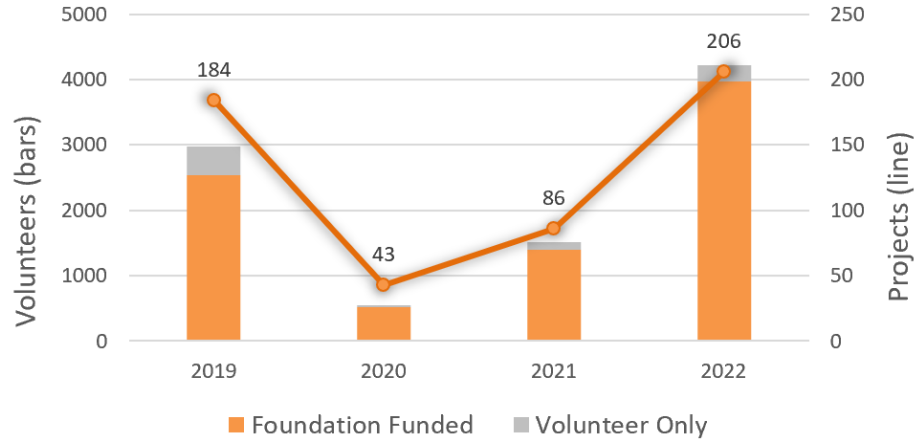
2022 Goal	% to Goal	2023 Volunteer Goal
1,175	150%	1,775

*Excludes store sponsored projects

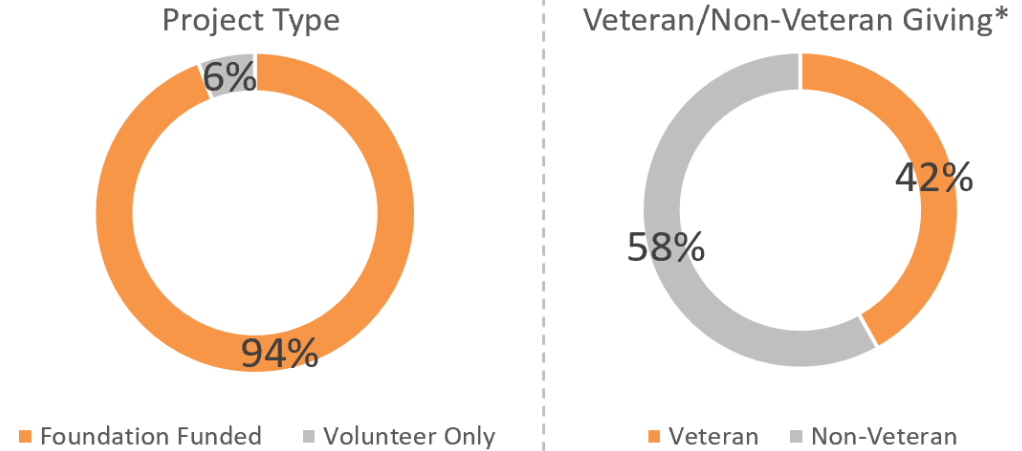


2022 Stats & 2023 Goals – Midsouth

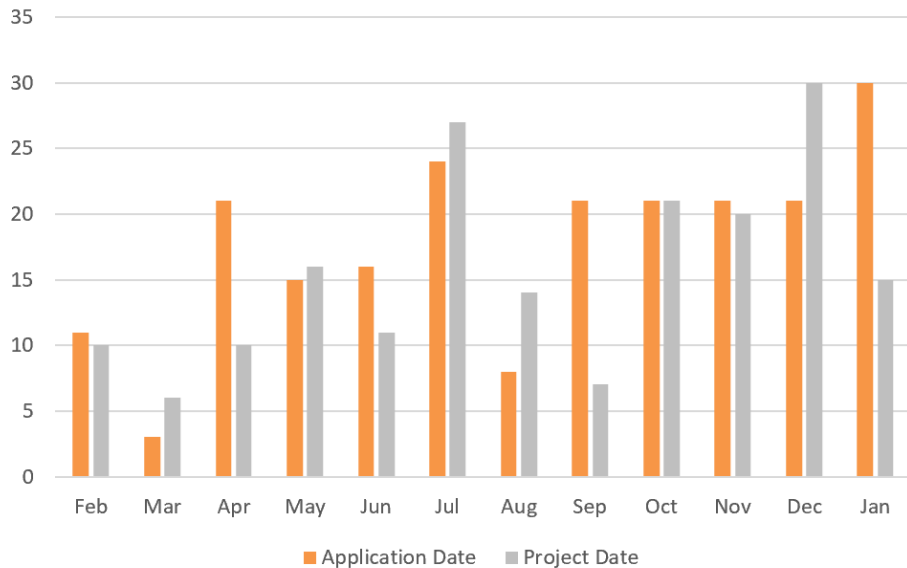
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
206	\$1,145,534	4,217	80

2022 Goal % to Goal

1,550	272%
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2023 Volunteer Goal

