



# CASE STUDY



## ABOUT LOWE'S

Operating nearly 2,200 stores in the United States and Canada, Lowe's is one of the largest home improvement retailers in the world.

Lowe's boasts a robust community engagement and associate volunteer program specializing in supporting critical needs affecting communities, including safe, affordable housing, disaster response, and building the future generation of skilled trades professionals.



### THE OPPORTUNITY

To celebrate its 100th birthday in 2021, Lowe's envisioned a large-scale initiative to invest in the communities it serves with the goal of completing 100 local impact projects.

Although Lowe's already had ongoing CSR initiatives and a vibrant culture of volunteering, the company quickly came to understand that such a massive effort in such a short time frame would require additional reinforcements. Before engaging Points of Light, Lowe's didn't have a partner that had both the experience in managing partnerships with local nonprofits as well as the resources to accomplish this endeavor.



### THE STRATEGY

Lowe's partnered with Points of Light to manage the 100 Hometowns program in a variety of ways. Points of Light and its network of affiliates scoped and vetted the projects on the ground level to help Lowe's narrow down the thousands of applications to the 100 community projects most in need. Once selected, Points of Light supported both Lowe's and the nonprofit grant recipients by acting as an informed intermediary with an empathetic approach to the needs of each community. Additional support was provided through processing grants as a fiscal agent, providing training and project management consulting to grantees, and gathering and reporting program impact data.



Supporting communities is in our DNA, and we are so grateful to Points of Light for helping us create a positive impact for more than one million Americans through our 100 Hometowns initiative. We know that Points of Light will help us make an even greater impact through our Lowe's Hometowns program going forward as part of our goal to strengthen communities and make homes – and hometowns – better for all.”

—JULIE YENICHEK, LOWE'S SENIOR DIRECTOR OF COMMUNITY RELATIONS



## RESULTS

- In 2021, 100 worthy recipients received grants that enabled them to complete a variety of projects including playground builds, shelter renovations and garden installations to name just a few. In total, the projects impacted more than 1.3 million people in local communities around the country. Furthermore, the initiative engaged 1,852 Lowe's associate volunteers and more than 4,500 community volunteers in more than 52,000 volunteer hours. It also helped local economies through 1,291 hired vendors.
- Despite challenges with COVID-19 and supply chain disruptions, the Lowe's 100 Hometowns initiative was such a resounding success that the initiative is continuing in 2022 and beyond as a new five-year, \$100 million commitment to community impact projects called Lowe's Hometowns.