



PROGRAM AND APPLICATION INFORMATION

Claffin University (2014 Tier 2 Winner: Project Campus Beautification)



**RETOOL
YOUR
SCHOOL**

HBCU CAMPUS IMPROVEMENT PROGRAM

2015



PROGRAM OVERVIEW

The Home Depot wants to give our nation's Historically Black Colleges and Universities (HBCUs) what they have given to so many. A strong foundation. Renewed purpose. Distinctive character. The grant portion of the RETOOL YOUR SCHOOL program provides schools with a chance to upgrade their campuses with support from The Home Depot. A total of nine (9) campus improvement grants will be disbursed. Schools will be divided into clusters based on student enrollment population. There will be one (1) Tier I Grant, one (1) Tier II Grant, and one (1) Campus Pride Grant per Cluster for schools that show the most initiative via web and social media activities promoting their proposed projects and garnering votes.

All government designated accredited HBCUs are invited to apply. The Tier I and Tier II grants will be awarded based on consumer voting and project proposal scores by advisory board panel selection. The application with the highest score in each cluster will be awarded the Tier I campus improvement grant (\$50,000 level funding); one (1) subsequent application in the cluster will be awarded Tier II campus improvement grant (\$10,000 level funding). The winning schools for the Campus Pride Grant will be selected by a combination of the applicant's social media activity and Voting Score. The applicant with the highest votes and most social media activity in each cluster as determined by the sponsor during the Voting Period will be awarded with the Campus Pride Grant (\$25,000 level funding).

NEW ONLINE VOTING PROCESS

This year the Program will utilize a Cluster System. Under the Cluster System, each accredited HBCU is assigned to one of three groups (“Cluster”) based on school enrollment data.

Clusters are as follows:

Cluster 1: Enrollment 4,000+

Cluster 2: Enrollment 1,201 – 3,999

Cluster 3: Enrollment Up to 1,200

Clusters are subject to change at sponsor’s discretion.

The Program adopts this system to better equalize each Respondent’s opportunity to compete for one of the nine (9) total Grants available. Please carefully review the Online Voting (defined below) rules to see how this change might impact Respondents Online Voting Score.

Eligibility



ELIGIBILITY

Who May Apply:

Respondents must meet the following criteria at the time of registration and through administration of the Grant:

- a. Have **accredited** HBCU status, as determined by the U.S. Department of Education.
- b. Have a tax identification number. Void where prohibited.
- c. 2014 winners **ONLY** must provide proof of completed project and submit current status photos of 2014 implementation by February 10, 2015 to participate.

Respondents must have access to the internet¹ and a valid email address to participate.

¹ Minimum browser standards are as follows: Google Chrome - Current Version 38 - Oldest Version Supported 25, Internet Explorer - Current Version 11 - Oldest Version Supported 9, Mozilla, Firefox - Current Version 33 - Oldest Version Supported 17, Safari - Current Version 8 - Oldest Version Supported 5.0.5, Opera - Current Version 25 - Oldest Version Supported 18

Requirements





GRANT REQUIREMENTS

RETOOL YOUR SCHOOL campus improvement grants are only open to institutions that are designated by the U.S. Department of Education as accredited HBCUs. See eligibility requirements.

Grants must be sustainable and/or provide long term benefit to the campus. Submissions will be judged based on this criteria.

All Proposals must be submitted in English. Each Proposal must be accompanied by up to six (6) images in JPEG Max 5MB in JPEG, Gif, PNG and TIFF format or one (1) video Max 50MB, MOV, MP4, M4V and WMV format. Proposals must be the original work of the Respondent and may not have been previously published, released or distributed in any form, or may not have won any award outside of the RYS program. Addendums and/or extensions to Respondents prior winning proposal are eligible for submission into the 2015 RYS program, as long as the work associated with Respondents prior winning proposal is complete (see (c) of the Eligibility section for proof of completion requirements). Respondent may provide one (1) proposal with three (3) completion benchmarks at \$10,000, \$25,000 and \$50,000, or complete three (3) separate Proposals for each award level.

All Proposals must include the following:

- a. A detailed written description (1,250 words or less) of a proposed Tier I project for your campus.
1. Project description should provide an explanation of how and why the Tier I project

will transform and benefit your HBCU campus using resources available through Home Depot. For example, the Tier I project could be: replacing kitchen appliances, light fixtures or windows; refurbishing bathrooms, including plumbing and electrical work; painting exterior walls; replacing roof or HVAC systems; or professional grading of fields. The foregoing list is not exhaustive; Tier I projects must be sustainable and/or provide long-term benefit to the campus.

