



2022 WINTER EDITION

PURPLE HEART HOMES

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How you can help our Veterans

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



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 MANGUM
Chief Administrative Officer

PAUL COCKERHAM
Chief Development Officer

KERRY LAWING
Chief Programs Officer

SANDI VANWORMER
Chief Legal & Human Resources Officer

TIM PARKER
Executive Vice President of Chapters & Events

BRAD BORDERS
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Contributors:
John Gallina, Sandi VanWormer, Tim Parker, Brad Borders, Paul Cockerham, Matt Stevenson, Durant Haire

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CO-FOUNDER'S CORNER



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

The Value of Volunteers and Partnerships

Neighbors helping neighbors, working together to help others achieve their dreams. This I believe is a core value that America was built on. While it is well documented that self-reliance is a founding ideology for our nation, the realization that we had to bond together to fight for our freedom, build our community, and rescue those in need soon took root. During the 1600's and 1700's poverty was much more widespread

both worldwide and in Europe. People struggled just to feed themselves and live. But then the American Revolution changed everything. America was already seen and believed to be the land of opportunity, but never that the American Dream was free. There was and remains a price to pay for freedom and prosperity, the price—blood, sweat, and tears.

Out of the American Revolution was born the ideology of humanitarianism. There was already a secular system of supporting the poor through the churches in America that was different than the laws of poverty in Europe. And through documents like the Declaration of Independence the notion of reason and human equality pushed America even further in its pursuit of becoming a beacon of hope and prosperity and demanded that poverty must be eliminated.

There are many causes for poverty and many different needs of those lacking adequate means of support. Likewise, there are many differing attitudes towards people in privation. Though I would have to say that if anyone was given a choice, they would not choose to be in such dire straits. I would also have to add, and I believe you all would agree too, that our Veterans, who have fought for our freedoms, should not be living in substandard housing and choosing between feeding themselves and paying for things like repairs to their heating systems.

Here is where volunteers come in. During the 1800's, a spirit of volunteerism was born, known as the second great awakening. People from all over the nation were inspired and moved to help each other, addressing the needs of those with less. Organizations like the American Red Cross, Salvation Army, and United Way were born. This same spirit has continued and grown, leading to groups like Kiwanis, Rotary, Habitat for Humanity, and Peace Corps to be formed in the 1900's, all of which still serve our communities today. In our more recent history, we can look back into the early 2000's and see organizations like the Gary Sinise Foundation, Tunnel to Towers, Semper Fi Fund, and Purple Heart Homes being formed to join the fight.

But there are a few common threads that we need to look at for each of these organizations. First, they all are dependent on your support and activism. Second, each one is made up of individuals with common values and are collectively determined to make a difference in the lives of the people they serve and their communities. Last, each organization is in the same fight against poverty at some level.

Many of these organizations work together, collaborating to bring the maximum benefit to those we are committed to serving. Purple Heart Homes works with countless nonprofit organizations, including Rotary, Kiwanis, Gary Sinise Foundation, Tunnel to Towers, Semper Fi Fund, Code of Support, Tribute to the Troops, Patriot Military Family Foundation, Defense Credit Union Council, countless Credit Unions, 7 Days for the Troops, and Meals on Wheels just to name a few.

Additionally, we partner with many great for-profit organizations who have a common sense of corporate social responsibility to serve our communities. Companies like National Gypsum, Home Depot, Fox Sports, Owens Corning, Food Lion, Dal-Tile,

Charlotte Motor Speedway, I-Heart Media, Bank of America, Lowes Home Improvement, Edward Jones, HAECO America, and Citi Bank as examples. Each one of these organizations and many others around our nation contribute countless hours to serving alongside Purple Heart Homes to address the needs of our nation's Veterans.

Without these partnerships and volunteers, the work would not be getting done. It's never been, nor should it be, just about the money. Yes, there are things that money is required for, but likewise there are things that people, able bodied, compassionate, and caring people are required for too. Note that I did not say skilled; we do have needs for skilled labor, but more often we just need people with a willingness to serve. Whether you are interested in building a ramp or leading a chapter we have a plan. Our program will lead you through the steps that you need to know to be successful and make a difference for a Veterans and their families.

