



ANNUAL REPORT FY2020

APRIL 1, 2019 - MARCH 31, 2020





Spreading hope and supporting communities, one home at a time

At HomeServe, caring is in the fabric of our company culture. It's why we are committed to putting people at the heart of everything we do.

In April 2019, we launched the **HomeServe Cares Foundation (HSCF)**, the corporate social responsibility initiative for our business in North America. The Foundation's philanthropic efforts are guided by four pillars allowing us to support and care for People, Communities, Veterans, and the Common Good in the places where we live, work, and serve our customers.



Caring for
People



Caring for
Community



Caring for
Vets



Caring for
Good



Pictured (L to R): **Michael Backus**, Chief Sales Officer; **Robert Judson**, Global Chief Operating Officer; **John Kitzie**, Chief Executive Officer, HomeServe North America

A Message from HomeServe North America CEO John Kitzie

People are at the heart of everything we do at HomeServe. They're why I come to work every day. And they're why the people I work alongside come to work every day with their ideas, their passions, and their willingness to give their best to our customers and colleagues.

That sentiment is what compelled us to launch the HomeServe Cares Foundation in April 2019. While we've always been the type of company to lend a helping hand when people needed it over the years, we saw the creation of the Foundation as an opportunity to take our efforts to the next level. It's also a way for us to take the people working at HomeServe, our partners, contractors, and communities throughout North America on the journey with us.

Our four pillars – People, Community, Veterans, and the Common Good – are designed to help us spread hope and support communities everywhere, one home at a time. At the heart of the HomeServe Cares Foundation is the desire to do good where and when we can. Whether we're working with one of our network contractors to replace severely damaged service lines for a resident without the means to pay, helping nonprofit organizations enhance the services people rely on, finding opportunities for veterans to have successful careers in the skilled trades, or taking time off as a team to give back to the communities where we live and work, we do it for one reason: good.

We're just getting started with the Foundation. I'm excited to see it grow so we can do what we do best: put people at the heart of everything we do.

CEO
HomeServe North America

[in @John-Kitzie](#)



Recognition - National League of Cities Service to Cities Award

Each year, the National League of Cities (NLC) recognizes organizations who contribute to the development and improvement of cities and the communities within their membership. This year, the NLC chose HomeServe to receive the **Service to Cities Award** based on our work under the HomeServe Cares Foundation. [Read the Article](#)



Caring for People



Committed to helping homeowners and our employees in need

Everyone needs a little help once in a while. Through our **Caring for People** pillar, we're able to help those in need, whether they're in the communities we serve or inside our company.

HomeServe Cares

For many years, the **HomeServe Cares** program has been at the center of our giving efforts. The program provides free repairs to low-income residents for many types of household problems.

Across the U.S. and now in Canada, we've completed **HomeServe Cares** jobs from simple to complex, all in an effort to ensure people can safely stay in the place they call home. From household heating to hot water and plumbing, sewer and septic lines to electrical malfunctions, our work helps to make sure homes work for everyone.



“My dad is a World War II and Korean (War) Veteran and he’s 90. He’s my hero. He had six inches of water in the basement, and that’s when I called HomeServe. I had health concerns about him staying in the house. He didn’t have the money to get the repair done, and it made me want to cry. I’m so glad we found you – it’s a blessing. Thank you so much.”

– Paul, Waukegan, IL



#CaringForPeople

112 HomeServe Cares jobs completed

\$220K in urgent repairs covered

7 employees and families supported by Helping Hands

> \$15K donated by employees, matched 100% by the HSCF



In **Columbus, Ohio**, we brought in network contractor **McAtee Plumbing, Heating and Cooling** to help replace a failed sewer line for one of **Lower Lights Ministries'** group houses. Replacing the essential service line ensured the residents living in this transitional housing facility would have access to a supportive environment as they worked to integrate into the local community. [Watch the Video](#)

Our work in **Texarkana, Arkansas**, saw us assist a homeowner by fixing a septic system problem she believed existed for decades. With the help of **M&T Plumbing**, we rerouted the sewer system with a new service line and connection to the city main. [Watch the Video](#)

