



**PURPLE
HEART HOMES**



**MEET
BILL ROCAP**

U.S. NAVY VETERAN
page 9



Blueprints of **THE PURPLE HEART HOMES STORY** how it all started

John Gallina and the late Dale Beatty joined the North Carolina National Guard in 1996. During their service to our nation, both Gallina and Beatty had the opportunity to respond to calls from the Governor of North Carolina to help victims of Hurricane Fran and Hurricane Floyd. It was through those experiences that they gained their humanitarian passion and spirit.

In 2004 John and Dale's National Guard unit, the 30th BCT, was deployed to Iraq. Their unit was attached to the 1st Infantry Division near Baiji, Iraq.

On November 15, 2004, they were on a dangerous mission to provide security for an engineer unit that was sweeping the area for mines... a route that had numerous land mine and IED explosions over the previous weeks.

SPC Gallina was driving with the late SGT Beatty and two other members of the unit. The vehicle struck two anti-tank mines that detonated, ripping through the armor in the floor leaving Beatty a double amputee below the knees and Gallina with severe back injuries, Traumatic Brain Injury (TBI) and Post Traumatic Stress Disorder (PTSD).

Their journey together was one of friendship, service, courage and leadership. Their shared experiences in the National Guard created a strong sense of community, a deep passion to give back, and a desire to make a difference in the lives of Service-Connected Disabled Veterans.



As both men reintegrated into their communities, they were humbled by the number of people who would come up to them to thank them for their service and sacrifice. They were trained to never leave a Soldier behind on the battlefield, and as two combat wounded Iraq Veterans, they became committed to not leaving them behind at home as well.

Recognizing an unmet need, they decided to reach across the generational divide to provide housing solutions for qualified Service-Connected Disabled Veterans and co-founded Purple Heart Homes in 2008. The organization strives daily to give back and continues to grow their efforts. 2022 was a year of many highlights and exciting happenings (see pages 4 - 7). We hope you'll enjoy learning about our mission, and we're hopeful that you'll connect with us to get involved supporting the many men and women who have served our great country.

Are you social?
Let's connect!

WWW.PHHUSA.ORG





A MESSAGE FROM OUR LEADER

John Gallina

Chief Executive Officer & Co-Founder

Purple Heart Homes experienced robust growth in 2022. The year started like most, but we were still dealing with a global pandemic and trying to figure out how to handle the new demand for remote work. We examined how to engage a community to maximize impact for Veterans in need while communities remain wary of large gatherings due to health concerns and the virus.

We immediately focused on attracting and retaining top talent, realizing that the pandemic was changing employee needs and we needed to adapt. After studies, reflection, and leadership debates, we chose a 4-day 32-hour work week. This new plan would be hard to adjust to. It was a success, improving work-life balance for our employees and their families while maintaining or increasing productivity.

In 2022, we served 504 Veterans, positively impacting 1,258 people. With your help, we've changed 5,516 lives in 15 years! Amazing achievement. I am inspired by the outpouring of support for all the Great Americans who donate and volunteer to Purple Heart Homes every day, month, and year. I now realize we are doing more than providing safe accessible housing. Our true impact is saving lives, not just physically. Together, we fight suicide. When people, like our Veterans, are depressed, poor, or hopeless, your help matters. We show those we help that they matter by giving our time, talents, and treasures. I think we all want to know we matter.

As the year ended, Senator Ted Alexander, one of our NC senators, unexpectedly called to inform us of a state-directed grant from the NC General Assembly. With this grant to house service-connected disabled Veterans in NC, we had our work cut out for us. This new funding source allowed us to focus grant funds and support on Veterans in Montana and North Dakota, which are harder to reach. We completed more projects for Veterans and families in need nationwide with the help of other partners and many great volunteers.

Major Puerto Rico partnerships were another 2022 achievement. Many of our donors helped us connect with island organizations and churches to help our amazing and patriotic Puerto Rican brothers and sisters. Similar to mainland America, natural disasters, high construction costs, and high living costs challenge disabled Veterans. Together with our new partners, we gave Puerto Rican heroes hope.

Vietnam Veteran Bill Rocap's tiny home was another 2022 highlight. Bill lived in a tool shed without water when we met him. Thanks to donors, volunteers, sponsors, and partner organizations, we built Bill a new home that met his needs. We also finished a much-needed ramp for a 102-year-old WWII Veteran. Arthur Harris family needed us immediately. Arthur stopped driving after his 101st birthday, and they were worried about his ability to ascend and descend his home's steps. There was no time to wait for the VA. Purple Heart Homes and the community filled the need immediately.

