

2027 PARTNERSHIP OPPORTUNITIES

184 companies backed Veterans with us for the first time last year.
Your partnership funds real projects for real Veterans, one home at a time.



PURPLE HEART HOMES
HEALING HEARTS ONE HOME AT A TIME

FOUNDED BY VETERANS, FOR VETERANS

In 2004, National Guardsmen John Gallina and Dale Beatty were deployed to Iraq. Their vehicle hit two anti-tank mines. Dale lost both legs. John came home with TBI, PTSD, and a broken back.

They were trained never to leave a soldier behind. So in 2008, they founded Purple Heart Homes to make sure no Veteran is left behind at home, either.

1,461+ projects later, the demand keeps growing.



Co-Founders John Gallina and Dale Beatty

WHY YOUR SUPPORT IS NEEDED

THE NEED IS REAL

Thousands of Veterans live in homes that have turned against them. They face:

- Mobility limits that make daily life unsafe
- Aging, structurally compromised housing
- Financial barriers critical repairs
- Leaking roofs. Inaccessible bathrooms. Steps that have become mountains.

50 Veterans are waiting right now (average wait, 253 days), held up by budget alone. Every dollar moves one of them off the list.

253

AVERAGE DAYS A VETERAN
WAITS FOR FUNDING

Once funded, we finish in 77
days on average. Your dollar
doesn't sit. It gets to work.

77

AVERAGE DAYS FROM
FUNDING TO COMPLETION

WHO WE ARE

PURPOSE. VISION. MISSION.

OUR PURPOSE

WHY WE EXIST

Safe housing for service-connected disabled Veterans of every era, built by communities that refuse to forget them.

OUR VISION

WHAT WE'RE WORKING TOWARD

Every Veteran with a safe place to call home. One ramp, one roof, one home at a time.

OUR MISSION

HOW WE DO IT

Honor service with action. We provide housing and employment to qualified Veterans through repair, renovation, and home donation.



FOR CALENDAR YEAR 2025

220

PROJECTS COMPLETED

474

VETERANS SERVED

902

FAMILY MEMBERS
IMPACTED

30+

STATES & PUERTO

VISIT [PHHUSA.ORG](https://phhusa.org) TO READ MORE ABOUT PURPLE HEART HOMES



OUR COMMITMENT WHY WE SERVE

Every Veteran we serve sacrificed something for this country. We honor that with action. Building homes, rallying communities, opening doors to employment, so 'welcome home' means something again.

We build more than ramps and roofs. We build hope. For the Veteran sleeping in a tool shed. For the soldier with scars no one can see. Because a home is where dignity lives, and where freedom finally feels real.

IN HONOR & MEMORY OF DALE BEATTY

A LEGACY OF STRENGTH, SERVICE, AND UNWAVERING COMMITMENT TO VETERANS



Dale Beatty, U.S. Army Veteran and Co-Founder of Purple Heart Homes

After losing both legs during his deployment to Iraq, Dale Beatty chose to continue his service by helping fellow Veterans overcome barriers at home. His spirit lives on in every life touched by the mission he helped build. Dale believed in service, community, and the power of people coming together to lift one another. His courage and compassion continue to inspire everything we do.

“Regardless of when you served, where you served ... we’re all the same,” Beatty said. “They just need to know that somebody does care about them...We wouldn’t leave someone behind on the battlefield. Why would we do it at home?”

