

OPERATION FINALLY HOME

Future Home of an
American
Hero



ANNUAL
REPORT
2020



TURNING A HERO'S
HARDSHIP INTO A HOME.

With faith in God and determined action,
Operation Finally Home brings people together to build homes
and hope for America's military heroes and their families.





LETTER FROM

DAN WALLRATH

There's no question we have all experienced new challenges throughout 2020 and into 2021. We have all learned over the last year to look for and enjoy the bright spots in our lives. Operation Finally Home certainly faced challenges after the onset of the pandemic, but we are positioned to grow in new and exciting ways as we continue to serve those who serve our great country.

Our mission continues to be to provide homes and home modifications for American heroes. We have many heroes working here at home as police officers, EMTs and firefighters. In 2020, we added first responders to our list of eligible applicants. What a blessing it is to help our veterans and first responders who do so much to protect us.

From every Surprise, Groundbreaking, Notes of Love and Dedication to every individual life so greatly impacted, none of our progress would be possible without supporters like you. Building or renovating a home is no small task. It requires dedicated builders and remodelers, passionate subcontractors, a motivated community and funding to provide the best possible home for those heroes and their families who have sacrificed greatly so we may live a life of freedom.

We can see the light at the end of the pandemic tunnel. We have many bright days ahead and we continue our mission to be a bright light in the lives of our heroes. Thank you for continued support and allowing us to serve those who serve us.

God Bless,



Founder



OUR **VISION**

With faith in God and determined action, we aim to have hundreds of homes built across the nation for our heroes and first responders – those who have sacrificed while wearing America's uniform in defense of our freedoms and values, helping them get their lives back on track after the hardships they have faced. We want Operation Finally Home to be a nationally recognized charity and a household name that inspires others to help in our cause.



OUR **MISSION**

At Operation Finally Home, we provide homes and home modifications to America's military heroes, first responders, and the widows of the fallen who have sacrificed so much to defend our freedoms and values. We bring together corporate sponsors, builder associations, builders, remodelers, developers, individual contributors, and volunteers to help these Heroes and their families by addressing one of their most pressing needs—a place to call home.



OUR **ORGANIZATION**

Operation Finally Home is governed by a board of directors, along with a small and effective management team. This collective group brings together proven military and business leaders from the home building, military, and nonprofit industries who work diligently and efficiently to meet our mission of providing mortgage-free homes to America's military heroes and widows of the fallen who have sacrificed so much in the defense of our freedoms and values.



U.S. ARMY SERGEANT

JULIO MARTINEZ

Following the September 11th terrorist attacks, U.S. Army Sergeant Julio Martinez felt called to serve the country that gave him and his family such immense opportunity.

Julio joined the Army in 2012, graduating as a Private First Class. He was then assigned to Fort Bliss, where he tested and evaluated the Army's newest equipment. During a live fire mission in March of 2017, Julio's platoon received incoming fire and was required to

leave immediately under black out orders, meaning the platoon drove in complete darkness. While traveling at a high speed, Julio's vehicle struck a deep washout and he was ejected from his seat. He was knocked unconscious during the collision after striking his head, neck and lower back. He was required to be medically evacuated and recovered in various hospitals for two months.



As a result of the accident, Julio lost his ability to perform activities of daily living, such as walking, dressing and cooking, and is confined to a wheelchair. His scars are both visible and unseen, including paraplegia, loss of use in bilateral feet, Traumatic Brain Injury (TBI), obstructive sleep apnea, post traumatic epilepsy, occipital neuralegia and more. For his five years and 10 months of service, Julio received three Army Commendation Medals, Army Good Conduct Medal, National Defense Service Medal and more.

After his honorable discharge, Julio and his wife, Manquetzalli, focused on his continued rehabilitation. Julio states that “my wife and three children are the heart that motivate me to keep going every day.” Together with their three children, they enjoy watching movies, camping and visiting the beach.

