



# PURPLE HEART HOMES

*2016 Annual Report*

*IMPROVING VETERANS' LIVES ONE HOME AT A TIME*

# THE BLUEPRINTS, HOW IT ALL STARTED

## the Purple Heart Homes story...

John Gallina and 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 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 is 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 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. 2016 was a year of many highlights and exciting happenings (see page 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](http://WWW.PURPLEHEARTHOMESUSA.ORG)



*Volunteers from Golden Corner Chapter in South Carolina, build a staircase for a Veteran with Parkinson's Disease*



# A MESSAGE FROM OUR CO-FOUNDERS

## Dale Beatty & John Gallina

The year of 2016 proved to be yet another year of phenomenal growth and development for Purple Heart Homes. We were again blessed with a level of support that allowed us to finish the year exceeding our project goals while assisting hundreds of Veterans and their family members to live safer and happier lives.

When asked what his family meant to him, Willie Gray, one of our Veterans, said, "They offered so much support. They helped me not want to give up. My family has given me so much to live for." At Purple Heart Homes, we recognize the importance of caregivers and family as an integral part of the recovery process and long-term success of Veterans who carry both the visible and invisible wounds of war.

We're just as much of a family at Purple Heart Homes, and we're growing everyday! We added 5 new Chapters in 2016, bringing our total to 10 Chapters in 8 states. Overall, the Purple Heart Homes family was able to complete 70 projects in 18 states, that directly impacted a total of 217 family members. Dozens of volunteer groups contributed thousands of volunteer hours while connecting with the Veterans they assisted.

In March of 2016, we launched the Hearts of Honor Club, a giving club that started with 15 donors who signed up to pledge a monthly gift that ensures sustainable support of our mission. We ended 2016 with 67 members in the Hearts of Honor Club, who with their combined efforts, bring in thousands of dollars each month that makes our mission possible.

2016 was also our first year of a new campaign called "Operation: Veteran Home Renovation", which was a major success. We partnered with members of the Defense Credit Union Council and engaged partnering credit unions to fundraise for a Veteran project in their community. We were also able to execute small-scale projects like ramps, handrails, and landscape improvements that have a large-scale impact on quality of life. Completing 5 Veteran projects in 3 different states, while impacting 10 family members was a wonderful start to a campaign that will help engage more communities, volunteers, and businesses to support the mission of Purple Heart Homes all across the country.

While 2016 was a successful year, one of the most important things that happened was the acquisition of a property that will serve as a permanent headquarters for Purple Heart Homes. This 13-acre facility will house all of our office staff, warehouse, and room for the future development of innovative techniques and strategy to take the Purple Heart Homes mission across the United States, and beyond.

Organizationally, we also continue to grow with the transition of a newly elected Board Chairman, along with five new board members, as others finished serving their terms. Our leadership at the Board of Directors level continues to stay focused on the most important part of our job: the Veteran families we serve. The Veteran families we serve are not cold statistics, but fellow human beings with feelings and emotions. They are part of the families that welcome any who wish to support with open arms. With millions of potential projects out there, the work of Purple Heart Homes is far from ending. We offer our sincere thanks and appreciation to those whom make our mission possible.



## OUR MISSION

Purple Heart Homes is dedicated to providing housing for Service Connected Disabled Veterans that is substantial in function, design and quality fit to welcome home the fighting men and women of America.

## OUR VALUES

We demonstrate unwavering dedication to the Veteran community through:

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



*Purple heart Homes VAIP Program recipients, Michael Wardrip and family, smile with volunteers from HEXPOL Compounding, after a hard day's work building a ramp.*

**PURPLE HEART HOMES**  
PHH.DONATE.COM

**HOW ARE YOU CONNECTING?**

I am a Friend of a Veteran.  
 I am a wife of a Veteran.  
 I am a Daughter of a Veteran.  
 I am a Daughter of a Veteran.  
 I am a MENTEE of a Veteran.  
 I am a NEPHEW of a Veteran.  
 I am a SON of a Veteran.  
 I am a Friend of a Veteran.  
 I am a SISTER of a Veteran.  
 I am a great-granddaughter of a Veteran.  
 I am a SISTER of a Veteran.