- Dale Beatty 1978-2018

VISIT WWW.PURPLEHEARTHOMESUSA.ORG/DALE-BEATTY/ TO READ MORE
ABOUT DALE'S IMPACT AND OUR COMMITMENT TO SERVE



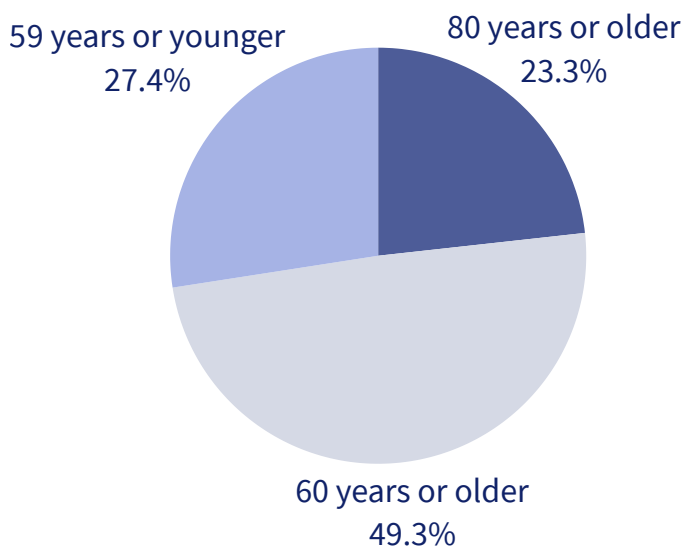
**PURPLE
HEART HOMES**

2025 IMPACT

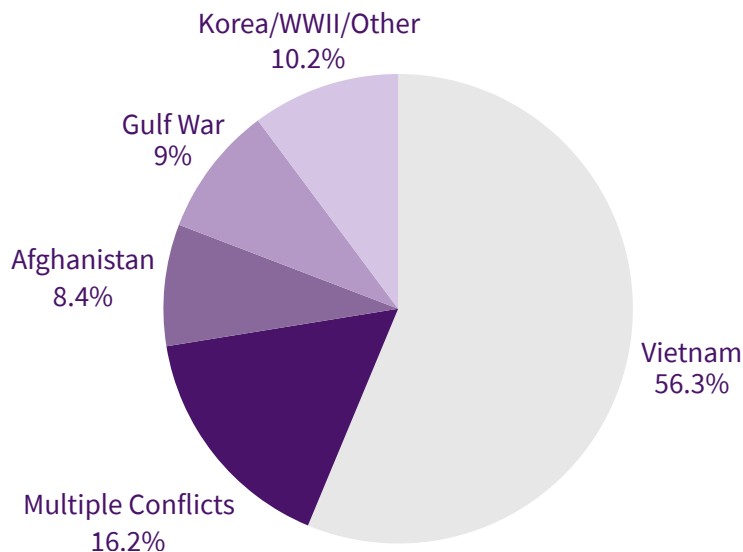
WHO WE SERVED IN 2025

Veterans of every era, generation, and background, served the same.

VETERAN AGE



ERA OF SERVICE



DIVERSITY HIGHLIGHTS

Minority Veterans **29.17%**

Female Veterans **8.33%**

2025 PROJECT TYPES & INVESTMENTS

PROJECT TYPE	% OF PROJECTS	AVG. PHH COST	AVG. IN-KIND	AVG. TOTAL COST
Roof Repair / Replacement	44.55%	\$9,202	\$4,222	\$11,869
Bathroom Modification	12.73%	\$15,201	\$1,560	\$18,175
HVAC System	12.27%	\$14,327	\$1,389	\$18,860
ADA Ramp	12.27%	\$2,629	\$153	\$4,013
Other Critical Repairs	18.18%	\$20,942	\$2,243	\$28,465

VISIT [PHHUSA.ORG](https://phhusa.org) TO READ MORE ABOUT THE IMPACT YOUR INVESTMENT CAN MAKE

IMPACT IN ACTION

16.53% PROJECT GROWTH SINCE 2020 A GROWING MISSION

Project volume up 16.53% since 2020, funded entirely by donors and partners. Your 2026 partnership keeps that curve going and reaches Veterans faster.

VETERAN HOME OPPORTUNITY (VHOP) NEW BEGINNINGS THROUGH HOMEOWNERSHIP

Fully renovated and donated homes, including tiny homes, for Veterans ready for long-term stability. Every project is built around the Veteran, not a template.

AGING-IN-PLACE PROGRAM (VAIP) KEEPING VETERANS IN THEIR HOMES

Ramps, walk-in showers, ADA modifications, and structural repairs. Built so Veterans can age at home with dignity, not in institutional care.

PURPLE HEART MODULAR PURPOSE-BUILT HOUSING SOLUTIONS

Factory-built housing solutions designed to support Veterans and strengthen communities. Every modular project helps expand Purple Heart Homes' mission while creating safe, affordable places to call home.



ADA ramp installation at a Veteran's home, sponsored by The Home Depot



Volunteer ramp build day with FOX Sports in Charlotte, North Carolina

YOUR EMPLOYEES CAN BE PART OF THIS

416

INDIVIDUAL VOLUNTEERS

Volunteer days put your team in the field with Veterans. Building homes, building culture, honoring service directly. Open to companies of any size.

