



2022 FALL EDITION

PURPLE HEART HOMES

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SK GUNS®

240th Anniversary
Purple Heart Commemorative

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



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CO-FOUNDER'S CORNER



with **JOHN GALLINA**
Chief Executive Officer & Co-Founder

What makes a good charity?

In a world full of need and with so many choices in where to give, it is not hard to find yourself with giving paralysis. Did you know that there are over 1.5 million charities based out of the United States alone? There are several reasons for so many charities. The overarching basis is thought to be from our nation's Puritan background. Taking care of others in need is a basic principle in the Bible – caring for the poor, orphaned, and widowed.

However, social activism and reform during the Progressive Era of America (late 1800's up until 1920) had a profound impact. This was a time of prosperity for our Nation and thus the amount of giving increased. This was also the same time that Andrew Carnegie's Gospel of Wealth was published in June of 1889. The writing still resonates and inspires leaders and philanthropists around the world today. In the essay, Carnegie describes the responsibility of philanthropy by the then new upper class of the self-made rich, writing "The man who dies thus rich dies disgraced."

Then in the late 1960's, after a much more turbulent time of social activism and demand for reform, Americans began to become more organized in addressing social and cultural issues that plagued our communities and Nation. That is when the Tax Reform Act was passed and the 501(c)3 section of the IRS code was created. This new law and tax code gave a means to offer tax advantages to donors supporting private foundations.

As we fast forward into the 21st century we have continued to evolve our thinking of social entrepreneurship. The old ideas of nonprofits being judged differently, even poorly, compared to for profit businesses is slowly evolving. For example, a business can invest into a sales campaign to sell more products. Yet a nonprofit is frowned upon for the same investment to help those in need. The reality is that having IRS recognized nonprofit status simply makes an organization tax exempt, not a business model that promotes no profit.

There are over 45,000 charities that self-identify as serving Veterans and their families. Over 80% of those charities bring in less than \$100,000 of revenue per year. In addition, there are only around 1,000 charities in the US that serve housing needs as their primary mission. Safe and accessible housing in particular offers many added benefits, including increased health benefits and generational wealth, just to name a few. In addition, keeping Veterans in their homes reduces the tax burden on our citizens.

What got me thinking about all of this is simple. I wanted to answer the question, "What makes a good charity?" Raising for Effective Giving (REG) says, "Charities that do more good are, when compared to other charities, reducing suffering for more individuals, reducing suffering to a greater degree, or doing some combination of the two."

"While intuitive, this definition upends some common assumptions about charitable giving. It is often assumed that the best charities are ones that have a low "overhead," enabling them to spend most of their donations on programs that help others. Using the above definition, overhead is irrelevant when choosing the best charities; it does not matter if a charity is spending 90% or 50% of its funds on program expenses, what matters is the results of their work. Focusing on low overhead can often lead charities to skimp on funds for training, advertising, and self-evaluation, which in some cases, can lead to decreased future impact."

According to REG, the following are the three most important criteria to consider for overall effectiveness of a charity.

Scale – "Charities can affect vastly greater numbers of individuals than others by focusing on larger-scale problems and problems that cause more suffering. Problems that affect large amounts of people in extremely negative ways have a greater scale. In this sense, scale refers to how much suffering a problem causes, with the best charities focusing on the worst problems."

Purple Heart Homes Vision is that ALL Veterans have a safe place to call home.

With an ever-aging population of Veterans with disabilities numbering in the 4.7 million range, it is not hard to see the scope of need. With nearly 90% of those veterans having incomes lower than 80% of the Area Median Income (AMI), you can easily understand how difficult making any housing modifications on their own would be.

Neglectedness – "Charities can contribute more when the problem they're working on is more neglected. Neglectedness is a key feature in a charity's counterfactual good, or the good that wouldn't have been produced had a charity never existed. For most problem-areas, there are many charities that could have likely created the good produced by a specific organization had it never existed. However, for neglected problems, there are often no other charities working in the area, meaning the good these charities do cannot be replaced."