And in **Cleveland, Ohio**, the HSCF and **Hey Neighbor, LLC**, stepped in to help a resident restore heat to his home. The homeowner survived the last seven Cleveland winters by heating his home with only the burners on his stove and the companionship and warmth of his dogs. [Watch the Video](#)

Helping Hands

Even our employees aren't immune from hard, often life-altering circumstances. From house fires to the loss of loved ones, these situations undoubtedly lead to stress and unexpected financial hardships. Through our **Helping Hands** program, employees throughout HomeServe rally to support their colleagues and families in times of need. Using an online fundraising platform, employees' donations are collected, matched dollar for dollar by the HSCF, and quickly distributed to the employees and their families to provide much needed financial relief.



#CaringForPeople

“There are no words that I can express to thank all of you and the company for doing this for us. It was and is an amazing gesture of kindness and full heartedness that I cannot accurately put into words. Again, I don't have the words necessary to convey my gratitude. I want to thank, shake hands, and hug everyone that helped and donated but that is impossible, so I hope that my heartfelt Thank You from the bottom of my heart is enough.”
– From the spouse of a deceased HomeServe employee”

Caring for Community



Helping communities thrive by supporting initiatives that align with our values

People are at the heart of everything we do. Their communities – the places they gather, the people they connect with, and the bonds they build – are what our **Caring for Community** pillar aims to support.

Central to the pillar is our **Caring for Community** grant program, which awards funding of varying amounts to municipal and nonprofit organizations to help recipients enhance the organizations they run, the services they offer, and the spaces they support. From starting new projects to infusing funds into existing initiatives, the grants are awarded to projects that can make an impact, be executed in a timely manner, and are innovative in their approach and design.



People with Special Needs

Spaces that are compliant with the Americans with Disabilities Act are welcome spaces. They're spaces for everyone. This year, [we awarded two \\$25,000 grants](#) to recipients whose projects would make their spaces ADA compliant and more welcoming and useful to the people they serve.

- A day at the beach isn't always easy for people with mobility limitations. Our grant to the **City of Tampa, Florida, Parks and Recreation Department** enabled them to install beach accessibility mats at the **Ben T. Davis Beach** and two other locations. [Watch the Video](#)
- In **Rochester, New York**, our friends at the **Arc of Monroe County**, a nonprofit serving more than 1,400 local adults with disabilities, used their grant to rehabilitate a bathroom at one of their 30 residences. The new ADA-compliant space will make it possible for the developmentally disabled adults in this facility to more easily look after their personal hygiene needs as they age. [Watch the Video](#)

Supported projects in:



Boulder, Colorado
Denver, Colorado
Tampa, Florida
Kansas City, Kansas
Louisville, Kentucky
Livonia, Michigan
Rochester, New York
Columbus, Ohio
Pasadena, Texas
Milwaukee, Wisconsin

#CaringForCommunity





Veterans

For some veterans, a place to call home – or even a place to lay their head – is quite often out of reach. With their HSCF grants, [two organizations](#) in **Louisville, Kentucky**, and **Milwaukee, Wisconsin**, are furthering their efforts to support veterans in their communities.

- Grant recipient **St. Vincent de Paul Louisville** operates the **Intensive Transitional Housing** project, which moves homeless veterans in need of supportive services into affordable permanent housing to help them achieve self-sufficiency. HomeServe's grant is helping fund a new project called **A Place to Lay Your Head** that will provide complete bed sets – mattress, box spring, linens, and pillows – to an estimated 40 veterans as they move into their new permanent housing. [Read the Article](#)
- **Veterans Outreach of Wisconsin** has an ambitious goal to build 42 tiny houses in its new village development project for homeless veterans. The HSCF grant covers the cost of construction for one of the new tiny houses, which a homeless veteran can live in for up to two years at no cost.

