



2022 SUMMER EDITION

PURPLE HEART HOMES CONNECTIONS

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UPDATES

Chapter Updates & Better Support
for Our Staff and Veterans

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



SCAN CODE TO DONATE

10 WAYS TO GIVE TO PURPLE HEART HOMES

This list will not be exhaustive, but it is representative of the ways we've received support and what will sustain us into the future. We thank all those who've supported us and who've made great things happen for our Veterans. We sincerely appreciate it because we couldn't do this 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 TIMOTHY BLUME

Mr. Timothy Blume is a former Staff Sergeant in the Marine Corps. He served from 1988 to 1997 as an Aircraft Rescue and Firefighting Specialist.

Mr. Blume's basic training was at Parris Island, SC. He then spent 11 months at the Naval Air Station in Millington, TN, and was stationed at the Marine Corps Air Station New River in Jacksonville, NC. While he was at New River, he was one of a handful of individuals who was sent to another unit and deployed to Saudi Arabia and Kuwait during Operation Desert Shield and stayed into Operation Desert Storm. The Veteran served his last three years in Okinawa, Japan.

In Kuwait he fractured his scapula while building an expeditionary landing pad for helicopters and Harrier aircraft. The injury also affected his back and worsened over time. Mr. Blume eventually had to have ten vertebrae fused and rods placed in his back.

After his service, Mr. Blume was diagnosed with severe PTSD. His wife helped him find Saving Grace Canines who use service dogs to help Veterans with combat PTSD. The director at Saving Grace recommended Mr. Blume to Purple Heart Homes.

After visiting the Veteran, it was clear that he had a need. His back deck was rotting and falling apart. Purple Heart Homes in partnership with Lowe's Home Improvement was able to build Mr. Blume a new deck so he could safely enjoy time outside.

About his new deck Mr. Blume said, "I can't be more thankful. It's like the best thank you for my service that I've ever received since I've been back. I can't put it enough into words what that means to me."

Thank you, Mr. Blume, for all the years you've served. Welcome to the Purple Heart Homes family!



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Chief Executive Officer & Co-Founder

DALE BEATTY
Co-Founder (1978-2018)

TIM MANGUM
Chief Administrative Officer

PAUL COCKERHAM
Chief Development Officer

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Executive Vice President of National Chapters

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Vice President of Operations

BRAD BORDERS
Vice President of Community Outreach

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www.phhusa.org
and Amazon!

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CO-FOUNDER'S CORNER



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

Why Purple Heart Homes?

Why did we choose the name Purple Heart Homes? When General George Washington first established the Purple Heart as a badge of Military Merit it was for the common soldier. During the colonial period, military awards were largely reserved for officers and aristocrats. General Washington wanted to have an award that recognized the service, bravery, and sacrifice of the common soldier. Today Purple Heart Homes aims to do the same by supporting their ability to live out the American dream.

Do you have to have a Purple Heart to receive services from Purple Heart Homes?

No, you do not have to have a Purple Heart to receive support from our charity. However, you do have to have an injury associated with your service or be a Veteran of senior citizen age. You can see a full list of qualifications and the process for applying on our website, www.phhusa.org.

Why should you support Purple Heart Homes?

Our mission is one of great importance, and not just because of the people we serve and the needs they have. There is a much more important reason. Since 9/11 most Veteran charities were formed to serve only post 9/11 Veterans. While I applaud these organizations for the work they do, I personally believe it is just as important to serve the Veterans of prior conflicts and peace time as well. The notion of serving only those who serve in a popular war is inadequate and minimizes those who served before them.

Is the VA not taking care of Veterans? Isn't that their job?

This is a legitimate and reasonable question. For me, the answer is simple. The VA is the largest health-care provider in the US. It has more facilities, beds, doctors, and nurses than any other organization. In addition, they have programs for housing support, including ramps, and remodeling.

However, much like other bureaucracies, they are slow, burdened with rules and regulations, and qualifications that are very specific and stringent. When an 82-year-old Veteran must wait seven months for a VA funded wheelchair ramp, something is wrong. It is simply not enough to leave our Veterans' care to the government. We as a community must be involved.

What makes Purple Heart Homes different from other Veteran charities?

