

2020  
ANNUAL  
REPORT

IMPROVING  
VETERANS'  
LIVES  
ONE HOME  
AT A TIME



**PURPLE**  
HEART HOMES





# A MESSAGE FROM OUR LEADER

**John Gallina**  
Chief Executive Officer & Co-Founder

The year 2020, was definitely one for the record books. One that I'm sure we were all ready to put behind us. Even though it was more than a difficult year dealing with the pandemic we have been blessed with a level of support that allowed us to finish the year exceeding our project goals yet again - thanks to the many faithful donors, generous foundations, corporations, local and national partners.

Together, we made a huge difference in the lives of first responders, community based and partnering organizations with the donation and distribution of 32,344 pieces of Personal Protective Equipment. We also impacted the lives of 171 service-connected disabled Veterans and 469 family members around the nation through our housing programs. Your support allows for these Veterans and their family members to live safer, happier and healthier lives.

In 2020, we faced some unexpected challenges. Like most businesses, we were challenged with having to develop new policies to help keep our workplace safe and employees healthy. We were challenged with figuring out how to keep focus on our mission as an essential business with all the distractions and restrictions surrounding us. Income drastically reduced for several reasons, requiring us to evaluate staffing needs, process efficiencies, and develop new income strategies.

Being a nimble organization has its benefits and as we have in the past, we embraced the challenges with new initiatives such as a home rental program to help house Veterans and their families. We reorganized our chapters to streamline efforts, simplify processes, and better support volunteers to maximize effectiveness and efficiencies. In addition, we expanded our collaboration efforts and partnered with many new organizations, effectively expanding our reach and ability to complete projects despite pandemic restrictions.

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. John Henry Baker, a 72-year-old Vietnam Veteran to whom PHH provided a new HVAC system, kitchen cabinets, siding, flooring and appliances. After just having celebrated their 50th wedding anniversary, Emily Baker said, "How blessed we are that you all came into our lives. Without PHH we would not be where we are today. With everything that we have had to go through, this has made it easier. There are people that are still suffering." Because of PHH, our volunteers, sponsors, and donors the Bakers can now focus on treating John Henry's cancer and not where they are going to live once they do.

Overall, PHH received nearly 900 inquiries and project applications for services and support in 2020. As evidence of the overwhelming need, prior to contacting PHH, many of these Veterans are either referred elsewhere, wait for months, or receive no help at all. For many, PHH is a last resort because so many other charities have turned them away. While these Veterans may meet our qualifications, we only have limited resources and are unable to help them all.

In 2020, PHH brought in over \$3,033,526 in support and completed 171 projects.

Organizationally, we also continue to grow with more focus expanding our reach and availability to Veterans and their families in need. Our team and Board of Directors continue to stay focused on the most important part of our mission: Sharing our nation's love and appreciation to the Veterans and families we serve. The Veterans we serve are not cold statistics, but fellow human beings who have sacrificed for our freedoms and have needs that must be met.

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,

## Blueprints of THE PURPLE HEART HOMES STORY

how it all started

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 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 its efforts. 2020 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](http://WWW.PURPLEHEARTHOMESUSA.ORG)



**ABOVE:** CEO and Co-Founder John Gallina, pictured with student from Mitchell Community College and Chief Operations Officer, Tim Parker



**LEFT:** CEO and Co-Founder John Gallina helping carry a donation of masks to local schools



## 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...

We were able to complete 171 projects in 28 states!

THANK YOU  
THANK YOU  
THANK YOU



# 2020 HIGHLIGHTS



As of 1/1/2020 Purple Heart Homes, Inc. began a new rental program for Veterans in transition or coming out of group living environments who are not quite ready for homeownership.