Older Adults

Helping older adults stay safely in their homes was among the focus areas of the Caring for Community Grant Program in FY20. [Four organizations rose to the top with initiatives to support their local residents.](#)

4 rounds of competitive grant solicitations

328 grant applications received

10 organizations awarded grants

\$115.4K total grant money awarded

- **Kansas City, Kansas-based The Shepherd's Center** is an interfaith, multicultural nonprofit that provides services that reach more than 1,200 people in Wyandotte County. The HSCF grant enabled the organization to execute a weatherization blitz project to help protect the homes of 120 senior citizens in the community through projects like HVAC tune-ups, replacing air filters, and improving insulation.
- **Cultivate**, a nonprofit based in **Boulder, Colorado**, provides safety-net services for adults aged 60 and over. With an HSCF grant injected into the group's **Fix-It** program, Cultivate can provide free home repairs and modifications to improve the safety for even more seniors living in their own homes.

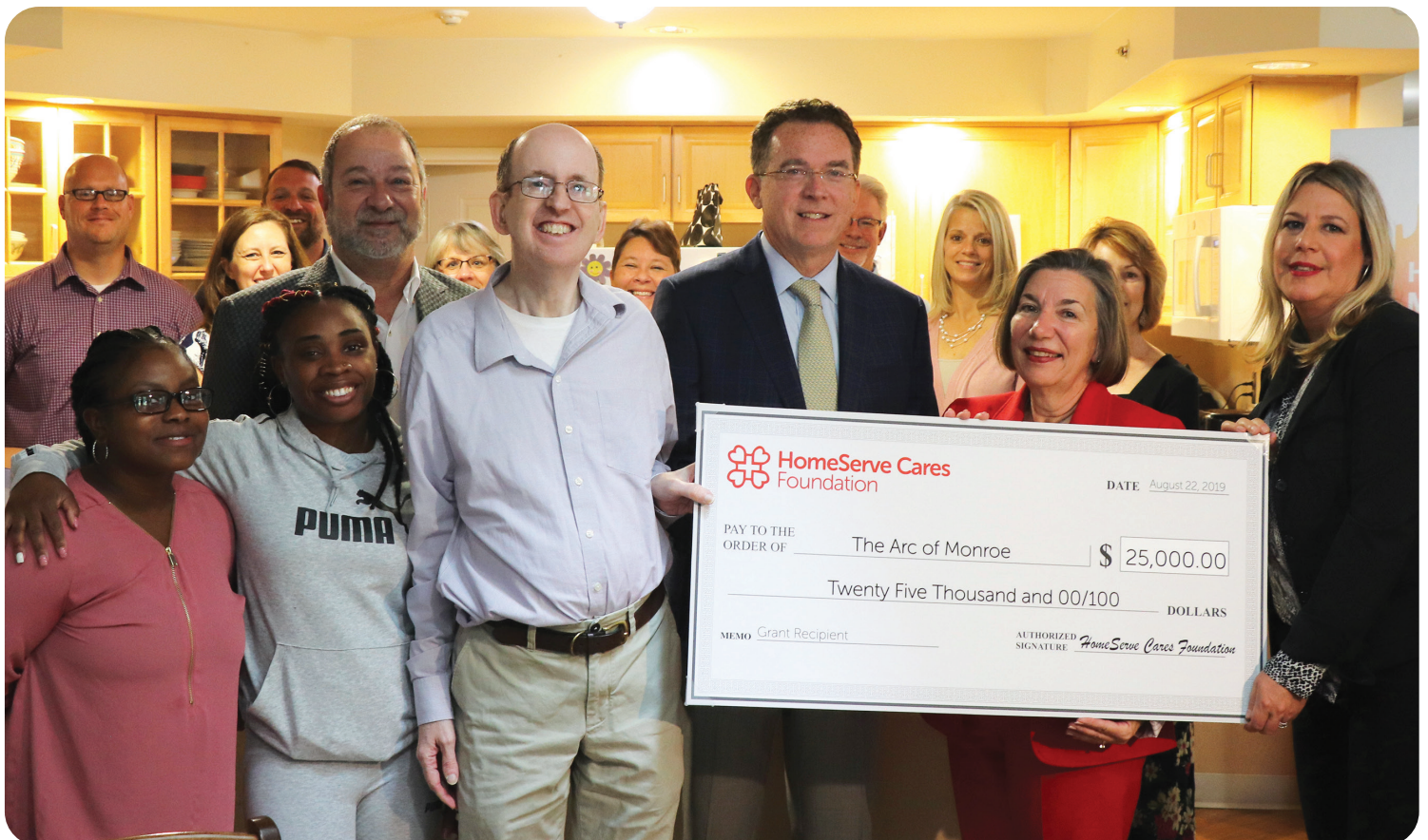


- **Denver, Colorado-based Brothers Redevelopment, Inc.**, provides housing and a variety of housing-related services to the region's low-income, elderly, and disabled residents. HomeServe's grant will support the group's **Home Modification & Repair** program, which covers the costs for low-income seniors to have a contractor make necessary home modifications and repairs so they can live safely and healthily at home.
- **Columbus, Ohio-based LifeCare Alliance** provides an array of essential home health care services to thousands of older adults and individuals living with medical challenges. LifeCare Alliance's **Chores** program used the grant to improve the living conditions of specific homes through electrical and plumbing maintenance, grab bar and railing installations, and floor and drywall repairs.

Parks and Public Spaces

Important to so many people are the local parks, community centers, and public spaces where they gather to do things like celebrate, play, and connect with their friends and neighbors. Organizations enhance these spaces to make them even more useful and welcoming. [Read the Press Release](#)

- **Saint Joseph Mercy Health System** and the **Healthy Livonia** program in **Livonia, Michigan**, is using their grant to purchase and install two self-operable battery-powered pool lifts to allow people with limited mobility to easily enter two of the city's public pools and to bring the pools into compliance with the Americans with Disabilities Act.