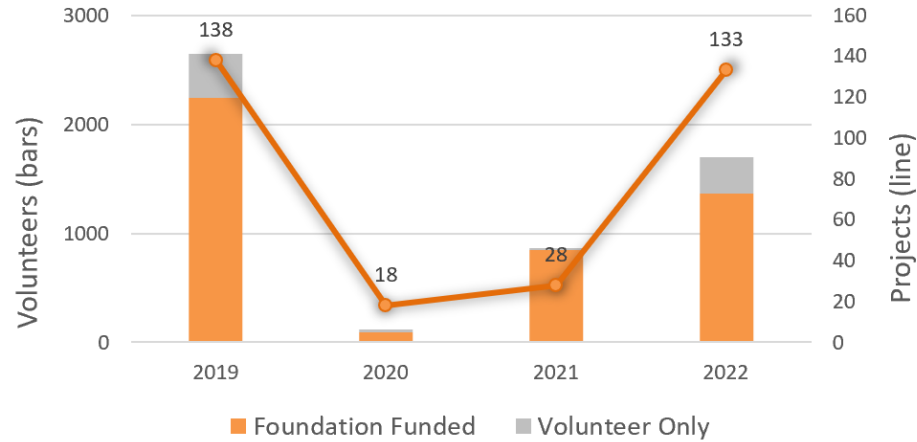
3,275

*Excludes store sponsored projects

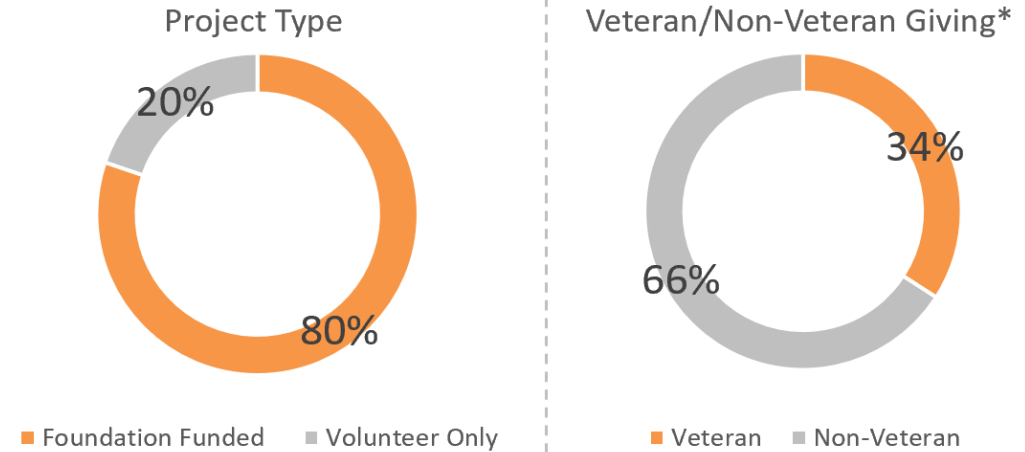


2022 Stats & 2023 Goals – South Atlantic

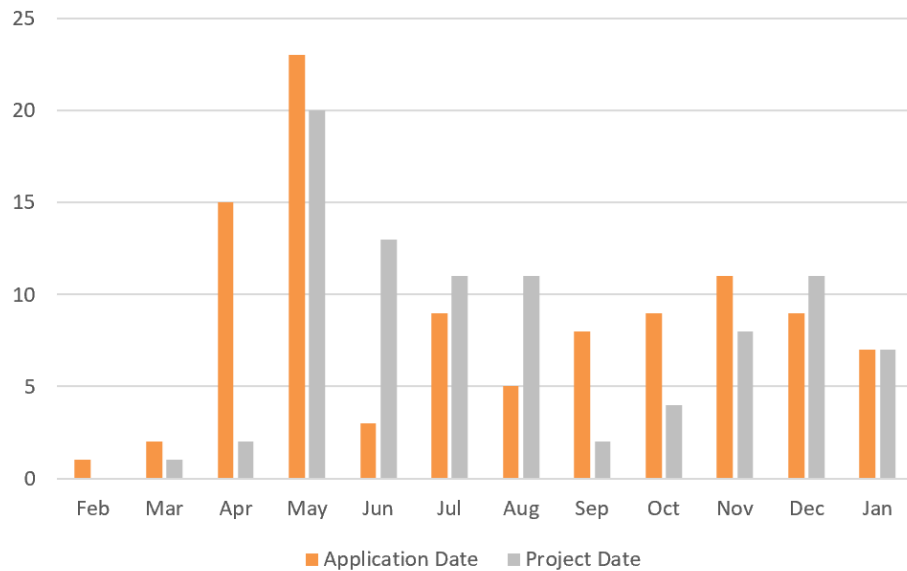
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
133	\$380,002	1,698	73

2022 Goal % to Goal

1,350	126%
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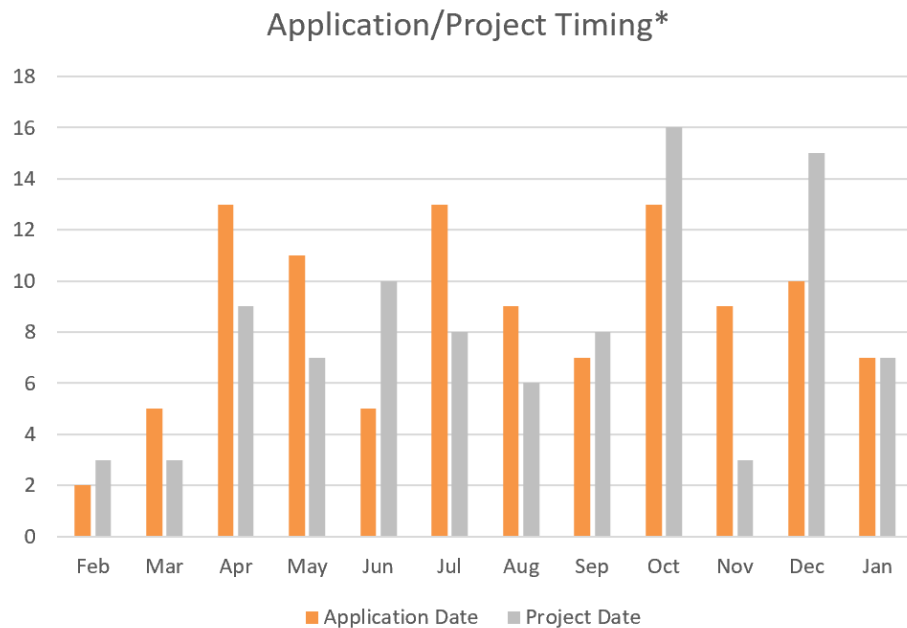
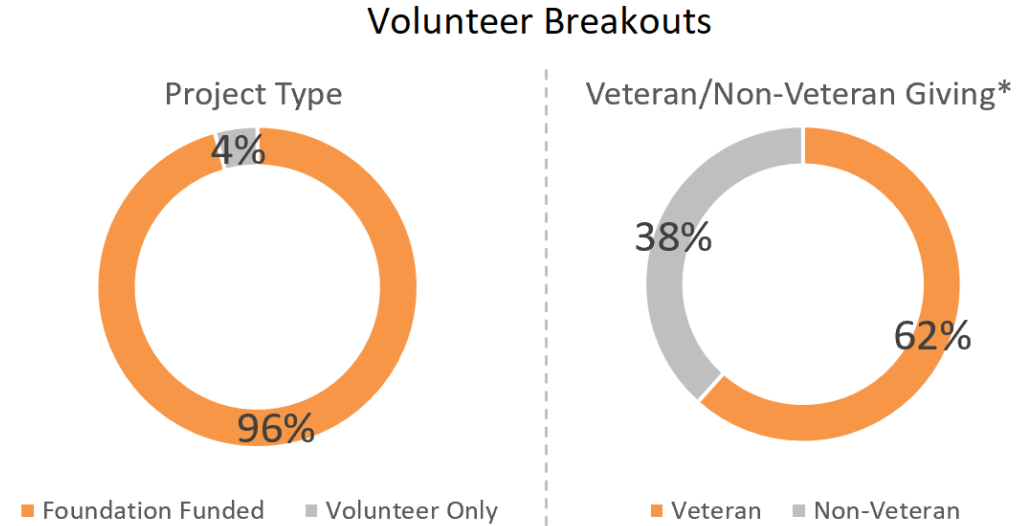
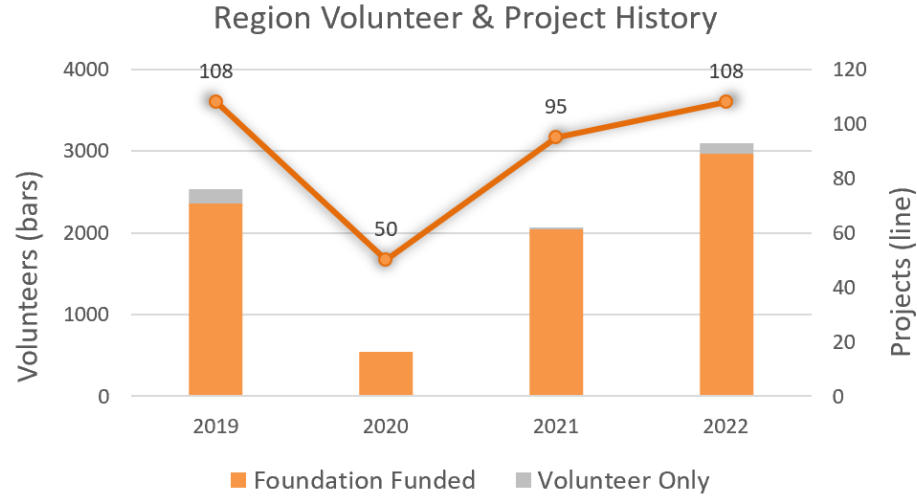
2023 Volunteer Goal

