



# PURPLE HEART HOMES

*2015 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. 2015 was a year of many highlights and exciting happenings (see page 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)



*Purple Heart Homes Staff attend a Strategic Development Meeting at Cool Spring Center in Cleveland, NC*



# A MESSAGE FROM OUR CO-FOUNDERS

John Gallina & Dale Beatty



From the beginning of our journey together in 2008, we have recognized the value of contributions from the community. When a Veteran is met at his or her own front door by a group of people saying, "Thank you for your service, we're here to help make your home a safer and more accessible space," the impact is profound in different ways for those involved.

For a World War II Veteran like 90 year old Alex Sawchyn, the effect is undeniable. He said, "I'm going to be able to live here in my home for the rest of my life. I hope I can live to be a hundred years old or so. If Purple Heart Homes had not helped with the needed renovations, I would have to be in assisted living. I've visited a lot of friends that are in them, and I wouldn't want to be put in one. I would rather live out my life in this excellent place where I'm living now. It's because of Purple Heart Homes and what they did fixing the house up that will allow me to stay."

As for the Veterans that are seeking to become responsible homeowners, it is such a reward when we hear a Vietnam Veteran like Jimmy Lea say, "This is WONDERFUL, EXCITING, CAN'T WAIT to move in. It will make life so much easier without worrying about constant repairs that neither of us can do." They want to pay it forward and are concerned about the next Veteran in line. It's these silver linings that make it worth the effort every day.

Following our strategic plans and moving to a federated business model to provide communities and volunteers the ongoing opportunity to become front line leaders in making a difference for a Veteran and their family has been successful. The expansion of the Purple Heart Homes brand has already had a tremendous impact on the mission, exponentially increasing our effort with every new chapter. In addition, the focus on standardization and process development has not only increased our operational capacity with little overhead cost impact, but also provides efficient start up direction for each new chapter.

One goal for 2015 was to incorporate and charter 3 additional Purple Heart Homes chapters. This goal was achieved, thus allowing Purple Heart Homes, parent company, to submit to the IRS for group exemption status. The 5 chapters are spread over 4 states, NC (2), SC, NY, and CO. Collectively, they alone completed 15 projects, with 9 additional ongoing projects to be completed early in 2016, serving a total of 24 veterans. In addition, the chapters raised over \$562,000 and had over 460 volunteers that worked more than 3,250 hours.

Each year we learn something new, and every day we are working diligently to improve in the delivery and quality of services Purple Heart Homes provides. In closing, we would like to give special thanks to those who have joined our ranks as board members, staff, and full time volunteers. Thank you, we would be lost without you. To those donors, sponsors, foundations, and project volunteers, we thank you as well, for it is your contributions that allows us to do this great work! Without community, we can never achieve our mission.

We invite you to make a difference with Purple Heart Homes! Get involved; a Veteran somewhere needs you.