Although there are too many great projects to list, I'll share one that Purple Heart Homes supported. We renovated Jonathan Thomas' home with Military Makeover in Q4 2022. Purple Heart Homes used this project to showcase our nationwide Veteran service. We can only work with your help. Please tell your friends and family about Purple Heart Homes and ask them to support Veterans housing needs and the mission.





OUR PURPOSE

To build awareness, mobilize communities, and create safe housing solutions for our service-connected disabled Veterans of all eras.

OUR VISION

All Veterans have a safe place to call home.

OUR MISSION

To honor those who served by providing housing solutions and employment opportunities to qualified Veterans.

CORE VALUES

We demonstrate unwavering dedication to the Veteran community through:

- Compassion
- Integrity
- Commitment to Excellence
- Teamwork
- Respect





THANK YOU
THANK YOU
THANK YOU

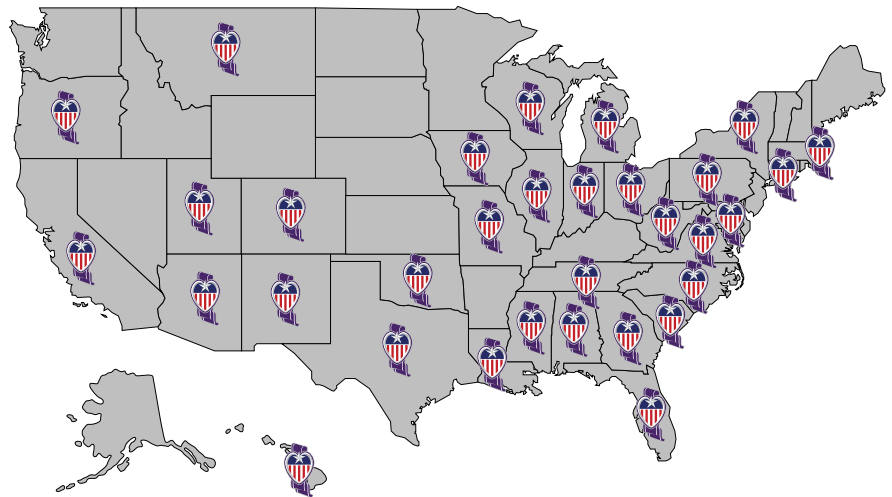
BECAUSE OF YOUR GENEROSITY

and concern for our disabled Veterans, PHH completed a total of 189 projects in 32 states with 36 of those projects completed by our chapters!

In 2022, we received 1,248 applications. With your continued support, it's our hope that one day we will be able to help every Veteran that applies!



WHERE WE COMPLETED PROJECTS FOR VETERANS IN 2022



Purple Heart Homes Chapters are located across the nation and serve to further our mission. PHH will focus on adding new Chapters in the coming years.

**Purple Heart Homes has Chapters in the following states:
NC, SC, NY, OH, FL, AZ, and AK**

- + Chapters completed 36 projects in 2022.
- + Chapter projects completed in 9 states.

2022

HIGHLIGHTS



HUGE MILESTONE: 1,000TH PROJECT COMPLETED

In December, Purple Heart Homes celebrated a huge milestone with the completion of its 1000th project, helping Roland Canterbury, a United States Army Veteran who was exposed to Agent Orange in Vietnam.

ONE OF OUR SPECIAL PROJECTS

We completed a much-needed Ramp project for a 102-year-old WWII Veteran.

GUIDESTAR'S HIGHEST SEAL OF TRANSPARENCY FOR THIRD YEAR IN A ROW

We're proud to say we earned GuideStar's Highest Seal of Transparency for the third consecutive year. The Platinum Seal of Transparency is the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information.

MILITARY MAKEOVER PARTNERSHIP

Began partnership with Military Makeover, appearing on episode 4 of season 32 and providing appliances and installation for the Thomas family of South Carolina. Our partnership will continue into 2023.

ANNUAL TAKE THAT HILL FUNDRAISER WAS A HUGE SUCCESS

Our 2022 Take That Hill cycling event, we had 106 riders and raised \$82,000 and continues to grow each year as our premiere event.

