

SPRING 2024



**PURPLE
HEART HOMES**

Improving the lives of

VETERANS

ONE HOME AT A TIME



RAMP FOR 79-YEAR-OLD AIR FORCE VIETNAM VETERAN

**A RECENT SPINAL INJURY CAUSED BY A FALL
LEFT DAVID WILCHER IN A WHEELCHAIR**

David Wilcher is an Air Force veteran (1963-67) who served in Vietnam. We were able to build a 34-foot ramp on January 16th at his residence in Bedford, Virginia. This project would have never been completed without the help of Steve Bozeman and the other Veterans within the Lynchburg Area Veterans Council (LAVC).



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 Operations Officer

LISA ALLEN
Chief Marketing Officer

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CONTENT CONTRIBUTORS
JOHN GALLINA, PAUL COCKERHAM, DURANT HAIRE, KERRY LAWING, DAWNE CLARK

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A MESSAGE FROM OUR CO-FOUNDER

JOHN GALLINA

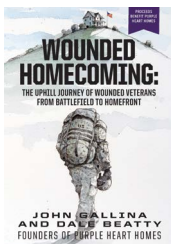
What is the secret to Purple Heart Homes success is a question I receive often? My response is most often always the same; God's blessing, good timing, some dumb luck, and too hard-headed to quit. While some of that is true there is quite a bit more to it. While our core values, mission statement, vision all play a vital role in guiding the organization there are still a few other factors. One of those keys to our success has been collaboration. The simple definition of collaboration is the act of working with another or others on a joint project. Another way to say it is when we come together as a group, working together, combining strengths, and negating each other's weaknesses to accomplish a goal or mission.

A friend recently said it this way, "we are only as good as the people that support us." Whether it has been mentors, team members, community leaders, partnering businesses, or other like-minded nonprofits we have been diligent in our efforts to work with others around us. To learn and grow, mitigate our weaknesses and share our strengths. This, I believe, has been one of the keys to Purple Heart Homes success. One of our early tag lines was "Great things happen when hearts come together". Truly great things do happen when we work together; when we put aside our differences, we can change the world.

The partnerships that Purple Heart Homes has developed are not simple partnerships like we often think of. They are not simply agreements to use certain products from certain businesses, they are not even simple agreements to just do work for veterans with specific needs or in certain geographical areas. They are mutually benefiting agreements that align our mission and the goals of other businesses in a matter that ensure we are working to our highest and best use. In addition, they are built on communication, transparency, and trust. We seek to protect and lift each other up in every conceivable way. In some cases, we are the initiator or lead in an effort and in some cases, we are the supporter and follower. The philosophy of collaboration and our partnerships stretch across all spectrums of our work from projects, events, organizational and board development, and marketing.

I can say with all certainty that one of the keys to success for Purple Heart Homes has been collaboration. Being willing to work with others, not thinking that we know everything, or believe that we have the only answer. Being willing to step back and be the supporter and not be in the limelight. Recognizing that for the greater good we must be willing to work alongside others. When taking on a monumental task there is an adage we often refer too, you eat an elephant one bite at a time. I have added to that over the years to say, we can't eat it all, there is plenty to go around. It's best to share rather than horde it and let the elephant spoil.

No matter what your endeavor is, be willing to seek others input, align yourself with experts in the field, don't get in your own way, and be willing to partner. You will always go further when you work together. Two heads are better than one, four legs are better than two, for when we are tired and weary a trusted friend to carry and motivate us is worth more than gold. However, we must never forget those who helped, supported, and encouraged us along the journey. That too must be a part of a collaborating culture that will breed success.



Available now on
www.phhusa.org
and Amazon!

Purple Heart Homes is
the official nonprofit partner of



Purple Heart Homes is an equal opportunity employer and provider. "Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Section at www.secretary.state.nc.us/verification. The license is not an endorsement by the State."



FORGED BY WAR
CRKT

CELEBRATING A DECADE OF SUPPORT FROM **COLUMBIA RIVER KNIFE & TOOL**

from Mark Schreiber, President, CRKT

"At CRKT, we firmly believe no Veteran should be left behind or forgotten. For nearly a decade, CRKT has been a proud partner of Purple Heart Homes. Our introduction to Purple Heart Homes came through retired Sergeant Major Darrin Sirois, a CRKT knife designer in our Forged By War program. Having served for 25 years in active duty around the world, Darrin understands the unique needs of our Veterans and chose Purple Heart Homes as the charity to benefit from the knives he designs through CRKT's Forged By War program. We are incredibly grateful to Darrin for introducing us to this outstanding organization and are inspired by the amazing work they do every day to improve the lives of Veterans."

CRKT®



Purple Heart Homes is honored and humbled to receive this letter from US Army Vietnam Veteran, Roger Strickland. We repaired the foundation of Mr. Strickland's home in King, NC.

