



2021 SUMMER EDITION

PURPLE HEART HOMES CONNECTIONS



[page 5]

THE CONSTRUCTION ZONE

What We've
Been Up To

Purple Heart Homes
swinging hammers with
Panther's Running Back,
Christian McCaffery.

[page 3]

Get to Know Our Donor
Relations Manager

TAMMY PATE

[page 6 & 7]

DONOR SPOTLIGHT

Partnering with Lowes Home Team
and Christian McCaffery



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

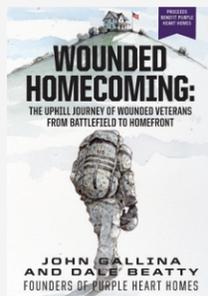
TIM MANGUM
Chief Administrative Officer

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, DAVE STERNBURG



Available now on
www.phhusa.org
and Amazon!

Contributors:
John Gallina, Brad Borders, Tammy Pate, Layn Thomas, Matt Stevenson & Paul Cockerham

Purple Heart Homes is an equal opportunity employer and provider. "Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Section at www.secretary.state.nc.us/verification. The license is not an endorsement by the State."

CO-FOUNDER'S CORNER



John Gallina
Chief Executive Officer & Co-Founder

Time is speeding by faster and faster every day. It feels like just yesterday we were celebrating our 500th project and we are now edging closer to 800. The sheer number of Veteran applications we are experiencing is, in some ways, overwhelming.

It is truly sad to know that so many great Americans are suffering and living in unacceptable housing conditions. At Purple Heart Homes, we have many great national funding partners, as well as thousands of volunteers and donors across the country. With such a great need and so many requests, even more supporters are needed. I urge you to share with your neighbors and friends the mission of Purple Heart Homes; share with them the stories of the Veterans we serve, and why you support us.

With the increased application rate and the ever-changing market causing lumber prices to soar, we are making some adjustments to our application process. We are continuing to accept applications; however, these applications will be filtered to give priority to our senior Veterans, as well those service-connected disabled Veterans with immediate health and safety needs.

This is not to say that we will not assist those with other types of needs, just that the wait may be a little longer while we seek funding to support those projects. We currently have over 300 applications in the pipeline with nearly half of those still needing funding. In addition, we receive on average 3 to 4 applications for assistance a day.

Our chapters have continued to hit the ball out of the park. We are so proud of the volunteers that are so committed to the mission that they give and serve on a daily basis. I would encourage you to seek out a group of friends and discuss how you can get involved by creating a chapter in your community to help out Veterans in your own neighborhood through Purple Heart Homes. This is the most impactful way to tell a Veteran that their service matters. I know that many of our volunteer chapter leaders would tell you that it's not work, but rather a way of giving back. The effort is worth the joy of seeing our Veterans regain their freedom and dignity.

As we grow, we continue to focus on improving our efficiency as a housing non-profit. Purple Heart Homes is on track to allocate 66% of all donations to be directly applied Veteran housing projects.

You can learn more about how to become involved and support the mission by checking out our website www.phhusa.org or by contacting us at 704-838-4044, we would be happy to share more and help you get connected to the Veterans in your community.

In closing, I would like to again thank all the wonderful and inspiring individuals who support and volunteer to serve our nations heroes. You all are the ones that keep me going and give me hope that we as a nation have a bright future. Our service as Soldiers, Sailors, Airmen, Marines has not been in vein. Thank you for sharing our mission and finding ways that you can get involved, I hope to see you on a project or at an event soon!

LET'S GET TO KNOW . . .

TAMMY PATE OUR DONOR RELATIONS MANAGER

How long have you worked at Purple Heart Homes?
6 Years

What is your role here? Donor Relations Manager. I am the point of contact for our Hearts of Honor members and one-time donors that come to us through our website, in-person or mail-in envelopes.

What other roles have you had? I started with Purple Heart Homes as a volunteer and worked as an administrative assistant. When we started the Hearts of Honor recurring donation program, I came on board as the Donor Relations Manager.

What do you like most about working for Purple Heart Homes? I really enjoy the people that I work with and the work that we do - helping Veterans in need.

What is your hometown? Hiddenite, North Carolina



HELLO HEARTS OF HONOR CLUB MEMBERS!



Thank you for your continued support!

Your monthly gift allows us to plan for the number of projects we can afford to complete each quarter, and thanks to you, our construction team has been busy! They are building ramps, repairing roofs, installing new floors, and the many other needs for our country's disabled Veterans.