2. Project description should provide a budget for the Tier I project, which includes, but is not limited to:
 - Materials available through Home Depot
 - Grants must be used for campus improvements that are positive, sustainable and/ or provide long term benefit. Proposed improvements remitted should fall within one (1) of the following categories to be eligible:
 - Lawn care/landscaping
 - Windows/doors
 - Energy efficiency
 - Facility upgrade
 - Lighting
 - Paint
 - Flooring
 - General construction (room additions, etc.)
 - Tier I projects must be completed with a budget of no more than \$50,000.
3. A timeline for the Tier I project, including proposed start date and length of time to complete the Tier I project.
- b. A detailed written description (1,250 words or less) of a proposed Campus Pride Project for your campus that includes the following:

1. Project description that provides an explanation of how and why the Campus Pride Project will transform and benefit your HBCU campus using resources available through Home Depot. For example, the Campus Pride project could be: replacing kitchen appliances, light fixtures or windows; refurbishing bathrooms, including plumbing and electrical work; painting exterior walls; replacing roof or HVAC systems; or professional grading of fields. The foregoing list is not exhaustive; the Campus Pride project must be sustainable and/or provide long-term benefit to the campus.
2. A budget for the Campus Pride project, including but not limited to:
 - Materials available through Home Depot
 - Grants must be used for campus improvements that are positive, sustainable and/or provide long term benefit. Proposed improvements remitted should fall within one of the following categories to be eligible:
 - Lawn care/landscaping
 - Windows/doors
 - Energy efficiency
 - Facility upgrade
 - Lighting
 - Paint
 - Flooring
 - General construction (room additions, etc.)
 - Campus Pride projects must be completed with a budget of no more than \$25,000.
3. A timeline for the Campus Pride project, including proposed start date and length of time to complete the Campus Pride project.
- c. A detailed written description (1,250 words or less) of a proposed Tier II project for your campus that includes the following:
 1. Project description that provides an explanation of how and why the Tier II project will transform

- and benefit your HBCU campus using resources available through Home Depot. For example, the Tier II project could be: planting trees and landscaping; constructing shelving, benches, arbors or shade structures; creating walkways out of natural materials, such as mulch, or out of concrete/patio stones; planting a butterfly garden; planting a vegetable garden to be harvested by the cafeteria or neighboring facilities; painting interior walls, doors, classroom trim, dormitories and community space; weatherizing buildings using caulk and/or insulation; replacing light bulbs... with compact fluorescent light bulbs; or resodding of sports fields. The foregoing list is not exhaustive; the Tier II project must be sustainable and/or provide long-term benefit to the campus
2. A budget for the Tier II project, including but not limited to:
 - Materials available through Home Depot
 - Grants must be used for campus improvements that are positive, sustainable and/or provide long term benefit. Proposed improvements remitted should fall within one of the following categories to be eligible:
 - Lawn care/landscaping
 - Windows/doors
 - Energy efficiency
 - General updates
 - Lighting
 - Paint
 - Flooring
 - General construction
 - Tier II projects must be completed with a budget of no more than \$10,000.
 3. A timeline for the Tier II project, including proposed start date and length of time to complete the Tier II project.

How to Apply





HOW TO APPLY ELIGIBILITY

Step One: Review Program Overview and Grant Requirements

To maximize the impact of the campus improvement grant resources, The Home Depot RETOOL YOUR SCHOOL program only funds institutions that meet the eligibility requirements, which can be found in the Eligibility section. Please read and review the Program Overview and the Grant Requirements sections in their entirety before you begin the application process. If you do not meet any of the established grant criteria as outlined in the Requirements section, please do not initiate the application process.

Step Two: Review Program Rules

Review The RETOOL YOUR SCHOOL Program rules. See Rules section.

Step Three: Review Frequently Asked Questions

Review the program's Frequently Asked Questions (FAQs) before beginning the application process. Contact The RETOOL YOUR SCHOOL Program staff only if you have any unanswered questions.

Step Four: Complete Part 1 of the RETOOL YOUR SCHOOL Grant Application - Registration and Letter of Intent (LOI)

To access the grant application visit www.retoolyourschool.com and click on "APPLICATION." All applicants must first confirm their intention to participate using the Letter of

Intent (LOI) portion of the application. LOI must be completed and submitted online by February 10, 2015.

The purpose of the LOI is to provide confirmation to the RETOOL YOUR SCHOOL program staff that your institution plans to submit detailed proposals for Tier I, Tier II and Campus Pride campus improvement grants by February 26, 2015. Those institutions that do not register and submit an LOI statement by the deadline will not be allowed to apply for the campus improvement grants.

Applicants who have submitted the required Registration and LOI by the deadline will receive an email with information about how to access the full proposal submission form for the next round of the application process: Submitting Tier I, Tier II and Campus Pride Full Project Proposals.