Operation Finally Home along with Braselton Homes, H-E-B, and CBN’s Helping the Homefront are excited to provide the Martinez family with a custom-built, mortgage-free home in Corpus Christi, Texas.



PILLAR EVENTS



Operation Finally Home has been successful in coordinating key events around a home build. The following marketing events typically happen around Operation Finally Home projects: Town Hall Meeting, The Big Surprise, Groundbreaking, Notes of Love, and The Home Dedication.

1 TOWN HALL MEETING

Typically, this is the first meeting that the builder conducts to solicit community involvement along with product and service donations. During this event, the builder and Operation Finally Home provide an overview of the mission, the build, and what's needed from the trades and subcontractors—from products and services to monetary contributions.



2 THE BIG SURPRISE

When a home recipient is officially named, a surprise event helps announce the details to the community and media. Successful announcement events range from high traffic public events with media already on-site, such as a concert or professional sports games, to surprise groundbreakings at the home site or a reveal held in conjunction with an established community event.

The event involves calling the veteran recipient on stage with a spouse, family member, or friend, where the announcement is made that they are receiving a home. Distributing a media advisory to local media prior to the event preps media, and a post-event press release disseminated to local media after the announcement event helps gain additional coverage. Operation Finally Home provides media relations and event planning support for the home recipient surprise event.

3 THE GROUNDBREAKING

Following the selection of the family and the official build announcement, Operation Finally Home works with the builder and build sponsors to kick off construction with a groundbreaking event at the future site of the veteran's new home. This event helps foster support of the build and family within the local community and raises awareness of the project.

The event begins with the National Anthem and includes a few words from the builder, the primary build sponsor (if applicable), and Operation Finally Home. Prominent members of the community speak, as appropriate. The family then joins all participating organizations in a ceremonial groundbreaking. Operation Finally Home provides media relations and event planning support for the groundbreaking celebration.



4 NOTES OF LOVE

Family, friends, and members of the community gather at the build site to surround the family with “Notes of Love” by signing inspirational phrases, scripture, and notes of appreciation on bare studs and headers. Based on response from our families, this event carries some of the deepest warmth and love of the entire process due to the support shown.



5 THE HOME DEDICATION

As the capstone for each Operation Finally Home build, the home dedication brings together the local community, the builder, and all other build participants to commemorate the delivery of the keys to the veteran’s family. Operation Finally Home reaches out to local media to publicize the event. The organization invites members of the local community and local media to celebrate completion of the home. The event begins with the National Anthem and includes a few words from the builder, the primary build sponsor (if applicable), and Operation Finally Home. Prominent members of the community are invited to speak, as appropriate. The family then receives the keys to their new home.



OUR IMPACT

BY THE NUMBERS



831

INDIVIDUALS SERVED

31

STATES REPRESENTED
BY BUILDS COMPLETED
OR IN PLANNING STAGES

236

VETERANS SERVED

350

PROJECTS COMPLETED
OR IN PLANNING STAGES

SINCE
2005

109

CHILDREN & SPOUSES SERVED

IN 2020

47 
VETERANS
SERVED

29

HOMES
REMODELED

12

- HOMES -
COMPLETED

DONATE NOW

Help us offer mortgage-free
homes to our nation's heroes.

OPERATIONFINALLYHOME.ORG/DONATE





THOMAS JAMES “T.J.” BRENNAN

U.S. Marine Sergeant Thomas James “T.J.” Brennan completed one tour to Iraq and one to Afghanistan during his nine years of active service. T.J. served as an infantryman during the siege of Fallujah, Iraq, in 2004 where he established an unbreakable brotherhood with his fellow Marines. During his subsequent deployments, T.J. suffered a Traumatic Brain Injury (TBI) in combat and was forced to medically retire at the end of 2012.