We receive requests every day from Veterans who are in desperate need of our help and it is our desire to assist them all. Therefore, we continue to need your help to spread the word to family and friends about Purple Heart Homes and our mission to provide specialized housing solutions for service-connected disabled Veterans. Please encourage everyone you know to join Hearts of Honor!

Not a member yet?

Becoming a Hearts of Honor member is easy!
Just visit: www.phhusa.org/donate

Hearts of Honor Club is comprised of donors who make a contribution of \$10 or more each month. This club helps to ensure the long-term success of Purple Heart Homes and allows us to complete more Veteran projects each year.

If you have questions or would like to join, please contact Tammy Pate at tpate@phhusa.org or 704-818-0658.



GREETINGS!

From Purple Heart Homes Community Outreach!

with **BRAD BORDERS**
Vice President of Community Outreach

Outreach is a broad term. It involves, at a minimum, reaching out to the Veterans we serve, those that support our mission, the communities in which our Veterans live, and our employees.

This month I'd like to focus on the Veterans we serve. Many times, when Veterans contact us with housing needs, we discover that they might have other seemingly insurmountable problems they are dealing with. These could be family dynamics, stress from past traumas or even financial instability. Many times, they need a listening ear and someone who is connected to other organizations who may be able to assist.

That is where outreach is so critical.

We realize that our mission at Purple Heart Homes is not just about doors, ramps, or roofing. It is equally about the people who reside in those structures. Ultimately, outreach comes down to one simple principle; it is about love for our neighbor. Our neighbor is anyone in proximity to us, whether the home next door, the person in line near us at the store or the Veteran on the other end of the phone 1000 miles away.

Purple Heart Homes continually works to establish collaborative efforts with other non-profits that fill these gaps so that we can bring those resources to bear for Veterans in need.

THE CONSTRUCTION ZONE

with **MATT STEVENSON**
VAIP Director



Greetings from the Purple Heart Homes (PHH) Construction Team! I hope this quarterly edition of the PHH newsletter finds you and your family safe. Summer is our busiest time of the year.

Personally, one reason I believe PHH has been so successful with assisting qualified Veterans and their families is that we have continuously recognized the changing socio-economic demands which have been placed onto service-connected disabled Veterans. What officially began as an idea to simply provide an accessible ramp in August of 2008 has grown to multiple programs which assist Veterans with various housing issues.

Of Note:

- Since 2010, PHH has provided home ownership opportunities for over thirty Veterans and their families.
- In 2019, PHH saw a need for a home rental program for Veterans and has identified seven rentals for this purpose.
- In 2020, PHH realized tiny homes could positively influence and reduce the Veteran homeless population. Although the Veteran Tiny Home Program is an emerging endeavor, PHH has now provided three tiny homes to Veterans and is currently building a fourth for a Vietnam Era Veteran in Taylorsville, NC.

Ideas like this are not happenstance. These programs occur because PHH is acknowledging and ACTING upon the current housing market needs of Veterans throughout our communities and nation.

Moving forward into 2021, PHH still has challenges to overcome. Nationally, the construction industry labor and material costs are not only in short supply but are becoming increasingly more expensive. Job quotes are no longer relevant even a month out! As we are mindful of using your financial gifts in a prudent manner, we are continually seeking ways to collaborate with other national non-profits to reduce the associated direct costs incurred to PHH.

Since I started working here in 2018, many positive changes have occurred within this organization. To be successful, one cannot be mediocre; your actions must meet challenges head-on and simultaneously be truthful to what your strengths and weaknesses are. Being proactive at providing realistic and economical housing solutions to the changing socio-economic landscape which is affecting Veterans is something that PHH does daily.

As we journey together through 2021, I ask that you consider financial, material, or volunteer support to PHH. By doing so, we can assist more Veterans by providing a "hand-up, not a hand-out".

Together, WE CAN improve Veterans lives one home at a time!



DONOR SPOTLIGHT DONOR SPOTLIGHT DONOR SPOTLIGHT



by Paul Cockerham
Chief Development Officer

June 2021 -- What a month it would be for Purple Heart Homes (PHH)! We received a call from Lowe's Home Improvement's Sports Marketing Team presenting Purple Heart Homes with an opportunity to aid a Veteran within the greater Charlotte, NC metropolitan area. We were then tasked with identifying one of our Veteran applicants to receive this help. In less than twenty-four hours, Purple Heart Homes identified 86-year-old Korean War Veteran Mr. Grover Monk. Mr. Monk lived in a home that wasn't the safe, barrier-free living environment that PHH believes all disabled Veterans with mobility issues should have. He was the perfect candidate for this project!

