



PURPLE HEART HOMES
HEALING HEARTS ONE HOME AT A TIME

2025 Annual Report



474 Veterans. 220 Projects. One Mission.

One Home at a Time.

Please Support These Major Corporate Partners That Support Veterans Every Day!



— THANK YOU FOR HELPING US BUILD SAFE, ACCESSIBLE HOMES FOR VETERANS. —



The Home Depot Foundation: Celebrating 1,000 projects completed together with Purple Heart Homes.



Lowe's: Lowe's volunteers serving alongside Purple Heart Homes on a Veteran home project.



Owens Corning: Reached the 250th project milestone together through its Roof Deployment Project.



FOX Sports: Bringing the mission to life through the FOX Sports Indy activation with Veteran Gary Dean.

"A society grows great when people plant trees whose shade they may never sit in."

– ANCIENT GREEK PROVERB



John Gallina

CO-FOUNDER & CEO
U.S. ARMY VETERAN

1,500+

HOMES COMPLETED
SINCE FOUNDING

474

VETERANS SERVED
CALENDAR YEAR 2025



2025: A YEAR OF MILESTONES

In 2025, we celebrated an incredible milestone by completing our **1,500th home** project while providing critical home repairs and community-based projects for more than **474 Veterans**. One story that will stay with me is rebuilding the home of a 100-year-old World War II Veteran just 21 days after a tornado destroyed his family's home. We also experienced remarkable momentum, receiving a historic **\$1.2 million individual gift** and generating an estimated **2.85 billion media impressions** with 89% positive sentiment.

GROWING WITH INTENTION

2025 marked our shift from a grassroots construction charity to a professionally structured national nonprofit built for sustainability and scale. New leadership, stronger partnerships, and expanding chapters are positioning us to reach even more Veterans in the future.

OUR WORD FOR 2026

STEWARDSHIP AS OUR GUIDING PRINCIPLE

As we build on the momentum of 2025, stewardship guides every decision in 2026. This organization is entrusted to us by our board, our donors, and the communities who believe in this mission. It calls every team member, volunteer, and partner to act as a caretaker of this legacy, leaving Purple Heart Homes stronger than we built it.



JOHN GALLINA, CO-FOUNDER & CEO

OUR PURPOSE

WHY WE EXIST

To build awareness, mobilize communities, and create safe housing solutions for our service-connected disabled Veterans of all eras.

OUR VISION

WHAT WE WORK TOWARD

All Veterans have a safe place to call home.

OUR MISSION

HOW WE DO IT

To honor those who served by providing housing solutions and employment opportunities to qualified Veterans.

CORE VALUES



COMPASSION

Serving with heart & purpose



INTEGRITY

Honesty in every action



COMMITMENT TO EXCELLENCE

The highest standard always



TEAMWORK

Stronger together for Veterans



RESPECT

Dignity for every Veteran we serve

“Veterans have already paid in full through their service and sacrifice. Your support ensures they have the freedom and dignity they deserve.”

– JOHN GALLINA, CO-FOUNDER & CEO

WE IMPROVE THE LIVES OF VETERANS ONE HOME AT A TIME.



Joe & Jaime Ziler

Grateful. Inspired. Proud.

WHAT DREW HIM IN

When Joe first met John Gallina, he was deeply moved by the story behind Purple Heart Homes. John's passion for honoring those who sacrificed so much resonated with him personally. As someone who values hard work, service, and community, it made complete sense to be part of something that restores dignity and independence to our Veterans one home at a time.

HIS MESSAGE TO YOU

Every contribution matters, whether it is time, money, or simply spreading awareness. When you support Purple Heart Homes, you are not just fixing a home. You are helping rebuild a life. Community support matters because no one heals or thrives alone. It takes all of us coming together to truly make a difference. If his story encourages even one person to step up, lend a hand, or show kindness to a Veteran in need, then that is what it is all about.

WHAT DRIVES HIM

Joe was raised to believe that success means nothing unless you use it to lift others up. His motivation has always been to leave things and people better than he found them. He hopes his story encourages even one person to step up, lend a hand, or show kindness, because making a meaningful difference simply requires heart and the desire to help others.