I am a badass of a Veteran.  
 I am a Grandson of a Veteran.  
 I am a GRANDSON of a Veteran.  
 I am a veteran of a Veteran.  
 I am a Worker of a Veteran.  
 I am a SON of a Veteran.  
 I am a Sister of a Veteran.  
 I am a Daughter of a Veteran.  
 I am a Supporter of a Veteran.



**PURPLE HEART HOMES**  
PurpleHeartHomesUSA.org  
704.838.4044  
**DONATE OR VOLUNTEER TODAY!**  
IMPROVING VETERANS' LIVES ONE HOME AT A TIME

**THE HOME DEPOT**

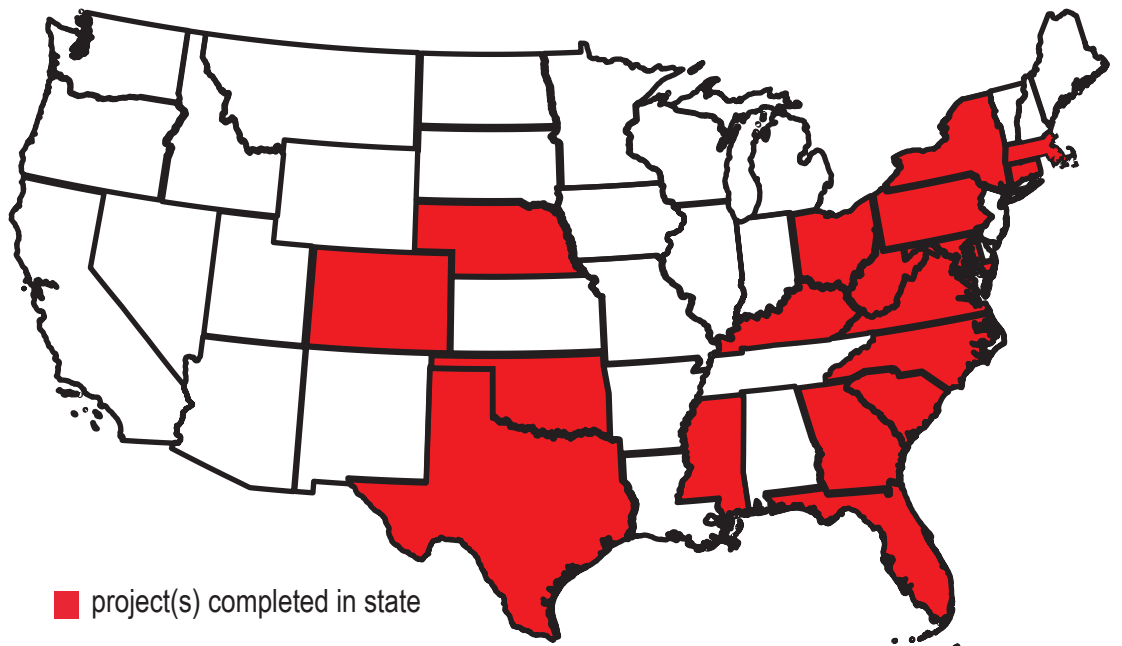




# WHERE WE SERVED

In 2016, Purple Heart Homes helped 70 veterans in 18 states.

- Colorado
- Connecticut
- Florida
- Georgia
- Kentucky
- Maryland
- Massachusetts
- Mississippi
- Nebraska
- New York
- North Carolina
- Ohio
- Oklahoma
- Pennsylvania
- South Carolina
- Texas
- Virginia
- West Virginia



# 2016 HIGHLIGHTS



## **CORVETTES FOR VETS**

Rutherford County Chapter in NC, raises funds at their annual event for a Purple Heart Homes project in their area.



## **"HERO HOUSE"**

Two Purple Heart Homes projects, one in NC and the other in OH, were featured on this special TV reality show.



## **OUR TOP HOME DEPOT PROJECT**

Co-founder, Dale Beatty, participated in a Chapter project in Colorado for a Vietnam Veteran, working alongside Home Depot Volunteers.