As I alluded to earlier, there are very few Veteran focused housing charities in America. Of those that do focus on Veteran housing, many of them only focus on post 9/11 Veterans. I'm not saying that is bad; it's that older Veterans, particularly Vietnam-era Veterans, have a significant need also. This does not include the tens of thousands that served during the Cold War era.

Tractability – "Organizations working in more tractable (solvable) areas have higher chances of success, which translates to them producing a higher amount of good. For any problem, there is a chance that efforts to solve it will fail. Working on tractable problems reduces the risk of failure, making it more likely that the resources invested in a charity will yield positive results."

Purple Heart Homes has been recognized by the National League of Cities as the best-case study for partnering with municipalities to solve Veteran housing needs. We have expanded on that model to partner with other charities to ensure that we are maximizing our ability to impact Veterans, families, and communities across the US. We have witnessed first-hand hundreds of success stories where Veterans and their families have healed and started thriving in their homes and communities after Purple Heart Homes, our donors, volunteers, and partners have assisted them.

We have a core belief that transparency is paramount in creating trust. GuideStar has rated Purple Heart Homes as a charity with a Platinum Seal of transparency multiple years in a row. Through our work with communities to create chapters of volunteers across the Nation, we continue to see more and more Veterans being served each year.

Having completed 1,000 projects, served over 1,600 Veterans, and created over 20 million dollars of equity for Veterans and their families over the last 14 years, we can say that our mission is scalable, fills a neglected need, is tractable, and highly solvable.

We recognize that we cannot do this monumental work without your support. Please, if you are not already involved somehow, reach out. If you are supporting, please tell a friend and ask them to consider how they too can support our mission.

We are grateful to our military who have fought and continue to fight for our freedoms. Now it's our turn to demonstrate our gratitude by helping provide our Veterans with freedoms they deserve and fought for.



240th Anniversary
Purple Heart Commemorative

SK CUSTOMS

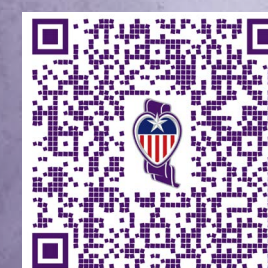


"We designed the 240th Anniversary Purple Heart Commemorative firearm to honor those who have sacrificed and served for our great nation," said Simon Khiabani, owner and founder of SK Guns®. "We are not only in the business of providing collectible firearms... we are a company that deeply cares about others. Through partners like Purple Heart Homes, we can reach those in need while giving back on a national level. We're honored to be a part of the Purple Heart Homes initiative as they have done so much for our vets and combat-wounded."

With over 20 years building private custom firearms, SK Guns® has changed the future in being the industry's first leader of custom, limited-edition, series driven production of manufactured, collectible firearms. The SK Guns® brand has taken the next step to further deliver their vision on what custom limited-edition means. Through a strategic rebranding, the SK Arms VA® and SK Customs® brands now fall under the new name, SK Guns®. Expanding the brands and locations allowed more opportunity for these limited-edition, collectible firearms to reach collectors and dealers.

SK Guns® has expanded their capabilities to manufacture "Uniquely Custom" firearms with a level of unmatched quality and artistic conceptual values. The team of master engravers, expert finishers, historians, and master gunsmiths dedicate themselves to every detail within the brand.

We want to thank SK Guns® for joining us to help fund raise for our housing insecure disabled Veterans across the country. They've made a gorgeous 240th Anniversary Purple Heart Commemorative edition of only 240 full size Government Model Colt 1911 Series 70 chambered in .45ACP. **Visit them at skguns.com or scan the QR code below to learn more and order yours today!**





Scan the code or text
PHHUSA to 801801
to donate



10 WAYS TO GIVE TO PURPLE HEART HOMES

Here are 10 ways that you can make a vital difference in the lives of our disabled Veterans. We thank all those who've supported us and will support us in the future. The simple truth is that we couldn't do this important work without you!

1. 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.

2. SPONSORSHIPS

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.

3. ESTATE PLANNING

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

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. INDIVIDUAL FUNDRAISING EVENTS

Want to set up a lemonade stand, hold a raffle, organize a golf tournament, bike ride, 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.

