



2021 SPRING EDITION

PURPLE HEART HOMES

CONNECTIONS

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WAYS TO SUPPORT

Purple Heart Homes

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2020 CONSTRUCTION ACCOMPLISHMENTS

& our current projects

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JOIN THE CLUB

We need your help adding 101 new Hearts of Honors Club Members in 2021!

WE'RE IMPROVING VETERANS' LIVES ONE HOME AT A TIME.



CO-FOUNDER'S CORNER

755 Washington Avenue
Statesville, NC 28677
www.phhusa.org | 704-838-4044

JOHN GALLINA
Chief Executive Officer & Co-Founder

DALE BEATTY
Co-Founder (1978-2018)

TIM PARKER
Chief Operations Officer

TIM MANGUM
Chief Administrative Officer

PAUL COCKERHAM
Chief Development Officer

KERRY LAWING
Vice President of Operations

BRAD BORDERS
Vice President of Community Outreach

BOARD MEMBERS
Charlie Eadie, Chairman
Victoria Schweizer, Vice Chair
Jessica Millman
Liz Paradise
Rob Bañuelos
Sherry Yaskin
Esteban McMahan



John Gallina
Chief Executive Officer & Co-Founder

Happy 2021 and thank you for all the support in 2020! Though it was tough, and many were and still are hurting, together we have been able to assist 741 Veterans with their housing needs.

Since our inception in 2008, we have been focused on growth strategies for a number of reasons. First and foremost, the sheer number of applications has dictated the need for Purple Heart Homes to expand our reach geographically, as well as increase our capacity. We have even expanded our programs through various national partnerships and the creation of chapters to provide focused efforts in isolated areas of greater needs. While our growth strategies have increased our capacity, geographic reach, and community involvement in some areas, something has been missing.

When Dale and I started PHH, it was a family effort; we personally knew everyone that was involved in every way. Having completed over 150 projects last year I didn't know every volunteer. I believe that those relationships are important, and all of those making the projects possible, matter. In many ways all the challenges of 2020 started bringing this to my attention. We were, and still are, completing projects and I know that with the pandemic, in-person events will continue to be challenging.

I miss seeing people; I miss hearing the volunteer stories about their family's service to our great nation; and I miss hearing about the healing that happens when volunteers and Veterans connect. Don't get me wrong, it's not that I feel that these things are not happening, but rather I feel that sometimes we can get so consumed with growth that we miss the personal connections. We know that there are more Veterans out there hurting than we have funding and manpower to help.

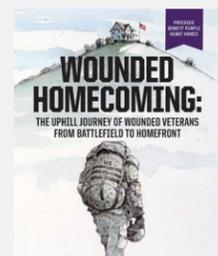
As an organization in 2021, we will put our strategic focus on quality of relationships. For the next few years, we will be putting more intentional actions behind relationship development, process streamlining, and gaining more agility within our programs. We are a non-profit organization and as times change we, too, must change. Society is slowing down and getting more focused on what's important - so must we.

I don't believe that our volunteers are here for awards and accolades, but everyone has a story. Why are you here? Why are you supporting PHH? Those stories, your stories, matter to me. We would like to hear your stories, because you matter to Purple Heart Homes and to the Veterans we serve. Please take a few moments to share your story with us: how you learned about us, what your experience was like, and how it impacted you. Please send your submissions to svanwormer@phhusa.org.

Purple Heart Homes was founded on the desire to help Veterans. We are going to ensure we are taking care of those Veterans we have committed to and those individuals that committed alongside us, before loading up and heading to the next Veteran's home.

Every Veteran matters, and that is true of the volunteers and donors that help us get there. Each one matters immensely. Thank you ALL for your continued support. I hope to see you or hear from you soon.

For every house has a builder, but the one who built everything is God.
Hebrews 3:4



Available now on
www.phhusa.org
and Amazon!

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Join the club!



2021 GOAL:
300 Hearts of Honor members
by the end of the year

CURRENT NUMBER:
199

**WITH YOUR HELP,
WE CAN GET THERE!**

We need you, our readers and our supporters, to come alongside us to make this possible. Share Purple Heart Homes with your friends, family, network and help us reach our goal of adding 101 new members to our Hearts of Honor Club!

WHY JOIN HEARTS OF HONOR?

Put simply, we have hundreds of Veterans waiting for much needed repairs to their homes and we just do not have the funding to complete every project. They may need something as simple as a ramp to give them the freedom to go in and out of their home, or they may not have heat to stay warm this winter.

By joining Hearts of Honor, you give us the ability to plan for how many projects we can afford to complete each quarter; moving Veterans from the "waitlist" to an "active project". You can help improve their quality of life in a way that truly thanks them for their service.