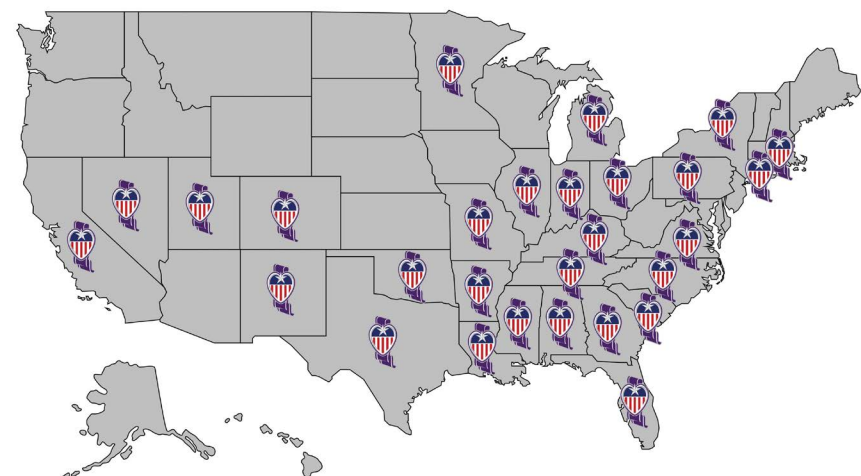
During the unprecedented time of COVID-19, Purple Heart Homes has strived to continue its mission to assist our Veterans in the safest ways possible. We have implemented policies with regard to personal protective equipment while working in Veterans' homes to ensure their safety as well as that of our team members.

In addition, we wanted to find ways to assist the entire community. Being an organization that does construction work, we looked to our warehouse to find any items that could be a resource for others. To date, we have been able to donate the following:

- 2,500 N95 respirators to Share Charlotte to be distributed to local medical facilities
- 1,500 surgical masks and N95 respirators to a local hospital and pediatric care facility
- 80 N95 respirators to Second Harvest Food Bank
- 80 N95 respirators to 5th Street Ministries
- 80 N95 respirators to the local Veterans' Transitional House
- 300 N95 respirators and 500 masks to Gordon Hospice House
- 120 N95 respirators to Veterans
- 160 N95 respirators to the Statesville Police Department
- 160 N95 respirators to the Statesville Fire Department
- 160 N95 respirators and 1,000 masks to the Iredell County Sheriff's Department
- 52 five-gallon buckets, 13 gallon jugs, and 43 spray bottles to a local distillery that has switched production to hand sanitizer
- 50 face shields to Statesville Police Department
- 50 face shields to Iredell County EMS
- 100 face shields to Iredell Health System
- 50 face shields to Iredell Sheriff's Department
- 100 face shields to Davis Regional Medical Center
- 50 face shields to Cool Springs Volunteer Fire Department
- 96 dust masks and 6 bottles of hand sanitizer to Dr. Joshi's office
- 5,000 masks to NC National Guard
- 3,000 masks and 900 protective eyewear to Novant Health
- 960 masks to Charlotte Mecklenburg Schools
- 300 dust masks to Catawba Volunteer Fire Department



## WHERE WE COMPLETED PROJECTS FOR VETERANS IN 2020



 Denotes where Purple Heart Homes provided housing solutions for service-connected disabled and aging Veterans in 2020

**Thank you for supporting Purple Heart Homes! It's because of people like you we're able to help Veterans all over the country!**





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

Despite the pandemic and reduction of fundraising events, 171 Projects were completed in 28 states in 2020! 123 Projects were completed from the home office in Statesville, NC and 48 projects were completed by our 14 chapters.

**PHH received nearly 900 inquiries and project applications for services and support in 2020. With your help in the upcoming year, we hope to serve even more.**

# MEET PAUL HARTMAN

Hometown: Lake Harmony, PA  
Age: 95

## U.S. NAVY Served 1944-1946

Paul is Purple Heart Homes' 600th Veteran served. In July of 2020 PHH provided Paul with ramps for the front and back of his home, along with siding and electrical work.

Paul is a 95-year-old World War II Navy Veteran who enlisted after his 18th birthday in January of 1944. Paul's active duty history was action-packed and filled with travel. An unforgettable event he recalled was when he was assigned to a flotilla and headed for the Eniwetok Islands located in the western Pacific Ocean after the brutal Eniwetok Battle had ended. Paul said, "The island of Eniwetok was so bombed that there was not a tree to be seen." The fleet of ships required general quarters alarms, or in other words "all hands on deck," to watch for and prevent underwater warfare. When the war ended, he and his Navy crew were still in Okinawa and ordered to join a convoy in Japan.