1,950

*Excludes store sponsored projects



2022 Stats & 2023 Goals – SFL/PR/USVI



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
108	\$898,604	3,100	51

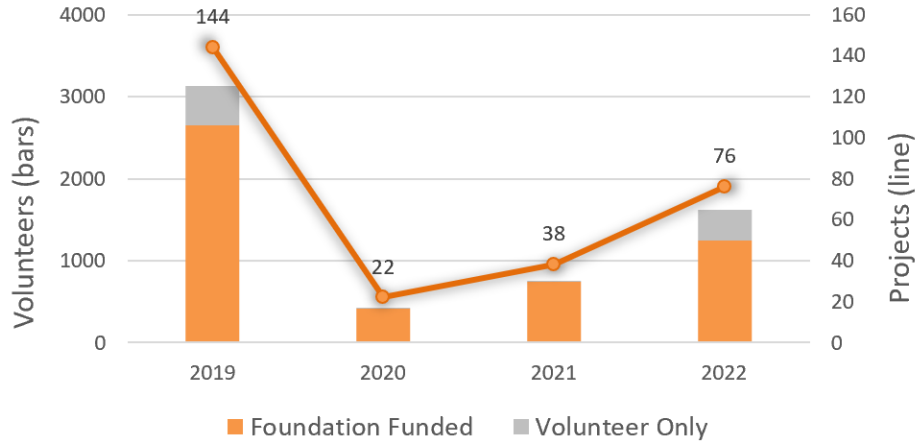
2022 Goal	% to Goal	2023 Volunteer Goal
1,525	203%	2,500

*Excludes store sponsored projects

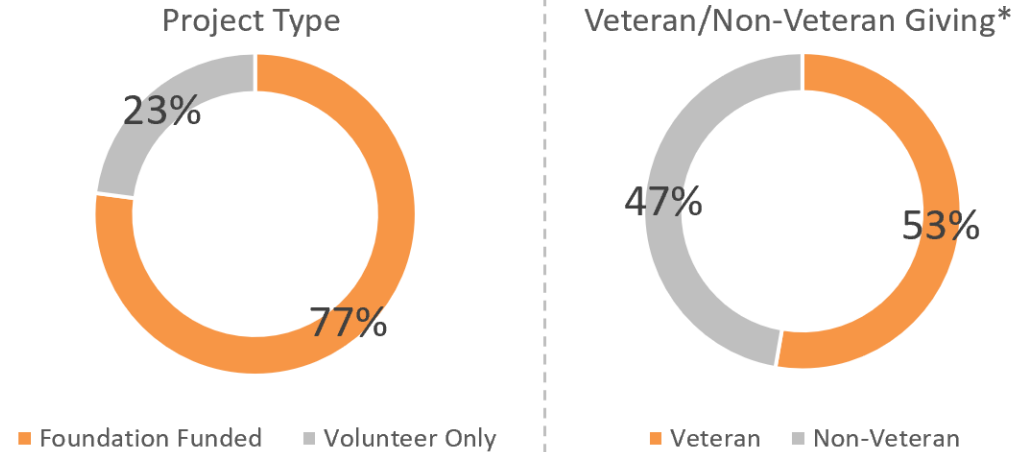


2022 Stats & 2023 Goals – Southeast

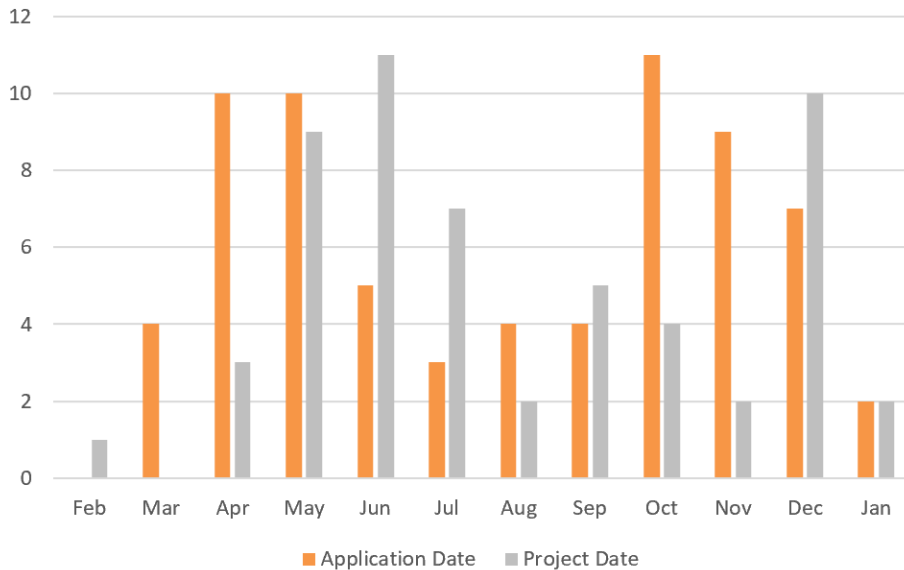
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
76	\$335,409	1,619	46