## **OPERATION:VETERAN HOME RENOVATION**

Defense Credit Unions in three different states stepped up to assist with needed Veteran projects.



## **TRANSPORTATION ASSISTANCE**

Red Classic, based in Charlotte, NC, donates one of their pre-owned pickup trucks to Purple Heart Homes.

## **3 MILLION REACHED**

Purple Heart Homes reached nearly 3 million people digitally through our website and Social Media.

## **4TH OF JULY IN NASHVILLE TN**

Purple Heart Homes recognized at July 4th celebration in Nashville, TN

## **JOHN GALLINA SPEAKS AT CHAUTAUQUA INSTITUTE IN NEW YORK**

Purple Heart Homes co-founder, John Gallina, invited to speak about housing and Purple Heart Homes during Veteran's week.

## **HEARTS OF HONOR CLUB LAUNCHED**

Hearts of Honor Club, a monthly giving club, allows Purple Heart Homes to complete more Veteran projects each year.

## **BOB WOODRUFF SPECIAL**

Co-founder, Dale Beatty, appears on Bob Woodruff's PBS Special about Military Medicine.

## **PURPLE HEART HOMES CLOSES ON NEW FACILITY**

On December 21, Purple Heart Homes closed on the new Washington Avenue Headquarters in Statesville NC.



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## MEET LAUREN HOGAN

# 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.*

*Renovations are provided at no cost to the Veteran. Services are currently provided to Veterans living east of the Mississippi or in areas where a Purple Heart Homes Chapter has been formed.*

**BRANCH OF SERVICE:** U.S. Army

**RANK:** E4 Specialist

**LENGTH OF SERVICE:** 2004-2006

**AGE:** 31

**HOMETOWN:** Bessemer City, NC

On December 21st, 2004, Lauren was wounded in the single deadliest suicide attack on U.S. forces throughout the Iraq war. A suicide bomber disguised as an Iraqi National Guard Soldier detonated an explosive vest in the crowded chow hall tent during lunch time killing 22 people and injuring 72 others.

Lauren received a Purple Heart award for being wounded by shrapnel. She was also awarded a Combat Action Badge for receiving fire during a separate incident while on tower guard duty.

Purple Heart Homes helped Lauren complete renovations on her home, providing a new bathroom, kitchen renovations, and flooring so she could move into her home with her two daughters. (Lauren is 3rd from the left in the photo above.)





## MEET RYAN FOOTE

**BRANCH OF SERVICE:** U.S. Army

**RANK:** Sergeant

**LENGTH OF SERVICE:** 2003-2007

**AGE:** 38

**HOMETOWN:** S. Euclid, OH

At the end of his 12 months in Iraq, Ryan was excited about coming home only to find out that his unit was being extended, and that they were headed to Baghdad. He was in Baghdad for about 4 months, and it was pretty rough. While providing security through one town in their Strykers, an IED went off right next to the vehicle Ryan was in. The force of the explosion knocked Ryan to the floor. The next day, an IED went off next to the Stryker right behind him, this time killing his medic. "We lost a lot of guys because of IED's and sniper fire. All of them I think about daily."

Purple Heart Homes provided Ryan with his first home through our Veteran's Home Ownership Program.

## 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.*



## HEARTS OF HONOR

Hearts of Honor officially 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.

Becoming a member only requires a minimum commitment of \$10 a month, and all members receive a personalized welcome kit with various items, dependent upon the level of giving. On the first day of the launch, we started with 15 members that were contributing \$915 a month in total. By December of 2016, Hearts of Honor had grown to 67 members, giving a total of \$2,620 per month! The yearly total Hearts of Honor members gave in 2016 totaled \$23,215 to assist Service Connected Disabled Veterans to be able to live in safe, barrier-free homes!

The following names were the members of our Hearts of Honor family that have been with us since day one, so we want to give special thanks to each one of them!