Purple Heart Homes serves Veterans from all eras and all branches of the military no matter disability type or rating, where or how they were injured, or in what state they live.

In addition to program qualifications, one of the most significant differences is by supporting Veteran housing needs you are not only changing the quality of life for that Veteran, but you are investing in their family. The home modifications will continue to serve the Veteran and their family for years to come.

Not all Veterans have access to programs like the GI Bill, and many will use a home equity line to provide support for their children to attend college. So not only will the home modifications and upgrades support the Veteran, but it also has an impact on their children's future. Additionally, it helps the family to relieve some stress and burden of care. For example, just remodeling a bathroom to meet the needs of Veterans is life changing. When a Veteran no longer must crawl to the bathroom, it helps restore the Veteran's dignity, which is priceless.

Why is the work of Purple Heart Homes important to Veterans?

As previously addressed, there are many reasons why the work is important. But another important reason, that perhaps many don't think about, is the cost to taxpayers if we don't help Veterans stay in their homes.

On average, the cost for a Veteran to be placed in a VA nursing facility is \$150,000 a year. At a certain age most every Veteran is eligible for this benefit. But the reality is that no Veteran wants to go into a VA nursing care facility. We all just want to be in our homes; where we longed to be when we were deployed. That's what represents the American dream, and that's where we want to live out our days. Purple Heart Homes, our donors, and volunteers work tirelessly to ensure this is the case for as many Veterans as possible.

So, why should you support Purple Heart Homes?

Because your support makes a real and tangible difference in the lives of Veterans who served protecting your freedoms and those of men and women around the world. Your contribution will improve Veterans' quality of life so that they can better enjoy the freedom they fought for. You will be letting them know that their service still matters and has not been forgotten.

And I challenge you to do your part in caring for our nation's heroes; don't leave it to the government. If you are already supporting and donating to our mission, thank you. Please tell a friend or 10 how and why they, too, should help our Veterans. To get involved please visit www.phhusa.org and look us up on social media where you can learn more about the Veterans we have served, upcoming projects, and ways you can get involved. By helping our heroes, you, too, become a hero.

Upcoming Events

YOU DON'T WANT TO MISS



SCAN CODE
FOR EVENTS



7 Days For The Troops September 3-10, 2022

Bank of America ATM parking lot | West Broad Street, Statesville, NC

The "7 Days For The Troops" event was started in 2006 by Scott Burns, a Marine Veteran with a service-connected disability. Scott wanted to do something to support our men and women fighting overseas, so he decided to build a 20-foot-high tower outside The Mall at Barnes Crossing Mall in Tupelo, Mississippi, where he would stay for seven days (168 hours). Scott is bringing his tower to Statesville to raise money for disabled Veterans.



Patriot Clays Challenge September 24, 2022

Hyatt Farms Sporting Clays | 990 Burnsville Church Road, Polkton, NC

The Patriot Clays Challenge is a fundraising event hosted jointly by Purple Heart Homes and Patriot Military Family Foundation; two Veteran focused 501(c)(3) organizations. At this event, teams of four will shoot a 14-station course, totaling 100 clays with the goal of raising funds to better the lives of Veterans in need.



Fall Golf Classic October 7, 2022

Twin Oaks Golf Club | 320 Twin Oaks Road, Statesville, NC

We invite you to help us in our mission, "To honor those who served by providing housing solutions and employment opportunities to qualified Veterans." The PHH Fall Golf Classic has been a part of our organization since the very beginning. As a local event, it keeps us true to our roots of the community coming together for a cause that is bigger than ourselves. Your sponsorship of this amazing event will enable Purple Heart Homes to further its mission of serving those who've served plus creating an amazing experience for all who participate.