2022 Goal % to Goal

1,525	106%
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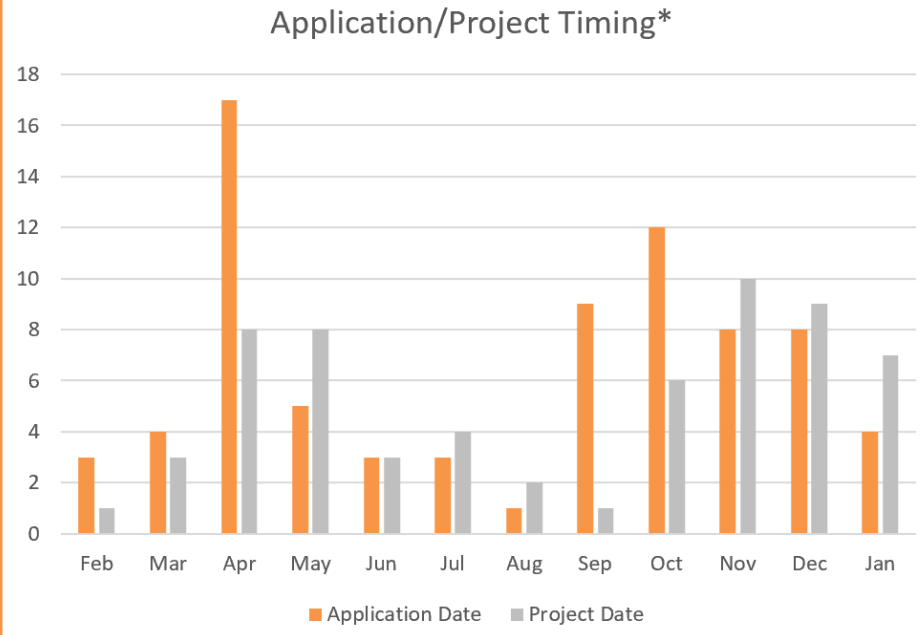
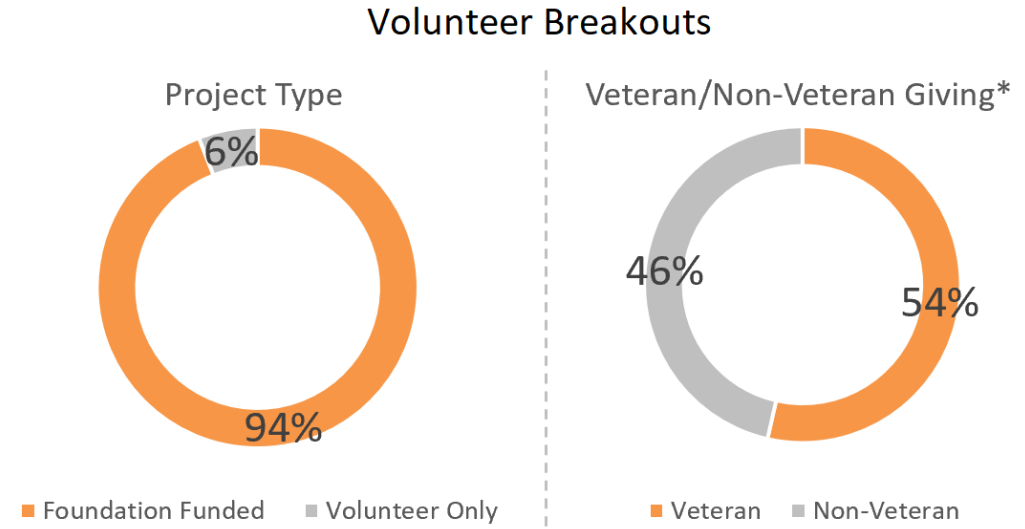
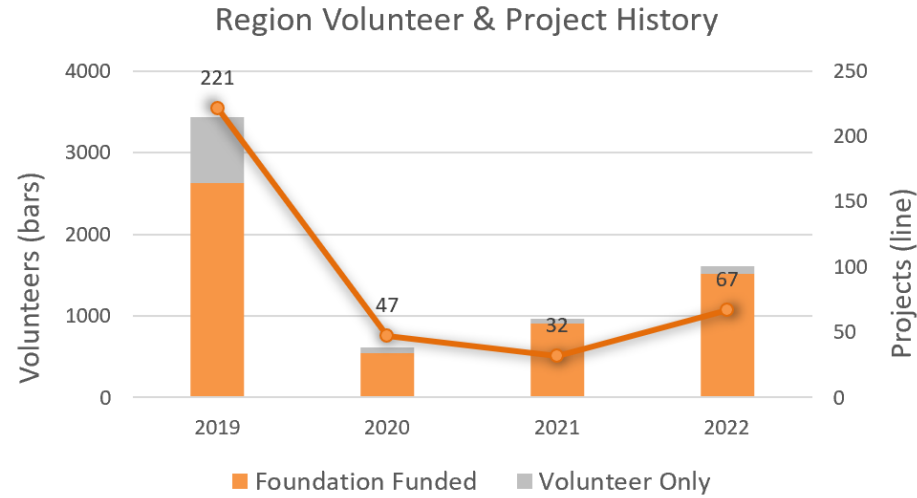
2023 Volunteer Goal