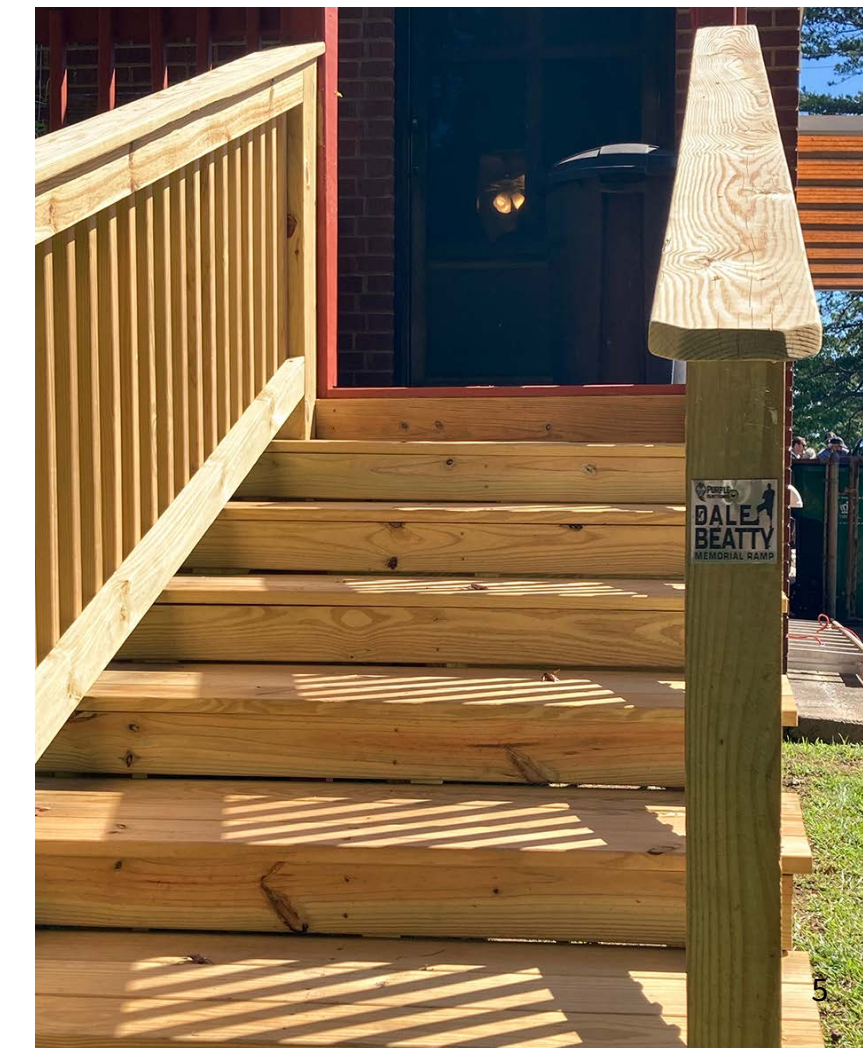


MEET ROBERT COCHRANE

Mr. Cochrane is a US Army Veteran from World War II. At 95 years young, he still tries to remain active and enjoys baking pound cakes for his family and friends. In December of 2021, he received a letter from his homeowner's insurance company saying he needed to make repairs to his home, or they would cancel his insurance.

Mr. Cochrane had severe water damage behind his shower wall that had led to the sub floor decaying. It was not a safe situation. Our team, along with some amazing partners like Lowe's Home Improvement, was able to repair his bathroom, making it both safe and accessible for him. In addition, through our partnership with the Owens Corning Roof Deployment Project, we were able to get needed repairs to his roof. This is just one example of the wonderful work our team gets to do each day.

Of his experience, Mr. Cochrane said, "I thank Purple Heart Homes for helping me as a Veteran with my home repairs. You all have a kind and generous heart that shows in your good deeds and work. May God continue to bless you all always. I love you. Thank you again."



THE CONSTRUCTION ZONE

with **KERRY LAWING**
Chief Programs Officer

Happy Fall! I am always excited when it's my turn to write a newsletter article because I love to tell all the wonderful things our team has been able to accomplish for Veterans!

