



2023 SPRING EDITION

PURPLE HEART HOMES

CONNECTIONS

[page 4]

The Value of
**IN-KIND MATERIAL
+ LABOR DONATIONS**

[page 5]

The Power of
PARTNERSHIPS

[page 6]

DONOR SPOTLIGHT
Mike & Melissa Neader

[page 8]

PROGRAM UPDATES
New Team Members,
New Builds, and more!

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



755 Washington Avenue
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www.phhusa.org | 704-838-4044

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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

KERRY LAWING
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Contributors:
John Gallina, Paul Cockerham, Layn Tallent,
Brad Borders, Kerry Lawing, Durant Haire

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CO-FOUNDER'S CORNER

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



In our fall 2022 newsletter I talked about what makes a good charity. Where the concept of charity comes from along with ideologies and metrics in which we rate charities. If you missed it, I strongly suggest you visit our website and check it out. This idea of what makes a good charity and how we judge the value and cost benefit of a charity brings me to another thought I've been contemplating.

Why do people give to charity?

- It may be they truly want to make the world a better place
- Perhaps they are driven by emotions or a personal connection
- Maybe it's their religious beliefs
- It could be based on expectations of family or community
- For some it's simply gratitude for what they have and the desire to pay it forward

We each have our own personal "why." The fact is that over the last 15 years I have heard several reasons. In most every case, the personal reason comes first before the rating of our charity's efficiency or effectiveness. We are relational beings, and we connect through stories; it's the story and connection that moves us. But once we are interested in the story, we start evaluating the nonprofit to determine if it will be a good steward of our time, talents, and treasures.

But why do we choose the charities we support? Why do we really give? To answer that question, we must also understand what defines charity.

Technically speaking, the IRS code breaks down 501(c)(3) organizations into two different categories. "These two categories are nonprofits (NPOs) and a not-for-profits (NFPOs). NPOs exist to serve the public good, and NFPOs exist primarily to serve the members of a focused group, such as corporations, funds, or foundations that operate for religious, charitable, scientific, literary, or educational purposes."

"According to the IRS, the difference between a private foundation and a charity lies in the financial support it receives. Private foundations have a smaller donor audience, often only a family, a business, or an individual. They generate income from invested endowment funds and use that income to give grants that further the charitable work of other organizations. Private foundations can be nonoperating or corporate." Examples of 501(c)(3) private foundations that support Purple Heart Homes are the Elsa and Peter Soderberg Charitable Foundation, The Home Depot Foundation, Energy United Foundation, Lowe's Foundation, Duke Energy Foundation, Schwab Foundation, and Shipley Foundation.

"Unlike private foundations, public charities get their financial support from a wide, diverse audience of individuals, foundations, and government entities. By law, they cannot raise more than one-third of their income from unrelated commercial activity or investments. Schools, churches, and nonprofit hospitals are 501(c)(3) public charities. Others include service-oriented nonprofits that rely on fundraising for more than one-third of their operating budgets." Examples of such service-oriented public charities that Purple Heart Homes partners with are The United Way, Gary Sinise Foundation, Semper Fi & America's Fund, Habitat for Humanity, and Fifth Street Ministries. This is also the category of NPOs that Purple Heart Homes falls into.

According to the National Center for Charitable Statistics, "There are over 1.5 million nonprofits registered in the US. The choices are plentiful, sometimes even confusing and overwhelming. This includes everything from private foundations, public chari-

ties, college foundations, political campaign funds, fraternal organizations, civic clubs, and chambers of commerce organizations. They are comprised of 11.4 million workers and 25% of all adults in America volunteer annually to support in one way or another."

With so many choices, how does someone choose? How does a charity get noticed? How do they share the stories of the people they are serving?

How did you learn of Purple Heart Homes? Was it someone you know? Did you meet me, Dale, or another team member at an event? Did you first hear about us on TV or radio? Maybe it was through volunteering with your company, friends, or civic group on a project.

No matter how you first heard about us, you were told a story. The story about our formation and most likely a story about a Veteran and their family that we have served or needed your help to serve. It was through this process you first decided to listen and get involved. Maybe you decided to try us out first by volunteering. If you did, my hope is your experience was fulfilling and left you wanting to do more.