ABOUT THE MIKE ENDOWMENT

Named in memory of Joe's brother Mike, who took his own life 13 years ago, the Mental Illness and Kindness Endowment raises awareness about suicide and mental health, funds programs for at-risk youth and adults, and builds community through kindness. Joe's gift reflects both organizations' shared conviction that serving others is not optional. It is an obligation. *Learn more at themikeendowment.org.*

"In life, if you have the opportunity to make a difference in the lives of others, you have an obligation to make a difference in the lives of others." – Joe Ziler



PURPLE HEART HOMES
HEALING HEARTS ONE HOME AT A TIME

Veteran Stories

A CENTURY OF SERVICE, A HOME RESTORED

100 YEARS
OLD

3 PURPLE
HEARTS

3 BRONZE
STARS

“To help provide a safe home for someone like Preacher is priceless.”

SEAN VISSAR, THE HOME DEPOT FOUNDATION



Drew “Preacher” Smith, U.S. Army World War II Veteran



Charmer Hall Jr.

U.S. Army Veteran Charmer Hall Jr. received a custom ramp, restoring safe and independent access to his home.



Donald Covington

U.S. Marine Corps Veteran Donald Covington received a new roof, restoring safety and stability to his Indianapolis home.



One Veteran. One Home at a Time.

Every project is more than construction. It is about compassion, community, and restoring the place Veterans call home.

Learn more about the Veterans we serve at
purplehearthomesusa.org/veteran-stories

A Life of Service, A Mission Fulfilled

Drew “Preacher” Smith served with the U.S. Army in France from 1944 to 1946, earning three Purple Hearts and three Bronze Stars. On April 3, 2025, a tornado destroyed his Holly Springs, Mississippi home where he had lived for more than 70 years.

While planning Preacher’s 100th birthday celebration, the AL2LA Foundation learned his home was gone. Founder and CEO Robert Luna, connected with Purple Heart Homes to help bring him home.

With major support from The Home Depot Foundation, contractors, and volunteers, Purple Heart Homes completed the rebuild in just 21 days.

A Rapid Rebuild

- Evergreen CLT supplied sustainable, pre-cut timber panels.
- The system reduced on-site construction time and waste.

“No Veteran should be left behind, especially those who sacrificed so much for our country,” said Purple Heart Homes Co-Founder and CEO John Gallina.

“His sacrifice for our country and life well-lived represent the best in America,” said Evergreen CLT CEO Jennifer Sherrill.

Of the more than 16 million Americans who served in World War II, fewer than 50,000 were still living in 2025. For Preacher, the project meant more than rebuilding a house. It meant coming home again.

AT A GLANCE

- Born in 1925, U.S. Army, WWII
- Served in France, 1944-1946
- 3 Purple Hearts, 3 Bronze Stars
- Home lost to tornado, April 3, 2025
- Rebuilt in 21 days
- Celebrated his 100th birthday in 2025

MISSION COMPLETE CEREMONY

*Saturday, September 27, 2025
Holly Springs, Mississippi*

- Shadowbox & Capitol flag from Rep. Trent Kelly’s office
- Keys to his new home
- Happy Birthday sung by all
- Colors presented by VFW Post 12192

With thanks to AL2LA & The Home Depot Foundation



Seventy years after he served in France, Preacher came home again, to a country that remembered.

Our Chapters

Purple Heart Homes chapters are locally led by volunteers who unite donors and community partners to improve housing and quality of life for service-connected disabled Veterans. Across multiple states and communities, our chapters provide trusted, local support that helps Veterans know where to turn and communities know how to serve, creating lasting impact where Veterans live.

