



PURPLE HEART HOMES



2023 ANNUAL REPORT

The Story of Purple Heart Homes

started with John Gallina & the late Dale Beatty...



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 responded 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 Bayji, 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.

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 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. 2023 was a year of many highlights. 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.

A MESSAGE FROM OUR CHAIRMAN OF THE BOARD DAVE STERNBERG

At every turn I am amazed at the sacrifice that our Veterans have made. At every welcoming home event that I attend, I get a bit more thankful that our fearless service men and women charged forward when most would have stepped back. Thank you. There is another group of individuals who also amaze me each time I am with them... the Purple Heart Homes staff, our Chapter Leaders, and Board of Directors. All of them to a fault wouldn't accept a public thanks... but they deserve it.

In 2023 alone Purple Heart Homes accomplished the following:



Total Project
Count
1,367



Total Veterans
Served
3,224



Total Family &
Community Impact
7,310

Every bathroom and kitchen made more accessible, each roof replaced, all of the replaced duct work, and all the updated electrical systems, could not have been done without these dedicated individuals and their vast network of reliable tradespeople and contractors.

But there is one more body of individuals that deserve a thank you. Our donors. Your contributions make all of this possible. Every single dollar PHH receives makes what we do a reality. I hope we can continue to count on you in 2024. Simply put, you are the Heart in Purple Heart Homes.

A MESSAGE FROM OUR LEADER

JOHN GALLINA

Chief Executive Officer & Co-Founder

Since 2008, when Purple Heart Homes was founded out of our own reintegration experiences, we have learned about so many other challenges that Veterans face beyond a home, a job, and a supportive community. Housing challenges, emotionally and psychologically, are far more complex for Veterans who have experienced traumatic stress or military sexual trauma. Both of which can be debilitating and impossible to overcome on your own. After 15 years of serving Veterans with housing needs and evaluation of my own experiences and struggles, I have come to understand that these challenges often create lack of self-value and self-worth leading to self-punishment. I have come to believe that the keys to overcoming these issues are often found in our communities. You might even say it's the community itself. Whether a church, an employer, a neighbor, or a local nonprofit, we all play a role in the reintegration of our Veterans.

What Purple Heart Homes has continued to do is build community, encourage and inspire businesses and individuals to pick up the mantle of servant leadership to improve the lives of those who have served our nation. Over the last year we have once again seen steady and impactful growth in our team, partnerships, programs, and, most importantly, success in past recipients of our support.

While so many people see and talk about all that is wrong with the world and I'll admit there is a lot, I have come to see there is a lot more good than bad! Honestly, it's the biggest perk of the work that we do. Every day we get to see all that is right and good in the world. Men and women from all walks of life, all different backgrounds and talents, coming together to support those who have fought for and defended freedom! My greatest desire is to share that opportunity, to be a vehicle that allows others to get engaged within their communities and bring hope and encouragement to as many people as possible.

Purple Heart Homes continues to grow, and we are thankful for the support of the community. It's not about us. It's about the men and women who have worn the uniform. It's about strengthening our communities and loving our neighbors. Our vision is that every Veteran has a safe place to call home. So, I ask you, how are you involved? What can you do to make a difference? Are you willing to get involved today and become a servant leader? Contact us at phhusa.org to learn more about how you can forever change the lives of Veterans and their families.



WWW.PHHUSA.ORG

Are you social? Lets connect!

     @purplehearthomes



PURPLE HEART HOMES

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

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

We improve the lives of Veterans one home at a time.

To learn more about Purple Heart Homes and how you can help, visit www.phusa.org.

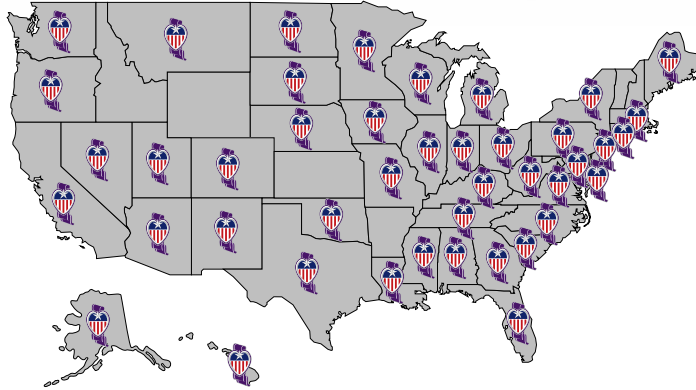




2023 HIGHLIGHTS

PROJECT MILESTONES:

Because of support from people like you, we completed 201 projects in 43 states, Washington D.C. and Puerto Rico.