In addition to TBI, T.J. suffers from Post-Traumatic Stress Disorder (PTSD), balance disorder, migraines and injuries to his neck, back, shoulders and knees. For his service, TJ received a Purple Heart, Navy and Marine Corp Achievement Medal with Combat “V,” two Combat Action Ribbons and many more. After his retirement, T.J. returned home to his wife and daughter. His wife, Melinda, is an Emergency Room Nurse Educator,





and was pivotal in T.J.'s recovery from war. With her help, he returned to graduate school and pursued journalism, where he created The War Horse; an award-winning nonprofit newsroom focused on educating the public on Post-9/11 conflict and its impact from war and trauma. T.J.'s goal with this platform is to document the stories of war veterans in a responsible and thorough manner.

Operation Finally Home, Graystone Homes, Structural Building Components Association (SBCA) of the Capital Area, CBN's Helping the Homefront, and several community supporters are thrilled to provide the Brennan family with a custom-built, mortgage-free home in Rillhurst located in Culpeper, Virginia.



AUDITED FINANCIALS

ASSETS	2020	2019
Cash & Cash Equivalents	\$1,463,122	\$887,157
Investments	\$2,682,105	\$2,143,428
Accounts Receivable	\$360,692	\$142,160
Construction & Acquisition Costs for Veterans' Homes	\$616,111	\$503,645
Other Assets	\$1,800	\$1,800
Property & Equipment	\$143,339	\$174,450
TOTAL ASSETS	\$5,267,169	\$3,852,640
LIABILITIES	2020	2019
Accounts Payable	\$44,869	\$54,664
Accrued Expenses	\$22,039	\$100,033
Construction Commitment to Transfer Homes to Veterans	\$616,111	\$503,645
Line of Credit	\$20,000	-
Notes Payable	\$109,093	\$65,484
PPP Loan Payable	\$168,460	-
TOTAL LIABILITIES	\$980,572	\$723,826
NET ASSETS	2020	2019
Unrestricted	\$1,648,434	\$996,309
Board Designated	\$2,638,163	\$2,132,505
TOTAL NET ASSETS	\$4,286,597	\$3,128,814
TOTAL LIABILITIES & NET ASSETS	\$5,267,169	\$3,852,640

AUDITED FINANCIALS

CONTINUED

SUPPORT AND REVENUES

	2020	2019
Contributions	\$5,753,272	\$4,525,739
Contributed Materials & Services	\$853,692	\$1,162,465
Fundraising	\$121,203	\$388,960
Grants + Grants, Non-Cash	\$913,794	\$414,795
Other Revenues	-\$91,201	\$276,849
TOTAL SUPPORT & REVENUES	\$7,550,760	\$6,768,808

EXPENSES

	2020	2019
Program Services	\$3,914,844	\$4,338,801
Management & General	\$440,940	\$570,434
Fundraising	\$2,037,193	\$2,130,081
TOTAL EXPENSES	\$6,392,977	\$7,039,316

JOURNEY TO HOME

1 ENLIST BUILDER



1. Gain commitment from builder to lead project
2. Gain general understanding of plan and/or location builder has in mind
3. Estimate cost per sq. foot

Our program does not work without the passion and commitment from builders and sponsors who are dedicated to changing the life of one of America's wounded, ill, or injured heroes. The builder is the driving force in completing a project, responsible for all facets of building the home. The sponsors help alleviate some of the financial burdens and often assist with key pillar events. This is a challenge and a serious commitment.