LOCAL LEADERSHIP

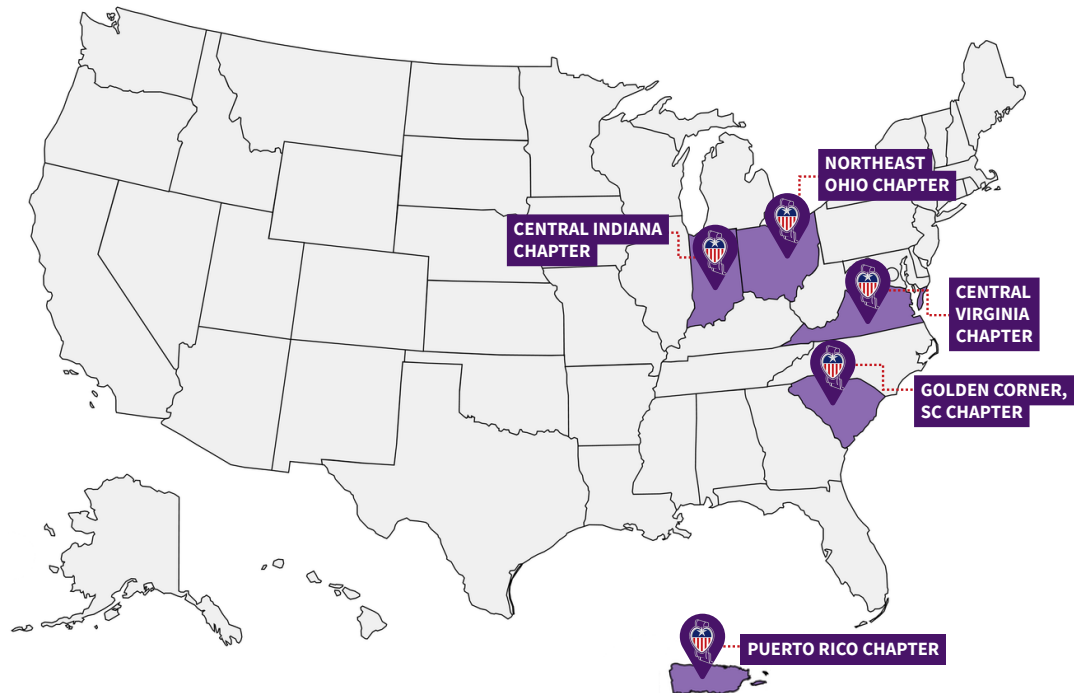
Chapters are led by volunteers who understand their communities and bring together the people and resources needed to serve local Veterans.

COMMUNITY IN ACTION

From accessibility improvements and critical home repairs to fundraising and community events, chapters turn local support into meaningful impact.

ONE SHARED MISSION

Each chapter serves differently based on the needs of its community, while advancing one shared mission - to improve the lives of Veterans one home at a time.



BRING THE MISSION TO YOUR COMMUNITY

A Purple Heart Homes chapter begins when a community chooses to show up for its Veterans. Start a chapter and unite local volunteers, partners, and supporters to make a lasting difference for Veterans close to home.

START A CHAPTER TODAY at purplehearthomesusa.org/chapters



Golden Corner Chapter

MISSION COMPLETE - APRIL 22, 2025

1,500th

PROJECT MILESTONE

208

CHAPTER PROJECTS COMPLETE

106

CHAPTER MEMBERS

Honoring a Navy Veteran, Marking a Milestone

On April 22, 2025, Purple Heart Homes celebrated the completion of its 1,500th project since its 2008 founding with a Mission Complete Ceremony honoring U.S. Navy Veteran Edward Marruffo, whose home received critical accessibility upgrades through the efforts of the Golden Corner Chapter.

Marruffo, who experiences neuropathy in both his upper and lower extremities, needed modifications to stay safe and comfortable at home. Chapter volunteers built a ramp to his front door and installed a CleanCut convertible tub insert in his bathroom.

The ceremony featured remarks from PHH VP of Program Services Kerry Lawing, Board Member Esteban McMahan, and Project Manager Lamar Austin, along with presentation of colors and the national anthem performed by the Walhalla High School JROTC, and a prayer led by Len Bagwell.

One project, one Veteran, one family at a time, the mission continues.

Visit purplehearthomesusa.org/chapters to learn more.