1,800

*Excludes store sponsored projects



2022 Stats & 2023 Goals - Southwest



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
67	\$419,802	1,612	48

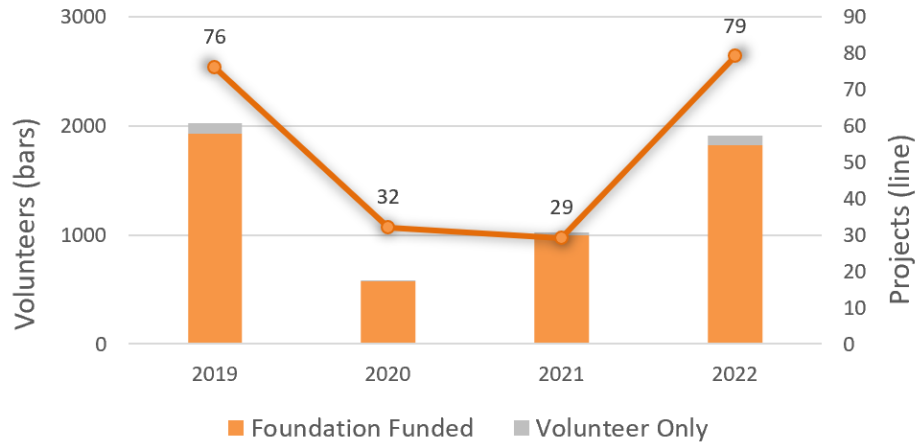
2022 Goal	% to Goal	2023 Volunteer Goal
1,475	109%	1,825

*Excludes store sponsored projects

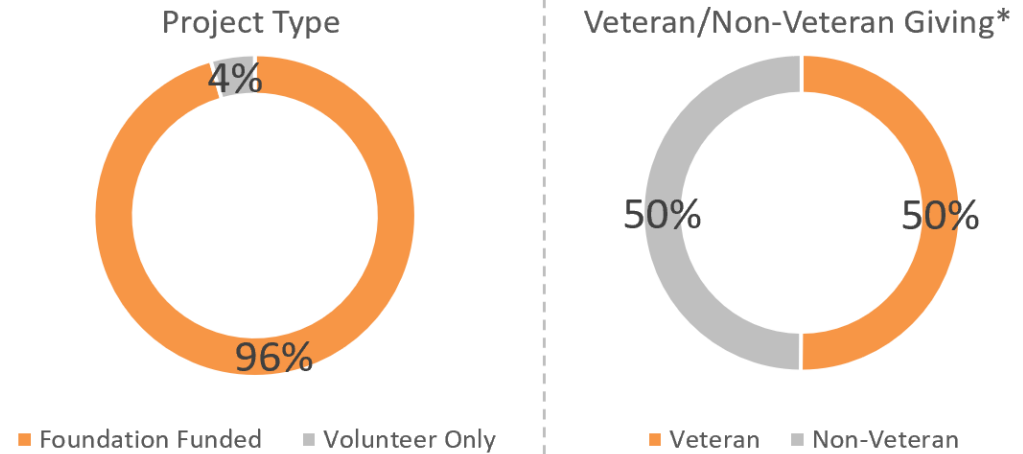


2022 Stats & 2023 Goals – Pac Central

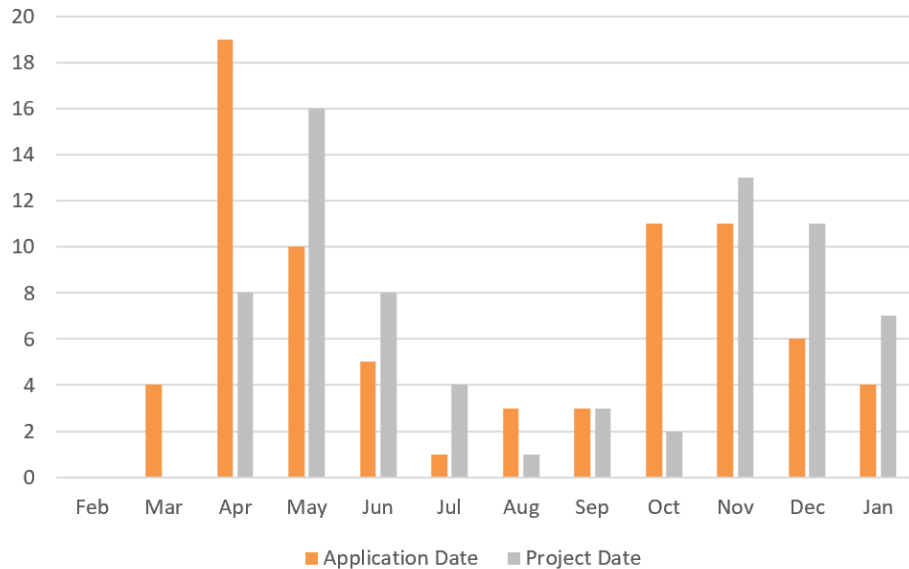
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
79	\$545,992	1,905	47

2022 Goal

% to Goal

2023 Volunteer Goal

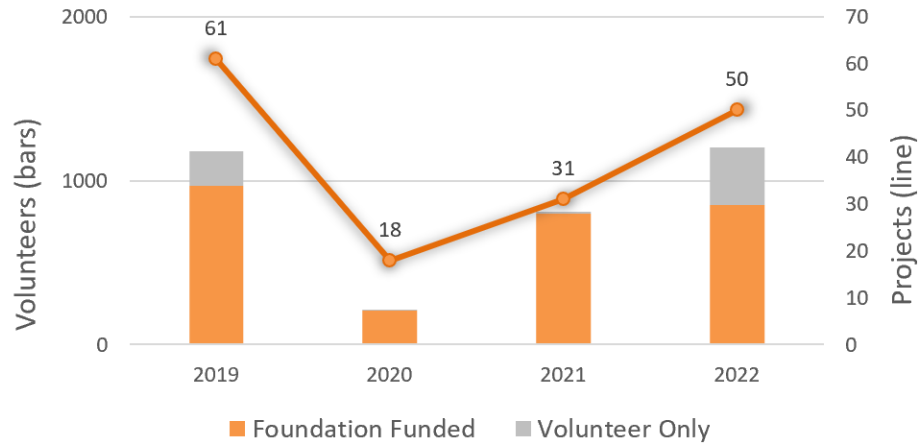
1,150	166%	2,000
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*Excludes store sponsored projects