Take That Hill October 22, 2022

Southern Distilling Company | 211 Jennings Road, Statesville, NC

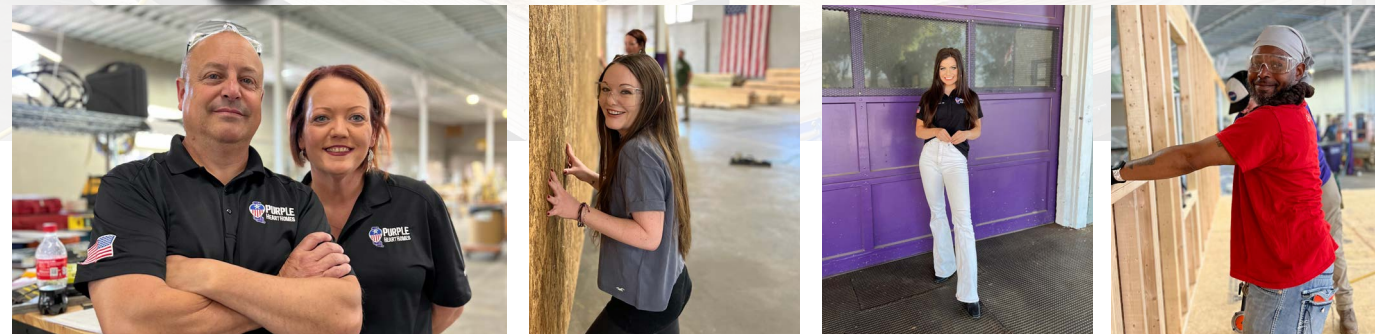
Join us for the 3rd annual edition of Take That Hill cycling event in support of the mission of Purple Heart Homes with the goal of ensuring every Veteran has a safe place to call home. We have three routes to choose from: 35-mile all paved, 60-mile all paved roads, and 80-mile with mixed surfaces.

We will have a timed segment on the climb up Barrett Mountain for the 80- and 60-mile routes and there will be awesome prizes! The event will start and finish at Southern Distilling with a festival atmosphere, with music, food trucks, and much more. After party and awards ceremony will be hosted by Woody and Wilcox of iHeart Radio!



Tiny Home Program

with **ROB HARRELL**
Production Manager



Veteran Tiny Homes are modular homes built at the PHH headquarters in our manufacturing warehouse. These modular homes are built just like any traditional stick-built house. They are delivered to sites and placed on crawl space foundations. Our current builds are 320 sq. ft. (10 ft. x 32 ft.) and come equipped with a full-size refrigerator, stove, microwave, stacked washer and dryer, and a small heating and air unit.

Building these units under a controlled environment allows us to better monitor the quality of the materials being used, as well as the proper manufacturers' recommendations on installation procedures. Quality craftsmanship is our goal on each unit. Our veterans deserve our best. These homes mean a lot to PHH and, especially, to the manufacturing team.

One of our recent tiny home projects was for a US Navy Veteran who served during Vietnam. This Veteran owned his property, a beautiful woodland situated near the top of a mountain. And in those woods stood his home – a storage building. The Veteran had been living in the 12 ft. x 16 ft. storage building for 20 years.

He slept on a couch with four pine tree limbs on each corner sticking straight up. On the top, with other pieces of scrap lumber was a makeshift shelf for storage. There was a window unit for the hot summer nights and an electric heater, small fridge, hotplate, toilet, and a shower tucked in the corner.

This Veteran needed and deserved a better place to call home, and PHH was honored to be able to get him into one of our new tiny homes. Unfortunately, there are many more Veteran stories like this one, stories that will tug on your heartstrings, and that's why we are here. PHH exists to make a real difference in the lives of service-connected disabled Veterans across the country.

I am an old Army Veteran myself. I have been in the construction industry most of my life, even before the Army. I love building things and my teammates love it too. We want to give our Veterans well-crafted, high-quality houses. This is their new home, and we understand that a home means security, restores dignity, and fosters hope and faith. It is a worthy cause, and I am honored to play a part. You can play a part, too. Your donation helps ensure that our disabled Veterans have a safe and sound place to call home. To donate or for more information, please visit phhusa.org. Thank you!

THE CONSTRUCTION ZONE

with **MATT STEVENSON**
Program Services Director

Greetings from the Purple Heart Homes Construction Team headquartered in Statesville, NC! I hope this edition of the PHH newsletter finds you and your family well. This year, PHH has already been working on and completing many Veteran-related projects, which you have funded. Although there has been a lot of bad news lately from inflation (food, gas, materials, etc.) to war in Ukraine, I would like to provide you some uplifting news about how PHH makes a positive impact in the lives of Veterans, their families, and the local community.

