

2019

ANNUAL REPORT



**PURPLE
HEART HOMES**

IMPROVING VETERANS' LIVES ONE HOME AT A TIME



THE BLUEPRINTS

the Purple Heart Homes Story...

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.

They also responded to the call of duty from the President of the United States to liberate an oppressed nation from the utmost corruption during the Global War on Terrorism, serving in Operation Iraqi Freedom. They were both 25 years old at the time.

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...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 weaker 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.



GALLINA AND THE LATE BEATTY: CO-FOUNDERS OF PURPLE HEART HOMES

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 together in 2008. The organization strives daily to give back and continues to grow their efforts. 2019 was a year of many highlights and exciting happenings (see pages 6 & 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.

WWW.PURPLEHEARTHOMESUSA.ORG



A MESSAGE FROM OUR LEADER

John Gallina
Chief Executive Officer & Co-Founder

The year 2019, has proved to be yet another year of expansion and growth for Purple Heart Homes (PHH). Thanks to many individual donors, foundations, corporations, partners, and local organizations, we have been blessed with a level of support that allowed us to finish the year exceeding our project goals, yet again. Together, we are making a difference in the lives of service-connected disabled Veterans around the nation. Your support allows for these Veterans and their family members to live safer, and happier lives.

As our team grew in 2019, we had some unexpected challenges. One of our team members was diagnosed by Duke Medical Cancer team with a rare form of brain cancer and not given many options. His family settled on a treatment that would require him to travel outside the country. Through much prayer, ultimately, the treatment proved successful. The miracle is enough to praise in itself, not to be overshadowed by the support and love that poured in from our family of donors and volunteers, making the treatment financially possible.

Like so many years before, 2019 brought a few firsts: PHH's first project in Hawaii, where we assisted a Vietnam Veteran with a wheelchair ramp, as well as the first two projects in Alaska. One of these projects was for an Army Veteran confined to a wheelchair and the second was for Air Force Veteran battling cancer, who needed health and safety modifications to his home. From these two projects in Alaska, two chapters have been formed to continue to serve and support the veterans in that area.

Each year we are blessed by the many great Americans we get to work alongside and the many great Veterans we serve. One such Veteran is Mr. Parker, a 98-year-old WWII Veteran to whom PHH provided a bathroom renovation. When our project team finished the work and stopped by to check on Mr. Parker, he just kept saying, "Y'all helping me. I cannot believe y'all are helping me." This is just one example of how humble the Veterans are that PHH serves.

Overall, PHH received nearly 1,900 applications for services and support in 2019. As evidence of the overwhelming need, prior to contacting PHH, many of these Veterans either get referred elsewhere, wait for months, or receive no help at all. For many PHH is a last resort, as so many other charities have turned them away. While these Veterans may meet our qualifications, we only have limited resources.

In 2019, PHH brought in over \$2.5 million and completed 126 projects. September saw us complete our 500th project. In addition to the 2 chapters in Alaska that I already mentioned, we also grew by expanding into Florida, Mississippi, and Texas.

Organizationally, we also continue to grow with more focus on improving our processes and procedures to be more efficient and effective. Our senior leadership and Board of Directors continue to stay focused on the most important part of our mission: The Veteran and families we serve. The Veterans we serve are not cold statistics, but fellow human beings with feelings and emotions.

In closing, from us all at Purple Heart Homes, we offer our sincere thanks and appreciation to those who make our mission possible.

Warmest Regards,



ABOVE:
CEO and Co-Founder
John Gallina, with his
wife Cori-Anne at the
2019 Purple Camo Ball

LEFT:
CEO and Co-Founder
John Gallina speaking
at the Defense Credit
Union Council





OUR MISSION

Purple Heart Homes is dedicated to providing housing solutions for service-connected disabled Veterans that is substantial in function, design, and quality fit to welcome home the fighting men and women of America.

CORE VALUES

We demonstrate unwavering dedication to the Veteran community through:

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

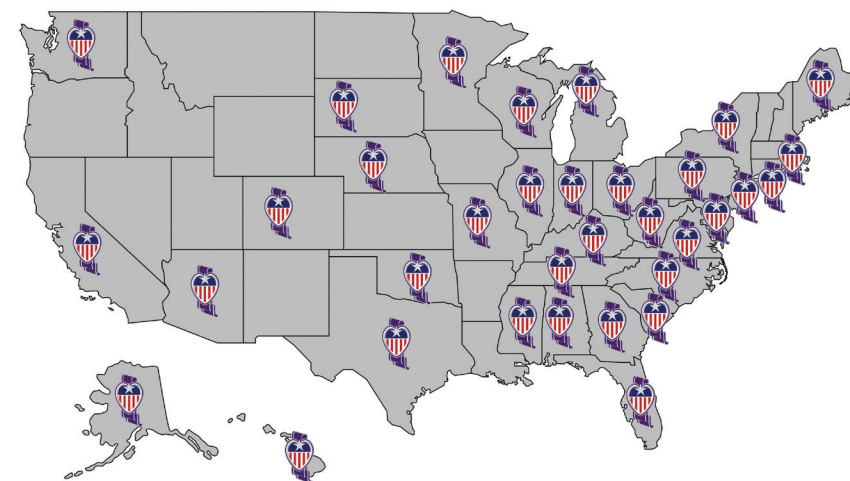


BECAUSE OF YOU...