I must admit we have been told this, and honestly, we have not always done the best job fulfilling the follow-on desire to do another project in that same community. It is not that we do not want to do more where you are, quite the contrary, but we need your help. It takes focused time and funding to do so. With so many applications, over 1200 were received in 2022 and over 100 in January 2023 alone, we are pulled to all parts of our country. However, if you are interested in doing more, you can visit our website and sign up to create a PHH chapter. This way you can lead the charge of supporting Veterans' housing needs in your community.

Let's get back to our question of why we choose the charities we support and why we really give? I believe the answers are right in front of us. First, is that we heard about the need through a story, and we had a personal connection. (This step is problematic due to the philosophy that many have in what makes a good charity, but we will come back to that point in a moment.) The next part of why we choose a charity is based on convenience and ease of support. This part is a little trickier based on the job one has, the availability of time, availability of funds, and ultimately, patience. Because we live in a nanosecond society with the world at our fingertips, we want what we want and want it now. So it then comes down to how fast can I give, how many buttons do I have to click, and how fast can I move on to the next thing?

I believe one of the final parts of the equation is what other people think of who we support or popular opinion. The complexity of the last part of the equation is the charity's ability to articulate and justify its work/expenses. Then there are the fence sitters, those who choose to simply wait and see if the charity meets or fails their expectations. But those, I believe, would fall into the outlier categories of

supporters. I believe these answers sum up the basis of the decision-making process that many people use to make donations, volunteer, or provide any support to charitable organizations.

So, let's go back to that first step in the decision-making process, the issue that surrounds it, and understand how it complicates the final step. As I shared in my fall 2022 newsletter article, there is a belief that good charities cannot or should not spend money on marketing. Or if they do, they should be regulated to only spending a maximum of 10% of their total expenses on marketing and fundraising combined. If this is the case, how is a charity supposed to get the word out to people so they can gain a personal connection, resulting in support for the charity's goodwill mission? And if the charity does market and you as the donor/volunteer make the personal connection, how is the charity to overcome your belief that they should not be spending more than 10% on marketing and fundraising?

This is the conundrum that every charity has found itself in. It is the charities that go against the grain and market anyway that grow and do the best. The charities that make the most impact are those charities that keep their focus on the mission while committing to telling the stories of those they serve in order to help more people.

Maybe you are asking yourself, why is John telling me this? Why is John making the case for supporting charities that market their mission. The answer is simple. I need your help; PHH needs every bit of support you can muster. We need you to help spread the word; we need you to volunteer; and we need you to donate. This is the only way we can reach more Veterans.

Our nation's Veterans served and fought for our freedoms, and I believe they deserve freedom of choice and freedom of movement, too. Every day I hear stories of Veterans crawling into the bathroom because the door is not wide enough for a wheelchair. Veterans reaching out to us, telling us PHH is their last resort because they do not qualify for other charities, and they need a safe place for their families to live.

What we have done in the past was only made possible by our donors and volunteers. I am personally committed, along with our team at PHH, to put in the hard work and spend every dollar in the most effective and efficient manner possible. But we can only do so much without your support, please consider how you can get involved, and how you can make a difference for a disabled Veteran in need. See page 7 of this newsletter or visit our website at phhusa.org for a full list of ways to give. I would like you to take a quick two-question survey now if you don't mind. Just scan the QR code.

Thank you!





THE VALUE OF IN-KIND MATERIAL + LABOR DONATIONS

with **PAUL COCKERHAM**
Chief Development Officer

all this work in the community outside of where you generate revenue for the business? That is easy because RAM Pavement is much more than a pavement services company, we are more than just the pothole we are fixing, or the ADA ramp we are installing, or parking lot we are paving, or the restaurant we are seal coating. In fact, at RAM, we are also helping women fighting cancer to pay their utility bills (Go Jen Go Foundation). We are feeding the families in need in Charlotte and the surrounding area who need that help (Street Turkeys). We are finding a way to cure pediatric cancer (Isabella Santos Foundation). We are trying to find a cure for Lymphoma and Leukemia (Team for a Cure Leukemia & Lymphoma Society). In this case, with Purple Heart Homes, we were trying to help provide shelter for our US Veterans. Our community is bigger than us; our community is bigger than RAM, and our team members know from day one that they are a part this. They know when they go home to their families, they earned a paycheck but were also able to help someone in the community who needed it because they chose to work at RAM Pavement. I think our clients like this too, knowing that they are not just giving work and monies to RAM Pavement, but they are helping to support our community!"