"Words can't express the gratitude that my wife and I have for the repairs on our home. We are so very humbled to be chosen out of so many other well-deserving applicants. From start to finish there was nothing but compassion and sincere concern for our needs. Everyone involved was very professional and walked us through the process smoothly. Even with a follow-up to make sure we were happy and satisfied with the results. Thank you so very much from the bottom of our hearts."

- MR. AND MRS. ROGER STICKLAND



Katherine Baich Endowed Scholarship

The Endowment was established to provide assistance paying for housing for children and grandchildren of Veterans with service-connected disabilities during their undergraduate studies at either a community college, college, or university. The founder of the Endowment wanted to recognize the sacrifices made by Veterans with service-connected disabilities and their families on behalf of our nation.

SCHOLARSHIP DETAILS:

- The amount of the Scholarship will be \$2,500.00.
- A recipient may only be awarded the scholarship once.
- The Scholarship can be awarded in any year of undergraduate study.
- The Scholarship winner will be announced on June 28, 2024.
- Go to phhusa.org/endowed-scholarship/ for more information and to apply.

**All applications must be received by
April 30, 2024.**

QUALIFICATIONS FOR THE SCHOLARSHIP:

- The recipient must be a resident of North Carolina.
- The recipient must be under 25 years of age, and be the child or grandchild of a Veteran with a service-connected disability.

APPLICATION MATERIALS REQUIRED:

- A completed application.
- A copy of a high school diploma and transcript, or GED certificate.
- A copy of the Veteran's DD 214.
- A copy of the Veteran's letter of disability from the Veterans Administration.
- A copy of the applicant's birth certificate.
- A statement of financial need, which lists all grants and scholarships that the applicant has received, and a description of why you need assistance from the Endowment.



A MESSAGE FROM OUR CHIEF DEVELOPMENT OFFICER

PAUL COCKERHAM

CARING FOR OUR COMMUNITY

Working for a nonprofit means looking for every possible partnership and resource that might aid in accomplishing the mission of the organization. What most people think is resources are dollars, materials, products, or other tangible items that allow for the mission to be completed. I want to offer another thought on resources – partnerships with your community organizations.

Purple Heart Homes is the exclusive nonprofit partner for Military Makeover with Montel Williams and our most recent project was for a Veteran here in Statesville, NC, where Purple Heart Homes is headquartered. While the community rallied around our Veteran and his family, and provided material resources for the project, there were other resources that made a lot of the direct donations/response possible.

These other resources were the City of Statesville, the Mayor's office, Downtown Statesville Development Corporation (DSDC), Statesville Tourism and Visitors Bureau, Discover Statesville, Statesville Chamber of Commerce, our local news outlets - Iredell Free News and Statesville Record and Landmark, and other community organizations I'm sure I'm forgetting (apologies). Groups like this exist in almost every city, county, or town across the United States and are excellent resources. These groups, whether it's their employees, membership, their marketing capabilities, or their networks, are instrumental in driving attention and support, in all forms, to projects like ours. We completed a project, in conjunction with a national partner, FOX Sports, for the Super Bowl last year in Glendale, AZ. Not having contacts in that area, we contacted the Glendale Chamber of Commerce and told them of our project and the needs we had and, wow, what a response we had!

They were able to assist us in finding contractors, material suppliers, skilled tradespeople, volunteers, and any number of other resources. They even supplied the PA system for PHH to use for the

Mission Complete Ceremony at the end of the project where we had the opportunity to celebrate our Veteran and welcome him into the Purple Heart Homes family. We had a very similar scenario in Sarasota, FL where not only did these organizations jump in to assist us, but we were also introduced to other nonprofit groups in the area that serve Veterans.

Since then, we've completed more projects for more Veterans in and around Sarasota working with these groups. I could go on and on, but you get the point. Please learn of these types of organizations in your community, go meet them, and partner with them. You'll be amazed at the knowledge they have and the resources and contacts they can assist with. We love ours!

”

We were truly honored to collaborate with John Gallina and the team at Purple Heart Homes. It's not just about transforming a home; it's about transforming lives, and we're privileged to play a small part in that journey. We are thankful that organizations like Purple Heart Homes recognize the invaluable partnership and support available from the Statesville Convention & Visitors Bureau. Together, we showcase our city's hospitality and extend a warm welcome to our visitors, while also honoring those who have served our country. Thank you for allowing us to be a part of this meaningful endeavor.

CINDY SUTTON

Executive Director of Statesville Convention + Visitors Bureau

THE NEW YEAR

IS OFF TO A GREAT START AT PURPLE HEART HOMES!



A MESSAGE FROM OUR CHIEF OPERATIONS OFFICER

KERRY LAWING

As we closed out 2023, we have the honor of stating we assisted 203 deserving Veterans! Our team works very hard to make all those projects happen, but none of them would be possible without the support of our donors, partners, and supporters.