126 Veterans in 35 states were helped in 2019!



WHERE WE COMPLETED PROJECTS FOR VETERANS IN 2019



Denotes where Purple Heart Homes provided housing solutions for Service Connected Disabled and Aging Veterans in 2019

We're proud to Partner with people like you to help Veterans from all over the United States. Thank you for supporting purple heart homes!

2019 HIGHLIGHTS



500 COMPLETED VETERAN PROJECTS

In September of 2019, Purple Heart Homes celebrated it's 500th Veteran served.



RECORD BREAKING YEAR

126 projects were completed in 2019, totaling the largest number of projects completed in any given year since Purple Heart Homes inception in 2008!



STREAMLINING

Purple Heart Homes streamlined the VAIP/VHOP Application Process to make it easier for Veterans to apply.



PLANNED GIVING

Purple Heart Homes brings awareness of the Estate Planning Donors and how their contributions can continue to make a difference in the lives of their local Veterans.



CAMO BALL

Purple Heart Homes held its first inaugural Purple Camo Ball.

OWENS CORNING PROGRAM



Approximately 50% of the 126 projects completed were ramps and/or roofs financed through the Owens Corning Program.



CHAPTERS

Purple Heart Homes established three new Chapters!

- Alaska (2)
- North Carolina (1)

VETERANS TINY HOMES

Purple Heart Homes built its first Veterans Tiny Homes in 2019.



3.6 MILLION REACHED

Purple Heart Homes reached approximately 3.6 million people through our website and social media.



WWW.PHHUSA.ORG

SOCIAL NETWORKING

Purple Heart Homes leveraged social networking and collaborative relationships with community organizations to reach out to Veterans in need.

MEET

JAUAN HARRIS

Hometown: Exter, PA
Age: 31

U.S. ARMY

Served 2009 - 2013

Jaquan Harris enlisted in the US Army right after high school in 2009. His grandfather served in the Army reserves, which had a huge influence on Jaquan and furthered his decision to enlist.

Basic training and AIT (specialized training for military jobs) for Jaquan were at Fort Benning, GA, to become an infantryman. He was then stationed at Fort Polk, LA, and in 2010, he deployed to Afghanistan. Jaquan received a Purple Heart when he was injured in Wardak Province, Afghanistan.

Because of his traumatic brain injury and post-traumatic stress received during his time in Afghanistan, Jaquan has found it hard to adjust since he returned from service. Although he is doing better, he still has flashbacks. He finds it hard to be around people in social settings because of the anxiety it causes. Jaquan is always on alert, although he doesn't realize it most of the time.

Jaquan lived in a one-bedroom apartment with his son before receiving help from Purple Heart Homes in becoming first-time homeowners through the Veterans Home Ownership Program (VHOP) in December 2019. Through the generous contribution of a private donor, Purple Heart Homes was able to provide a valuable homeownership opportunity to a deserving Veteran, as well as a bedroom and backyard for a little boy and his dad.



MEET

TAGGART HOOPER

Hometown: Anchorage, AK

VHOP | Veterans Home Ownership Program

VHOP is for Purple Heart Homes Qualified Service Connected Disabled Veterans who are prepared to accept the responsibility of homeownership. The program's purpose is to provide Purple Heart Homes Veterans with newly renovated and/or modified homes that have been donated from various sources specifically for the VHOP program. Veterans who meet the requirements and expectations of the program will have the opportunity to obtain a mortgage and own one of these homes at NO MORE than 50% of the final appraised value.

The total of new applicants for VHOP in 2019 is 149. There are 295 applications on the waiting list, which totals 444 applications for 2019.

AIR FORCE

Served 1988 - 2018

Our 500th project was a ramp for Air Force Veteran Taggart Hooper.

The ramp project "Operation Restore Freedom" was completed 9/13/19 and sponsored by Woody & Wilcox, The Home Depot Foundation, and Purple Heart Homes.

Mr. Hooper passed away in November 2019, leaving his home and legacy with his daughter and grandson.

VAIP | Veterans Aging In Place

VAIP 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.

The total of new applicants for VAIP in 2019 is 493. There are 577 applications on the waiting list, which totals 775 applicants for 2019.