In conclusion, in-kind material and labor donations are an essential part of the operations for nonprofits like Purple Heart Homes. They help to stretch budgets further, reach more people, build relationships with the community, expand the reach and impact, save time and resources, and showcase the work and impact of the donor organization. If you are interested in supporting Purple Heart Homes and making a difference in the lives of Veterans and their families, consider making an in-kind donation today. For more information on RAM Pavement and the services they offer, please visit their website at www.rampavement.com. Thank you, RAM Pavement and Blue Dot Materials, for your generosity on this project. A heartfelt thank you to every other in-kind donor to Purple Heart Homes as well. We can't do it without you!

In-kind material and labor donations are incredibly valuable to nonprofit organizations like Purple Heart Homes. These donations, which can include everything from building materials and tools to professional services and volunteer labor, allow organizations like Purple Heart Homes to stretch their budgets further and make a greater impact. One of the most obvious benefits of in-kind donations is that they can save an organization money.

When a nonprofit receives a donation of materials or labor, they don't have to spend their own funds on those things. This is especially important for organizations like Purple Heart Homes that rely on donations and grants to fund their operations. Every dollar that can be saved on materials or labor is a dollar that can be put towards other important expenses, such as staff salaries or program development. In-kind donations also have the potential to help organizations like Purple Heart Homes reach more people. If a company donates a large amount of building materials, Purple Heart Homes will be able to complete more home renovations and serve more Veterans.

Another important benefit of in-kind donations is that they can help organizations build relationships with the community. When a company or individual donates materials or labor to Purple Heart Homes, they are showing their support for the organization's mission and the Veterans it serves. This can help create a positive image for the organization and can lead to future donations and support.

Lastly, In-kind donations can also be used to help organizations to showcase their work and impact to the community. A great example of this is the donated building materials, equipment, and labor by RAM Pavement, and concrete by Blue Dot Materials for a Veteran Tiny Home project with Purple Heart Homes and Fifth Street Ministries and their Veteran's Transitional Housing Program. Rob Miller of RAM Pavement had this to say about this and other donations he's made in the community. "I always tell people who ask – why do you do

THE POWER OF PARTNERSHIPS

with **LAYN TALLENT**
Marketing Director

Partnerships are vital for nonprofit organizations, like Purple Heart Homes, who rely on the generosity and support of others to fulfill their mission. Through partnerships, Purple Heart Homes can expand its reach and impact, assisting more Veterans in need and connecting with new communities.

In the past year and a half, Purple Heart Homes has been working with Fox Sports as a partner under the Fox Sports Supports program. PHH and Fox Sports completed their first collaborative project in November 2021. The two organizations have since teamed up on four additional Veteran projects, including providing a critical home repair for a Veteran in Goodyear, Arizona leading up to Super Bowl LVII. We were one of three nonprofit organizations that FOX highlighted as community partners leading up to the Super Bowl.

"We are so grateful for the support of FOX Sports and FOX Tech in helping us serve our military Veterans," said John Gallina, Co-Founder and CEO of Purple Heart Homes. "This project would not have been possible without our partners' generosity and dedication to giving back to those who have served our country."

Throughout January and February, Purple Heart Homes staff members traveled back and forth from Statesville, NC to Goodyear, AZ. In January, we hosted a volunteer day with FOX Sports and FOX Tech employees to complete a renovation project for Stephen Huth, a United States Air Force Veteran who served during the Korean and Vietnam War eras.

Mr. Huth is an 83-year-old Veteran who struggles with limited mobility. In the past six months, the Goodyear Fire Department answered Mr. Huth's emergency calls over 60 times, assisting him after his mobility issues caused him to fall throughout the house.

One of the most humbling experiences is watching a house full of volunteers work together to ensure a better suited living environment for a disabled Veteran. For eight hours, volunteers poured in and out of Mr. Huth's home, working tirelessly towards a common goal. FOX provided Mr. Huth with a new wheelchair ramp and flooring, kitchen modifications to aid in his safety and accessibility, along with landscaping and exterior paint. In partnership with Purple Heart Homes and FOX, Preferred Choice Restoration, a local company, provided an ADA accessible bathroom remodel for the Veteran.

The project will ensure Mr. Huth can live out his days in safety and accessibility without the fear of falling due to an unfit living environment. Our hope is that Mr. Huth's home is a place



where he can live independently and experience freedom of movement after serving to provide freedom for our country.