Fast forward to the onsite meeting with Lowe's Sports Marketing Team to assess the project. What they didn't mention on the first call is that this would be a collaborative effort on a scale we couldn't imagine. It's not uncommon to partner with Lowe's on projects because Lowe's is a major donor to Purple Heart Homes, but this was different. This project would be a partnership not only with Lowe's and PHH, but with the Carolina Panthers, the NFL, Lowe's Pro Contractors, and Christian McCaffrey, the Lowe's Home Team Captain for the Charlotte area. It was time to bring the "A game" and provide a better quality of life to this Veteran. "Oh", they said, "one more thing. You'll only have two weeks to complete this project." Lowe's Home Team was on a strict timeline.

Within a few days after the first call from Lowe's, the Purple Heart Homes' construction team completed a site assessment to determine Mr. Monk's specific needs and scheduled demolition the following day. In the meantime, we also developed a project plan. With plan in hand, PHH went to work on Mr. Monk's home. As military jargon goes, and true to form, 'no plan survives first contact.' Our team discovered extensive termite damage and determined significant structural repairs would be needed before the original plan could be executed. With solid effort from Purple Heart Homes, Lowe's Home Team, and contractor partners JJ Home Renovations, Capital City Exteriors, Cypress Builders, Metrolina Greenhouses, and many others that contributed to this project, we completed the mission!

With repair to the home's infrastructure, renovating the bathroom to make it handicap accessible, replacing carpet with hardwood flooring, installing new cabinets, and rebuilding a new and larger deck with an accessible ramp, Mr. Monk's home was essentially rebuilt from the ground-up.

On June 29, 2021, representatives from all organizations came together to place finishing touches on Mr. Monk's home. To celebrate this event, attendees would hear speeches from members of Lowe's senior leadership, Joe McFarland and Marisa Thalberg, Purple Heart Homes Board member, Dave Sternberg, and Lowe's Home Team Captain and All-Star Carolina Panthers running back, Christian McCaffrey as they expressed gratitude for Mr. Monk and all Veterans who have served our great nation.

June 29th also brought exhaustion after a tireless two weeks with some workdays stretching through the evening, night, and into the next morning. However, this day provided an unfathomable sense of pride as we watched the family's reactions while they viewed Mr. Monk's "new" ADA compliant home for the very first time. As a finale, we released live butterflies in memory of Mr. Monk's wife who had passed five years earlier.

A special thank you to the Monk family for allowing us into their lives and to Lowe's for choosing Purple Heart Homes as the charitable partner to serve this Veteran and his family. We're honored and humbled.

Thank you, Lowes for believing in us!



Mr. Grover Monk



How it started ...



How it ended.



Carolina Panther, Christian McCaffrey

I AM A _____
OF A VETERAN

 @purplehearthomes

 @PHHTWEET

 @purplehearthomes

Tag us and tell us how you are connected!

OR CURRENT RESIDENT



Fall Golf Classic

Friday, October 8, 2021 | Twin Oaks Golf Club in Statesville, NC

COME JOIN US!

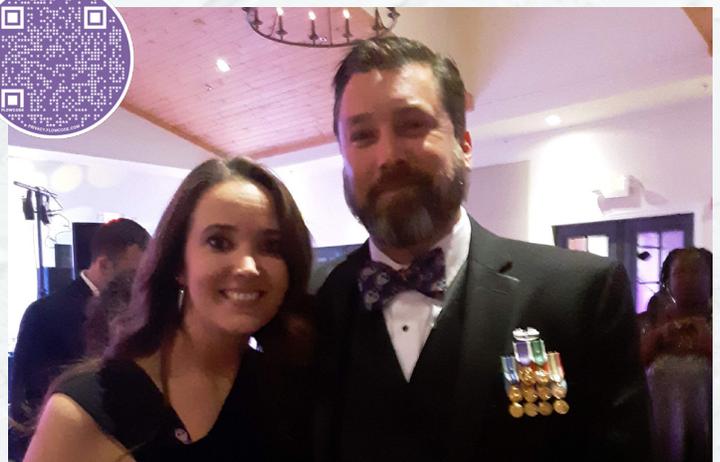
You can register at WWW.PHHUSA.ORG/EVENTS

Or scan the QR Codes



Take That Hill

Saturday, October 23, 2021 | Barrett Mountain, Taylorsville, NC



Purple Camo Ball

Saturday, November 13, 2021 | NorthStone Country Club in Huntersville, NC