If you do not receive an email confirming receipt of the Phase I and link to Phase II of application Grant Application Registration, Letter of Intent (LOI), please contact the RETOOL YOUR SCHOOL program staff via email at staff@retoolyourschoolprogram.com.

Information received after the deadline will be declined without review.

Step Five: Complete the RETOOL YOUR SCHOOL Part II Application Process: Submitting Tier I, Tier II and Campus Pride Full Project Proposals

Once your preliminary application (Phase I) is received, you will be instructed to submit a full project proposal online for each of the Tier I, Tier II and Campus Pride project grants. Those who



completed Part I by the requested deadline will receive a link to access the online submission form for the next round of the application process: Part II: Submitting Tier I, Tier II and Campus Pride Full Project Proposals.

Proposals must be submitted online by the full proposal deadline of February 26, 2015.

Only proposals completed and submitted by the deadline with full project descriptions and accompanied by up to six (6) images in JPEG Max 5MB in JPEG, Gif, PNG and TIFF format or one (1) video Max 50MB, MOV, MP4, M4V and WMV format for each of the Tier I, Tier II and Campus Pride grants will be reviewed.

The detailed written description of a proposed campus improvement project should include (but is not limited to) the following:

1. Project description should provide an explanation of how and why the project will transform and benefit your HBCU campus using resources available through Home Depot. For example: replacing kitchen appliances, light fixtures or windows; refurbishing bathrooms, including plumbing and electrical work; painting exterior walls; replacing roof or HVAC systems; or professional grading of fields. The foregoing list is not exhaustive; projects must be sustainable and/or provide long-term benefit to the campus.

2. Project description should provide a budget for the project, which includes, but is not limited to:

- Materials available through Home Depot
- Grants must be used for campus improvements that are positive, sustainable and/ or provide long term benefit. Proposed improvements remitted should fall within one (1) of the following categories to be eligible:

- Lawn care/landscaping
- Windows/doors
- Energy efficiency
- Facility upgrade
- Lighting
- Paint
- Flooring
- General construction (room additions, etc.)

3. A timeline for the project, including proposed start date and length of time to complete the Tier I project.

FAQ





FREQUENTLY ASKED QUESTIONS

How many times may I apply for a grant?

The RETOOL YOUR SCHOOL program will consider only one proposal for each category (Tier I, Campus Pride and Tier II projects) from the same organization in a calendar year.

What are the requirements to apply for a campus improvement grant?

Institutions that wish to apply must register via the RETOOL YOUR SCHOOL program website (www.retoolyourschool.com) and click on "APPLICATION." Applicants must meet eligibility and all application deadlines.

Can we promote our school's involvement with this program?

Yes, however, all such promotional and advertising materials must be approved in writing in advance by The Home Depot. No applicants or representatives can take part (or agree to take part) in any media interviews or events, or issue any press releases or other announcements regarding participation in the RETOOL YOUR SCHOOL program without the prior written consent of The Home Depot.

I've read through all the materials but I still have a question. How can I contact someone from the RETOOL YOUR SCHOOL staff?

Submit your questions to:

staff@retoolyourschoolprogram.com.

A RETOOL YOUR SCHOOL staff member will respond within 48 hours.

What is the focus of your HBCU campus improvement program?

The RETOOL YOUR SCHOOL program is a chance for Historically Black Colleges and Universities to upgrade their campuses with grants from The Home Depot in the areas of:

- Lawn Care/Landscaping
- Windows/Doors
- Energy Efficiency
- General Upgrades
- Lighting
- Paint
- Flooring
- General Construction

What type of organizations / institutions does the RETOOL YOUR SCHOOL program support?

Only Institutions of Higher Education (IHEs) designated by the Secretary of Education as accredited Historically Black Colleges and Universities (HBCUs) are eligible to submit an application to the RETOOL YOUR SCHOOL program.

Does The RETOOL YOUR SCHOOL Program accept unsolicited grant requests?

No.

What is the deadline for submitting applications?

The RETOOL YOUR SCHOOL program makes grant decisions once a year. Grants for 2015 will be considered according to the following schedule: 2/10/2015 — Phase I and Letter of Intent (LOI) deadline

2/26/2015 — Phase II deadline for all three full project proposals: Tier I, Campus Pride and Tier II
5/8/2015 — Award notification



If selected as a winner, is there a deadline of when the campus improvement must be completed?

Yes, schools must complete project development paperwork and complete improvement projects on or before December 31, 2015.

Grantees that do not adhere to this timeline could forfeit their ability to participate in the future.

When will the RETOOL YOUR SCHOOL grant awards be funded to the winning schools?