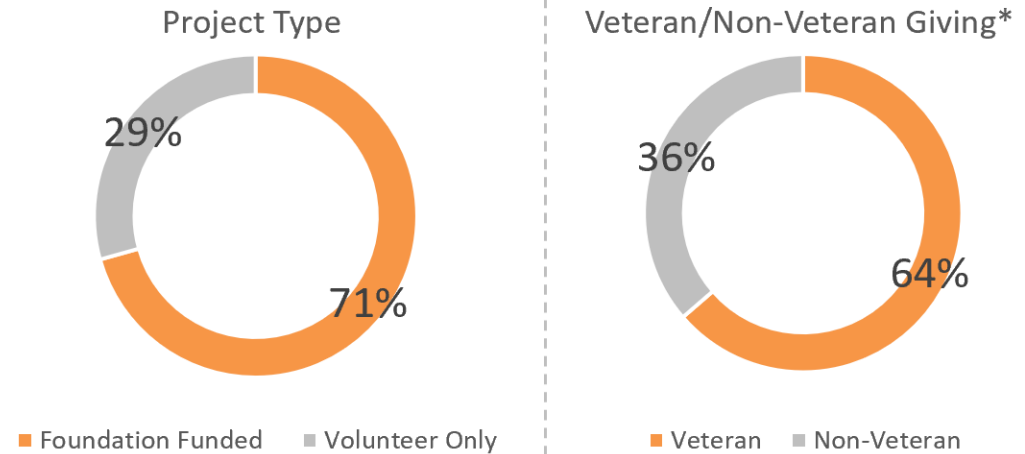


2022 Stats & 2023 Goals – Pac Mtn Desert

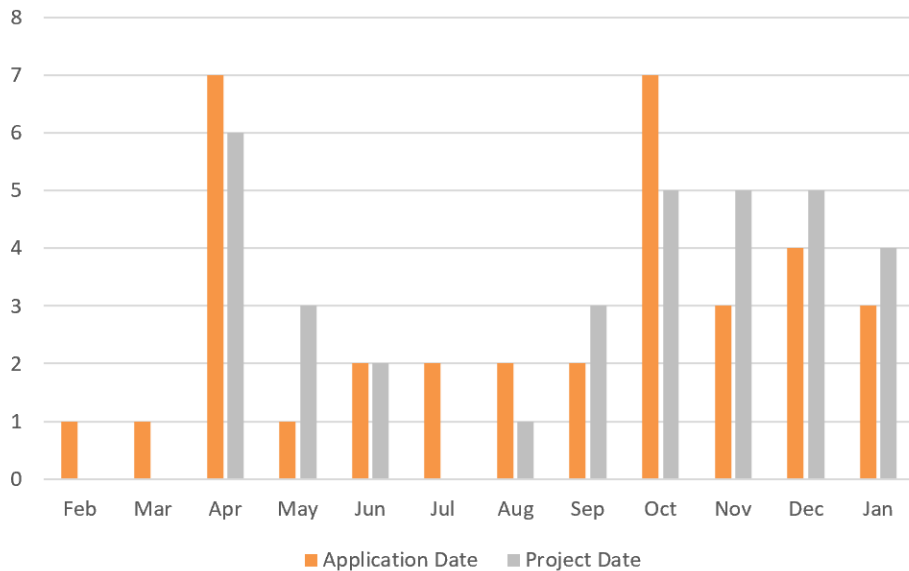
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
50	\$238,650	1,203	30

2022 Goal % to Goal

1,200	100%
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2023 Volunteer Goal

