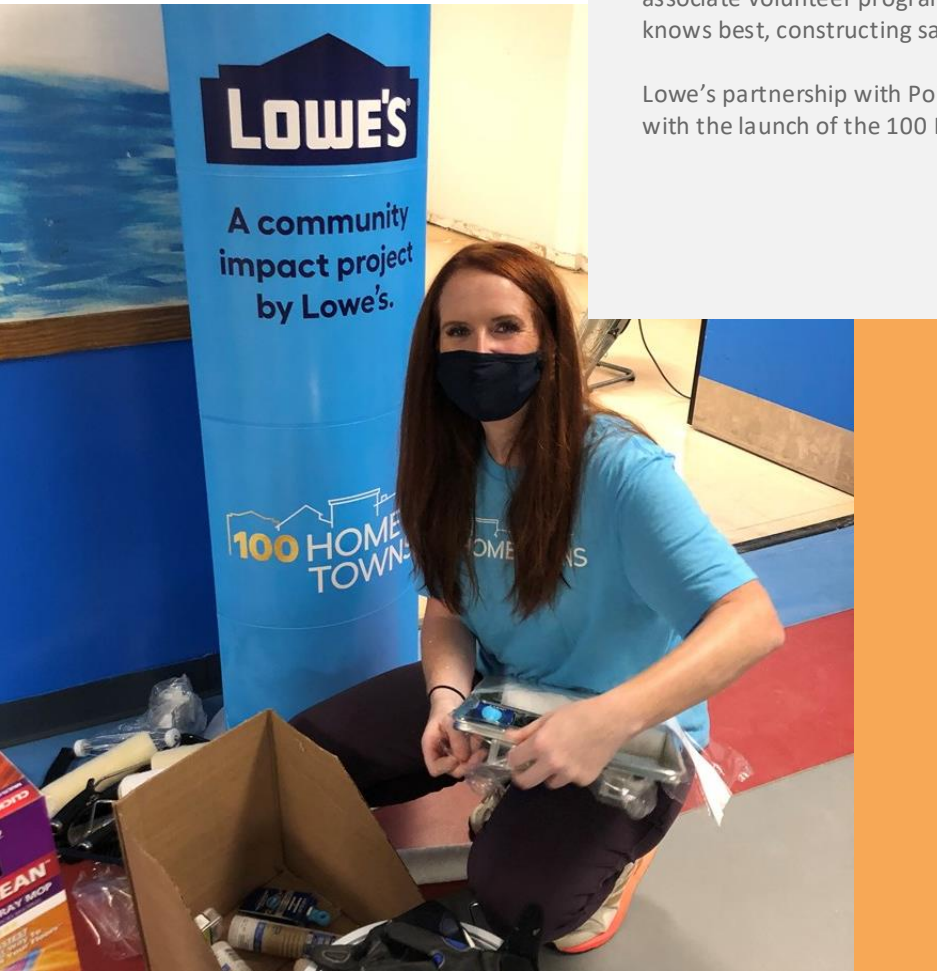


CASE STUDY

COMMUNITY INVESTMENT PROGRAM



THE PARTNER



Operating more than 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 what Lowe's knows best, constructing safe and functional spaces.

Lowe's partnership with Points of Light began in 2021 with the launch of the 100 Hometowns program.

CHALLENGE



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

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

SOLUTION



Points of Light stepped in to help manage this 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 best 100 community projects.
- 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 all 100 organizations.
- Additional support was provided through processing grants as a fiscal sponsor, providing training and project management consulting to grantees, and gathering and reporting program impact data.

RESULT



Despite challenges with COVID-19 and supply chain disruptions, The Lowe's Hometowns initiative was such a resounding success that the initiative will continue in 2022.

In 2021, 100 worthy recipients received grants ranging from \$10,000 to \$375,000 allowing 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 1,800 Lowe's employees as volunteers and supported local economies through 1,291 hired vendors.