



# The Power of Authentic Partnerships



At Clayton, we have a commitment to *Do Good*, drive change and fulfill our vision to *improve lives and build a better tomorrow* in the communities across the country where we live and work. It is our responsibility to our customers, team members and partners to strive to be a force for good in the world, and that starts with cultivating meaningful and impactful partnerships with organizations and groups that share our values and purpose.

We know that when companies forge authentic, intentional relationships with trusted partners, they can enhance their social impact and drive innovation. By leveraging the unique skills and expertise of Clayton and its partners, we can build mutually beneficial relationships while supporting the communities we serve and beyond.



## Drive Change

Clayton partners with organizations that share our purpose, vision and goals. These partnerships allow us to pool our resources and combine our strengths to help communities grow and thrive. We strive to form strategic alliances and build programs that can expand the scope of our impact and scale charitable giving. As a leading national builder of single-family attainable housing, we partner with several nonprofit organizations that provide essential housing and homeownership resources. Like Clayton, several of our partners have a national footprint, allowing us to strategically align efforts and allocate resources in areas where there is the greatest need.



Since 2019, Clayton has worked with Family Promise®, the leading national organization combating family homelessness, to address the underlying causes of family homelessness and help families achieve stable housing. Clayton and Family Promise share the belief that every family deserves a safe, secure home. Clayton's national partnership with Family Promise, *A Future Begins at Home*, builds on this belief by awarding grants to Family Promise Affiliates to provide case management, rental assistance, landlord mediation, transportation, childcare support and other important resources to enable families facing housing insecurity to remain in their homes or find stable housing.



*A Future Begins at Home* Impact SINCE 2019

**25K<sup>+</sup>** families served  
**80%** achieved stable housing long-term

**16** homes donated  
**\$12M<sup>+</sup>** funds catalyzed



Through annual home donations to local Family Promise Affiliates, Clayton supports Family Promise's transitional housing efforts, which bridge the gap for families between shelter and permanent housing.

To date, our partnership has prevented more than **7,000 families with 14,000 children** from experiencing the trauma of homelessness and helped them achieve stable housing through grants and **16 home donations**. In fact, more than **80 percent** of families who receive assistance through *A Future Begins at Home* have achieved long-term stable housing.

Clayton began its partnership with Family Promise with the intention of attracting funding from other investors, multiplying the reach and impact of the program.

As of 2024, *A Future Begins at Home* catalyzed more than \$12 million in funding from other investors, preventing more than 25,000 families from experiencing homelessness.



Clayton also partners with organizations that help individuals and families reach their dream of homeownership. Clayton and **Operation HOPE®**, a national organization that accelerates financial opportunity for people in the U.S., partnered to equip families with financial tools and education to achieve homeownership, including workshops, one-on-one coaching and other resources. Operation HOPE's HOPE Inside® homeownership program helps families overcome common barriers to homeownership, such as low credit scores, lack of down payment, existing debt and money management challenges. Clayton also helped expand the reach of this program by enhancing Operation HOPE's digital platform. To date, our partnership has empowered nearly **10,000 people** on their path to homeownership with more than **19,000 homeownership services and resources**. **65 percent** of clients have increased their savings and credit scores, and more than **750 clients** have been approved for home loans.



**Next Step**® Network is a long-term Clayton partner that champions the acceptance of off-site built homes. Through education and advocacy efforts, Next Step helped elevate energy-efficient, off-site built housing, including homes built to the U.S. Department of Energy (DOE) Zero Energy Ready Home (ZERH)™ specifications, as an innovative solution to the affordable housing crisis.

Clayton and Next Step also partnered to create an educational [whitepaper](#) highlighting wealth-building opportunities through off-site built homeownership, an important step in addressing outdated stigma that has historically limited the advancement of the off-site built housing industry.

## Do Good

By prioritizing authenticity in our partnerships, we can ensure that Clayton and its nonprofit partners share clear goals and remain transparent and accountable in our mutual efforts, allowing us to further our social responsibility and sustainability commitments and make a greater impact on the communities we serve.

As part of our commitment to sustainability, Clayton began its national partnership with the Arbor Day Foundation® in 2022. As the largest member nonprofit organization dedicated to planting trees, the Arbor Day Foundation aims to restore vital ecosystems, improve water and air quality and foster critical biodiversity in forests of great need for years to come. Clayton and the Arbor Day Foundation have strategically planted native trees to help restore critical forest ecosystems through over 20 projects throughout the United States, including national and state forests, nature preserves, and some private conservation lands.



**PARTNERSHIP IMPACT** SINCE 2022

**4.165M** trees planted

**8.2K** acres restored

**FUTURE OUTCOMES**

**9.8K** tons of air pollutants removed\*

**2.05M** metric tons of CO<sub>2</sub> sequestered\*



\*Metrics projected over 40 years and reported by the Arbor Day Foundation, configured using USDA Forest Service i-Tree Tools. Arbor Day Foundation is a registered service mark of Arbor Day Foundation Corporation

Through the success of its partnership, Clayton's commitment with the Arbor Day Foundation has grown to planting a total of **4.47 million trees** by 2025.

**89%** of companies believe that **partnering with reputable nonprofit organizations can drive social impact**



Nonprofits Source: <https://nonprofitssource.com/online-giving-statistics/>



## Promoting Team Member Experience

Building authentic relationships with our partners also helps to establish trust and build credibility with our internal and external stakeholders. One of Clayton's most important stakeholder groups is its team members. We strive to promote team member engagement by building relationships with organizations that genuinely align with our company's purpose while maintaining transparency with team members about Clayton's philanthropic outreach.

Clayton believes in the importance of giving back to help build thriving communities, and team members are reminded of this daily through the company value *Do Good*. Clayton provides team members with opportunities to participate in its philanthropic efforts by promoting volunteerism throughout the company. Through Clayton Impact, our enterprise-wide team member volunteer program, team members are encouraged to volunteer for local causes that are meaningful to them by volunteering independently or participating in company-organized events.

71 percent of employees say it is essential or very important to work where culture is supportive of giving and volunteering (Source: America's Charities). According to Chief Executives for Corporate Purpose<sup>®</sup>, a coalition led

by over 200 executives that provides insights on strategies to achieve positive social impact, the average employee volunteer participation rate in company volunteer programs is 19.8 percent. An innovative approach to its company volunteer program helped Clayton achieve nearly a **49 percent participation rate** in 2023.

Promoting volunteerism allows us to expand our reach and impact as a company. With over 20,000 team members throughout the nation, we have the opportunity to invest in communities on a broad scale. In 2023, Clayton collaborated with Rebuilding Together, a nonprofit dedicated to helping community residents remain in their homes through essential repairs, for an outreach initiative in the southwestern United States. Clayton team members from three home building facilities throughout the region volunteered to rebuild and repair homes in their local communities. Through volunteer efforts with Rebuilding Together, 93 Clayton team members had the opportunity to use their unique talents as skilled home builders to positively impact the lives of local community members while supporting Clayton's philanthropic initiatives.

Learn more about Clayton's social responsibility efforts at [claytonhomes.com/social-responsibility](https://claytonhomes.com/social-responsibility).

In 2023, Clayton team members invested in their communities in several ways by supporting the mission of local organizations.

**590<sup>+</sup>** Team members volunteered to clean the East Tennessee watershed

**Team members invested 304 volunteer hours** to build over 80 beds for local children in need



**120** Clayton-owned Home Centers participated

in a total of

**132** service projects

for their communities, with projects including creating animal toys for local shelters and friendship bracelets for nursing home/assisted living clients