- **The City of Pasadena, Texas, Parks and Recreation Department** is using their grant to support the city's **Verne Cox Multipurpose Recreation Center**, which provides year-round specialized recreation services for individuals with cognitive and physical disabilities. The grant will help with the rehabilitation of the Center's asphalt sport court to make it easier for wheelchair participants to navigate the surface to participate in softball and other activities.



Caring for Vets



Assisting veterans in transition with career opportunities and support, one at a time

Veterans: they live among us, work alongside us, and serve our community and country. The **Caring for Veterans** pillar is designed to help us support transitioning military personnel, veterans, and veterans' organizations throughout the U.S.

A core focus for the HSCF is partnering with our nationwide Contractor Network to help them identify, recruit, train, and retain veterans in the trades. Throughout the U.S., more than 90 plumbing, HVAC, and electrical companies have committed to helping us bring veterans into the critically understaffed skilled trades.

The HSCF also rallied employees to help support veterans by coordinating food donation drives for veteran-focused nonprofit organizations located near our primary U.S. office locations. Our food donation drives at our office locations in Canonsburg, Pennsylvania; Chattanooga, Tennessee; and Norwalk, Connecticut, supported:

- Veterans Leadership Program of Western Pennsylvania (Canonsburg)
- Chattanooga VA Clinic
- Homes for the Brave (Norwalk)

Additionally, [our Caring for Community grant program awarded two \\$15,000 grants to two organizations](#) to support their efforts to assist homeless veterans. In Louisville, Kentucky, St. Vincent de Paul Louisville is helping the homeless transition into affordable permanent housing with the supplies they need to sleep better. And in Milwaukee, Wisconsin, Veterans Outreach of Wisconsin is using their grant to purchase construction supplies to build a tiny house in their village for homeless veterans.

We'd be remiss not to mention the veterans working alongside us at HomeServe. Throughout the company, they run departments, move IT projects forward, and work to solve our customers' emergency home repairs. We recognize them during Veterans Day, honor their fallen friends on Memorial Day, and thank them for their service and camaraderie every day.



"The hardest part of transitioning from the military to civilian life is finding a way to translate the skills you learned in the military to meaningful civilian employment. Understanding that the skills and values you learned in the military are valued by employers. I find HomeServe to be a great place to work and you can find meaningful employment in the trades with one of our network contractors. Tradesmen like electricians, HVAC technicians, and plumbers are secure ways to build a career and are in high demand throughout the United States."