Winning schools will be notified via email on or around May 8, 2015. Schools will be required to complete a project development form along with a store quote provided by their local designated Home Depot store before the grant is disbursed. Once BOTH forms are completed received and approved, the grant is funded within 10-15 business days.

How do I know which cluster I am assigned to?

Sponsor will make Cluster Assignments using data provided on the LOI application.

1. Cluster 1, includes those Respondents with a student enrollment of 4,000 or more,
2. Cluster 2, includes those Respondents with a student enrollment between 1,251 and 3,999, and
3. Cluster 3, includes those Respondents with a student enrollment of 1,200 or less.

Sponsor reserves the right in its sole discretion to modify the Cluster.

Do I have to do 3 different proposals?

Respondent may provide one (1) proposal with three (3) completion benchmarks at \$10,000, \$25,000 and \$50,000, or complete three (3) separate Proposals for each award level.

Example 1 (single (1) Comprehensive Proposal) Improve Campus Plaza

- \$10,000 Benchmark – landscaping, new flowers and shrubs
- \$25,000 Benchmark - landscaping, new flowers, shrubs, brick stones, weather stain current gazebo
- \$50,000 Benchmark - landscaping, new flowers, shrubs, brick stones, weather stain current gazebo, add seating to current gazebo, build additional gazebo with seating and solar lights to plaza

Example 2 (Three (3) Distinct Proposals)

- \$10,000 – Update Campus Plaza
- \$25,000 – Update stadium concession stand
- \$50,000 – Go green dorms (LED Lights, recycling stations, energy efficient communal kitchen)

How are social media votes tallied?

Social media votes are defined as those votes that use the school's unique designated hashtag on Facebook, Twitter and/or Instagram.

Each time your school's unique hashtag is used on Facebook, Instagram or Twitter ONE (1) point will be earned per post. This includes retweets and reposts.

How will I know my "unique hashtag"?

Unique Hashtags are assigned to each participating schools and will be posted on the Retool Your School website HYPERLINK "<http://www.retoolyourschool.com>" www.retoolyourschool.com when voting begins. Hashtags will also be emailed to schools primary contact.

Rules





RULES

The Home Depot RETOOL YOUR SCHOOL Grant Program (the “Rules”)

INTRODUCTION

The Home Depot RETOOL YOUR SCHOOL Grant Program (“Program”) is designed by Home Depot U.S.A., Inc. (“Sponsor” or “Home Depot”), to encourage and recognize innovative projects that contribute to the campuses of accredited Historically Black Colleges and Universities (“HBCUs”).

Accredited HBCUs (“Respondents”) are invited to submit proposals for Projects (“Proposals”) in accordance with the requirements set forth below.

Campus improvement awards (“Grants”) will be awarded to Respondents (“Grantees”) on or about May 8, 2015. The following will be awarded to each of the three HBCU Cluster (as defined below): One (1) Grant of \$50,000 USD will be awarded for Tier I Projects; one (1) Grant of \$10,000 USD each will be awarded for Tier II Projects; and one (1) Grant of \$25,000 USD each will be awarded for a Campus Pride Project, Grant Awards will total \$255,000 USD. All award Grantees will execute their projects on or before December 31, 2015.

NEW ONLINE VOTING PROCESS

This year the Program will utilize a Cluster System. Under the Cluster System each accredited HBCU is assigned to one of three groups (“Cluster”) based on school enrollment data. The Clusters are as follows:

Cluster 1: Enrollment 4,000+

Cluster 2: Enrollment 1,201 – 3,999

Cluster 3: Enrollment Up to 1,200

Clusters are subject to change at sponsor’s discretion.

Program adopted this system to better equalize each. Respondents equal opportunity to compete for one of the nine (9) total Grants totaling \$255,000. Please carefully review the Online Voting (defined below) rules to see how this change might impact Respondents Online Voting Score.

ELIGIBILITY

Respondents must meet the following criteria at the time of registration and through administration of the Grant::

- Have accredited HBCU status, as determined by the U.S. Department of Education.
- Have a tax identification number. Void where prohibited.
- 2014 Winners ONLY must provide proof of completed project and submit current status photos of 2014 implementation by February 10, 2015 to participate.

Respondents must have access to the internet and a valid email address to participate.

PROPOSAL SUBMISSION INSTRUCTIONS

- IMPORTANT NOTICE: ALL TIMES PROVIDED IN THESE RULES ARE EASTERN STANDARD TIMES IN THE U.S.A. RESPONDENTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.
- To participate, an authorized representative designated by the respondent must first go to www.retoolyourschool.com (“Site”)



and follow the instructions to complete the Phase I application, including, without limitation, current school logo, primary contact information, student population and intent to participate. Phase I applications may be submitted beginning January 20, 2015, at 12:00 a.m. (midnight) Eastern Standard Time (“EST”). Program registration and LOIs must be completed and received by February 10, 2015, at 11:59 p.m. EST. Respondents that fail to complete and submit the Phase I application by this deadline will not be eligible to submit a Proposal for the Grants. Applications received after this deadline will be declined without review.

