

# PARTNERSHIPS

*Benjamin Moore supports national and local organizations that help our neighbors in need. We strive to make a lasting impact on our communities, create strong towns, Main Streets and cities, and preserve the places of inspiration that have been the heart of our success for over 130 years.*

Our North American philanthropy program is called **GIVING MOORE** and is composed of in-kind donations of paint, employee volunteer hours, and financial contributions through the GIVING MOORE Foundation, a 501(c)(3) organization. The program focuses on three areas:

- ▶ Education
- ▶ Community Outreach
- ▶ Preserving Architectural Heritage

In addition to our corporate program, each Benjamin Moore facility supports local programs that strengthen community ties. First responders, educational and youth initiatives, environmental conservation, historic restoration, community food banks and disaster relief programs are at the very heart and soul of our communities. That’s why they are the beneficiaries of our local charitable efforts. Through our Employee Double Matching Gift program, Benjamin Moore personnel can provide additional individual support for the nonprofit organizations of their choice.

## EDUCATION

Benjamin Moore supports a number of education initiatives, including scholarships and color and design education. Through the GIVING MOORE



Foundation, we supported three students in 2015 with \$5,000 each through the American Institute of Architects’ Architects Foundation Diversity Advancement Scholarship. The foundation will be funding several additional scholars in 2017 and 2018.

In 2016, Benjamin Moore was honored to co-host a Workplace of the Future design student scholarship program with the **American Society of Interior Designers (ASID)**. Student contestants submitted renderings of a design solution that envisioned what an office workplace will look like in the future. Three talented young designers won \$5,000 scholarships for their innovative entries.



In celebration of National Lab Week, Benjamin Moore volunteers served as mentors-for-a-day at Students2Science (S2S) headquarters in East Hanover, New Jersey. S2S exposes students to Science, Technology, Engineering and Math (STEM) careers and improves student aptitude with STEM subject matter through experiments using state-of-the-art instrumentation.



Our GIVING MOORE Foundation supports the future of architecture through the American Institute of Architects’ Diversity Advancement Scholarship. Last fall, we hosted a scholarship celebration in New York City that included a ceremony in our Designer Showroom as well as a private tour with renowned firm Pei Cobb Freed + Partners.

*“I think it’s remarkable that Benjamin Moore employees take hours and sometimes days out of their busy lives to help scores of people they’ve hardly met or don’t know at all.”*

*- Keri Fleming,*  
SVP, Human Resources



COMMUNITY OUTREACH

As part of our commitment to the public at large, Benjamin Moore is proud to assist a number of community outreach programs that support those in need.

Through the GIVING MOORE Foundation, Benjamin Moore proudly supports **Make It Right**, a nonprofit founded by Brad Pitt in 2007 that builds homes, buildings and communities for people in need. With support from Benjamin Moore and other corporate partners, Make It Right is building 150 homes in New Orleans' Lower 9th Ward for victims of Hurricane Katrina. More than 350 people are already living in Make It Right homes. All Make It Right projects are LEED® Platinum certified and Cradle to Cradle inspired, meeting the highest standards of green building. Benjamin Moore and Make It Right also continue to make a difference in Newark, New Jersey, Fort Peck Reservation in Montana, and Kansas City, Missouri.

We also support **YouthBuild** programs in the United States that teach low-income young people construction skills to help build affordable housing,



community centers and schools. YouthBuild's Green Initiative provides

the training and support to build green homes, including ones certified to LEED®. At the end of 2015, the GIVING MOORE Foundation provided a \$25,000 grant to YouthBuild to fund six projects. Benjamin Moore will supply paint and volunteers for all six projects.

Benjamin Moore supports our nation's veterans. We are the official paint provider of the **Gary Sinise Foundation**, a nonprofit organization committed to helping wounded heroes increase their mobility



*Benjamin Moore & Co. gratefully supports organizations that honor our nation's veterans. As the official paint provider to The Gary Sinise Foundation, we donate our finest paints to protect and beautify new homes that enhance the independence and protect the dignity of severely wounded veterans and their families. We also provide hundreds of gallons of Benjamin Moore paint to The Mission Continues, an innovative organization that helps hundreds of veterans across the U.S. maintain a vital role in sustaining their communities.*



and reclaim their self-reliance. Through R.I.S.E. (Restoring Independence Supporting Empowerment) and Building for America's Bravest partner program, the foundation is constructing one-of-a-kind,

specially adapted smart homes for our nation's most severely wounded heroes. By the end of 2016,

46 smart homes will be completed or underway. We are also the official paint provider of **The Mission Continues**, a nonprofit organization empowering veterans to keep serving and succeeding. In honor of 9/11/01, Benjamin Moore employees volunteered in 2015 in New York City to improve public spaces.







Benjamin Moore is proud to help preserve priceless historic sites such as The Octagon House. The bottom photo showcases the freshly painted Treaty Room, where President Madison ratified the Treaty of Ghent, which ended the War of 1812.



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*In 1976,  
Benjamin Moore created  
the Historical Colors  
Collection, an interpretation  
of colors from the archives  
of the National Park Service  
and its historic  
house sites.*

### PRESERVING ARCHITECTURAL HERITAGE

Benjamin Moore is proud of its role in preserving America's architectural heritage. We support historic restoration projects from coast to coast, including:

- 23 historic houses under the auspices of the **Historic House Trust of New York**. The Trust operates in tandem with the New York City Department of Parks & Recreation to provide essential support for houses of architectural and cultural significance. These include Gracie Mansion, the Alice Austen House and the Edgar Allan Poe Cottage.
- **The Octagon House** in Washington, D.C. Designed by William Thornton, the first architect of the U.S. Capitol, the Octagon was built between 1799 and 1801 for Colonel John Tayloe III. President James Madison moved in after the burning of the White House by the British in 1814. In 1815, President Madison ratified the Treaty of Ghent in the upstairs study, ending the War of 1812.

- **Oatlands Historic House and Gardens**, an estate in Leesburg, Virginia. The plantation was originally owned by a descendant of one



of Virginia's first families. In 1903, William Corcoran Eustis and his wife Edith Morton Eustis

purchased Oatlands as their country home. In 1964, the family donated the mansion, furnishings and estate grounds to the National Trust for Historic Preservation and in 1971, the site was designated a National Historic Landmark by the National Park Service.

Through the GIVING MOORE Foundation, Benjamin Moore also provides financial support to the **Colonial Williamsburg Foundation**, which operates the world's largest living history museum in Williamsburg, Virginia. Our WILLIAMSBURG Color Collection is inspired by this restored 18th century capital of Britain's largest and wealthiest outpost in the New World.