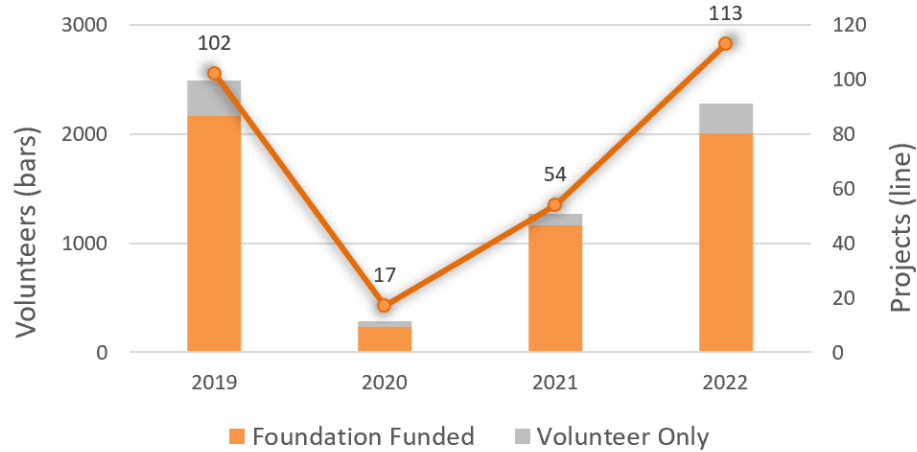
1,750

*Excludes store sponsored projects

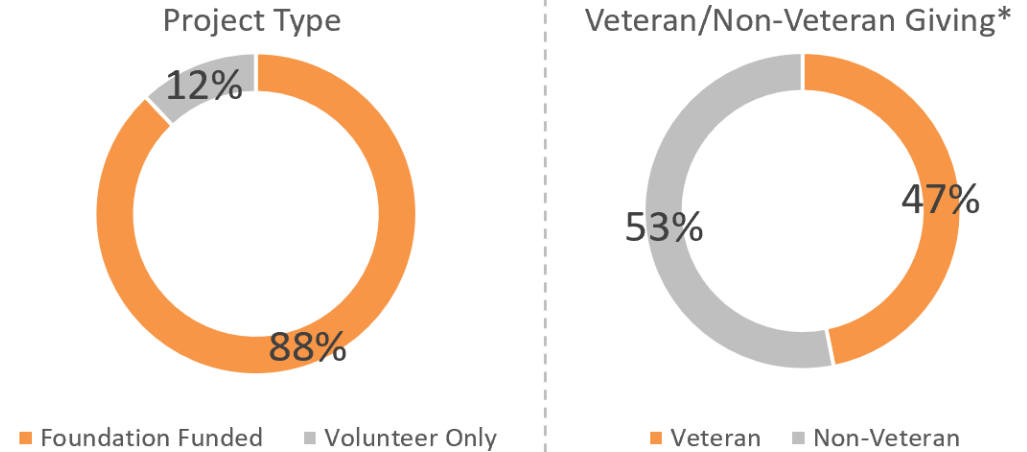


2022 Stats & 2023 Goals – Pac North

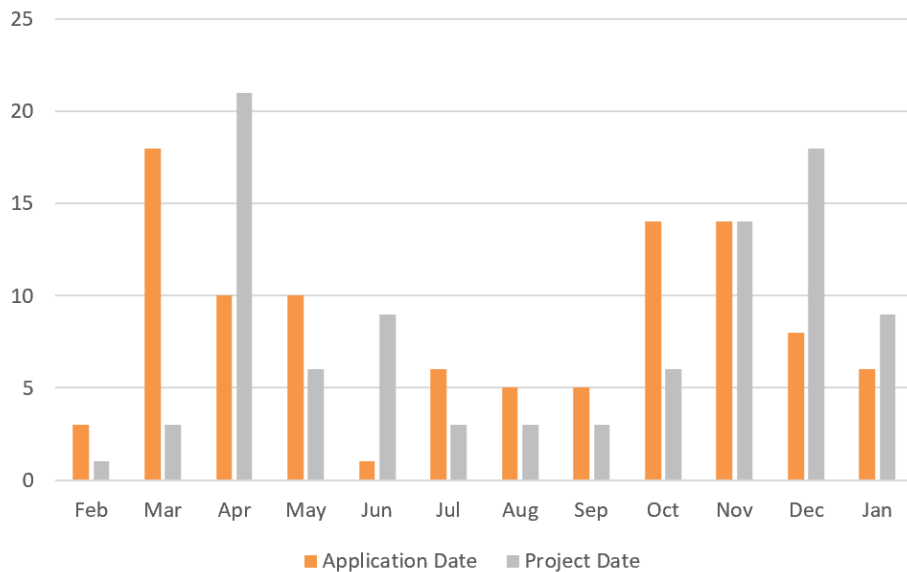
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
113	\$568,358	2,276	63

2022 Goal % to Goal

1,325	172%
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2023 Volunteer Goal