CHAPTER MILESTONES:

Our Chapters, throughout the US, completed 39 projects for Veterans in 8 states & Puerto Rico. We currently have Chapters in NC, SC, NY, OH, FL, TX, AZ, CO, GA, AK, WI, OK & Puerto Rico and will be focusing on adding new Chapters in the coming years.



MILITARY MAKEOVER

Expanded our partnership with Military Makeover by becoming their official nonprofit partner for Q4 of 2023 and will continue until Q3 2024. Purple Heart Homes came together with Military Makeover with Montel airing on Lifetime Television and did a refresh on US Army Combat Veteran and Purple Heart recipient, Carlos Colón-Ruiz's house.

TOP RATINGS WITH GUIDESTAR & CHARITY NAVIGATOR

We're proud to say we earned GuideStar's Highest Seal of Transparency for the fourth consecutive year, and Charity Navigator's top, 4-star ranking. Both are two of the world's largest sources of nonprofit information and evaluation.



NATION'S FINEST AWARD

John Gallina received the Nation's Finest Award.

The nonprofit organization Nation's Finest, which has been providing housing, health care, and employment opportunities to American military Veterans and their families since 1972, celebrated its 50th anniversary with a historic ceremony that honored 50 leaders from across the country for their extraordinary efforts on behalf of Veterans.

PITTS FAMILY FOUNDATION

Mr. Rodney Pitts of the Pitts Family Foundation very generously donated \$100,000. Mr. Pitts was impressed with the growth of our programs. He said, "I contributed to Purple Heart Homes because of the difference it makes in the lives of Veterans. PHH had the best year ever in 2023 and it will continue to grow in 2024 through Veteran Tiny Homes and the Veterans Aging In Place program. Your support of PHH is much needed to fuel the future for Veterans."



WE CELEBRATED 15 YEARS OF SERVING VETERANS!



TAKE THAT HILL CYCLING EVENT WAS A HUGE SUCCESS
 We had 105 riders and raised \$89,000.

CERTIFIED AGING-IN-PLACE SPECIALIST

Kerry Lawing, our Chief Operations Officer, earned the Certified Aging-In-Place Specialist recognition from the National Association of Home Builders.

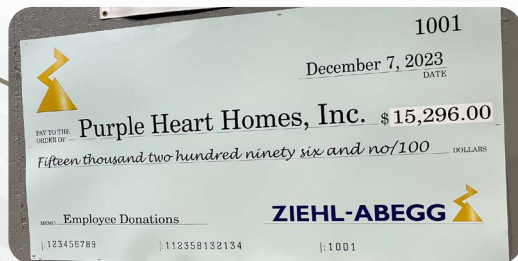


MEDAL OF HONOR GUESTS

Hosted two Vietnam Veterans who were Medal of Honor recipients at our 4th Annual Take That Hill cycling event

ZIEHL-ABEGG

A heartfelt thank you to ZIEHL-ABEGG Inc. ZA US and its employees for raising an amazing \$15,296 for Veterans, during their annual health and wellness event!



PALMETTO GUN CLUB

The Palmetto Gun Club of South Carolina held an International Defensive Pistol Association (IDPA) match. It was their Inaugural Giving Thanks To Veterans fundraiser for Purple Heart Homes, and they raised over \$17,000 to help Veterans in need!



GILBANE BUILDING COMPANY

Gilbane held their inaugural sporting clays fundraiser, Clays for a Cause. They raised \$23,325 to help Purple Heart Homes continue its mission of helping Veterans.



SOUTHERN DISTILLING

We received a check for \$50,000 from Southern Distilling for sales of their Double-Rye Whiskey.