One interesting fact about volunteering I have observed over the years is that it's not only the Veteran recipient who benefits from our work. In most every case, the volunteers benefit in some way too. As an example, a project we worked on in Connecticut a few years back for a young Marine had a group of volunteers working on the project and one volunteer had the following to say after the project.

"I served in the Vietnam War and for over 45 years I have carried around nothing but anger and hate. For years now every day after work I would go into the woods, pick up sticks, and just beat on trees until I either couldn't pick up my arms or my hands were bloody. I was just trying to let the anger out. After working on this project alongside all of you I can finally say I have let the anger go and forgiven the American people. To see each of you give your time, talents, and treasures to support this young Veteran makes me realize that Veterans do matter, our service matters, and you all really do care. Thank you for allowing me the opportunity to volunteer, it helped me to heal too."

I recently had lunch with this Veteran, now years later, and I must tell you, I could see the difference. He has truly healed and moved on, all because he signed up to volunteer to help a neighbor and another Veteran.

So, I encourage you to get involved. Check out our website and sign up to volunteer. I promise it will be life changing for someone you may not know and maybe even for yourself. We don't always have an immediate project for you to work on in your community. But that another way for you to help. Help us find a Veteran in need in your community. Check out the VFW, American Legion, or Disabled American Veterans associations and ask them if they know of a Veteran that needs a ramp. Get together with your friends and neighbors, consider hosting a wine and cheese get together as a fundraiser in order to contribute a few dollars to your community's project. The next thing you know you will be like any of our other 20 chapters serving Veterans throughout the year in your community, too. Remember when hearts come together great things happen, and together we can make a difference one home at a time.



MEET ROLAND CANTERBURY

Our 1,000th Veteran served at Purple Heart Homes!

Mr. Canterbury is a United States Army Vietnam veteran.

He was drafted at the age of 20, immediately after marrying his wife of 52 years. "Even though we got drafted, we all figured it's our duty to go anyway," Mr. Canterbury said.

Once Mr. Canterbury returned home to his bride, he began noticing the impact of Agent Orange within a year's time. The exposure to Agent Orange eventually took a toll on his heart and he had to have heart surgery. Complications from the surgery resulted in his legs and hands having to be amputated.

Regardless of the life-changing surgeries, Mr. and Mrs. Canterbury were able to have three beautiful children: two boys and one girl. Their daughter, Laurie, has down-syndrome and lives with her parents. The three of them provide care and assistance to one another.

When Mr. Canterbury was asked about the work Purple Heart Homes is providing to improve his safety and accessibility, he said: "It's going to help a whole lot. I have a sidewalk and a ramp out back; now, they're building a ramp out front too. I will have two ways in and out of my house. The bathroom we have right now is very small. The new bathroom is going to be a big one that I can get in and use."

Purple Heart Homes is proud to provide assistance to the Canterbury family, and we are excited to say "welcome home" to Roland Canterbury during our 1000th Veteran Projects Completed celebration!



TAKE THAT HILL MORE THAN A FUNDRASIER

with BRAD BORDERS

Executive Vice President of Donor Relationships

It was brisk on October 22 at 0700, that's what people in colder environments call 30 degrees. For us in NC it's just cold. Despite the chill, 107 riders showed up to Southern Distilling for our 3rd annual Take That Hill cycling event. What started as a very small hill climb challenge has grown into an event that draws folks from across the country.

That was evident this year as we had people traveling from Alaska, Wisconsin, Minnesota, St Louise, Delaware, and Georgia. Not to mention those who traveled from multiple hours away locally in the NC, SC region. It was simply amazing to see the turnout.