The builder(s) in partnership with Operation Finally Home will undertake all that is necessary to complete a build. The goal is to finish the project at no cost (including money raised or contributed for a special project). Each build is unique and every builder may work differently with the homeowner, subs, suppliers, and other partners and with preferred processes necessary in successfully building a custom home. Here's a snapshot of our process for providing mortgage-free homes:

2 SELECT FAMILY



1. Identification and vetting
2. Family Needs Assessment provided to team

3 SELECT LOCATION



1. Refer to Family Needs Assessment
2. Determined by builder with Operation Finally Home

5 FINALIZE BUDGET



1. Refer to Family Needs Assessment
2. Determined by builder with Operation Finally Home

4 FINALIZE PLAN



1. Refer to Family Needs Assessment
2. Determined by builder with Operation Finally Home

6 ESTABLISH & EXECUTE PILLAR EVENTS



1. Refer to Family Needs Assessment
2. Determined by builder with Operation Finally Home

FUNDRAISERS & SPONSORSHIPS



FUNDRAISING

Given the current Operation Finally Home projects and the opportunity for many more, fundraising is, and will continue to be, an important aspect of what Operation Finally Home does in meeting our mission of providing custom-built, mortgage-free homes to America's military heroes. Operation Finally Home maintains a nonprofit 501(c)(3) status to allow for tax-deductible contributions.

LOCAL FUNDRAISING EVENTS

Local fundraising events, along with local build projects, are at the heart of what Operation Finally Home does. In addition to helping raise funds for specific local builds, these events allow us to market and promote the build, as well as to provide volunteer opportunities for those not directly involved in constructing the home. They are also an opportunity to recognize the builder and sponsor and to promote the mission of Operation Finally Home.

These events can include golf tournaments, fishing tournaments, skeet shoots, and concerts. In many cases, we hope to establish these local fundraising events as annual events, with the first event supporting the local build and subsequent events supporting other Operation Finally Home projects around the country. This will help further strengthen the community by allowing them to have an impact not only locally, but across the nation.

PROVIDING CUSTOM-BUILT, MORTGAGE-FREE HOMES AND HOME MODIFICATIONS FOR AMERICA'S MILITARY HEROES.

PRIMARY HOME SPONSORSHIPS

In the case that a company is the primary home sponsor for a particular project, there are several functions and activities that the company will participate in throughout the build process. Primary home sponsors typically take on the responsibility for planning and hosting any fundraising events that will be used to cover construction costs and will work with Operation Finally Home to approve these events. They will also be involved in the Town Hall meeting, Surprise announcement, Groundbreaking, and Dedication ceremonies, as well as promoting the project throughout construction.

CORPORATE SPONSORSHIPS



Corporate sponsorships are essential to the functioning of Operation Finally Home, and there are several ways that sponsors can help. In some cases, companies become primary home sponsors, providing monetary donations to cover the entire cost of a specific project. In other cases, sponsors can contribute to projects either through monetary donations to the Operation Finally Home general fund or through donations of building materials and/or labor. In either case, these sponsors provide invaluable resources that allow us to meet our mission.

SIGNATURE FUNDRAISING EVENTS

With the many relationships that Operation Finally Home has developed since 2005, we have had the opportunity to hold signature fundraising events across the country. In 2020, Craig Morgan continued his support as an Operation Finally Home ambassador with his support at a concert in Milwaukee as well as his close involvement with the U.S. Army Sergeant Ethan LaBerge project in Nashville. Other signature fundraising events include annual skeet shoots, golf tournaments and many others which are instrumental in meeting our mission of providing custom-built, mortgage-free homes and home modifications to America's military heroes.



J.L. CROSS

© CHATTANOOGA, TN
COMPLETED IN 2020

U.S. Army Veteran J.L. Cross bravely served his country as an aircraft maintenance apprentice during the Vietnam War and enlisted with the Army Reserves for over a decade.

On Easter Sunday 2020, Cross and his family lost everything when a string of devastating tornadoes struck parts of Tennessee. The Cross family was playing cards at the kitchen table when the tornadoes began ripping through their community. Cross and his wife, Ruby, were clinging onto fixed household items, while others were hunkered down in the

bathroom praying. Thankfully, once the storm had passed, all family members were safe, but the home Cross built for his family in the 70s was completely destroyed.

Operation Finally Home along with project partners Lowes, the Ocoee Regional Home Builders Association, Roy Crisp, Jon Mantooth, Dwayne Hooker, Lamar Orr and support from Bradley County and the Cleveland Community are honored to rebuild the Cross family home in Cleveland, Tennessee.



