



RFC Takes Our Company Value of "Give Back" to a New Level: Celebrating \$100,000+ in Giving

At the start of 2011, RFC set a lofty goal of raising \$35,000 for the Home Depot Foundation through a combination of installer contributions and corporate donations, to go towards the Foundation's pledge to donate \$30 million over three years for veteran housing. This goal was set in addition to our company's ongoing commitment to helping the Team Depot through in donations of installer labor, product, and associate time through Team RFC. And finally, we celebrated the launch of our new community charitable arm, The Romanoff Foundation, largely funded by employee donations.

Though involvement in three different giving channels may have seemed like a lot to ask of our team in one year, we knew that the generous hearts of those working for RFC would make it possible.

We approached our goal with the idea that small contributions given by a large number of people add up to big amounts over time. We created an innovative means for facilitating the giving process, providing our installers and staff with the option to have a virtually unnoticeable deduction automatically withdrawn from each pay period, matched 100% by our company. Sharing regular updates of our fundraising progress, and heart-warming stories of how Team RFC and the Romanoff Foundation were helping charities and families, further encouraged our team's commitment to helping others and our corporate value of "Give Back."

The Home Depot Foundation Community Invitational

RFC's leadership team attended the 2012 Home Depot Foundation Community Building Invitational, representing the company as a Silver Sponsor for the event. As word spread of this designation, which had never before been achieved by a service provider, other service providers quickly ramped up their fundraising efforts. Together the service provider community raised over \$270,000 for The Home Depot Foundation, which represented over 10% of the \$2.636,985 raised. RFC took pride in knowing that our efforts encouraged those of others, which ultimately meant helping additional people.

RFC's \$100,000+ Year of Giving Back

Through these combined efforts, RFC, its employees, and its installers raised and donated over \$100,000 in to our charitable efforts. We could not be more proud of our team for making all of this possible, and for recognizing that providing "Perfect 10" service extends to our customers, our partners, and our communities.

RFC's \$100,000+ Year in Giving

- \$35,000 raised for the Home Depot Foundation
- \$50,000 of Team RFC donations
- \$15,000 from the Romanoff Foundation

DO THE RIGHT THING