Although the global war may have ended, Paul's crew were in for another awakening. A destructive typhoon hit on their way to Japan. Paul described riding through the brutality of that storm. "I was watching the LST near our ship riding up over large waves and coming down on top of the next wave," he said. "I saw more than half of the flat bottom of that ship."

After Paul's action-packed Navy duty, he returned home to Pennsylvania. He was nervous about seeing his family and friends, but as he became acclimated to civilian life once again, he enjoyed spending time with his loved ones. Jobs were scarce after the war, and factories were not yet open. Paul and his brother, Bruce, who had also served in the Navy, decided to sign up for the 52/20 Club until the economy improved. Since Paul was always a handyman, while searching for work, he also started a side-business building lamps. He aspired to start a full-time business selling these lamps, but soon realized money is needed to start a business, and so it became more of a hobby. Since the idea of owning his own business did not work out, Paul helped his father build a cottage for the family in Lake Harmony, PA. By the end of that summer, Paul's family had a newly built cottage to call home. Soon after, Paul found work at the local Alcoa factory and his brother Bruce at Atlas Powder Company. Paul wrote the book "The Life of An Ordinary Man Led by an Extraordinary God." In this novel, he discusses his childhood and family history, life in the Navy, returning to civilian life after the war, and his passion for spreading God's word.



## 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.



## VHOP | Veterans Home Opportunity Program

VHOP is for Purple Heart Homes Qualified Service-Connected Disabled Veterans who are prepared to accept the responsibility of home ownership. The program's purpose is to provide 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.

# MEET JESSE J. GLADNEY

Rank: Staff Sergeant  
Age: 47

## U.S. ARMY Served 1987-2007

Since Jesse was a Boy Scout, he realized how much he loved peace and protecting people, which is why in April, 1987, he joined the U. S. Army National Guard. He did his Basic Training at Fort Dix, New Jersey.

Jesse deployed to Iraq in 2003 with the 178th Combat Engineers where he was based at AL ASAD Airbase located in the western part of the country. In 2004, while on patrol guarding a bridge that was being built, his men came under mortar fire. Unfortunately, one of the shells landed near Jesse. The impact of the blast left him bleeding with a concussion and traumatic brain injury (TBI). For this, Jesse was awarded a Purple Heart. After returning home, Jesse retired from the military with 20 years of service. Suffering from PTSD, he still has nightmares, migraines, and difficulty sleeping. "I have a hard time. It's rough losing people," he says.

Jesse married Tonjia, his childhood sweetheart in 2005. He recalls how supportive she was of him when he was in Iraq. He received something from her everyday, which is almost unheard of in a war zone. She helped him endure the loneliness, and sometimes despair by encouraging him to stay strong and not to give up. "She lifted me up and gave me the strength to continue," says Jesse.

In 2008, Jesse's wife was diagnosed with Cancer, and it was a difficult road for both of them. But they were there for each other, staying strong. Tonjia would hug Jesse when he had a nightmare, crying with him and letting him know it was ok. Jesse tried to help his wife around the house and support her through her difficulties. Their relationship was based on strength and love for one another, and always with a positive attitude. Sadly, Jesse's wife lost her battle with Cancer.

During that time, Purple Heart Homes replaced the carpet in the Gladney's home that had been there for 16 years. Now Purple Heart Homes is helping Jesse get a new start with a new home through the Veteran Home Opportunity Program.

Thank you for your service Jesse, we appreciate you and your strength to persevere through the difficult times. We salute you, and we are proud to have you as a member of our Purple Heart Homes Family!



## WE'VE ALMOST REACHED 200 MEMBERS!

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 per month. In January 2020, we started with 223

members that were contributing \$8,389.31 per month. By December 2020, Hearts of Honor had 198 members, with an average giving total of \$7,475.18 per month. Hearts of Honor members were reduced by 25 members due to the pandemic and their total giving in 2020 was \$89,702.19. Their contributions were essential in helping us 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](mailto:info@phhusa.org).



## TAKE THAT HILL 2020

One of our newest fundraisers, the Take That Hill bike racing event was a huge success despite COVID-19 and the need to cancel most fundraising events for the safety of employees and the community. It was the inaugural biking fundraiser for PHH held in Oct. 2020. PHH raised, with the help of individual donors, community sponsors, etc., more than \$30,000.