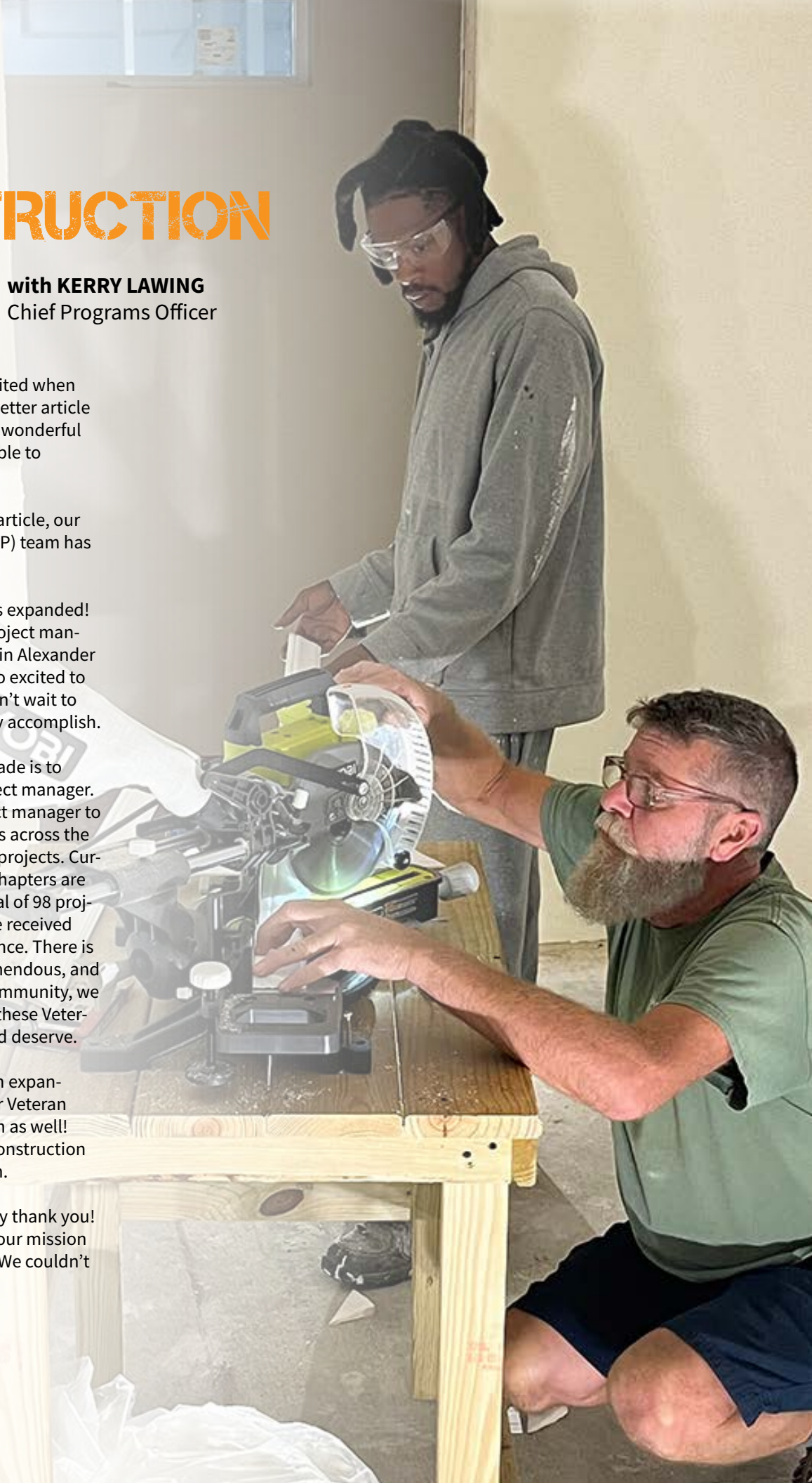
At the time I'm writing this article, our Veterans Aging in Place (VAIP) team has completed 87 projects!

Speaking of our team, it has expanded! We have added two new project managers to the VAIP team, Devin Alexander and Lamar Austin. We are so excited to have them on board and can't wait to see the amazing things they accomplish.