Late last year, the local Iredell County homeless shelter (Fifth Street Ministries) reached out to PHH about our Veteran Tiny Home program. Fifth Street had received a grant to provide additional Veteran housing and was seeking assistance. In addition, the local Iredell County Veterans Council had a grant which could also aid in the job. Our Senior Project Manager, Ms. Tammy Burchette, was tasked to lead this project.

Ground was officially “broken” in December 2021, and, by the time you read this article, a Certificate of Occupancy will be attained for not one but two Veteran Small Homes! These homes will be used strictly for Veterans who have housing

insecurity issues. We cannot say thank you enough to everyone involved, especially Ram Pavement of Charlotte, N.C., for donating the concrete driveway.

A project that our newest Project Manager (US Army Veteran) Tim Bates is working on is for Mr. Preston Jackson, a Veteran who lives in Raeford, North Carolina. Mr. Jackson served in the US Army in Iraq and is currently undergoing cancer treatment. PHH is replacing the flooring in his home so he will be able to maneuver a lot easier within his house.

As summer heats us up, you can be assured that PHH is still relevant today even with the storm of economic uncertainty around us. So far for 2022, PHH and its chapters have completed 77 projects nationally with another 44 funded and 66 under assessment.

The demand for PHH assistance is significantly increasing as we are on pace to exceed 1,000 applications for this year alone. While not all these applications will be approved for home repair/remodel assistance, we are seeing a greater interest from others for PHH services. Simply stated, we cannot do this type of work without your support.

Finally, I ask as we journey together through 2022 that you would consider a financial or material donation or consider volunteering for PHH. Doing so, we can see these requests become a reality not just in our local backyard but across the country. Together, we can improve a Veteran's life one home at a time!



DONOR SPOTLIGHT

with Paul Cockerham
Chief Development Officer

Columbia River Knife and Tool is a privately-owned company founded in 1994 in Tualatin, Oregon. The company produces a wide range of knives, both fixed blade and folding knives, multi-tools, sharpeners, and other items. CRKT is well respected in the knife making community as evidenced by countless positive reviews on retailers' websites, the patents owned for unique opening and locking mechanisms, their use of high-quality materials and the transparency of detailing which materials are used in their products, and their comprehensive warranties on the products they make and sell.

CRKT has collaborated with many world-renowned custom knife makers, and Purple Heart Homes has been the recipient of the efforts of two – Darrin Sirois and Austin McGlaun, knife makers and Veterans that are part of CRKT's Forged by War series. *From www.crkt.com/forged-by-war. "Forged by War – Mission ready tools, designed by warriors, with a portion of the profits donated to the Veteran's charity of choice."

These two knife makers and participants in the Forged by War program are not only producing top tier products, but they are also doing great things for the Veteran charitable space and specifically for Purple Heart Homes as their charity of choice.

Darrin Sirois is a former member of Purple Heart Homes Board of Directors and a retired Army Sergeant Major with 25-years of service to our country. Most of Darrin's time in uniform was spent in the Special Operations community. With this experience, he knows a thing or two about knives and their utility. His knife designs produced by CRKT are the Ramadi, Xan, SIWI, and RASP.



CRKT®

Austin McGlaun is a knife maker from Columbus, Ga. Austin served three years in Iraq with the 101st Airborne Division, 3rd Battalion, 187th Infantry Regiment "Rakkasans" where multiple IED blasts ultimately led to him losing his right leg below the knee.

As a knife maker, Austin began making knives to send to his former teammates that were still serving and being deployed to Afghanistan and Iraq. He felt this was a way to continue his service and be a part of his former team by providing them with tools to help them do their jobs and keep them safe. His designs include the Clever Girl, Clever Girl Folder, Clever Girl Kukri, and the Du Hoc.

We would like to thank Darrin and Austin for their service to our country, for participating in CRKT's Forged by War program, and making Purple Heart Homes the beneficiary of their efforts.

We'd also like to thank CRKT for their support and for putting this program together. Efforts like these allow Purple Heart Homes to continue and further its mission – to assist service-connected disabled Veterans with their critical housing needs. With almost 900 Veterans in 43 states served to date, we feel we are making an impact by assisting Veterans to remain in their homes in a safe, accessible, and barrier free living environment.

