



2023 FALL/WINTER EDITION

PURPLE HEART HOMES

CONNECTIONS

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MILITARY MAKEOVER

with Montel Williams

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VOLUNTEERS

Build Ramps for our Veterans

(pictured on cover)

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When you give to
Purple Heart Homes,
**EVERY DOLLAR
COUNTS**

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**NO VETERAN SHOULD
BE LIVING IN A TENT**

Marty Nycum's Story

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



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CO-FOUNDER'S CORNER

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

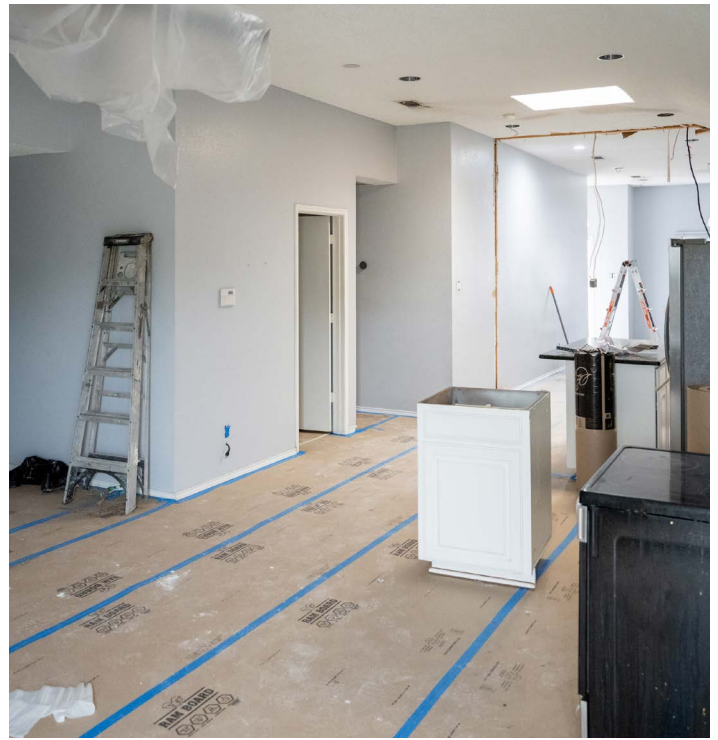


What's all the buzz about you asked? Well, let me tell you. Ten years ago, Purple Heart Homes (PHH) had the opportunity to feature one of our projects, based in Jacksonville, Florida, on the television show Designing Spaces, Homeward Bound series. The project was a huge success and can still be viewed at <https://www.designingspaces.tv/homeward-bound-part-1/>. This job for Jeffery Taylor was a special one for us and many of our partnerships point back to it. Bank of America donated the home and highlighted partners like GE, Home Depot, Smart Cabinets, and Toyota, just to name a few. In 2022 Brandstar Media, the company that produces both Designing Spaces and Military Makeover, contacted PHH to see if we would like to participate in a new show being filmed in Rock Hill, South Carolina, called Military Makeover. After hearing the Veteran's story, we jumped in and provided appliances via a donation from Lowes. Once the filming was completed, Scott Moss, President of Brandstar and co-founder of Military Makeover called and said, **"You know Military Makeover is like PHH, only on a smaller scale and shown on TV. What would you think of becoming the official non-profit partner of Military Makeover?"**

The timing was perfect as our board had just finished updating the strategic plan which included investing in the PHH brand and marketing efforts. I wrote about the necessity of this change to market as a nonprofit organization in our 1st quarter 2023 newsletter. (If you missed it, you can find it at <https://purplehearthomesusa.org/wp-content/uploads/2023/12/PHH-Newsletter-Spring-2023-final-for-web.pdf>.) After much discussion, both internally and with our marketing consultants, partners, and executive board, we decided to move forward with the Military Makeover show.

Our first episode was in Arlington Texas, just outside of Dallas. The project was for Carlos Colón-Ruiz a combat-wounded US Army Veteran. We quickly learned all about Carlos' needs, desires, struggles, and successes. While Carlos is quite a successful triathlete, he needed a new time trial bike because he had to borrow one for his competitions. Like most Americans, Carlos enjoyed spending time on his back porch grilling but his grill was not working anymore; so, the PHH team dove in and with our network of connections, found a donor for a time trial bike (Thank you Team Echelon and Argon 18!) and a new smoker (Thank you Pit Boss, a new donor who just joined the PHH family)! All this, and the great work from the community and the Military Makeover team provided Carlos and his family with the home renovations needed to make it safe and accessible.