Through registrations, fundraisers, and sponsors over \$80,000 was raised. Our sponsors included Hardcore Hammers, FOXSports, Edward Jones, Wayne Brothers, Piedmont Veterans Assistance Council, Crossroads Cycling, Woody & Wilcox from 106.5 FM The End, and Dita the Service Dog. The money raised will continue to fuel the mission of improving Veterans' lives one home at a time. In addition, part of those proceeds will support the mission of Project Echelon, an outstanding nonprofit that seeks to educate, equip, and empower Veterans and their communities through physical activity and self-discovery.

Tommy Reiman, Silver Star awardee, shared his story at our wrap-up ceremony, and Woody & Wilcox brought all their gifts of making folks laugh. Members of the local community came out to support like our American Legion Post 113, Daimler Trucks, Benchmark Physical Therapy, Soul to Sole Connection, and Wear 41.

Cyclists tackled three different routes of 35, 60, and 80 miles, and competed in a hill climb time trial. There

was a workout-of-the-day provided by Joe Baker Fitness, and we even had a virtual cycling event that folks from Europe participated in. It was an amazing day for sure!

But this event is more than a fundraiser, it's a journey and a rendezvous. Veterans from all over joined in and the unique part of this event is not just the athletic competition or the dollars raised, it's why people ride. Each participant received 12" x 18" American flag to carry in honor of a Veteran they know and love. Veterans and non-Veterans rode for fathers, grandfathers, mothers, brothers, sisters, cousins, and battle buddies. Many of those honored are no longer with us. Many of those flags will be lovingly given to those honored or family members. It really is more than just a fundraiser.

We can't thank Southern Distilling Company enough for hosting the event and making the day special. Take That Hill will be back next year, so mark your calendars for October 14, 2023. And as always, it'll be more than a fundraiser!



THE CONSTRUCTION ZONE

with MATT STEVENSON
Program Services Director

Greetings from the Purple Heart Homes Construction Project Management Team headquartered in Statesville, NC! I hope that you and your family are doing well. As usual, PHH and our Chapters have been extremely busy working on numerous Veteran home repair and remodeling projects across our great Nation. As a matter of fact, by the time you read this edition, PHH will have completed our 1,000th Veteran project! So, let's take a quick look at some of this year's accomplishments!

For me, the greatest accomplishment for the PHH Team was seeing our first Veteran in NC being moved into his own Veteran Tiny House. Mr. Bill Rocap (USN/ Vietnam) had lived in a 12' x 24' tool shed for 23 years. His "shelter" did not have a sink and his flooring was made of pallets. No one should have to live in these conditions. Thanks to the generosity of many individuals as well as The Home Depot Foundation and Food Lion Mr. Rocap now has a safe, ADA compliant home.

Another significant accomplishment is the official opening of two VTH's (Veteran Tiny Homes), for the local Iredell County homeless shelter, Fifth Street Ministries. These two homes will serve as transitional housing units for Veterans who are completely homeless. Tammy Burchette, PHH's Senior Project

Manager, led the project. Again, many individuals and church groups donated their time and money in multiple areas of the construction process. Many thanks go out to The Home Depot Foundation, Food Lion, the Iredell County Veterans Council, Iredell County local and state government officials who made this a reality, and PHH is currently working on an additional two more VTH's for Fifth Street Ministries.

Because of your generosity, we have remodeled and/or repaired 1,000 Veterans homes to date.

Currently, 159 Veterans assisted in the remodel and/or repair of their home in 2022, nationally.

Currently, there are 45 Veteran remodel/repair projects currently budgeted and funded, nationally.

Currently, 97 Veteran projects are under assessment to be determined for funding, nationally.

There are over 1,100 Applications submitted to PHH for help since January 1st, 2022, nationally.

As you can see, the demand for Veterans seeking PHH assistance is significant! Although PHH is making great strides to help, we simply cannot do this type of work without your support.

Please consider joining our Hearts of Honor club if you haven't done so. Visit www.purplehearthomesusa.org/join-hearts-of-honor-club for more information. Thank you.