- c. **IMPORTANT NOTICE: RESPONDENTS ARE REQUIRED TO SUBMIT PROPOSAL FOR THREE (3) PROJECTS — ONE TIER I PROJECT, ONE CAMPUS PRIDE PROJECT AND ONE TIER II PROJECT. ONLY ONE GRANT WILL BE AWARDED PER GRANTEE. THE GRANTEE AWARDED THE TIER I PROJECT GRANT WILL NOT BE ELIGIBLE TO RECEIVE A CAMPUS PRIDE OR TIER II PROJECT GRANT.**
- d. Respondents that complete and submit the LOI by the deadline will receive an email confirming that they are qualified to submit a Proposal immediately upon receipt. To submit a Proposal for Tier I, Campus Pride and Tier II Projects, Respondents must complete all required sections of application. Proposals must include, without limitation, full descriptions for each of the Tier I, Campus Pride and Tier

II Projects for which Respondent seeks funding and must contain all of the Proposal Requirements described in the following section of this page. Full Proposals must be received by February 26, 2015, at 11:59 p.m. EST. Proposals received after this deadline will be declined without review and will be ineligible to receive Grants.

- e. The Sponsor’s clock is the official time clock of the Program. Proof of submission does not constitute proof of receipt.

PROPOSAL REQUIREMENTS

All Proposals must be submitted in English. Each Proposal must be accompanied by up to six (6) images in JPEG Max 5MB in JPEG, Gif, PNG and TIFF format or one (1) video Max 50MB, MOV, MP4, M4V and WMV format. Proposals must be the original work of the Respondent and may not have been previously published, released or distributed in any form, or may not have won any award outside of the RYS program. Addendums and/or extensions to Respondents prior winning proposal are eligible for submission into the 2015 RYS program, as long as the work associated with Respondents prior winning proposal is complete (see (c) of the Eligibility section for proof of completion requirements). Respondent may provide One (1) proposal with Three (3) completion benchmarks at \$10,000, \$25,000 and \$50,000 or complete 3 separate proposal for each award level.

All Proposals must include the following:



a. A detailed written description (1,250 words or less) of a proposed Tier I Project for your campus.

1. Project description should provide an explanation of how and why the Tier I Project will transform and benefit your HBCU campus using resources available through Home Depot. For example, the Tier I Project could be: replacing kitchen appliances, light fixtures or windows; refurbishing bathrooms, including plumbing and electrical work; painting exterior walls; replacing roof or HVAC systems; or professional grading of fields. The foregoing list is not exhaustive; Tier I Projects must be sustainable and/ or provide long term benefit to the campus.

2. Project description should provide a budget for the Tier I Project, which includes, but is not limited to:

- Materials available through Home Depot
- Grants must be used for campus improvements that are positive, sustainable and/ or provide long term benefit. Proposed improvements remitted should fall within one (1) of the following categories to be eligible:

- Lawn care/landscaping
- Windows/doors
- Energy efficiency
- Facility upgrade
- Lighting
- Paint
- Flooring
- General construction (room additions, etc.)

- Tier I Projects must be completed with a budget of no more than \$50,000.

3. A timeline for the Tier I Project, including

proposed start date and length of time to complete the Tier I Project.

b. A detailed written description (1,250 words or less) of a proposed Campus Pride Project for your campus that includes the following:

1. Project description that provides an explanation of how and why the Campus Pride Project will transform and benefit your HBCU campus using resources available through Home Depot. For example, the Campus Pride Project could be: replacing kitchen appliances, light fixtures or windows; refurbishing bathrooms, including plumbing and electrical work; painting exterior walls; replacing roof or HVAC systems; or professional grading of fields. The foregoing list is not exhaustive; the Campus Pride Project must be sustainable and/ or provide long term benefit to the campus.

2. A budget for the Campus Pride Project, including but not limited to:

- Materials available through Home Depot.
- Grants must be used for campus improvements that are positive, sustainable and/ or provide long term benefit. Proposed improvements remitted should fall within one of the following categories to be eligible:

- Lawn care/landscaping
- Windows/doors
- Energy efficiency
- Facility upgrade
- Lighting
- Paint
- Flooring
- General construction (room additions, etc.)

- Campus Pride Projects must be completed



with a budget of no more than \$25,000.