For years as a contractor, I saw homes only for the sticks and bricks that they made them up. Now, after 15 years of building and renovating homes for Veterans, I know that everyone sees their home as their haven. It's a place to heal, relax, recharge, and feel safe. Our Veterans are always very thankful for the support, but most importantly, they feel loved and appreciated when a community comes together to make a difference for them. The project with Carlos was extra special as we had an honored guest join us on the show to tell Carlos just how much we all recognize, cherish, and appreciate him and his service. Thanks to our friend Brian Montgomery, former Secretary of FHA, President George W. Bush joined us on the show for the big reveal. This was certainly a project for the record books; seeing the surprise on Carlos's face when President Bush walked into the room spoke volumes of his pride and gratitude for all the work you, the donors, supporters, sponsors, and partners provide. This is why I always say, that through the work we do every day, I get to witness what is right with America. Thank you for all you do and for making a difference in the lives of our Veterans.



TOP 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 \$25 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.

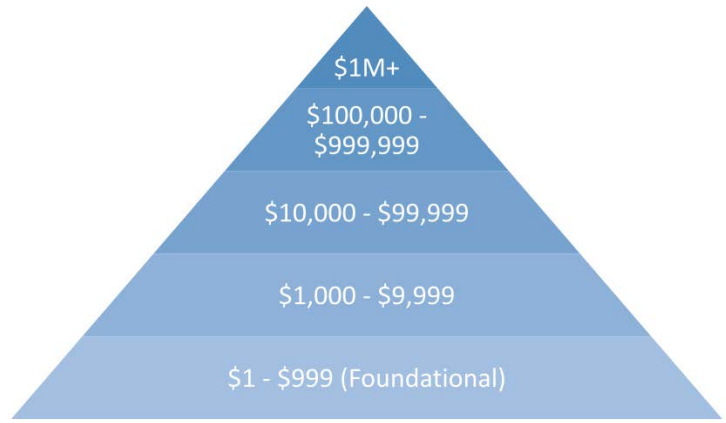
10. INDIVIDUAL FUNDRAISING EVENTS

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.



Recently, Purple Heart Homes had a great volunteer day with the Charlotte Football Club. Over 70 Charlotte FC employees donated their time and labor to build ramp components. Charlotte FC also funded the project. Huge thank you to the Charlotte Football Club!





EVERY DOLLAR COUNTS

with **PAUL COCKERHAM**
Chief Development Officer

Greetings from my spartan, yet USMC adorned, accommodations here at Purple Heart Homes! This month, I want to address a question we often receive – “Does my ‘small’ donation really make a difference to an organization the size of Purple Heart Homes?” The answer is an emphatic yes! I use the analogy that nothing sustainable and lasting can be built without a strong foundation (reference the graphic of the pyramid above). Think about that. A home needs a strong foundation to stand. Good relationships are built on solid foundations. Trust is built on a strong foundation. I could go on, but you get the point.

All levels of funding are important to charities. As represented in the graphic above, imagine if only 25,000 of the approximately 335,000,000 people in the United States, a fraction of 1% of the population, gave just \$10 per month. That would be \$3,000,000 of additional support for Purple Heart Homes and the Veterans we serve. Imagine if the average monthly donation amount was \$25, \$50, \$100, or more per month! These are not insignificant amounts for any organization.

Donor perceived ‘small’ donations are the foundation of almost all charitable organizations and it’s no different for Purple Heart Homes. As you’ve seen in these pages, PHH has a monthly recurring donation program, The Hearts of Honor Club. Giving via Hearts of Honor is foundational for PHH. While not a new program, this giving platform isn’t at a level we’d like it to be and we are endeavoring to grow Hearts of Honor to ensure Purple Heart Homes is a viable organization until every Veteran has a healthy, safe, accessible, and barrier free place to call home.

There are many other ways to give, and you can find some of them on the Ways to Give page in this newsletter. Thank you all for past, present, and future support of Purple Heart Homes and please never think that your donations, no matter the size, are unimportant – they are the foundation on which all others rest.

If you’re reading this, you are already engaged with PHH on some level. Will you share our message and Hearts of Honor with your family, friends, co-workers, church groups, civic organizations, and anyone else that supports Veterans? YOU make what we do possible. We need you; our Veterans need you.

OPERATION

UPDATES with **KERRY LAWING** Chief Operations Officer

As 2023 draws to a close, I can't help but reminisce about all our teams have accomplished this year. To date, we have completed 1,208 projects! Those projects account for 2,216 Veterans served and a family and community impact of 5,430 people. It never ceases to amaze me what can be done when people come together to serve their neighbors. Every single one of those projects has only been possible because people like you came alongside us to ensure their success. Thank you for your commitment to assist our Veterans and improve our communities.

Even though our calendar is winding closed this year, that doesn't mean we stop helping. Now is the time of year when requests for assistance begin to increase. The temperatures are dropping and as our Veterans begin to turn on their heat, they realize they have heating issues. Not having adequate heat can be detrimental to health, especially for the elderly.

Last year, we repaired or replaced 32 HVAC systems for our Veterans. This year we have already completed 22, and I am certain we will receive many more requests.