"They [Purple Heart Homes, FOX Sports, and FOX Tech] have done so much here to make it easier for him to get around. We're just thrilled," said the Veteran's daughter-in-law and caregiver, Connie Huth.

As a tribute to the Veteran's service to our nation, Purple Heart Homes, FOX Sports, and FOX Tech hosted a Mission Complete Ceremony the Friday before Super Bowl LVII. The event celebrated the Veteran's service and officially welcomed him home. News reporters, local community, the Glendale Chamber of Commerce, FOX employees, fellow Veterans, and countless others packed the Veteran's front yard to show their support and honor Mr. Huth.

"FOX Sports is committed to supporting our military Veterans and their families," said Mark Toyama, Director of Community Partnerships at FOX Sports. "Partnering with Purple Heart Homes to make a positive impact on the lives of Veterans is a privilege and an important part of the legacy Super Bowl LVII on FOX will leave behind."

Purple Heart Homes looks forward to working with FOX Sports, FOX Tech, and other community partners to positively impact more Veterans for years to come. We believe that, together, we can make a significant difference in the lives of our Veterans and their families.

UPCOMING EVENTS // mark your calendar and join us!

PATRIOT CLAYS CHALLENGE

September 13, 2023

Hyatt Farms Sporting Clays
990 Burnsville Church Rd
Polkton, NC

TAKE THAT HILL

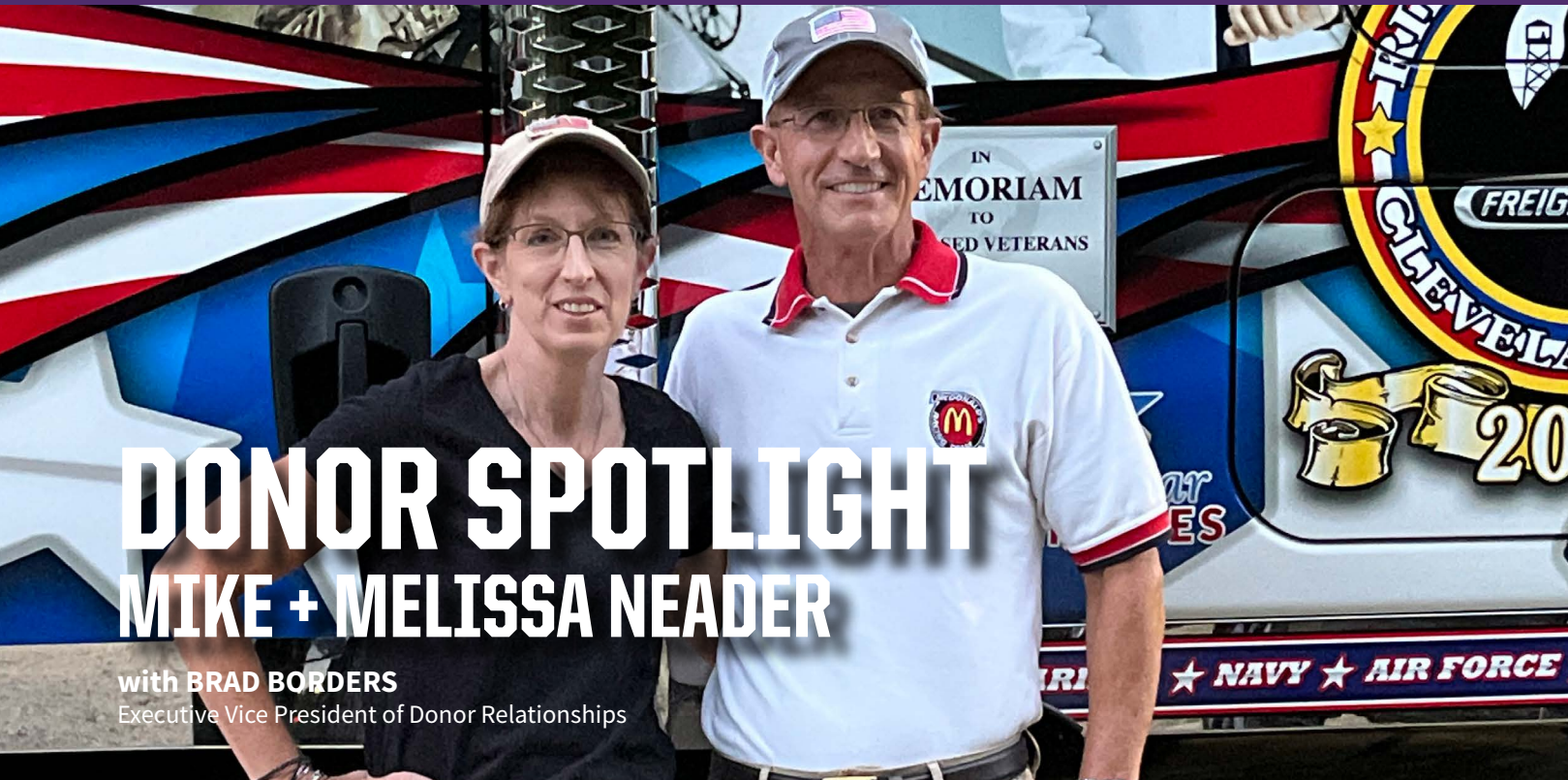
October 7, 2023

Southern Distilling Company
211 Jennings Rd
Statesville, NC

FALL GOLF CLASSIC

October 27, 2023

Rocky River Golf Club
6900 Bruton Smith Blvd
Concord, NC



DONOR SPOTLIGHT MIKE + MELISSA NEADER

with **BRAD BORDERS**
Executive Vice President of Donor Relationships

Purple Heart Homes is proud to not only highlight the dedication and support of Mike and Melissa Neader, but also our deep and abiding friendship with them. The Neaders have been long-time supporters of our mission to provide housing solutions for Veterans and their families, and we are grateful for their continued commitment to our cause.

Mike and Melissa have been actively involved in the organization for many years and have made significant contributions to our efforts to provide Veterans with safe, affordable, and accessible housing. They have also been instrumental in raising awareness about the unique needs of Veterans and their families and have been dedicated advocates for our mission.

Their support has been invaluable to Purple Heart Homes and has helped to make a real difference in the lives of Veterans and their families. The Neaders have helped to fund several projects and programs, including funding of an accessibility ramp and supporting our Reboot Combat Recovery Course.

Beyond their generosity, what sets Mike and Melissa apart is the friendship we have built over the years.