BETTER WORK/LIFE BALANCE FOR OUR TEAM

Purple Heart Homes moved to a 4-day 32-hour work week to give team members a better work-life balance.

SPECIAL AWARD

CEO John Gallina was awarded the Halifax Resolves Resolute Award and was presented to him by the Lt. Governor.

NEW CERTIFICATION

Received NC State Certification to build tiny homes.



WWW.PHHUSA.ORG

MEET ROLAND CANTERBURY

U.S. ARMY

Served 1971 - 1972

Mr. Canterbury 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.

Mr. Canterbury needed two new ADA compliant ramps and an ADA compliant bathroom. With the help of our sponsors and donors, PHH was able to provide these at no cost to Mr. Canterbury.

When Mr. Canterbury was asked about the work Purple Heart Homes provided to improve safety and accessibility, he said: “It’s going to help a whole lot. 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.”



VAIP

Veterans Aging In Place

VAIP (Veterans Aging In Place) is for service-connected disabled Veterans who currently own a home that no longer meets their physical needs, Purple Heart Homes partners with local volunteers in the community with the intent of restoring dignity and quality of life by creating a safe, barrier-free living environment. Renovations are provided at no cost to the Veteran.

+ Total of 183 VAIP projects completed in 2022.
+ Projects completed in 32 states.



VHOP

Veterans Home Opportunity Program

The Veteran Home Opportunity Program (VHOP) is for Purple Heart Homes Qualified Service-Connected Disabled Veterans who currently do not own a home. The program's purpose is to provide Purple Heart Homes Veterans with newly renovated and/or modified rental homes that have been donated from various sources specifically for the VHOP program.

- + Total of 2 VHOP projects completed in 2022.
- + Projects completed in 2 states.

MEET BILL ROCAP

U.S. NAVY

Served 1969 - 1972

Bill Rocap was born and raised in Iowa. In 1969, Bill was headed to college like many 18-year-olds. However, he received a draft letter that changed his plans. The United States was in the midst of the Vietnam War, and Bill wanted to serve, so he chose the Navy.

When asked why he wanted to serve in a time of a war, Bill replied, "Freedom is not free. Go visit [Arlington] cemetery," he says, "and you might leave with a small understanding of what freedom costs."

After three years of service, he came home with hopes of returning to his pre-military plans. However, a motorcycle accident changed his life forever. In the accident, a car hit him and severed his leg.

Once he was finally released from the hospital, Bill set out to live his life to the fullest. He worked in construction, and eventually, started his own computer business. During this time, Bill's parents moved from Iowa to North Carolina. Bill would often visit them and toured many parts of the state. He fell in love with the NC Mountains; so much so, that he ended up selling his computer business in Iowa and buying a piece of land on Barrett Mountain in Taylorsville, NC.

Bill was intending to build on the property, and bought a garden shed to live in until could happen. Unfortunately, life circumstances affected his plans, and he was never able to build on his land and was never able to move out of the shed. His shed had no running water, no HVAC, no flooring. Even so, Mr. Rocap considered himself blessed, and it took much prompting for him to allow PHH to assist him. Eventually, with the help of our sponsors and donors, PHH was able to provide a tiny home for Mr. Rocap.



VETERAN TINY HOME PROGRAM

Four Veteran Tiny Homes were completed in 2022. These homes will continue to address Veteran housing insecurity and even homelessness. PHH received NC State Certification for its tiny homes and modified the tiny home design to better accommodate Veterans.



PHH had a total of

177 volunteers

in 2022 - giving

1,564 hours

of their time.



Volunteers help with projects as well as fundraisers and events. We are grateful for each and every moment of their time that they gift to us!

To learn about volunteering at Purple Heart Homes, visit www.phhusa.org.



2022 Purple Heart Homes Financials Including Chapters

REVENUE AND EXPENSE STATEMENT

SUPPORT	2022
Contributions and Grants	\$4,354,154
Other Support	\$1,252,407
Total Support	\$5,606,561

REVENUE	
Program Service Revenue	\$415,434
Investment Income	- \$11,060
Other Revenue	\$29,637
Total Revenue	\$434,011

Total Support and Revenue	\$6,040,572
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EXPENSES	
Program Services:	
Veterans Assistance	\$4,424,438
Supporting Services:	
Management and General	\$757,758
Fundraising	\$1,010,590
Total Expenses	\$6,192,786

