



A Fresh Coat of Hope: How Sherwin-Williams' "Paint It Forward" Initiative Is Transforming Communities One Brushstroke at a Time

In a time when faithful stewardship and value-aligned investing are shaping the future of generosity, Sherwin-Williams is setting a powerful example of corporate citizenship through its "Paint It Forward" initiative. Designed to uplift and inspire, this prosocial effort is bringing real change to neighborhoods across the country – not through big checks or headlines, but with brushes, ladders, and open hands.

A Mission Beyond Paint

Paint It Forward is a movement grounded in the belief that everyone deserves to live in spaces that reflect dignity and care. In 2025, more than 100 projects across the country are being completed as part of this third annual effort. Each project is selected for its potential to spark hope and healing within communities – whether it's repainting schools, shelters, or service facilities.

Sherwin-Williams plays a critical role in this mission by providing the high-quality materials that make these transformations possible. More than paint, what the company provides is presence.

K9s For Warriors: A Place to Heal

Among this year's most inspiring projects is the makeover of the living quarters at the Shari Duval National Headquarters of K9s For Warriors. Here, military veterans recovering from PTSD and other invisible wounds spend three weeks training with their new service dogs. Thanks to Paint It Forward, those training quarters are being transformed into peaceful, restorative spaces that mirror the healing taking place inside. For veterans who have sacrificed so much, this restoration is more than a fresh coat of paint—it's a statement of honor, respect, and gratitude.

Why It Matters to Faith-Based Investors

For faith-based investors seeking to align their portfolios with their values, Sherwin-Williams offers a compelling case study in missional alignment. Paint It Forward exemplifies a holistic view of stewardship by leveraging corporate assets, employee participation, and public-private collaboration to bring healing and renewal to underserved spaces.

"Impact investing isn't just about financial returns; it's about faithful outcomes," says Rev. Dr. David S. Bell, President & Executive Director of the Foundation. "Programs like Paint It Forward show how companies can become agents of restoration in the communities where

they serve. Sherwin-Williams is modeling a form of corporate engagement that resonates with the values of compassion, justice, and service. These values are rooted deeply in our Wesleyan heritage."

A Model for Redemptive Business

At its heart, Paint It Forward embodies the idea of business as mission. The initiative invites communities to nominate local families, nonprofits, and organizations in need, ensuring that impact is both authentic and locally informed. Each gallon of paint, every stroke of a roller, becomes a symbol of solidarity. It is a tangible way to communicate each person matters. In a world where so many decisions are driven by short-term returns, Sherwin-Williams is investing in something more enduring: human dignity, community vitality, and hope for a brighter tomorrow.

For churches committed to both good stewardship and faithful impact, Paint It Forward is a reminder that sometimes the most powerful investments transform lives through love in action. In this case, the investment also results in a brighter wall, a lighter heart, and a restored community – one brushstroke at a time.

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