# PURPLE HEART HOMES

## 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 Co-founder, Dale Beatty, with Igrain and Kasandra Padilla







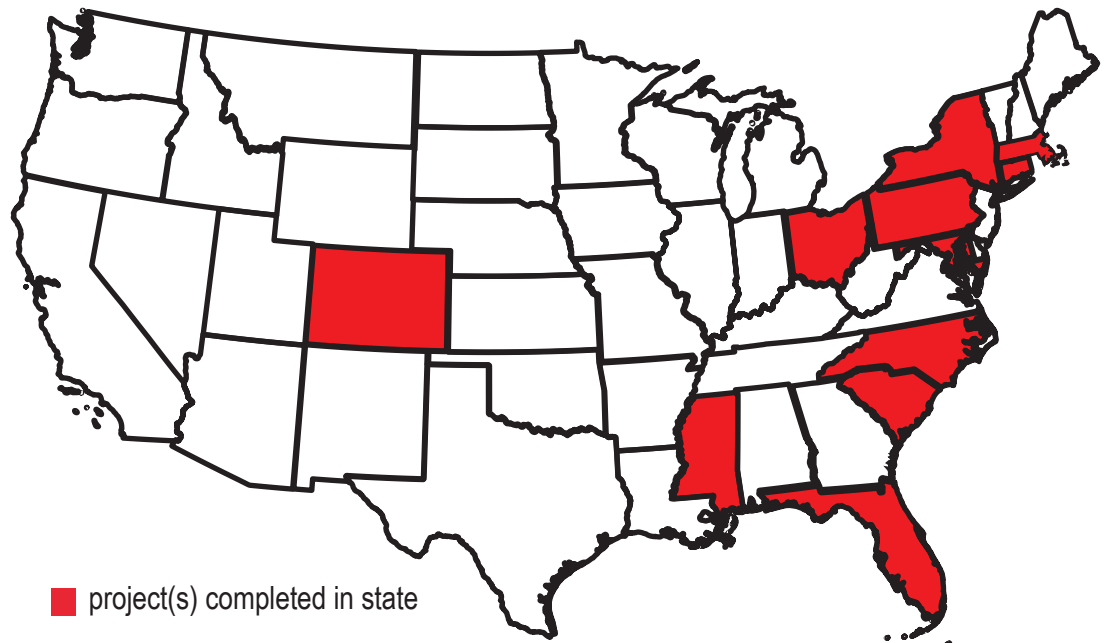




## WHERE WE SERVED

In 2015, Purple Heart Homes helped 42 veterans in 11 states.

Colorado  
Connecticut  
Florida  
Maryland  
Massachusetts  
Mississippi  
New York  
North Carolina  
Ohio  
Pennsylvania  
South Carolina





# 2015 HIGHLIGHTS



## NEW CHAPTERS FORMED

Four new chapters joined Purple Heart Homes (page 10)



## 3,700 MILES

William Moore (ret. Firefighter) rode his motorcycle Cross Country to raise funds and awareness for Purple Heart Homes



## BOW TIE LAUNCH

Special Purple Heart Homes Bow Tie released from Bow Tie Cause



## GOLF CHALLENGE

Inaugural Veterans Day Golf Challenge held in Atlanta, GA, to raise funds for our Atlanta Chapter



## WHAT WE PARTICIPATED IN

The Home Depot Celebration of Service (page 5), Atlantic Bay Cares, Veterans Charity Challenge, Scott Burns 7 Days For The Troops



## 2.6 MILLION REACHED

Purple Heart Homes reached more than 2.6 million people digitally through our Website, Facebook and Twitter

## ADVERSITY TO ADVOCACY

John and Dale were special guests on a podcast with Jeff Bell called "Adversity to Advocacy"

## iHEARTRADIO

The Purple Heart Homes iHeartRadio channel launched

## HALL OF FAME

John, Dale & Purple Heart Homes were inducted into the Bare Knuckle Boxing Hall of Fame

## SPECIAL VIDEO RELEASED

Citi Bank released a video about Purple Heart Homes, featuring the Cory Collins family

## RURAL HOUSING CONFERENCE

John was a special guest in Washington DC at the Rural Housing Conference

## "PEACE AT HOME"

Play written by college student, Christopher Johnston called "Peace at Home" featured Purple Heart Homes and one of our Veterans in Ohio

[WWW.PURPLEHEARTHOMESUSA.ORG](http://WWW.PURPLEHEARTHOMESUSA.ORG)





## MEET LARRY BUCHANAN

# 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. Air Force

**RANK:** Airman First Class

**LENGTH OF SERVICE:** 1957-1963

**AGE:** 78

“This is so wonderful having a ramp where I can now get outside and appreciate sitting in my yard,” says a grateful Larry Buchanan.

After enlisting in the US Air Force in 1957, Larry was stationed in Del Rio, Texas at Laughlin Air Force base where he worked as a chief clerk in the orderly room doing bookkeeping and typing. While at Laughlin Air Force base he contracted meningitis or a form of septicemia that left Larry with grand mal seizures. In 1978, Larry married Virginia and they currently live in North Carolina.

Larry now has several challenges moving about his home. He has trouble getting up and down the stairs and has basic difficulty walking even inside his home. Purple Heart Homes provided needed adaptations for the Buchanan’s and was **PROUD TO PARTNER WITH HOME DEPOT** so that Larry and his family can continue to successfully age in place.