Dale B., NC  
William B. CT  
Joseph B., NC  
Kerry B., NC

Eric D., NC  
Connie & Dave G., NC  
Ronald H., GA  
Paul & Rosie H., OK

Marion H., CT  
Sharon K., IL  
Anne P., NC  
Gary R., NC

Michael S., SC  
Elizabeth S., OH  
Rick & Sherry W., NC

## 5 CHAPTERS joined the Purple Heart Homes family in 2016

-The Southwestern New York Chapter, West Michigan Chapter, Houston Chapter, Metro Atlanta Chapter and the Northeast Ohio Chapter



# 2016 FINANCIALS

## REVENUE AND EXPENSE STATEMENT

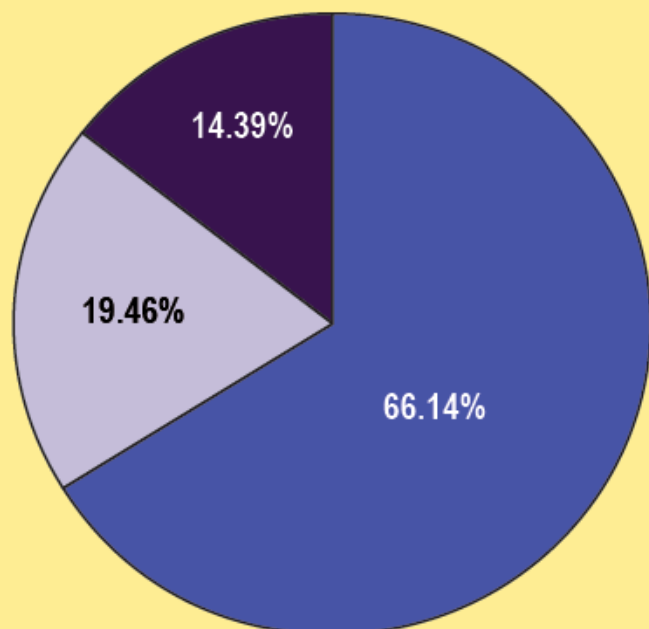
REVENUE	2016
Contributions and grants	\$1,802,522
Program service revenue	\$19,365
Investment income	\$0.00
Other revenue	\$0.00
<b>Total Revenue</b>	<b>\$1,821,887</b>
<b>EXPENSES</b>	
Program Service Expenses	\$1,369,648
Management and General	\$403,072
Fundraising	\$298,054
<b>Total Expenses</b>	<b>\$2,070,774</b>

## CONSOLIDATED BALANCE SHEET

ASSETS	2016
Cash & Equivalents	\$555,130
Accounts receivable	\$4,000
Other current assets	\$452,926
<b>Total current assets</b>	<b>\$1,012,056</b>
Real Estate	\$1,693,926
Property & Equipment net	\$352,111
Other assets	\$0.00
<b>Total Assets</b>	<b>\$3,058,073</b>
<b>LIABILITIES</b>	
Accounts payable	\$116,972
Accrued compensation & related taxes	\$8,418
Other current liabilities	\$337,375
Total current liabilities	\$462,765
Long-term debt	\$21,382
Other long-term liabilities	\$0.00
<b>Total Liabilities</b>	<b>\$484,147</b>
Net Assets	\$2,573,926
<b>Total Liabilities and Net Assets</b>	<b>\$3,058,073</b>

*These figures are within plus or minus 5%.  
This information has not yet been audited.*

# THANK YOU!



## THANK YOU TO OUR SUPPORTERS!

**BECAUSE OF YOU, 70 PROJECTS WERE COMPLETED  
IN 2016 AND 70 CENTS OF EVERY DOLLAR SPENT  
WENT DIRECTLY TO HELP OUR VETERANS.**

- Program Services
- Management & General
- Fundraising



## **PURPLE HEART HOMES BOARD**

**Garrett Garland**, Chairman  
**Charles Page**, Vice Chairman  
**Larry Druffel**  
**Ryan Repp**  
**Paul Cockerham**  
**Darrin Sirois**  
**George Campbell**

## **EXECUTIVE TEAM**

**John Gallina**, Chief Executive Officer  
**Dale Beatty**, Strategic Development Officer  
**Tim Parker**, Chief Operations Officer  
**Mark Dillard**, Chief Financial Officer  
**Howard Goldberg**, Chief Real Estate Officer



# **PURPLE HEART HOMES**

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*home of the free, because of the brave*