HEARTS OF HONOR

The Hearts of Honor Club launched on March 15, 2016. Purple Heart Homes wanted to find a way of acknowledging our existing monthly donors and to encourage others to support us in a convenient way. This club helps to ensure the long-term success of Purple Heart Homes and allows us to complete more projects for service-connected disabled Veterans each year. Becoming a member requires only a minimum commitment of \$10 a month, and all members receive a personalized

welcome kit with information about our actives, gifts dependent upon the level of giving. In January 2019, we started with 220 members that were contributing \$8,321.82 per month. By December 2019, Hearts of Honor had 223 members, with an average giving total of \$8,389.31 per month. Hearts of Honor members increased their total giving to \$100,671.72 in 2019 to assist service-connected disabled Veterans and ensure they live in safe, barrier-free homes.

Get involved! Organize a Fundraiser

to support service-connected disabled Veterans in need!
Contact us at info@phhusa.org.



OUR INAUGURAL PURPLE CAMO BALL RAISED \$20,920.00

The inaugural Purple Camo Ball was held at Langtree Plantation in Mooresville, North Carolina on November 15, 2019.

2019 Purple Heart Homes Financials Including Chapters

REVENUE AND EXPENSE STATEMENT

REVENUE	2019
Contributions and Grants	\$4,926,712.39
Program Service Revenue	5,685.00
Investment Income	\$ 16,665.00
Other Revenue	\$ (175,410.00)
Total Revenue	\$4,773,652.39

EXPENSES	
Program Service Expenses	\$2,581,037.85
Management and General	\$ 625,825.86
Fundraising	\$ 442,521.94
Total Expenses	\$3,649,385.65

CONSOLIDATED BALANCE SHEET

ASSETS	2019
Cash & Equivalents	\$147,162.00
Accounts Receivable	\$83,576.00
Other Current Assets	\$814,687.00
Total Current Assets	\$1,045,425.00

Fixed Assets	\$880,698.00
Other assets	\$3,794,095.00
Total Assets	\$4,674,793.00

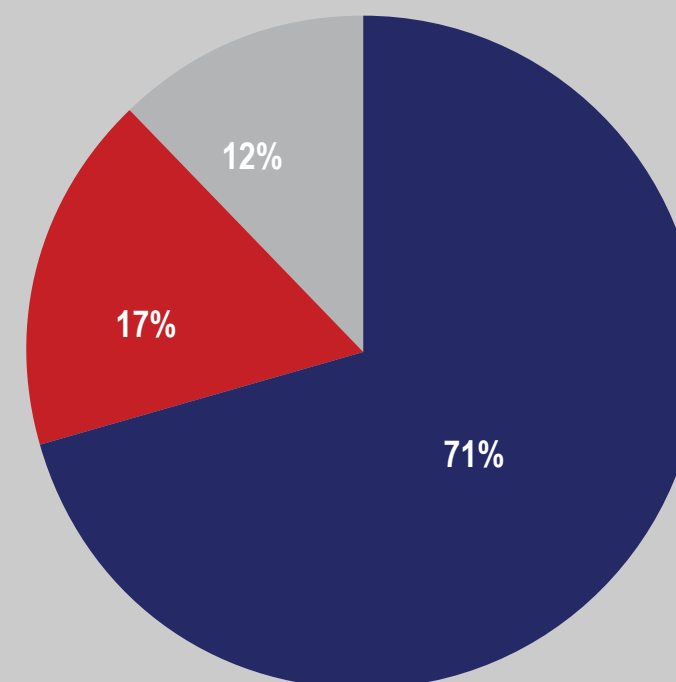
LIABILITIES	
Accounts Payable	\$206,838.00
Credit Cards	35,104.00
Other Current Liabilities	167,770.00
Total Current Liabilities	\$409,712.00

Long Term Debt	\$439,973.00
Total Liabilities	\$849,685.00

Total Equity	\$3,825,108.00
Total Liabilities and Net Assets	\$4,674,793.00

* 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!
THANK YOU!
THANK YOU!



126 PROJECTS
WERE COMPLETED IN 2019
BECAUSE OF PEOPLE LIKE YOU.
THANK YOU!

SEVENTY ONE CENTS OF EVERY DOLLAR WENT DIRECTLY TO HELP OUR VETERANS

- Program Services
- Management & General
- Fundraising



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

755 Washington Ave.
Statesville, NC 28677

I AM A _____
OF A VETERAN

Tag us and tell how
YOU'RE connected!



PURPLE HEART HOMES BOARD

Charles Page, Chairman
Ryan Repp, Vice Chairman
Charlie Eadie
Victoria Schweizer
Darrin Sirois
Jessica Millman
Keith Hotchkiss
Liz Paradise
Rob Banuelos
Sherry Yaskin

EXECUTIVE TEAM

John Gallina, Chief Executive Officer & Co-Founder
The Late Dale Beatty, Co-Founder
Tim Parker, Chief Operations Officer
Tim Mangum, Chief Administrative Officer
David Gilkeson, Chief Development Officer
Brad Borders, VP Chapters
Kerry Lawing, Marketing Director
Charli Straight, VHOP Director
Matt Stevenson, VAIP Director



HOME OF
THE FREE
BECAUSE
OF THE
BRAVE

www.PHHUSA.org
704-838-4044