- **Brian R. Luppino**
HomeServe Regional Operations
Manager Southeast; United States Marine
Corps, E-4 Corporal



#CaringForVeterans

Caring for Good



Caring for the common good, one good deed at a time

Doing good is ... good! So much so that it's part of what we do every day at HomeServe. And our **Caring for Good** pillar helps us do more good wherever and whenever we can. From volunteerism to charitable donations, our good goes even further when it's done by the people we know best: our employees.

To engage and inspire the people working alongside us, we offer a variety of opportunities to join in on our giving journey. In addition to eight hours of paid time off to volunteer every year, we coordinate several bonus volunteer opportunities throughout the year.



#CaringForGood

Volunteerism and Giving

In FY20, employees participated in six volunteer events coordinated by the HSCF.

- ✓ Habitat for Humanity: demolished, built, and refurbished houses
- ✓ Cleaned up and revived a small community park for Canonsburg Borough, Pennsylvania
- ✓ Prepared meals in community food pantries with Person2Person in Norwalk, Connecticut, and the Chattanooga Community Kitchen in Tennessee

Employees also donated:

- ✓ Canned goods for Thanksgiving food drives with the Washington City Mission in Pennsylvania and Boy Scouts of America in Connecticut
 - ✓ Children's gifts for Toys for Tots
 - ✓ Professional women's clothing to Dress for Success
 - ✓ School supplies for students in need
- [Watch the Video](#)

Employees can also support the causes and nonprofits of their choice by taking advantage of our charitable activity events donations. If they're participating in fundraising efforts that involve being active – biking, running, golfing, etc. – the HSCF donates \$250 to their cause. In FY20, employees' causes included:

- CT Challenge supporting cancer survivors
- Pancreatic Cancer Walk for the Lustgarten Foundation
- Girls on the Run of UPMC Magee-Women's Hospital
- Canadian Cancer Society: Run for the Cure

The HSCF's donations to support employees' volunteer and activity events saw us donate more than \$20,000 to organizations in our local communities.



Giving in Support of our Partners and NLC Members \$88,300

- The 100 Black Men of the Bay Area, CA
- Marysville Community Food Bank, Marysville, WA
- Stars for Autism, Village of Battlefield, MO
- Murray High Latinos in Action, Murray City, UT
- American Patriot Music Project, City of Temecula, CA
- Amigos For Kids Inc., Miami, FL
- Louisville Water Foundation, Louisville, KY
- Senior Resources, Columbia, SC
- Food Bank of Central and Eastern North Carolina, Raleigh, NC
- Dollar Energy Fund, Pittsburgh, PA
- Highland Cemetery, Prairie Village, KS
- Tower2Tower 5K, Lenexa, KS
- Water for People, Evansville, IN
- Arizona Celebration of Freedom, Mesa, AZ
- H2O Foundation Golf Tournament, Birmingham, AL
- Merry Main St., Mesa, AZ
- NOVEC Helps Golf Tournament, Manassas, VA
- THAW Fund, Port Huron, MI
- Leukemia & Lymphoma Society, West Palm Beach, FL
- March of Dimes, Houston, TX