# MEET ALBA TANNER

**BRANCH OF SERVICE:** U.S. Army  
**RANK:** Staff Sergeant SPC E-4  
**LENGTH OF SERVICE:** 2001-2006  
**AGE:** 28

"I know what it is like to lose friends. Now, thanks to Purple Heart Homes, this home will provide me a safe haven and a foundation for a better life so that I can seek the family I want and contribute to my community and my country."

When terrorists struck the United States on September 11, 2001, Alba knew that he wanted to be a part of defending his country. After completing basic training, he was deployed to Iraq. Alba was in an armored Humvee when an IED detonated and he was ejected from the vehicle. He underwent multiple surgeries and was in a coma for over a month.

Purple Heart Homes and Bank of America partnered to provide Alba with an accessible home and a new lease on life through our Veterans 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.*







## FOUR NEW CHAPTERS joined the Purple Heart Homes family, alongside the Golden Corner Chapter!

-The Colorado Front Range Chapter (pictured on page 5), Golden Corner Chapter (above), New York Downstate Chapter (pictured bottom left), High Country Chapter (pictured on page 6) & the Piedmont Chapter (pictured bottom right)





# 2015 FINANCIALS

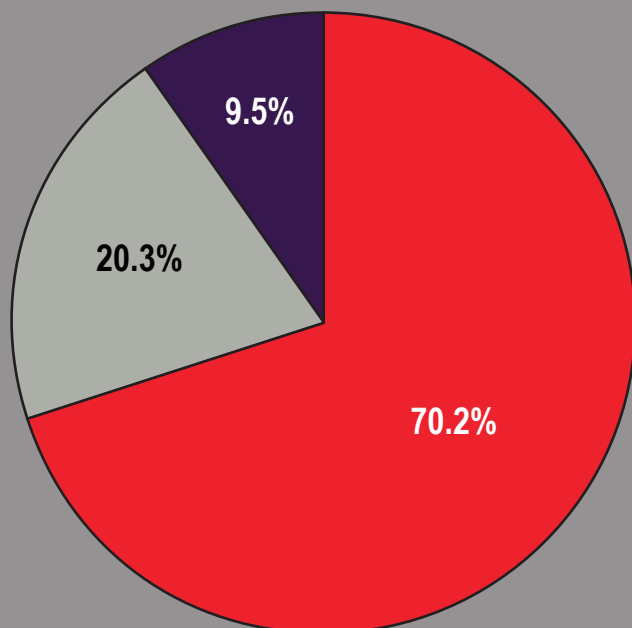
## REVENUE AND EXPENSE STATEMENT

REVENUE	2015
Contributions and grants	\$2,279,458
Program service revenue	\$16,310
Investment income	\$-103,834
Other revenue	\$25,884
<b>Total Revenue</b>	<b>\$2,217,818</b>
<b>EXPENSES</b>	
Program Service Expenses	\$ 1,381,970
Management and General	\$401,896
Fundraising	\$187,395
<b>Total Expenses</b>	<b>\$1,971,261</b>

## CONSOLIDATED BALANCE SHEET

ASSETS	2015
Cash & Equivalents	\$580,787
Accounts receivable	\$0.00
Other current assets	\$320,145
<b>Total current assets</b>	<b>\$900,932</b>
Real Estate	\$1,728,864
Property & Equipment net	\$53,508
Other assets	\$604,365
<b>Total Assets</b>	<b>\$3,287,669</b>
<b>LIABILITIES</b>	
Accounts payable	\$54,604
Accrued compensation & related taxes	\$34,307
Other current liabilities	\$101,042
Total current liabilities	\$189,953
Long-term debt	\$50,522
Other long-term liabilities	\$0.00
<b>Total Liabilities</b>	<b>\$240,475</b>
Net Assets	\$3,047,194
<b>Total Liabilities and Net Assets</b>	<b>\$3,287,669</b>

# THANK YOU!



## THANK YOU TO OUR SUPPORTERS!

BECAUSE OF YOU, 42 PROJECTS WERE COMPLETED IN 2015 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**  
**Joe Boles**

## **EXECUTIVE TEAM**

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



# **PURPLE HEART HOMES**

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