A PLACE TO CALL HOME

Operation Finally Home provides mortgage-free homes and home modifications to service members, first responders, and their families who have become wounded, ill, or injured as a result of their service in the defense of our country. With advancements in combat trauma medicine as well as medicine in general, more than ever before, our servicemen and women are coming home wounded and disabled.

Given the nature of current military campaigns, today's seriously injured are experiencing severe burns and/or the loss of limbs as well as Post-Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI). Statistics show over 50,000 troops have been wounded and over 435,000 servicemen and women are suffering from PTSD and TBI sustained from their service in Operation Iraqi Freedom (OIF), Operation Enduring Freedom (OEF), and Operation New Dawn (OND).

The support from Operation Finally Home has primarily been to those wounded, ill, or injured service members returning from the current campaigns, but we also support any and all service members regardless of the campaign in which they served. In addition to veterans, Operation Finally Home supports wounded, ill or injured first responders with mortgage-free homes or home modifications.





U.S. ARMY
FIRST LIEUTENANT
**ERIC
BENSON**

U.S. Army First Lieutenant Eric Benson bravely served in the United States Armed Forces through injuries and milestones, never wavering in his devotion to country and his family.

Serving as a cadet in 2000, Benson suffered severe hip and back injuries, as well as a broken jaw, after a traumatic airborne training incident. Due to volatile winds, which resulted in a parachute malfunction, Benson was

knocked unconscious with reverberating pain. He pushed through the pain to earn his jump wings without receiving appropriate medical care.

In 2003, while deployed to Iraq, he was spared by a vehicle explosion by only 100 yards. The bombs that detonated inside the vehicle leveled a police building and caused Benson to experience an “altered consciousness” coupled with a traumatic brain injury (TBI).



Benson's unwavering service earned him an Army Commendation Medal, National Defense Service Medal, Global War on Terrorism Service Medal and an Iraq Campaign Medal, among other accolades.

Due to medical complications, Benson was honorably discharged in 2007. He continues to experience health complications resulting in the use of a wheelchair almost exclusively and has been told his condition will only continue to deteriorate.

The Bensons have come to the realization "this is life," and they've decided to live it to the fullest. Benson's wife, Caira, worked until she was called to transition to care for her husband full-time, and now volunteers with nonprofits and community military organizations. The couple's hardships have compelled them to take on advocacy roles for veterans and caregivers. The pair currently live in Florida with their five children, and enjoy fishing, hunting, kayaking, camping and horseback riding as a family.

Operation Finally Home along with Lennar are thrilled to provide the Benson family with a brand new, mortgage-free home located in Liberty Ridge in Bartow, Florida.



LEADERSHIP

MANAGEMENT TEAM

Dan Wallrath
Founder

Russell L. Carroll
Executive Director

Molly Halliday
Senior Vice President
Marketing and Project
Management

Lee Kirgan
Vice President Project
Management

Ashleigh Chesser
Director of Administration
and Controller

Katie Herries
Director of Donor
Engagement

ADVISORY BOARD

Allison Hickey
Under Secretary for Benefits
VBA and USAF Brigadier
General (Ret.)
Arlington, VA

Chris Larson-Mayzn
Expressions Home Gallery
Houston, TX

Ed & Elizabeth Horne
Developers
Santa Rita Ranch
Austin, TX

BOARD OF DIRECTORS

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Co-Chairman of the Board

Carol Wallrath
Co-Founder and Board
Member

Aaron Wallrath
Co-Chairman of the Board
Aaron Wallrath Custom
Homes

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Lana Henley
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**Lt. General
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Phil Crone
Dallas Builders Association
Dallas, TX

Lt. General Rick Lynch
United States Army (Ret.)
Dallas, TX

Scott Norman
Texas Association
of Builders
Austin, TX



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