Another change we have made is to assign regions to each project manager. This will enable each project manager to work with the PHH Chapters across the country to assist with their projects. Currently, our VAIP team and Chapters are working on a combined total of 98 projects. In 2022 alone, we have received 636 applications for assistance. There is no denying the need is tremendous, and with assistance from the community, we can provide the assistance these Veterans so desperately need and deserve.

In addition to our VAIP team expansion, we have expanded our Veteran Tiny Home production team as well! We recently added a new Construction Assistant, Akeem Robertson.

In closing, I would like to say thank you! It's folks like you that keep our mission alive and serving Veterans. We couldn't do it without you!



SECOND CHANCES

with **BRAD BORDERS**

Executive Vice President of Donor Relationships

I am a believer in second chances. That is because I have been on the receiving end of second chances many times in my life. Last year I was connected with a local Veteran who had been charged with a crime, a fairly serious one at that. He was admittedly guilty of the incident, but there were extenuating circumstances that contributed to this and one of them was the fact that this Veteran had served two tours in combat and over a dozen of the men he served with had, over the last decade, taken their own lives. This weighed heavily on him and when you add those memories and that kind of loss to self-medication and disconnection from the community, sometimes bad things happen.

What was remarkable to me is that during his court proceedings there was literally no mention of his honorable service to our country or the trauma that he experienced. The result was a plea to a felony charge which now will disqualify him from all kinds of services and would even disqualify him from being served by Purple Heart Homes.

I found out about a program called Veterans Treatment Court, which is a restorative approach to justice as opposed to a punitive path. There are over 600 of these courts all over the US and the rate of recidivism is less than 5% nationwide. I did some research and found a court up and running in Catawba County and visited them. What I saw was amazing. Fifteen Veterans had agreed to participate in the 1-to-2-year program that galvanized community resources to provide a path out of substance abuse into housing, employment, counseling, and community for Veterans. These Vet-

erans have been charged with non-violent felonies and misdemeanors and instead of languishing in jails they are allowed to work, make restitution for the crimes, get the help they need and are paired with Veteran mentors. All the while the court holds them accountable and celebrates success.

Sometimes we have to ask the question "What if?" So, I started asking that question to a lot of folks in our little town of Statesville, and what I found was that across the board, from our judges, the DA, defense attorneys, law enforcement, elected officials, and Veterans, everyone said yes, we should do this. I'm proud to know that the efforts and energy that Purple Heart Homes applied to this has resulted in an incredible team. Purple Heart Homes contracted with a grant writer and after months of work the grant was submitted in May.

This grant will fund this court and change the lives of many Veterans in our county. In our county and yours about 5% of the Veterans that live there are involved in some way with the justice system. Many of their crimes are connected to mental health and substance abuse and many either don't know or don't have access to those services and are simply doing time, and it's likely they, at some point, will be back before a judge again.

On October 1, the grant for Iredell County from the Department of Justice was awarded, and we are thrilled with this. This court will be up and running soon in our midst. Purple Heart Homes will coordinate the Veteran Mentor team in the court, and we are proud to have this incredible opportunity to be a part of second chances.



755 Washington Ave.
Statesville, NC 28677



Donate And Make A Difference Today

Join us in helping ensure that America's disabled Veterans have a safe and sound place to call home. Together we can make a difference!

Scan the code or text PHHUSA to 801801 to donate.

 @purplehearthomes

 @PHHTWEET

 @purplehearthomes

OR CURRENT RESIDENT

**YOUR SUPPORT MEANS EVERYTHING TO OUR VETERANS,
THEIR FAMILIES AND TO ALL OF US. THANK YOU!!**

Your donations help not only the Veteran, but the Veteran's family and caregivers, and the results continue making a difference far into the future.

Something as simple as a ramp can change a Veteran's life. Others need new roofing, a bathroom remodel, or even a rental home.

You are the biggest part of our mission, and we cannot do it without you. The need is great, and together we can serve our disabled Veterans as they served us.

Will you consider a recurring monthly donation - through our Hearts of Honor Club - to help fulfill the needs of our Veterans? Visit www.phhusa.org



CONTACT US: 704.838.4044 info@phhusa.org www.phhusa.org