3. A timeline for the Campus Pride Project, including proposed start date and length of time to complete the Campus Pride Project.
- c. A detailed written description (1,250 words or less) of a proposed Tier II Project for your campus that includes the following:
 1. Project description that provides an explanation of how and why the Tier II Project will transform and benefit your HBCU campus using resources available through Home Depot. For example, the Tier II Project could be: planting trees and landscaping; constructing shelving, benches, arbors or shade structures; creating walkways out of natural materials, such as mulch, or out of concrete/ patio stones; planting a butterfly garden; planting a vegetable garden to be harvested by the cafeteria or neighboring facilities; painting interior walls, doors, classroom trim, dormitories and community space; weatherizing buildings using caulk and/ or insulation; replacing light bulbs with compact fluorescent light bulbs; or resodding of sports fields. The foregoing list is not exhaustive; the Tier II Project must be sustainable and/ or provide long term benefit to the campus.
 2. A budget for the Tier II Project, including but not limited to:
 - Materials available through Home Depot.
 - Grants must be used for campus improvements that are positive sustainable and/ or provide long term benefit. Proposed improvements remitted should fall within one of the following

categories to be eligible:

- Lawn care/landscaping
 - Windows/doors
 - Energy efficiency
 - General updates
 - Lighting
 - Paint
 - Flooring
 - General construction
- Tier II Projects must be completed with a budget of no more than \$10,000
3. A timeline for the Tier II Project, including proposed start date and length of time to complete the Tier II Project.

ONLINE VOTING

Respondents that complete the full application by the applicable deadline will be entered into the online public voting process. During the online voting process, Respondents will be divided into the following three Cluster (“Clusters Assignment”):

- 1- Cluster 1, which includes those Respondents with a student enrollment of 4,000 or more.
- 2- Cluster 2, which includes those Respondents with a student enrollment between 1,251 and 3,999.
- 3- Cluster 3, which includes those Respondents with a student enrollment of 1,200 or less.

Sponsor will make Cluster Assignments using data provided on LOI application and National Center for Education Statistics. Sponsor reserves right to request enrollment verification. Sponsor reserves the right in its sole discretion to modify the Cluster Assignment criteria listed above (via increase or decrease of the necessary

student enrollment figures of a Cluster or Clusters) based on the total number of Respondents that submit Proposals, towards fulfilling the goal of better equalizing the Grant selection chances amongst the Respondents.

Online voting will begin February 27, 2015, at 12:00 a.m. (midnight) EST and end April 20, 2015, at 11:59 p.m. EST (“Voting Period”). During the Voting Period, visitors to www.retoolyourschool.com (the “Site”) will have an opportunity to vote for their favorite participating HBCUs. Site Votes are cumulative (i.e., they reflect all votes from the beginning of the Voting Period). Limit one vote per personal device (owned by the voter), per day during the Voting Period. Special unlimited voting periods may be made available at sole discretion of sponsor. Any Respondent or individual who, at the sole discretion of Sponsor, abuses the voting process in any way, including, without limitation, mass robotic voting, votes generated by a script or macro, use of automated devices or the use of multiple voter or email accounts or other fraudulent means, as determined by Sponsor, will be disqualified from the Program or from further voting and will have all their prior votes disqualified. Each Respondent’s votes received via the Site and social media will be combined to determine that school’s total online voting score (the “Online Voting Score”). Online Voting Score will be published on the Site based on Cluster Assignment. The Top Online Voting score per Cluster will be awarded the Campus Pride Award of \$25,000. NOTE: Respondents may not receive more than one Grant. Therefore, a Respondent that receives a Tier I or Tier II Grant is not eligible for the Campus Pride Award.

JUDGING CRITERIA

Tier I and Tier II Projects

All Proposals will be judged by a panel of advisors (“Judges”) selected by Sponsor based on the following weighted criteria on a scale of 1 to 10, with “1” representing the lowest score and “10” the highest score (“Judge Score”):

- a. relevance to the Proposal Requirements stated on page 10;**
- b. completeness of the Proposal;**
- c. ability to execute the Project within the budget of \$50,000 or \$10,000, as applicable;**
- d. ability of the Project to make lasting, positive transformations on the campus that are noticeable;**
- e. use of sustainable, eco-friendly and/or energy-saving materials, such as, but not limited to, energy-efficient lighting and windows, and water-saving faucets and toilets; and**
- f. Online Voting Score.**

Respondents will receive one Judge Score for each Tier I and Tier II Project. The score will be based upon the Judges’ evaluation of your efforts to meet the criteria outlined in sections (a) through (e) above.

Once final Online Voting Scores are determinable for each Cluster, all Respondents will be ranked from the highest to lowest number of votes (“Online Voting Rank”). Respondent’s Online Voting Rank shall determine the number of additional points to be added to your Judge Score. Respondents may earn up to ten (10) additional points for their Judge Score. For example, Respondents from each Cluster with the top Online Voting Rank will



receive ten (10) additional points to their Judge Score. All other Respondents from each Cluster shall receive up to, but not more than nine (9) additional point(s) to their Judge Score.