THANK YOU, DONORS!

This impact wouldn't be possible without you!



ABOUT OUR PROGRAMS

VETERANS AGING IN PLACE (VAIP)

VAIP is for aging and service-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.

VETERANS HOME OPPORTUNITY PROGRAM (VHOP)

VHOP is for aging and service-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.

196 VAIP PROJECTS AND 2 VHOP PROJECTS WERE
COMPLETED IN 2023



MEET ROBERT PYRON

U.S. ARMY, 1953 - 1955

On the night of March 24, an EF3 tornado with winds up to 155 mph ripped through Winona, Mississippi. One of the homes in its path was that of 90-year-old Korean War Veteran, Mr. Robert Pyron. Mr. Pyron was in his home with his dog, Teddy, when the tornado hit. It completely leveled two outbuildings, destroyed his roof, and lifted the entire house and moved it off its foundation. The Veteran's home was a total loss and had to be torn down.

Mr. Pyron said, "The tornado moved the house about three feet south and about three feet east. It picked it up, and I thought I was going to take a ride." Thankfully, Mr. Pyron and Teddy made it through the storm without injury.

Mr. Pyron was born in his family home in Winona, Mississippi on July 4, 1933. The room he was born in predated the Civil War. Mr. Pyron was drafted into the Army in 1953. He served in Korea and then in Germany as a radio operator. He is also a cancer survivor, but sadly lost his wife to the disease two years prior on the very day the tornado struck.

We set one of our 32-foot-long tiny homes on a trailer, and on the morning of May 15, after a TV interview and sendoff from Costi Kutteh, Statesville Mayor; and Cindy Sutton, Executive Director of the Statesville Convention & Visitors Bureau, the Purple Heart Homes crew headed out.

Two days and four states later, and at no cost to him, we delivered Mr. Pyron his new tiny home and placed on the spot of his earlier house. Now he and Teddy are moved in and enjoying their new home.

MEET CHRIS DUSHCEL

U.S. MARINE CORPS, 1986 - 1992

Corporal Chris Dushcel is originally from Tulsa, OK and now resides in Cherryville, NC. Chris knew from the age of four that he wanted to join the military. He served in the US Marine Corps from 1986 to 1992. He completed basic training in San Diego, CA and was deployed for the Gulf War as part of the I Marine Expeditionary Force. Chris was exposed to burn pits and suffers from Gulf War Syndrome. In 2007, he was crushed by a school bus that fell while he was working on it and sustained massive injuries. He recovered but has lasting effects from those injuries, including trouble walking. Chris currently runs a nonprofit auto mechanic shop that serves Veterans and their families. He is also the commander of the local DAV and the local American Legion.

Chris' roof was leaking and there were concrete stairs on the back of his house that had almost completely disintegrated and were very unsafe. So, Chris reached out to Purple Heart Homes, and in collaboration with The Home Depot Foundation, we were able to repair his roof and build a deck so he could safely exit his back door.

About the project, Chris said, "I was overwhelmed. It was such a good feeling. I was hoping that Purple Heart Homes would help me out. And then it was just a tremendous amount of help. What they did, it was just amazing." And we are grateful to have been able to serve Chris and his family!



A photograph showing two volunteers working on a wooden structure outdoors. One volunteer on the left is wearing a black beanie and safety glasses, using a power drill. Another volunteer on the right is wearing safety glasses and looking on. In the background, a white van with the Purple Heart logo and the word 'PURPLE' is visible. The scene is set in a wooded area with trees in the background.

OUR VOLUNTEERS ROCK!

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!

**809 VOLUNTEERS GAVE
7,485 HOURS OF THEIR TIME
TO HELP VETERANS IN NEED**

*To learn more about volunteering at Purple Heart Homes,
visit www.phhusa.org and get involved!*

“Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed, it’s the only thing that ever has.”