#CaringForGood

Organizations supported by the HomeServe Cares Foundation in FY20

- The 100 Black Men of the Bay Area, CA
- 2020 United Airlines NYC Half Marathon - New York Road Runners Team for Kids, New York, NY
- American Cancer Society Relay for Life, Pittsburgh, PA
- American Patriot Music Project, City of Temecula, CA
- Amigos For Kids, Inc., Miami, FL
- Arc of Monroe County, Rochester, NY
- Autism Caring Center, Pittsburgh, PA
- Canonsburg Borough, PA
- Boy Scouts of America, Troop 9, Stamford, CT
- Brothers Redevelopment, Inc., Denver, CO
- Canadian Cancer Society: Run for the Cure, Toronto, ON, Canada
- Arizona Celebration of Freedom, Mesa, AZ
- Center for Victims, Pittsburgh, PA
- Chattanooga Area Food Bank, Chattanooga, TN
- Chattanooga VA Hospital, Chattanooga, TN
- City of Pasadena Texas, Parks and Recreation Department
- City of Tampa, Florida, Parks and Recreation Department
- CT Challenge, Southport, CT
- Cultivate, Boulder, CO
- Dollar Energy Fund, Pittsburgh, PA
- Empire State Ride for Roswell Park Alliance Foundation, Buffalo, NY
- Family and Children's Agency's ASPIRE Program at Ben Franklin School, Norwalk, CT
- Food Bank of Central and Eastern North Carolina, Raleigh, NC
- Girls on the Run of UPMC Magee-Womens Hospital, Pittsburgh, PA
- H2O Foundation Golf Tournament, Birmingham, AL
- Habitat for Humanity of Coastal Fairfield County, CT
- Habitat for Humanity of Greater Pittsburgh, PA
- Habitat for Humanity of North Central Georgia, Roswell, GA
- Heroes Walk Among Us, Albuquerque, NM
- Highland Cemetery, Prairie Village, KS
- Homes for the Brave, Bridgeport, CT
- Leukemia & Lymphoma Society, West Palm Beach, FL
- LifeCare Alliance, Columbus, OH
- Long Island Cares, Hauppauge, NY
- Louisville Water Foundation, Louisville, KY
- Lower Lights Ministries, Columbus, OH
- Lustgarten Foundation Pancreatic Cancer Walk for Research, Woodbury, NY
- March of Dimes, Houston, TX
- Marysville Community Food Bank, Marysville, WA
- Merry Main St., Mesa, AZ
- Murray High Latinos in Action, Murray City, UT
- NOVEC Helps Golf Tournament, Manassas, VA
- Open Door Shelter on behalf of Tracey Magnet School, Norwalk, CT
- Person-to-Person, Darien and Norwalk, CT
- Rotary Club of Norwalk, CT
- Saint Joseph Mercy Health System and Healthy Livonia, Livonia, MI
- Senior Resources, Columbia, SC
- St. Vincent de Paul Louisville, KY
- Stars for Autism, Village of Battlefield, MO
- Shepherd's Center of Kansas City, KS
- Tower2Tower 5K, Lenexa, KS
- Toys for Tots, Triangle, VA
- Triangle Community Center, Norwalk, CT
- THAW Fund, Port Huron, MI
- Veterans Leadership Program of Western Pennsylvania, Pittsburgh, PA
- Veterans Outreach of Wisconsin, Milwaukee, WI
- Washington City Mission, Washington, PA
- Water for People, Evansville, IN

About the HomeServe Cares Foundation

At HomeServe, we have been putting people at the heart of everything we do, every day, for more than 16 years. Caring about people is not just a slogan hanging on a wall – it drives how we think about our business and how we interact with our customers, our partners, our contractors, our employees, and our communities.

Inspired by the volunteer and community efforts of all of our stakeholders, we expanded our corporate social responsibility effort in April 2019 and created the HomeServe Cares Foundation. This foundation is supported by four pillars shown below – each uniquely designed to bring together our various stakeholders to affect the greatest good.

HomeServe North America, part of HomeServe plc, funds the HomeServe Cares Foundation. The Foundation's funds are used to support a variety of programs and services in the U.S. and Canada.



**Caring for
People** ♡



**Caring for
Vets** ♡



**Caring for
Community** ♡



**Caring for
Good** ♡

HomeServe Cares Foundation Governing Committee

Marie Davis, Marketing, Creative

Rhodé Kirkpatrick, Contact Center

Gina Mascia, Digital Marketing

Myles Meehan, Public Relations

Mary Michell, Contractor Management

Jennifer Montanaro, Account Management

Tim Redd, People Communications
and Engagement

Eric West, Strategic Partnerships

Jennifer Wilhoit, Human Resources

Executive sponsors of the HomeServe Cares Foundation

Michael Backus, Chief Sales Officer

Richard Gannon, Chief Financial Officer

More Information

www.homeservecaresfoundation.com