CONSOLIDATED BALANCE SHEET

ASSETS	2022
Cash & Equivalents	\$1,052,758
Accounts Receivable	\$34,236
Other Current Assets	\$746,231
Total Current Assets	\$1,833,225

Fixed Assets	\$1,204,420
Other assets	\$1,636,451
Total Assets	\$4,674,096

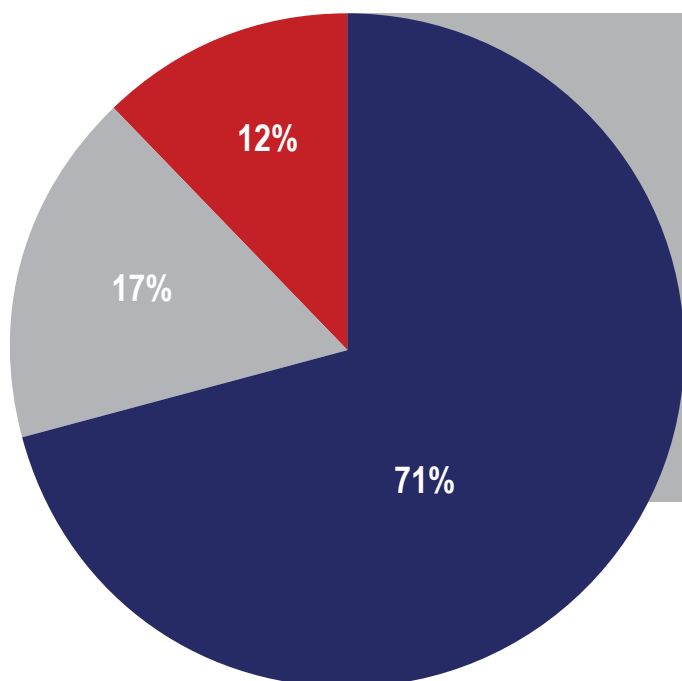
LIABILITIES	
Accounts Payable	\$287,988
Credit Cards	\$27,029
Other Current Liabilities	\$111,190
Total Current Liabilities	\$426,207

Long Term Debt	\$362,387
Total Liabilities	\$783,824

Total Equity	\$3,890,272
Total Liabilities and Net Assets	\$4,674,096

* Contributions and Grants include revenues generated by Chapter efforts net of regrants funds issued by PHH-HQ. Program Service, Management and General, Fundraising Expenses are inclusive of Chapter expenditures net of regrants funds issued by PHH-HQ.

Thank you for letting our
Veterans know they matter!



189 PROJECTS

were completed in 2022 because of people like you!

**71 CENTS OF EVERY DOLLAR GIVEN WENT DIRECTLY
TO HELP OUR VETERANS**

With your help in the upcoming year, we hope to serve even more.

- Program Services
- Fundraising
- Management & General



PURPLE HEART HOMES
IMPROVING VETERANS' LIVES ONE HOME AT A TIME

755 Washington Ave.
Statesville, NC 28677

**Find us on social media or visit
our website at www.phhusa.org.**

Together we are making a real difference
in the lives of service-connected disabled
Veterans across the country.

**Be sure to connect
with us on social media!**



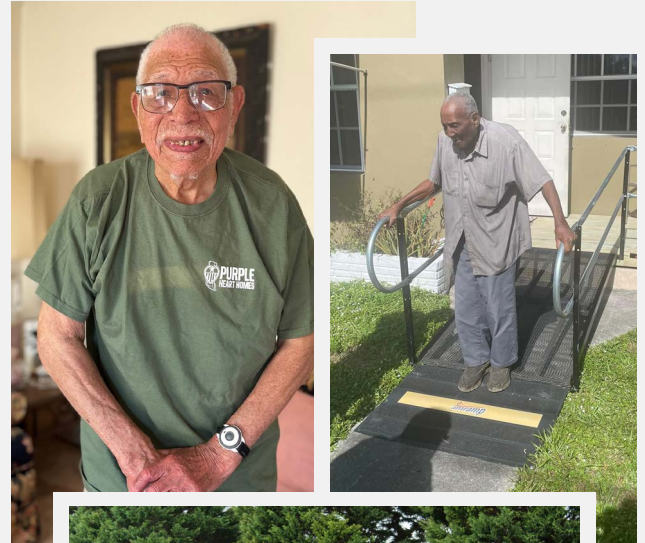
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