One of those partners is Owens Corning. Owens Corning is a global building and construction materials leader committed to building a sustainable future through material innovation. The Owens Corning Roof Deployment Project was established in 2016 with the goal of making a real difference in the lives of Veterans and their families. Owens Corning Platinum Preferred Contractors donate their labor, while Owens Corning donates the material. They have served over 525 Veterans and their families through this program.

Purple Heart Homes began supporting the Owens Corning Roof Deployment Project in 2017. I am so proud to say that to date, more than 160 Veterans and their families have received new roofs through our efforts. We could not have completed all those roofs without the support of Owens Corning and their Platinum Preferred Contractors! Their partnership allows us to utilize the funding we would have spent on materials and labor to meet other needs of our Veterans.

I simply cannot express enough thanks and gratitude for all the support Owens Corning and the Owens Corning Roof Deployment Project have shown to Purple Heart Homes and the Veterans we serve! Truly, Owens Corning, along with the support of the Owens Corning Platinum Preferred Contractors, are assisting us to improve the lives of our Veterans every day.



PARTNER SPOTLIGHT

WWW.OWENSCORNING.COM



NEW INTERACTIVE GIFT PLANNING SOFTWARE!

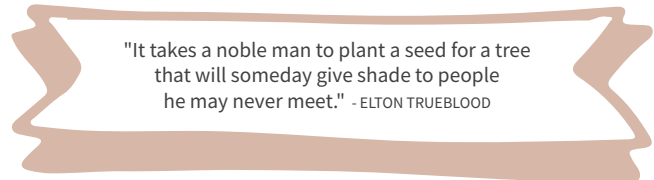
INTRODUCING CRESCENDO

Purple Heart Homes recently partnered with Crescendo Interactive – a leading provider of Gift Planning software - to assist organizations and individuals in managing and optimizing their charitable giving and estate planning. Crescendo’s signature marketing package — GiftLegacy — features a wide variety of web, email, social media and print solutions to help Purple Heart Homes increase planned and major gifts. In addition, we will be providing current and prospective donors free eNewsletters and Estate Planning Guides.

THE SOFTWARE WILL ALSO ALLOW US TO:

- Track donor information and history.
- Maintain a record of donations and pledges.
- Assist in creating gift proposals for potential donors.
- Allow users to model different scenarios to determine the best approach for planned giving.
- Provide tools for users to understand the tax implications of various gift options.
- Generate reports related to tax deductions and benefits.
- Assist in creating and managing legal documents related to planned giving, such as wills and trusts.
- Ensure the proper documentation of planned gifts. Gift types include:

Will/Bequests • Charitable Gift Annuities • IRA distributions • Gifts from Donor Advised Funds • Gifts of stock and property



"It takes a noble man to plant a seed for a tree that will someday give shade to people he may never meet." - ELTON TRUEBLOOD



DAWNE CLARK
Donor Relations Director

To learn more about how your Planned Gift can help further the mission of Purple Heart Homes, visit www.phhusa.giftlegacy.com or contact Dawne Clark at dclark@phhusa.org or call 704-818-3432.

UPCOMING EVENTS MARK YOUR CALENDARS

FOR MORE INFO ABOUT OUR EVENTS,
VISIT PHHUSA.ORG/EVENTS



APR **SPRING GOLF CLASSIC**
April 19th, 2024 • Statesville, NC



SEPT **PATRIOT CLAYS CHALLENGE**
September 12th, 2024 • Statesville, NC



OCT **TAKE THAT HILL**
October 5th, 2024 • Statesville, NC



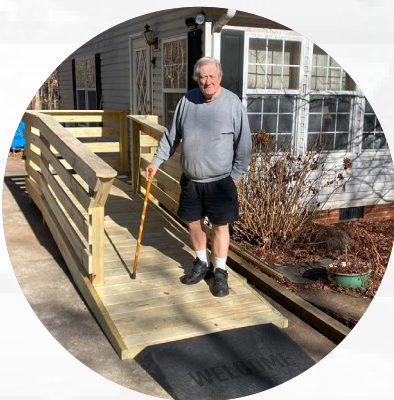
Donate And Make A Difference Today

Join us in helping ensure that America's disabled Veterans have a safe, healthy, and accessible place to call home. Together we can make a difference! **Scan the code or text PHHUSA to 801801 to donate.**



OR CURRENT RESIDENT

BECAUSE OF PEOPLE LIKE YOU, VETERANS LIVES ARE CHANGING!



Your donations allowed us to build a ramp for US Navy Veteran, Francis Conti, Sr. Mr. Conti has diabetes and has trouble walking. The new ramp will help him and his wife with their mobility.



Thank you to King Machinery for their generous \$2,000 donation for roofing materials to help our Veterans and their families!



Zoey Clark is a student at CCTL an early college program based at Mitchell Community College in Statesville, NC. Zoey held a fundraiser for us through Randy's Bar B Que as part of her Capstone project. She raised over \$1,400 to help Veterans!