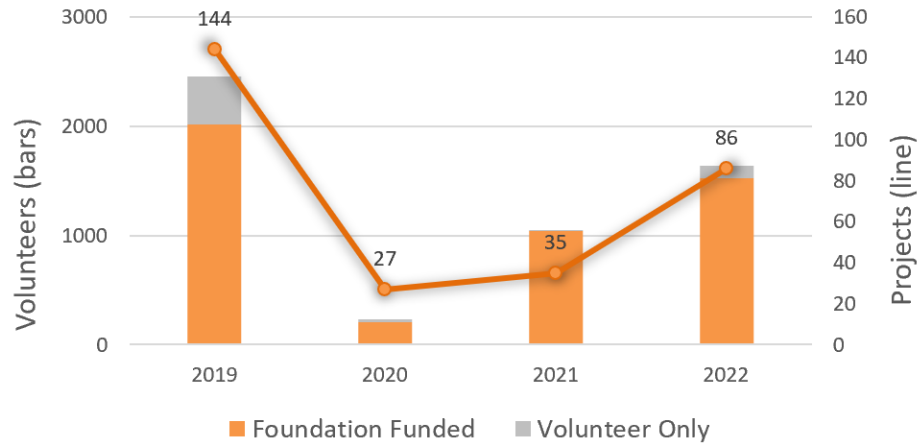
2,000

*Excludes store sponsored projects

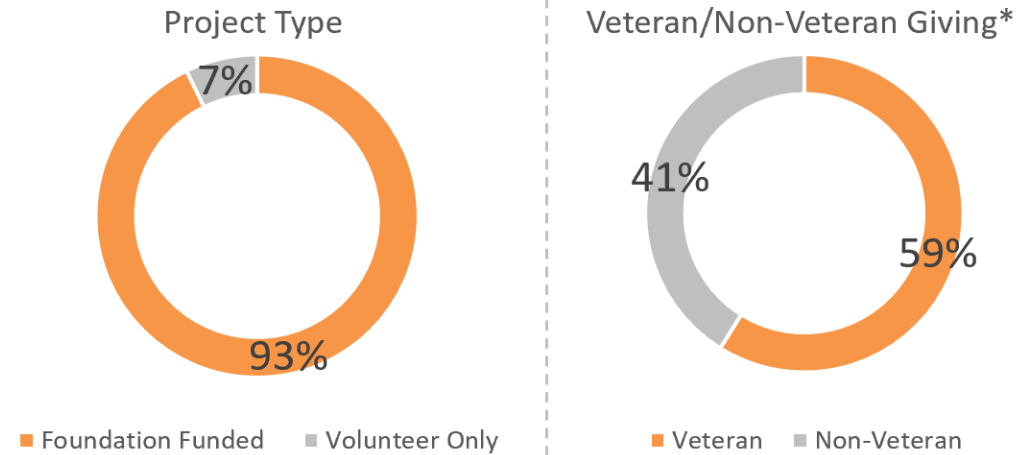


2022 Stats & 2023 Goals – Pac Northwest

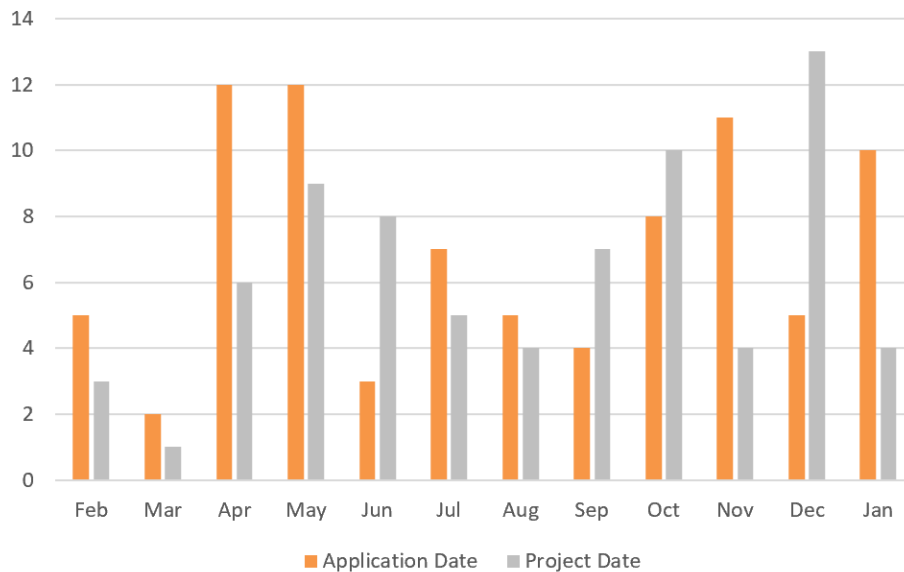
Region Volunteer & Project History



Volunteer Breakouts



Application/Project Timing*



2022 Key Stats

Projects	Grant \$	Volunteers	Unique Stores
86	\$461,030	1,640	53

2022 Goal % to Goal

1,200	137%
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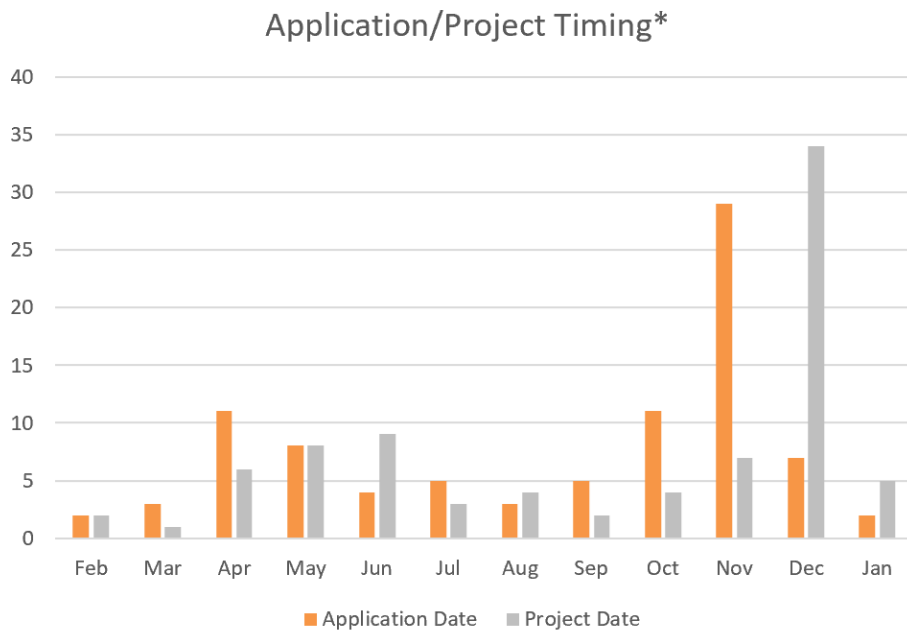
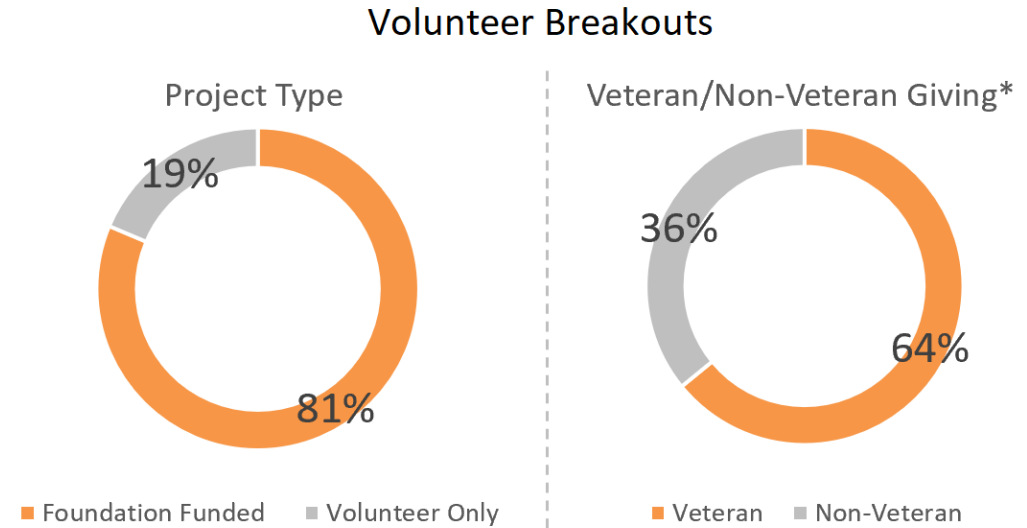
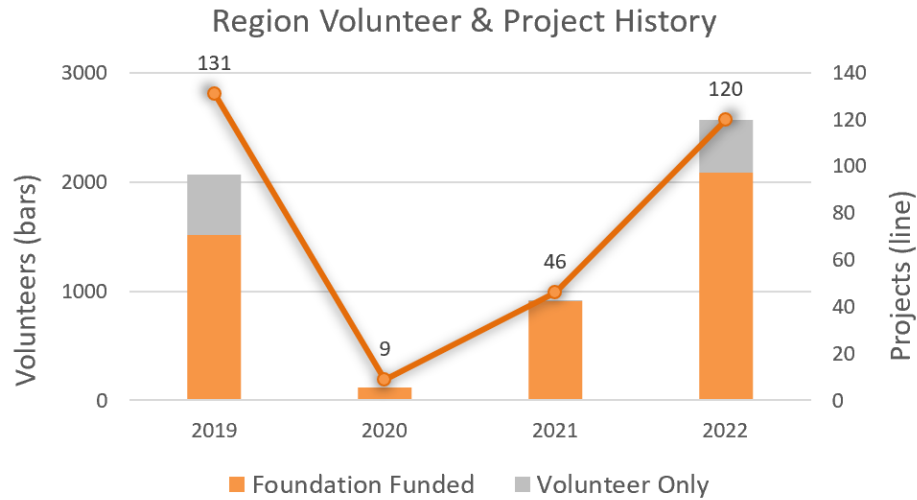
2023 Volunteer Goal

1,750

*Excludes store sponsored projects



2022 Stats & 2023 Goals – Pac South



2022 Key Stats			
Projects	Grant \$	Volunteers	Unique Stores
120	\$645,681	2,564	58

2022 Goal	% to Goal	2023 Volunteer Goal
1,100	233%	2,200

*Excludes store sponsored projects



Best Practice Discussion

Q&A



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
- Project Playbook (preplanned projects)
- Foundation Field Team at SSC
- Partner with non-store teams

BUILD RELATIONSHIPS —

- Connect with old partners or 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 the latest Team Depot SOP guidelines
- Appoint a safety captain
- Under-promise & over-deliver
- Leverage Services for specialized tasks

Q & A Closing

- **District Huddles –**
Train your Store Captains
 - District Huddle action item

