



Lowe's 10 Million Square Feet of Impact Measurement Framework

Overview: Lowe's is making a bold commitment to deliver 10 million square feet of impact, a measurable promise to rebuild and revitalize communities across the country. This initiative reflects Lowe's deep-rooted presence in the communities it serves, where every square foot of impact is a testament to the company's ongoing commitment to show up, support, and help build what matters.

Q&A: 10M Sq. Ft. of Impact Measurement & Methodology

Q: What types of projects are being measured—and what kinds of spaces are impacted?

A: Lowe's community impact focuses on mending homes and neighborhoods, revitalizing community spaces and supporting communities before and after disaster strikes. We've identified five distinct categories to quantify our impact:

- **Homes repaired or built** as part of Lowe's commitment to complete critical home repairs in the most vulnerable neighborhoods across America
- **Community revitalization projects** through our Lowe's Hometowns program, such as parks, food pantries, community centers, and playgrounds
- **Truckloads of materials donated** for disaster relief and ongoing revitalization efforts
- **Spaces improved after disasters** using donated supplies through our Tote/ Bucket Brigades, measured by average square footage
- A portion (10%) of **Lowe's associate volunteer hours**, focusing on projects that directly contribute to measurable square-foot impact

Q: How is Lowe's measuring the square footage for each project?

A: We apply a conservative, standardized square footage estimate to each type of category we impact. Examples of categories include homes improved or truckloads of materials sent for disaster response to ensure consistency. Then, we multiply that by the number of projects completed in each category. Finally, we add the square footage of all our projects to arrive at an aggregated total.

For example, if we support 30 critical home repair projects, the average square feet of a home is 2,233, we'll log 66,990 square feet of impact for that category.

Q: How is Lowe's tracking and reporting progress toward the 10 million square feet goal?

A: We've partnered with True Impact, a leading social impact measurement platform, to help Lowe's build a framework to quantify and track our efforts. Learning from True Impact's methodology ensures our data is consistent, aligned with strategic goals, and actionable.

Lowe's will share regular updates highlighting impact stories and ultimately the total square footage achieved to date. This allows us to keep our communities, and ourselves, accountable. We'll leverage both existing end of year reporting mechanisms, like our Lowe's Hometowns Executive Summary, and data capture from programs like our disaster response efforts and volunteerism.

Q: What is *not* included in your measurement?

A: The 10 million square feet focuses only on projects with clear, physical space outcomes. That means we're intentionally leaving out other valuable efforts that Lowe's supports that don't translate directly to square footage, including:

- All skilled trades education and workforce development programming, such as training hours, job placements, or scholarships



- Volunteer hours not tied to a physical space
- Discount programs, including military and first responder discounts
- Impact from Lowe's Round Up for Charity program

These efforts are still core to who we are, because *We're Here to Help* means showing up in all kinds of ways. But this initiative is about measurable, physical change we can track.

Q: How does this fit into your larger community relations programming?

A: Lowe's has a longstanding commitment to mending neighborhoods, revitalizing community spaces, supporting communities when disaster strikes. The commitment to deliver 10 million square feet of impact serves to amplify our ongoing commitment to the communities we serve and turn square feet into a measurable force for good.

This commitment is just one part of our broader community strategy to revitalize and strengthen the communities where we live and work – it does not encompass all that we do.