They have always been there for us, with a listening ear, a helping hand, and a smile. They have become an integral part of the Purple Heart Homes family.

We are honored to have them as supporters and grateful for their commitment to our cause. We encourage everyone to join us in recognizing the contributions of Mike and Melissa Neader, and to support our mission to provide Veterans and their families with the housing solutions they need. Together, we can make a real difference.

Here is a meaningful statement from Mike and Melissa regarding their support and relationship with Purple Heart Homes.

“Over the past several years, we have built a priceless relationship with Purple Heart Homes, friendships that will last a lifetime. In addition, we believe in supporting the critical work of life changing housing needs of Veterans. We have seen first-hand the positive impacts made for Veterans and their families and look forward to continuing to being a part!”

If you'd like to know more about getting involved like Mike and Melissa, please email bborders@phhusa.org.



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.



OR CURRENT RESIDENT

PROGRAM UPDATES with **KERRY LAWING** Chief Operations Officer

This is such an exciting time of year, full of change and new growth, and that is true of operations at Purple Heart Homes as well.

Our Veteran Tiny Home (VTH) production team has welcomed two new construction assistants, Rayshawn Ivory and James Williams. They are both doing a great job and are so happy to be building homes for our Veterans! The team is currently in the finishing stage of our 11th VTH and have a goal of building 12 more in 2023. Four of these will be placed at a local shelter – Fifth Street Ministries – to be used for Veteran Transitional Housing and the remainder will be placed into our Veteran Home Opportunity Program (VHOP) as ownership or rental opportunities.

In 2022, our Veteran Aging In Place (VAIP) team completed 194 projects between our home office and our Chapters! That number would be simply impossible without the love, support, and dedication that our Chapters give each day. If you have ever considered becoming a part of our organization,



now is a great time to start a Chapter where you live. Last year alone we received over 1,200 applications from Veterans who need our assistance and chances are good that one of them lives in your area. If you are interested in helping Veterans in your area, contact us and we

can help you get started. The featured Veteran on the cover, Mr. Huth, was assisted in cooperation with our Phoenix, AZ Chapter!

Last, but certainly not least, I would like to thank all our generous supporters of in-kind gifts! I cannot begin to express how much easier it makes assisting our Veterans when we have amazing partners that are willing to donate and/or discount labor and materials. I couldn't possibly name all of you here, but please know how truly thankful we are for you!