The production team has completed work on their 15th Veteran Tiny Home! In addition, they are completing modifications to the production area that will allow for more efficient production in the new year. The new improvements will allow us to reduce the time it takes to produce the tiny homes so that we are able to provide this solution for Veterans even faster.

Finally, as we move into this season of giving, please consider coming alongside Purple Heart Homes to enable us to continue the mission for our deserving Veterans.

We've completed 1,208 projects to date because of support from people like you! **THANK YOU!**

how to **MAKE AN IMPACT** through matching gifts

with **DAWNE CLARK**

Director of Donor Relations

Matching gifts are a powerful way to double the impact of your contribution. Many companies have programs in place that match donations made by their employees to eligible nonprofits like Purple Heart Homes. This means that every dollar you contribute can be matched, effectively doubling the resources available to support our mission of providing housing solutions for disabled veterans.

We're thrilled to share an exciting opportunity that allows you to amplify your support for Purple Heart Homes: Matching Gifts. Purple Heart Homes partnered with Double the Donation to make it easy to make a matching gift directly through our website.

Companies of all sizes, across various industries, participate in these programs as part of their commitment to corporate social responsibility. Some even triple or quadruple the original donation, further magnifying the impact of your generosity.

Here's a step-by-step guide to unlocking matching gifts for Purple Heart Homes:

- **Make a Donation:** Start by making a contribution to Purple Heart Homes. You can do this through our website, by mail, or any other preferred method.
- **Check Matching Gift Eligibility:** When giving through our

website, you can directly contact your HR department by using the Search box to input your company information. If paying by check or other methods, visit your company's HR department or check their website to find information on matching gift programs.

- **Complete the Matching Gift Process:** If your employer offers a matching gift program, follow their process to submit a request. This usually involves filling out a form or submitting the request online. Be sure to provide the necessary details, including the amount of your donation and proof of your contribution.
- **Double the Impact:** Once your request is processed and approved, your employer will match the donation, effectively doubling the impact of your original gift.

Matching gifts not only increase the financial support we receive but also foster a sense of community and shared responsibility. It's a collective effort that highlights the commitment of individuals and their employers to making a difference in the lives of our wounded veterans.

If you have any questions or need assistance with the matching gift process, our team is here to help. Contact us at donorrelations@phusa.org, and we'll provide the information and support you need to maximize your contribution.



VETERAN SPOTLIGHT

John (Marty) Nycum

Branch of Service:
US Navy, Vietnam

Location:
Hendersonville, NC



In June 2007 while airframe mechanic, Marty Nycum, was working, he suffered a severe spinal cord injury and broken neck. Following multiple surgeries, mounds of medical bills, and the inability to return to work, Marty and his wife, Valorie, lost their home of twenty years during the 2008 recession. With the help of a friend, they were able to find shelter in a small camper. Marty and Valorie remained in the camper for two years while she continued to work and be his caretaker. In 2015, they had saved enough to purchase a piece of land on which to build a future home. Since the property purchase, Marty and Valorie have slowly begun the construction of their home. Unfortunately, they have been unable to raise the funds to finish the construction of the house. Marty and Valerie have been living primitively in a tent for the last 8 years.

HOW WE HELPED:

To complete his home, Purple Heart Homes, with assistance from our partners, furnished materials and labor for an HVAC, plumbing system, water well, and all interior work including insulation, drywall, and painting.

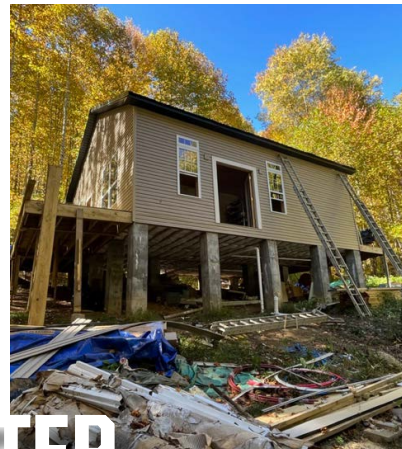
About the project, Marty said, "I'm so humbled. This home build is a symbol of what God can do if you only put Him first and have faith that He will keep his promises no matter what you're facing. There is no doubt in anyone's minds this is a home that God is building side by side, step by step. From day to day, Valorie and I don't know what's going to happen with this build next. We just have faith that by His will it will all get done."



BEFORE



AFTER





755 Washington Ave.
Statesville, NC 28677



Donate And Make A Difference Today

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

Scan the code or text PHHUSA to 801801 to donate.

 @purplehearthomes

 @PHHTWEET

 @purplehearthomes

OR CURRENT RESIDENT

THANK YOU OUR DONORS ROCK!

Big thanks to Ward Vessel & Exchanger Corporation for holding their recent golf tournament fundraiser for Purple Heart Homes!



Thank you to Will Hunter for holding a Brunswick Stew fundraiser for us. Will has been doing this for three years, raising money for various charities. This year, all money raised came to PHH to help our Veterans.

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