# 2020 Purple Heart Homes Financials Including Chapters

### REVENUE AND EXPENSE STATEMENT

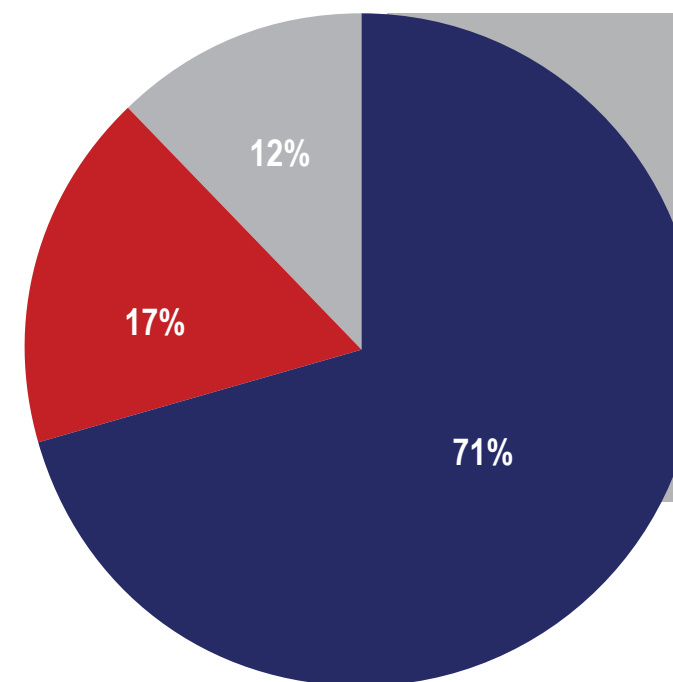
REVENUE	2020
Contributions and Grants	\$3,951,776.00
Program Service Revenue	\$10,490.00
Investment Income	-\$309,934.00
Other Revenue	\$24,539.00
<b>Total Revenue</b>	<b>\$3,676,871.00</b>
<b>EXPENSES</b>	
Program Service Expenses	
Veterans Aging In Place (VAIP)	\$1,478,855.00
Veterans Home Ownership Program (VHOP)	\$745,904.00
Ramps On Call (ROC)	\$419,629.00
<b>Total Veterans Assistance</b>	<b>\$2,644,388.00</b>
Management and General Fundraising	\$635,686.00
<b>Total Expenses</b>	<b>\$3,723,123.00</b>

### CONSOLIDATED BALANCE SHEET

ASSETS	2020
Cash & Equivalents	\$320,323.00
Accounts Receivable	\$73,936.00
Other Current Assets	\$541,435.00
<b>Total Current Assets</b>	<b>\$1,045,425.00</b>
Fixed Assets	\$1,036,639.00
Other assets	\$2,745,833.00
<b>Total Assets</b>	<b>\$3,782,472.00</b>
<b>LIABILITIES</b>	
Accounts Payable	\$100,834.00
Credit Cards	\$41,268.00
Other Current Liabilities	\$396,786.00
<b>Total Current Liabilities</b>	<b>\$538,888.00</b>
Long Term Debt	\$400,422.00
<b>Total Liabilities</b>	<b>\$939,310.00</b>
<b>Total Equity</b>	<b>\$3,778,856.00</b>
<b>Total Liabilities and Net Assets</b>	<b>\$4,718,166.00</b>

\* 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.

THANK YOU FOR LETTING OUR VETERANS KNOW THEY MATTER!



## 171 PROJECTS

were completed in 2020 because of people like you!

**71 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
- 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

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

## EXECUTIVE TEAM

- John Gallina, Chief Executive Officer & Co-Founder
- Tim Parker, Chief Operations Officer
- Tim Mangum, Chief Administrative Officer
- Brad Borders, VP Community Outreach
- Kerry Lawing, Marketing Director
- Paul Cockerham, Development Director
- Charli Straight, VHOP Director
- Matt Stevenson, VAIP Director
- Cindy Thompson, Chapter Development Director

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

www.PHHUSA.org  
704-838-4044