– Margaret Mead

2023 Purple Heart Homes Financials Including Chapters

REVENUE AND EXPENSE STATEMENT

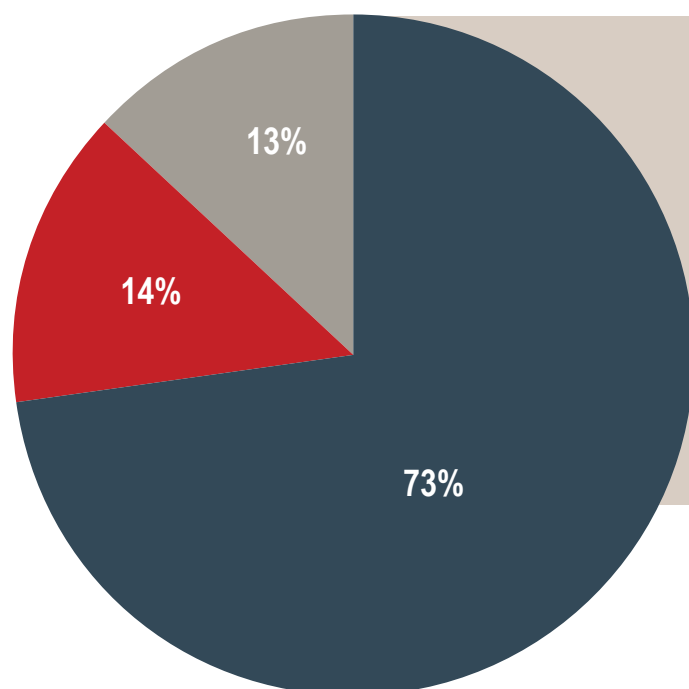
| | 2023 |
|----------------------------------|--------------------|
| SUPPORT | |
| Contributions and Grants | \$4,097,628 |
| Other Support | \$1,416,415 |
| Total Support | \$5,514,043 |
| REVENUE | |
| Program Service Revenue | \$384,556 |
| Investment Income | (\$5,241) |
| Other Revenue | \$1,303,056 |
| Total Revenue | \$1,682,371 |
| Total Support and Revenue | \$7,196,414 |
| EXPENSES | |
| Program Services: | |
| Veterans Assistance | \$5,431,874 |
| Supporting Services: | |
| Management and General | \$980,296 |
| Fundraising | \$1,055,017 |
| Total Expenses | \$7,467,187 |

CONSOLIDATED BALANCE SHEET

| | 2023 |
|---|--------------------|
| ASSETS | |
| Cash & Equivalents | \$528,768 |
| Accounts Receivable | \$14,140 |
| Other Current Assets | \$692,401 |
| Total Current Assets | \$1,235,309 |
| Fixed Assets | \$1,366,954 |
| Other assets | \$1,544,190 |
| Total Assets | \$4,146,453 |
| LIABILITIES | |
| Accounts Payable | \$64,742 |
| Credit Cards | (\$2,528) |
| Other Current Liabilities | \$126,321 |
| Total Current Liabilities | \$188,535 |
| Long Term Liabilities | \$338,418 |
| Total Liabilities | \$526,953 |
| Total Equity | \$3,619,500 |
| Total Liabilities and Net Assets | \$4,146,453 |

Thank you for letting our
Veterans know they matter!

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



201 PROJECTS

were completed in 2023 because of people like you!

**73 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!**



PURPLE HEART HOMES BOARD

Dave Sternberg, Chairman
Esteban McMahan, Vice Chairman
Daniel Soliman, Treasurer
Russell "Fenway" Rauch, Secretary

C.J. Bannister | **Rob Bañuelos** | **Danica Coit** |
Charlie Eadie | **Hala Farid** | **Laura Forrest** | **Josh Gisi** |
Susan Ifill | **Mike Lennon** | **Jessica Millman** |
Cristina Moore | **Don Rettig** | **William Schiek** |
John Trimble | **Sherry Yaskin**

EXECUTIVE TEAM

John Gallina, Chief Executive Officer & Co-Founder
Tim Mangum, Chief Administrative Officer
Kerry Lawing, Chief Operations Officer
Paul Cockerham, Chief Development Officer
Lisa Allen, Executive VP of Marketing & Communications



**HOME OF
THE FREE
BECAUSE
OF THE
BRAVE**

www.PHHUSA.org
704-838-4044