If your Tier I or Tier II Project Proposal is selected, you will be notified on or around May 8, 2015, by email, as provided on your proposal.

CAMPUS PRIDE PROJECT

The winning schools will be determined by Sponsor and based on the following weighted criteria:

- a.** Respondent's Online Voting Score which is combined votes made through retoolyourschool.com and Social Media Votes
Social Media Votes are defined as the use of the schools unique designated hashtag on Facebook, Twitter and/ or Instagram.
 - I. Photos and videos must not be lewd or offensive in nature.
 - II. Neither Instagram, Twitter nor Facebook is a sponsor of this Program and does not endorse or otherwise have anything to do with this Program.
- b.** Total Online Voting Scores will be determined based on each Respondent's Cluster Assignment as described above.

If your Campus Pride Project is selected, you will be notified on or around May 8, 2015

AWARD PROCEDURES

A total of nine (9) grants are available to be awarded. Subject to the above described criteria, the following grants are available for qualifying

Proposals: One (1) Tier I Project Grant for \$50,000, One (1) Tier II Project Grant for \$10,000, and One (1) Campus Pride Grant for \$25,000 per Cluster. Each Respondent is eligible to receive only one Grant. At Sponsor's sole discretion, up to 5% of Tier 1 and Campus Pride Grant may be awarded by check or wire transfer for labor, with the remainder to be awarded through the issuance of The Home Depot gift cards. Gift cards are only redeemable for products and services sold at The Home Depot stores. Sponsor reserves the right to award fewer Grants, or not to award any Grants, if, in its sole and absolute discretion, it does not receive a sufficient number of qualified Proposals. All Grantees may be required to execute a Grant Award Agreement that will detail the terms and conditions of the Grant. **ANY AND ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE GRANTEE.** All properly claimed prizes will be awarded. Project development forms must be completed by all winners in conjunction with their designated local Home Depot Store for a Grant to be released.

CONDITIONS OF PARTICIPATION

Limit of one complete application per HBCU. Submission of a Proposal constitutes Respondent's agreement to be bound by this Call for Proposals and by the decisions of the Judges and Sponsor, which are final and binding on all matters pertaining to this Program. Return of any Grant/ Award notification may result in disqualification and selection of an alternate Grantee. Any potential Grantee who cannot be contacted within



ten (10) days of first attempted notification may be disqualified and forfeit any Grant to which they may be entitled. Potential Grantees may be required to sign and return an Affidavit of Eligibility/Liability and, where legally permissible, a Publicity Release, and any other applicable forms required by a taxing authority within fifteen (15) days following the date of first attempted notification. Failure to comply within this time period and any other conditions listed herein may result in disqualification and selection of an alternate Grantee. Acceptance of the Grant constitutes permission for, and Grantee's consent to, Sponsor and its agencies to use the Grantee's name, the Proposal, the school name and logo, and to take and use photos and video footage of the Project execution and Grantee's campus ("Content") for advertising and promotional purposes without additional compensation, unless prohibited by law. Grantees may also be required to submit a written release from any persons appearing in such Content. As a condition of participation, Grantees agree that they will make available representatives from their institution to participate in publicity and promotional activities, and events and/or press conferences held within a reasonable timeframe after the completion of the Projects, including, but not limited to, taking part in a check presentation during half-time at Grantee's home football game of Sponsor's choice. All projects must be completed on or before Dec 31, 2015. Grantees that do not adhere to this timeline could forfeit their ability to participate in the future.

In order to be awarded a Grant, the campus facility/facilities that are the subject of the applicable Proposal must be in a minimum state

of condition that would allow the planned activities in the Proposal to proceed without any necessary remedial actions (e.g., no significant mold/mildew, structural damage, or dilapidation concerns that would deem the facility/facilities unsafe) in the sole opinion of Sponsor. If a Respondent is awarded a Grant, and Sponsor later discovers that the applicable facility/facilities referenced in the Proposal is not in such minimum condition, Sponsor may disqualify Respondent and revoke any awarded Grant and choose an alternate winner.

PROMOTION OF PARTICIPATION

Respondents are permitted to promote their involvement in the Program; **however, all such promotional and advertising materials must be approved in writing in advance by Sponsor.** No Respondent or representative of any Respondent can take part (or agree to take part) in any media interviews or events, or issue any press releases or other announcements regarding participation in the Program without the prior written consent of Sponsor. Grantees agree to distribute either direct mailings or email correspondence to Grantees' alumni at Sponsor's request, on Grantees' letterhead or from Grantees' email account, respectively, promoting and updating alumni on Grantee's participation in the Program, provided, however, that Grantees agree to be designated as the official senders of such mailings. In the case of email distributions, Grantees shall comply with all applicable local, state and federal email marketing laws, including, but not limited to, the Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003.