Impact by the Numbers

220

PROJECTS COMPLETED

474

VETERANS SERVED

902

FAMILY MEMBERS
IMPACTED

30+

STATES SERVED
NATIONWIDE

1,500+

PROJECTS SINCE
FOUNDING

MISSION METRICS

\$1.2M

HISTORIC INDIVIDUAL GIFT

2.85B

MEDIA IMPRESSIONS

5,362

VOLUNTEER HOURS IN 2025

16.53%

PROJECT GROWTH SINCE 2020

253

AVERAGE DAYS A VETERAN WAITS
FOR FUNDING



77

AVERAGE DAYS FROM FUNDING TO
COMPLETION

WHO WE SERVED

VETERAN AGE

80+ 22.25%

60-79 years 49.30%

59 & younger 27.45%

ERAS OF SERVICE

Vietnam Veterans 44.52%

Multiple Conflicts 12.50%

GWOT 6.48%

Gulf War 6.95%

Korea/WWII/Other 7.88%

2025 PROJECT TYPES

PROJECT TYPE

AVG. COST

Roof Repair/Replacement



44.5%

\$11,869

Bathroom Modification



12.7%

\$18,175

HVAC System



12.3%

\$18,860

ADA Ramp



12.3%

\$4,013

Other Critical Repairs



18.2%

\$28,465

VOLUNTEER & COMMUNITY IMPACT

416

VOLUNTEERS

5,362

VOLUNTEER HOURS

900

NEW DONORS

89%

POSITIVE SENTIMENT

Financial Overview

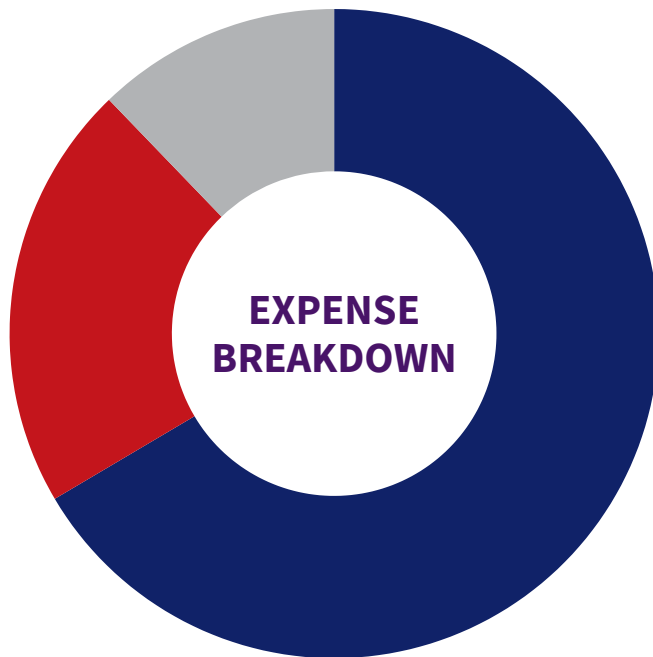
\$7.3M

TOTAL SUPPORT & REVENUE

\$7.0M

TOTAL ASSETS

HOW YOUR DOLLARS ARE SPENT



Program Services	66.5%
Fundraising	21.3%
Management & General	12.2%

Thank you for investing in our mission.

View our full audited financial statements at
purplehearthomesusa.org/financial-statements

STATEMENT OF ACTIVITIES Year Ended Dec. 31, 2025

REVENUE

Contributions + Grants	\$ 5,337,139
Contributed nonfinancial assets	\$ 835,299
Special events, net	\$ 397,330
Program Services	\$ 643,817
Investment Income	\$ 14,203
Other	\$ 77,656
TOTAL REVENUE	\$ 7,305,444

EXPENSES

Program Services	\$ 5,788,205
Management and general	\$ 1,058,913
Fundraising	\$ 1,854,049
TOTAL EXPENSES	\$ 8,701,167

FINANCIAL POSITION As of Dec. 31, 2025

Total Assets	\$ 7,019,350
Total Liabilities	\$ 1,316,906
TOTAL NET ASSETS	\$ 5,702,444

Independently audited by BAS Partners, Certified Public Accountants (report dated May 15, 2026). All figures reflect final audited results for the year ended December 31, 2025.



STAFF

John Gallina, Co-Founder & CEO
Jennifer Gipp, VP Philanthropy & Marketing
Jenaro Jackson, VP Community Engagement
Steven Johnson, VP Manufacturing
Kerry Lawing, VP Program Services

2025 BOARD

Dave Sternberg, Chair
Esteban McMahan, Vice Chair
Susan Ifill, Secretary
Josh Gisi, Treasurer
Alisha Andrews-Hyde | CJ Bannister | Bobby Baylis
Angela Carli | Robert Cresanti | Hala Farid
Laura Forrest | Mike Lennon | Todd Lesser
Justin Maxwell | Judy McCoy | Tommy Pruitt
Jose Ramos | Don Rettig | Ryan Repp
William Schiek | Daniel Soliman | John Trimble



STAY CONNECTED

Visit purplehearthomesusa.org to learn more, get involved, or make a difference.



@purplehearthomes

OUR MISSION CONTINUES

Every project, partnership, and act of service helps create safer homes and stronger futures for our Veterans.

BUILT ON SERVICE. SUSTAINED BY COMMUNITY.

For every Veteran we serve, there is a community standing behind them. Together, we are creating safer homes, restoring independence, and honoring service one home at a time.

ONE HOME AT A TIME.



ONE MISSION FOREVER.