Becoming a member of Hearts of Honor is so easy!

- ▶ Visit website www.PHHUSA.org.
- ▶ OR text PHH to 26989 to join

If you have any questions about membership in Hearts of Honor or would like to join over the phone or by mail, please contact Tammy Pate at tpate@phhusa.org or call (704) 818-0658.

WAYS TO SUPPORT PURPLE HEART HOMES



with **PAUL COCKERHAM**
Chief Development Officer

This month we want to highlight the many ways Purple Heart Homes receives support.

This list is not exhaustive, but it does represent the ways we've received support and what will sustain us into the future.

Hearts Of Honor Club

This is a monthly recurring donation program that anyone can sign up for right from our website. For as little as \$10 per month you can become a Hearts Of Honor member.

Sponsorship

There is an Events tab on our website where all events scheduled for the year can be seen. These are fundraising events hosted by PHH and for which sponsorship opportunities are available. Does your company want to be the title sponsor for a golf tournament, a 5k run or another event? We can make that happen.

Estate Planning

Purple Heart Homes can be willed homes, cars, stocks, bonds, and other assets that might be part of an estate. This is a great way to leave a lasting legacy of helping Veterans. This process will need to begin with your attorney.

Employee Giving and Company Match

Does your company offer a way to give to a charitable cause? Many companies do and many of those companies will match all or a portion of what the employee gives. This is a seamless way to give through payroll deductions and if the company offers a match, that's a bonus.

Donor Advised Funds - DAF

Many money management firms and banks have a charitable arm. If you have investment accounts, and want to donate a portion to charity, the DAF is a way to have your charitable assets professionally managed and distributed to your designated charities. Ask your financial advisor about this program.

Combined Federal Campaign - CFC

There are 9.1 million federal employees and contractors. Are you one of them? Every fall there is a CFC solicitation period where charities are selected for federal employee giving. If you or anyone you know are federal employees and want to give to Purple Heart Homes our CFC number is 96852.

In Kind Donations

These are non-cash donations of materials or services that fit our mission of providing critical home repair for our Veterans in need. Examples would be lumber, plywood, roofing material, flooring, etc. It could be professional trades services like plumbing, electrical, or HVAC services. Donations of this type are of great assistance.

Grants

Ahhh, Grants! Careers are built around writing grants. Does your company, organization, or charitable foundation offer grants for Veterans, Housing, or Human Services? Do you know anyone who works for a charitable foundation? If the answer is yes to either, please give us a mention or contact us with the opportunity and we'll take it from there.

Corporate and Volunteer Support

Many businesses contact us and want to make a donation. As part of this donation the business and a group of employee volunteers want to work on a project as a teambuilding event, a community service effort, or for community outreach. These are great ways for PHH and the partner organization to come together to do good in the community while learning about and supporting each other.

Individual Fundraising Events

Want to set up a lemonade stand, hold a raffle, organize a golf tournament or a 5k race, organize a bike ride, a motorcycle rally, or any other event you can think of that will raise money? Your imagination is the limit for individual fundraising events. These are great ways to not only generate financial support, but to have some fun while doing so.



BUILDING COMMUNITY

with **BRAD BORDERS**
VP of Community Outreach

Last year we looked around Purple Heart Homes (PHH) for some needs within the organization and one thing that kept coming up was continued connection with people.

We serve amazing Veterans and they have a story to tell. We work in awesome communities and they have stories to share. We have generous donors that fuel this mission and they also have a great story to tell. Finally, we have an amazing team of employees that put their heart and soul into each and every day; they, too, have a story to tell.

So, this led us to realize the benefit to uniting these four amazing communities underneath one focused position at PHH. In October, I made the transition from VP of Chapters to VP of Outreach. In this role, my priority of effort is relational in nature to our Veteran. The communities we serve, our faithful donors and our employees. I'll focus on the human side of all of this understanding that our work cannot be done without valued relationships.

For over 17 years I've served as chaplain in the US Army Reserve, with over 10 years of mobilization and deployment.

From the combat environment to caring for soldiers and their families stateside, I know first-hand that it is valued and trusted relationships that build great teams.

I'm looking forward to jumping in with both feet, telling the story of Purple Heart Homes and caring for others in the process.

VOLUNTEERS NEEDED!

The Pine Belt Chapter in Mississippi is working on a ramp and bathroom accessibility for a World War II Veteran. They need volunteers!

If you can help, please email them at pinebeltmschapter@phusa.org.