THE CHAPTER CHAT ROOM

with **TIM PARKER**
Vice President of Chapters & Events

2022 was a big year for our Chapters with a bunch of changes. We finalized bringing all Chapters under the Purple Heart Homes brand. When we initially formed our Chapter program, we established separate entities with their own EINs in their states and locality. This system proved to be cumbersome and was creating an us versus them mentality. We also lost the full weight of all that the individual efforts of each Chapter brought to Purple Heart Home HQ. Our Chapters have accomplished a lot and now we are a united brand that gets credit for the whole picture.

Our oldest Chapter, The Golden Corner in South Carolina, was formed in 2013 and has completed 158 Veteran projects to date. They serve as an example of what a successful Chapter can become. They have established relationships with multiple community partners and receive significant funding from their community. With established teams from several businesses, they free up their volunteers to do other Veteran projects.

With over 400 volunteers contributing over 20,000 hours you can see just how big they have become. Golden Corner stands ready to help any of our younger Chapters grow and Purple Heart Homes appreciates their dedication to helping Veterans.

Our Downstate NY Chapter is another older, established Chapter. They continue to find creative ways to help Veterans. They recently made health, safety, and accessibility improvements to the home of a deceased Vietnam Veteran's child. Veterans Affairs found the son's disability was directly caused by the father's service in Vietnam and awarded him a VA disability. Our Chapter put in a ramp and smoothed out all the rough pavement areas so he can now move freely about his home.

Fundraising is another key area that Chapters work in. Our Piedmont Chapter was able to bring back its highly successful golf tournament after a two-year, Covid-imposed break. They conducted a first-class tournament on a PGA-approved course and followed it up with an awards dinner. The reviews from the Purple Heart Homes Staff that were able to participate were exceptionally positive.

The North Wake Chapter has held a series of fundraisers at various bottle shops in their community and has even included the nationally syndicated radio show Woody and Wilcox in their efforts.

Our NE Ohio Chapter has successfully brought back its series of fundraising events. They held their annual BBQ event and a firearms raffle. All these Chapter leaders have been creative and found ways for their communities to help financially.

One of our newest Chapters also had a successful autumn. The Southwest Montana Chapter recently completed its first project. They worked with Team Depot from their local Home Depot store and installed a ramp for an 83-year-old Veteran who had a knee replacement. The excited Veteran was happy he would be able to assist with "carrying the groceries inside" and the Chapter helped him gain a measure of his freedom back.

If you are interested in helping Veterans in your community and joining these unselfish Americans helping those who stood up for your freedom go to PHHUSA.ORG and apply to form a Chapter in your community. You will be glad you did, and so will your Veteran neighbors.



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.



Scan the code or
text PHHUSA to
801801 to donate



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

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OR CURRENT RESIDENT

HR CORNER

with SANDI VANWORMER

Chief Legal & Human Resources Officer

What defines company culture? Is it how the company treats its employees, how the employees treat each other or how the outside world sees the company? In my experience, it is all three.

Throughout my career, I have worked in both public and private corporations, as well as nonprofit organizations. Every organization has its own set of values and internal culture. Whether a company culture is inspiring or toxic, it starts at the top and works itself down.

At Purple Heart Homes, we describe culture as the worst thing we will accept. As you can imagine, in a profession where our primary focus is the service of others, the bar for what we will accept is set high. Not everyone is cut out for a life of service, and that is OK.

At PHH, we spend a significant amount of time in the hiring

process to ensure future employees are here for the right reasons. It is not for the paycheck or the benefits. Rather, it is to serve those who served us first. The Veterans we have the honor of serving have earned the right to be treated with compassion and respect, regardless of their personal circumstances. Our employees deserve the same.

Our Values are:

**COMPASSION
INTEGRITY
COMMITMENT TO EXCELLENCE
TEAMWORK
RESPECT**

The bottom line is that if you have a passion for serving Veterans, are willing to put the needs of the organization first, and have a heart to help those around you serve, then Purple Heart Homes may be the place for you. You can see our current job openings at www.purplehearthomesusa.org.

We are growing in 2023, so check back often for updates!

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