5,242

VOLUNTEER HOURS IN 2025

VISIT [PHHUSA.ORG](https://phhusa.org) TO READ MORE ABOUT OUR VETERAN STORIES AND PROGRAMS

SIGNATURE 2026 EVENT - WASHINGTON, D.C.

NATIONAL MALL VETERAN HOME BUILD

THE ROAD TO WELCOME HOME

A first in Purple Heart Homes' history. A fully accessible home, built live on the National Mall, then delivered to a Veteran in need.

SEPTEMBER
27
NATIONAL MALL,
WASHINGTON, DC

PROJECT OVERVIEW & LOCAL IMPACT

We're building a fully accessible modular home in public view on the National Mall, then delivering it to a Veteran and gifting it permanently.

National stage. Local home. Lasting symbol. One Veteran is finally home.

1 Build - National Mall, Washington, D.C.

Live public assembly, September 27 - October 5, 2026

2 Transport - The Journey Home

Sponsor recognized at every stop from D.C. to the Veterans' community

3 Placement & Dedication Ceremony

Home placed on donated land, partners recognized with speaking roles, and permanent signage

4 Move-In - A Veteran Comes Home

A service-connected Veteran receives a permanent home, made possible by you

STRATEGIC VALUE TO YOUR BRAND

- A visible, lasting investment with authentic community impact
- National exposure tied to a real local story
- Professional video assets ready for your marketing
- Speaking role at the dedication ceremony
- Permanent recognition on the home itself
- Media, PR, and social coverage across the full build-to-dedication arc
- Direct alignment with Veterans, community, and ESG priorities
- Full 2027 Annual Event Series recognition included



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NATIONAL MALL BUILD

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP LEVELS

LEVEL 1

CORNERSTONE PARTNER

\$250,000

1 AVAILABLE

The premier partnership. Exclusive naming rights, category exclusivity, and top-tier visibility across every channel - from the National Mall stage to national media. The Cornerstone Partner is the foundation this build stands on.

LEVEL 2

DEPUTY PARTNER

\$150,000

1-2 AVAILABLE

Co-lead partner designation across all materials. Deputy Partners share the stage with Purple Heart Homes at the highest levels of the build - from opening ceremony speaking roles to VIP experiences and national media inclusion.

LEVEL 3

LIBERTY PARTNER

\$75,000

2 AVAILABLE

Major partner recognition across all campaign materials. Liberty Partners enjoy prominent build-site visibility, reserved volunteer team slots, branded content assets, and recognition during ceremonies and key moments throughout the 9-day event.

COMMUNITY INVESTMENT TIERS

Three approachable partnership levels designed for organizations that want to stand with Veterans on a national stage. Every tier includes logo recognition, social acknowledgment, and the opportunity to be part of a historic moment.

LEVEL 4

FREEDOM PARTNER

\$25,000

4 AVAILABLE

LEVEL 5

PATRIOT PARTNER

\$10,000

5 AVAILABLE

LEVEL 6

COMMUNITY PARTNER

\$5,000

10 AVAILABLE

MONTHLY GIVING

HEARTS OF HONOR LEGACY MEMBERSHIP

WALL OF HONOR RECOGNITION AT THE BUILD SITE BANNER AND PURPLE HEART HOMES WEBSITE.

\$200 /MO



Gateway to Year-Round Partnership: Every National Mall partnership includes full 2027 Annual Event Series recognition: Spring Golf Classic, Reel Heroes Bass Tournament, Patriot Clays Challenge, and Tee Off for a Veteran. One commitment, year-round presence.

VISIT PHHUSA.ORG TO LEARN MORE ABOUT OPERATION WELCOME HOME



FEATURED ANNUAL EVENTS

Four signature events. One Mission.

PREMIER OPPORTUNITY

ANNUAL EVENT SERIES PARTNER

Sponsor all four. Get presenting-level recognition across the full calendar year, year-round brand visibility, and a deeper relationship with the Veterans we serve.