THE CONSTRUCTION ZONE

with
MATT STEVENSON
VAIP Director

Greetings from the Purple Heart Homes Headquarters Construction Team! I hope this finds you and your family safe and well, as we begin a New Year. While some may seem to slow-down during this period while we wait for Spring, I can assure you that Purple Heart Homes (PHH) is full-steam ahead with exciting plans for this year and the long-term future.

Although 2020 could be forgetful in many ways, I would like to highlight a few of our accomplishments:

- ▶ Though your generosity, PHH has been able to assist over 741 Veterans since our inception! That number continues to grow.
- ▶ With the assistance of our donors, chapters and volunteers we completed 166 Veteran remodel or build projects. This feat eclipsed our 2019 personal best by forty (40), Veteran projects!
- ▶ PHH manufactured, transported, and delivered two Veteran Tiny Homes for deserving Veterans in South Carolina. Our Upstate South Carolina Chapter was instrumental in this endeavor.
- ▶ Our second project in Hawaii was completed. If you are like us, we sure would love to have a Chapter established in Hawaii!
- ▶ Through a grant from the Local Initiatives Support Corporation (LISC) foundation, PHH was able to complete the remodel of a former tool/storage room into a “new” conference/training room named The Dale Beatty Training Center (DBTC), in honor of our late co-founder Dale Beatty.

I could go on about the accomplishments and “firsts”, which have transpired during 2020. Although, I would be remiss if I didn’t acknowledge that the PHH team did all of this during a pandemic, which caused labor disruptions and material/supply shortages! For me, this is remarkable; I give God the Glory and all of you – our donors and volunteers - the credit!

Moving forward in 2021, the PHH HQ Construction Team will position itself to build upon these successes and provide the assistance necessary for many other service-connected disabled

and aging Veterans. Likewise, we continue to seek ways to streamline resources through the digitization of project files and implementing an inventory control system, so we can efficiently process all the required paperwork in a timely manner.

As we journey together through 2021, we do not know what social-economic events lie ahead of us. PHH is strategically aligning itself to be a non-profit leader for service-connected disabled and aging Veterans in our Nation. With your financial, material, and volunteer support, PHH can reach more Veterans to provide a “hand-up, not a hand-out” to them and their families. I cannot express enough “thanks”, to everyone who has been involved this year or previous years. Even if it was a single Veteran project, I am eternally grateful.

If you are seeking an organization to support, where everyone is dedicated to the mission of providing sustainable housing solutions for service-connected disabled and aging Veterans, then PHH needs you! If you want to be part of an organization that will persevere and not stop trying to find an equitable opportunity for Veterans who are truly in need, then PHH is for you! Purple Heart Homes does not exist without your support. Let us steam-roll 2021 by surpassing the previous number of projects completed and assist more service-connected disabled and aging Veterans than previous years!

How can you help? Join our “Hearts of Honor” program, become a financial and/or material donor or go to our website www.purplehearthomesusa.org and sign up as a Volunteer.

Together, we can improve a Veteran's life one home at a time.

WHAT WE'VE BEEN UP TO

SPRING 2021

APPLICATION PIPELINE

404 Requested **138** Active

CURRENT PROJECTS

Charles W • Army
Tracy S • USMC
Brent G • Army
James M • Army
Roxanne S • Army

CHAPTER PROJECTS

Michael P • Navy
Jeffrey R • Army
Richard R • Army

EMPLOYEE SPOTLIGHT

MEET CHARLI STRAIGHT



HOMETOWN
Asheville, NC

TIME WITH PHH
7 years and counting!

CURRENT ROLE
Director of Real Estate/Rental Properties

PAST POSITIONS AT PHH
Veteran Homeownership Specialist, Application Specialist, Office Manager, Speaker Bureau, VAIP (Veterans Aging In Place) Specialist, and Director of Real Estate and Applications

What do you like most about working for Purple Heart Homes?

With all their heart, they take care of their battle buddies of all ages. Not just 8 to 5 but 24/7.

What is the most memorable thing that has happened to you as an employee of Purple Heart Homes?

Seeing the face of a Veteran and their family when they become a homeowner or a Veteran's home repairs being completed knowing that they have a safe living environment.



755 Washington Ave.
Statesville, NC 28677

I AM A _____
OF A VETERAN

Tag us and tell how
YOU'RE connected
and we'll send you
a FREE prize!



OR CURRENT RESIDENT

UPCOMING EVENTS!

7 Days for the Troops

May 9 - 15
Statesville, NC

June 27 - July 3
Tupelo MS

Nov 11 - 18
Tampa FL

Spring Golf Classic

April 23, 2021
Concord, NC

Fall Golf Classic

October 8, 2021
Statesville, NC

Take That Hill

October 23, 2021
Taylorsville, NC



Details for our
2021 Camo Ball
coming soon!