We encourage you to visit Columbia River Knife and Tool, www.crkt.com, and check out their wide range of products.



REBOOT ADVANCE Veterans Helping Veterans

with BRAD BORDERS
Vice President of Community Outreach

Restoring homes and accessibility is not all we do at Purple Heart Homes. In my role as VP of Community Outreach I have the unique opportunity to step into other lanes when it comes to Veterans. As a combat Veteran myself with two decades of experience, I've seen what war does to service members, families, and communities. I've also experienced what it has done to me.

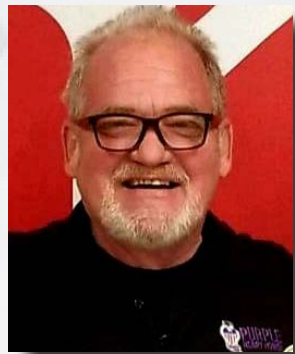
Five years ago, we launched Reboot Combat Recovery (a trauma recovery course for combat Veterans) here in Statesville. Over 70 Veterans have graduated from these courses. But this spring we started a new course called Reboot Advance. It's intended to be a supplemental course to the original.

We talk about how spiritual growth leads to resilience and

how each of us is a bridge to aid others across troubled waters. After service, many Veterans lose a sense of purpose and mission. Reboot tries to reconnect Veterans with a vital mission, being there for other Veterans who might be hurting, enabling them to move from isolation to community to service and leadership.

Out of the spring Reboot Advance class which finishes the day of this writing, we have a Veteran named James who has now stepped up to lead one of these classes to pass on the freedom that he's been given. And he's just one.

So, for those reading, thank you for supporting all our efforts here at Purple Heart Homes in our mission of improving the lives of Veterans.



THE CHAPTER CHAT ROOM

with **TIM PARKER**
Vice President of National Chapters

It's been a busy start to the season for Purple Heart Homes Chapters. Our senior Chapter in the Golden Corner of South Carolina continues to excel. They have completed seven projects so far this year, including a ramp and a scooter for a Vietnam Veteran. Our Chapter had this to say after the project, "The donation of the scooter coupled with the ramp essentially brought him back to life." They were also awarded a \$40,000 grant from Operation Hat Trick.

Clemson University was named a co-winner of the Operation Hat Trick 2022 Excellence in Service Award for improving lives of US Veterans. Receiving community support is a key component of Chapter operations, and Clemson chose to support the Veterans in their community through Purple Heart Homes Golden Corner Chapter. Many Veterans' lives in that area will be improved through this strong community partnership.

Just as our senior Chapter continues to evolve and improve, we also have some rising stars in the family. Ramon and Tennile Vallejo are the leaders of our Phoenix Rising Chapter, and they have started to make great progress helping Veterans not just in Phoenix but all over Arizona.

They recently traveled to Tucson to assist an aging Veteran who needed better, safer access to his home. The original request was for a ramp, but as the Chapter looked at the project, they realized that he also needed a deck, and his bathroom was not safe.

The Chapter, with the assistance of their local Team Depot, the Home Depot's associate volunteer force, tackled both projects and the Veteran now has a safe, barrier-free environment to call home. The dedication and compassion displayed by the Chapter members is exactly what the Chapter program was designed for, connecting the community with Veterans in need.

Our North Wake, N.C., Chapter recently conducted a very successful fundraiser at a local bottle shop. They were supported by the nationally syndicated radio show Woody and Wilcox and used this star power to draw in folks from across the region. The Chapter leader reached out to the show, and the show agreed to travel there and support them. Perhaps there is a celebrity in your community who would be interested in assisting Purple Heart Homes and its Chapters help Veterans successfully age in their homes?

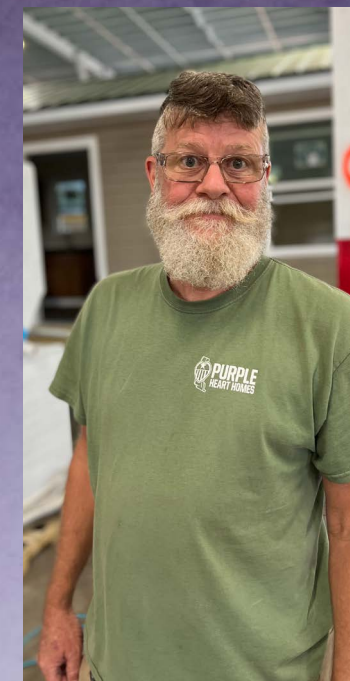
The Pine Belt Chapter in Mississippi has three projects in progress and is making great strides in connecting the community and the Veterans who live there.