NO RECOURSE TO JUDICIAL OR OTHER PROCEDURES

To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Program are hereby excluded, and each Respondent expressly waives any and all such rights. In the event that a court of competent jurisdiction finds the foregoing waiver unenforceable, Respondents hereby consent to jurisdiction and venue residing exclusively within the federal or state courts in the state of Georgia, and agree that any and all disputes, claims and causes of action arising out of or connected with this Program or any Grant shall be resolved individually, without resort to any form of class action. Respondents agree that all issues and questions concerning the construction, validity, interpretation and enforceability of the terms of this Call for Proposals, or the rights and obligations of Respondents and Sponsor in connection with this Program, shall be governed by, and construed in accordance with, the substantive laws of the State of Georgia, without regard to Georgia conflict of law principles. Under no circumstances will Respondents be permitted to obtain awards for, and Respondents hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and Respondents further waive all rights to have damages multiplied or increased.

WARRANTY, INDEMNITY AND LIABILITY

By participating in the Program, Respondents agree to waive any right to claim any ambiguity

or error in this Call for Proposals or the Program. Each Respondent certifies that its Proposal is original, that it has been authorized by the HBCU administration to apply to this Program, and that no law, rule, or regulation would prohibit the HBCU from accepting a grant under this Program from Sponsor. Each Respondent further agrees not to submit any Proposal that (a) infringes any third party proprietary, intellectual property, industrial property, personal rights, or other rights, including, without limitation, copyright, trademark, patent, trade secret or confidentiality obligation; or (b) otherwise violates any applicable law, rule, or regulation. Each Respondent hereby releases and agrees to indemnify and hold harmless Sponsor, Instagram, Twitter and Facebook and each of their parents, subsidiaries, affiliates, agents, directors, officers, employees, representatives, and assigns from and against any liability, claims, demands, losses, damages, injuries, costs and expenses of any kind arising from or in connection with, either directly or indirectly: (1) the awarding, acceptance, receipt, possession, use and/or misuse of any Grant awarded herein; (2) participation in the Program or any Program-related activities including, but not limited to, traveling to or from any Program-related activity; and (3) any act, default, or omission of the Respondent and/or a breach of any agreement, representation, or warranty set forth herein. Sponsor is not responsible for any typographical or other error in the printing of this Call for Proposals, administration of the Program, or in the announcement of the Grants. Due to the unique nature and scope of this Program, Sponsor reserves the right to alter or modify this Call for Proposals at any time. Upon awarding



a Grant to a Grantee, Sponsor will be deemed to have awarded the Grant to the Grantee with Grantee assuming full responsibility for the Grant and resulting campus improvement.

DISQUALIFICATION

A Respondent may be prohibited from participating in this Program if, in Sponsor's sole discretion, it reasonably believes that the Respondent has attempted to undermine the legitimate operation of this Program by cheating, deception or other unfair practices, or annoys, abuses, threatens or harasses any other Respondents, the Sponsor or associated agencies. Any false information provided within the context of the Program by any Respondent or noncompliance with this Call for Proposals or the like may result in the immediate disqualification of the Respondent from the Program.

INTERNET

Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission. Sponsor is not responsible for theft or destruction, or unauthorized access to or alterations of Proposal materials, or for technical, network, telephone equipment, electronic, computer, hardware, or software malfunctions, or limitations of any kind. Sponsor is not responsible for inaccurate transmissions of or failure to receive materials or Proposals on account of technical problems or traffic congestion on the internet or at any website or any combination thereof. If for any reason the internet portion of the program is not capable of running as planned, including

infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, disruption or termination of the website for any reason or any other causes that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this program, Sponsor reserves the right at its sole discretion to immediately cancel, terminate, modify or suspend the Program. Caution: Any attempt by a Respondent to deliberately damage any website or undermine the legitimate operation of the Program is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any such Respondent to the fullest extent of the law.

MISCELLANEOUS CONDITIONS

Sponsor reserves the right to modify these Rules at any time at its sole discretion. By participating in the Program, Respondents hereby agree that all information submitted will be subject to Sponsor's Privacy Policy www.homedepot.com/privacy. By applying to the Program, Sponsor may collect Respondent's name, address, phone number and e-mail address. We will use this information to administer Respondent's participation in the Program. At the time you apply to the Program, we may ask Respondent's permission to send you future marketing information from The Home Depot. We want to assure you that The Home Depot is dedicated to protecting your privacy.