\$50,000

ANNUAL PARTNERSHIP

\$25,000

SINGLE EVENT PARTNERSHIP

2027 EVENT CALENDAR

SPRING GOLF CLASSIC



What: Annual golf tournament

Where: River Oaks Golf Club

When: Spring 2027, with morning registration and shotgun start

Format: Shotgun start tournament

REEL HEROES KAYAK BASS FISHING TOURNAMENT



What: Annual kayak bass fishing tournament

Where: Lake Norman

When: Summer 2027

Format: Kayak-only tournament with photo-based scoring and electric motors permitted

PATRIOT CLAYS CHALLENGE



What: Sporting clays tournament

Where: Hyatt Farms Sporting Clays

When: Fall 2027

Format: Teams of four shooters, 100 clays with ammo provided

17TH ANNUAL TEE OFF FOR A VETERAN



What: Two-day patriotic golf tournament

Where: Warrior Golf Club

When: Fall 2027 with shotgun start

Format: 4-man Captain's Choice with 144 players per day

HOW TO PARTNER

MEANINGFUL WAYS TO MAKE AN IMPACT

CAMPAIGN & EVENT SPONSORSHIPS & MORE

Custom plans built around your brand and CSR goals. Project funding, employee engagement, matching gifts, and in-kind. **There's a path that fits.**

Co-brand across 152+ campaigns and events. Matching gifts, Veterans Day, signature events. Your brand is front and center with a national community of donors, Veterans, and supporters.

CONTACT JENNIFER GIPP TO GET MORE INFORMATION ABOUT PARTNERING WITH PURPLE HEART HOMES,
OR VISIT PHHUSA.ORG TO LEARN MORE ABOUT OUR EVENTS

INVESTMENT LEVELS

PARTNERSHIP LEVELS

Every level funds a real Veteran's home. \$10,000 (Silver Star) covers an ADA ramp plus a bathroom modification. \$75,000 (Medal of Honor) funds roughly six complete accessibility projects.

ANNUAL PARTNERSHIPS

\$75,000

MEDAL OF HONOR

Premier partnership. Project naming rights, top-tier brand visibility, priority recognition across every Purple Heart Homes channel.

\$25,000

DISTINGUISHED SERVICE CROSS

Strong brand presence on-site, in newsletters, on socials, on co-branded apparel. Funds multiple critical repairs.

\$10,000

SILVER STAR

Funds 2 to 3 ADA ramps or a major share of a roof replacement. Recognition across PHH channels.

\$5,000

BRONZE STAR

Website logo, newsletter features, social shoutouts. Direct contribution to a Veteran's home.

PROGRAM PARTNERSHIP

\$20,000

DISTINGUISHED SERVICE CROSS

Sponsor a targeted program (e.g., Aging-in-Place). Co-branding on program materials, direct impact reporting, and dedicated recognition.

\$15,000

SILVER STAR

Power the Veteran Home Repair Program. Recognition at dedications and across program communications.



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PARTNER RECOGNITION

HOW WE HONOR OUR PARTNERS

We build a custom recognition plan around your brand and your CSR goals.

BRAND VISIBILITY AT PROJECT SITES

Logo on build sites, on co-branded volunteer apparel, and at dedication ceremonies nationwide.

DIGITAL & SOCIAL RECOGNITION

Social features, partner page placement, newsletter spotlights. Reaching thousands of donors, Veterans, and supporters.

PRESS & MEDIA COVERAGE

Press releases, media outreach, and earned coverage, including Our State Magazine (2024) and 152 campaign activations in 2025.

HOME DEDICATION CEREMONIES

Be in the room when a Veteran gets the keys to a transformed home. See your investment land, in person.

IMPACT REPORTING

Project updates, before-and-after documentation, and annual impact data. Showing exactly where your dollars went.

CUSTOM RECOGNITION PLANS

A recognition package built to your brand standards, your channels, your goals.

1,500+

VETERANS IN OUR DATABASE

184

NEW CORPORATE PARTNERS IN 2025

\$2.1M

FROM FIRST-TIME CORPORATE PARTNERS



“Veterans have already paid in full through their service and sacrifice. Your support ensures they receive the homes and dignity they deserve. Freedom isn't free, and my hope is that more people step up to honor the sacrifice of those who served by taking action today. No gift is too small, and every effort helps us continue this mission.”

-JOHN GALLINA, CEO & CO-FOUNDER, PURPLE HEART HOMES



PURPLE HEART HOMES

HEALING HEARTS ONE HOME AT A TIME

LET'S BUILD TOGETHER

184 companies joined us for the first time in 2025. Let's build your plan.



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