On April 1, our Northeast Ohio Chapter held "The Grape Escape" event. They provided some great wines, and held a raffle for a Michael Kors leather purse. They also held several silent auctions. The event was a success and all the money raised goes to helping disabled Veterans.

We have many other Chapter stories to share, from our Downstate New York chapter providing the ramp for the child of a Veteran who was exposed to agent orange to the new Chapter interest we have in Austin, Texas, and Southwest Montana.*

Do you know Service-Connected Disabled Veterans in your community? Please encourage them to apply for assistance at PHHUSA.ORG, and we will see if we can help. Find out if you can help by donating or volunteering at PHHUSA.ORG, you will be glad you did!

**Under The Agent Orange Benefits Act, Public Law 104-204, which became law in 1996, The Department of Veterans Affairs provides monetary allowances, vocational training and rehabilitation, and VA-financed health care benefits to certain Korea and Vietnam Veterans' birth children who have been diagnosed with spina bifida. Because of this, PHH treats this as a service-connected disability.*



PHH AND OUR SURVIVAL BIAS

Board Chairman Updates

with **DAVE STERNBERG**
Chairman of the Board

Ever heard of survival bias? Well, I hadn't either, but turns out it's baked into the DNA of Purple Heart Homes.

During WWII mathematician Abraham Wald made an amazing discovery. As others were examining the damage of bombers returning from missions and discussing how to reinforce some of the commonly damaged areas, he thought otherwise.

His theory was that planes failing to return may have sustained damage in areas these aircraft did not, and it might be wiser to reinforce those surfaces instead.

As it turns out Purple Heart Homes is a bit like Abraham.

Recently our leadership asked an important question – while our projects are our focus, how are we caring for those who make them happen? In short, how could we ensure our fleet was reinforced?

This past May, PHH moved to a four-day work week. This effort to reinforce and support our staff was a decision that was made with immense research. PHH had to ensure that we respected and maintained our repair and construction schedules, reexamine how vacation time was assessed, ensure the phones were answered and emails returned every day and, most importantly, not impact our desire to increase the number of completed projects.

While other organizations are asking how to do more without assessing the impact on their workforce, PHH asked a different question – how can we do more and protect our "bombers"?

As you can imagine, we have received quite a bit of media attention for this decision, and we are careful to assess if it is the right one. We intend to review in intervals and ensure that projects are uncompromised; if we believe they are, we will return to a full five-day work week.

Most important of all, your philanthropic support was an important message to our staff – you have confidence in our work and care for those we serve.

You make all of this happen and I want to say thank you. I promise to keep you informed of the results. In the meantime, we have veterans that need our help!





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 PHH to 26989 to donate.

 @purplehearthomes

 @PHHTWEET

 @purplehearthomes

OR CURRENT RESIDENT

Why should you join the Hearts of Honor Club?

According to The State of Modern Philanthropy (2018), "recurring donors are over five times more valuable to a nonprofit than one-time donors." While we at Purple Heart Homes believe that every dollar counts and are very grateful for all donations, there are many reasons why monthly donors are necessary to the longevity of our organization.

1. **It is beneficial to the donor.** Monthly donations are an easy way to build charitable donations into a household budget.
2. **It is helpful to an organization's budget.** Monthly donations allow a nonprofit to rely on consistency when it comes to individual contributions.
3. **It increases donor retention.**
4. **Monthly donations allow you, as the donor, to better understand the impact of your dollar.** Naturally, you remain more connected to an organization when you are consistently contributing to the cause.

Through the Hearts of Honor Club, you can know that your donations are making a difference in the lives of our service-connected disabled Veterans. Purple Heart Homes is dedicated to using your donations to provide systemic change for our nation's heroes. Join the Hearts of Honor Club today, and you will make a difference to disabled Veterans in need!



Visit www.phhusa.org to join
and help us spread the word!