OPERATION
FINALLY HOME
In 2005, I followed a request to remodel the home of a wounded Marine, and because of the generous support of the community, we provided the home to the family at no cost. I saw a great need to continue helping those who have sacrificed much to defend our country’s freedoms, so Operation FINALLY HOME was born.

2017 was a great year for growth within Operation FINALLY HOME. In addition to honoring heroes with mortgage-free homes, we implemented our home modification program for those veterans who own a home providing individualized solutions to enhance their quality of life. And, the impact of Hurricane Harvey caused us to move faster and help eight veterans and their families in the hardest hit areas in Texas. To date, we have completed or modified over 255 homes in 33 states, with plans to continue our steady growth throughout the year.

When people talk about Operation FINALLY HOME and our mission to provide mortgage-free homes and home modifications to wounded, ill, or injured veterans and widows of the fallen, the conversation is most often about the military families we are supporting. Our veterans and their sacrifice to defend our freedoms is remarkable. Though at Operation FINALLY HOME, the unsung heroes are our builders, builders’ associations, developers and donors. As a custom homebuilder for more than 30 years, I understand and appreciate the sacrifices made by our supporters who step up for our deserving families.

Though our impact and support has been extensive, our mission is far from complete. The need to provide adequate housing for our veterans is incessant and we have aggressive plans for future growth to maintain those needs. To meet our goals, we need your help. Nationwide, we are working to engage more builders to complete homes, new developers to donate lots, and more suppliers to provide product. Most prominently, we need Americans throughout the country to help spread the word about our mission. If we work together, this problem can be solved.

I am confident those in our community of patriots will respond to this call. Thank you for your continued support of Operation FINALLY HOME.

God Bless,

Dan Wallrath
Founder
At Operation FINALLY HOME, we provide homes and home modifications to America’s military heroes 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 Vision

With faith in God and determined action, we aim to have hundreds of homes built across the nation for our heroes, 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 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.
Daniel Carlton
U.S. ARMY CHIEF WARRANT OFFICER 2

U.S. Army CW2 Daniel Carlton is from El Cajon, California. Carlton joined the Army in August 1999, enlisting as a motor transport operator. Carlton served in the First Armored Division for two years as well as the First Corps Support Command (COSCOM) for two years. He also served at the U.S. Army John F. Kennedy Special Warfare Center and Schools and finished his career in the Seventh Special Forces Group (Airborne).

Carlton’s military assignments took him to the Balkans, Central and South America, the Middle East and Southwest Asia. While on these assignments, Carlton participated in Global War on Terror Campaigns, Peace Keeping missions, and Humanitarian Expeditionary missions. His deployments included Iraq in 2003 and Afghanistan in 2007, 2008, and 2012.

During his second tour in Afghanistan, Carlton sustained a gunshot wound with shrapnel in his left hand and suffered various hand fractures. In November 2012, Carlton was injured by two improvised explosive devices (IED), which resulted in the amputation of his left leg above the knee, loss of use of his right leg, hand fractures, burns, and a mild traumatic brain injury. Initial treatment began in Afghanistan and continued in Germany. A month later, Carlton was transferred to the San Antonio Military Medical Center where the rest of his surgeries and procedures were completed, which totaled over a dozen.

Carlton was honorably retired after serving over 15 years of service in the Army. Due to the severity of injuries he sustained, Carlton still requires basic medical services, such as occasional X-rays, and he also works with his prosthetist on a regular basis. In honor of his service, Carlton has been awarded several accolades, including three Bronze Stars, two Purple Hearts, three Army Commendation Medals, two Army Achievement Medals, three Good Conduct Medals, National Defense Medal, Kosovo Campaign Medal, and many more.

Eager to continue his service to the country and to his community, Carlton finished his degree in Strategic Studies and Defense Analysis. Carlton is also focusing on spending time with his family, something he never had much time for while being deployed. In 2014, Carlton was selected to represent the USA in the first ever Invictus Games that was held in London. That same year, Carlton was also nominated to be the first Special Operations Command (SOCOM) Warrior Games team captain.

Partnering with the H-E-B Tournament of Champions, Operation FINALLY HOME provided Daniel Carlton, his wife Juanita, and his six children with a mortgage-free home in New Braunfels, Texas, in June 2017.
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, Surprise, Groundbreaking, Notes of Love, and Dedication.

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.

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 game, to surprise groundbreakings at the home site or a reveal held in conjunction with an established community event.

The event typically 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.

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.

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.

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.
Through your generous donation, we are able to offer mortgage-free homes to our nation’s heroes.

OperationFINALLYHOME.org/donate
Helping a Hero

In 2005 after being diagnosed with lupus. In 2012, she was accepted into Army’s Officers Candidate school, but was not able to attend due to her deteriorating condition. She served as a Squad Leader and Platoon Sergeant for the Fort Belvoir Wounded Warrior Battalion before she medically retired from the Army in 2013.

Jarrett suffers from PTSD, TBI, Lupus, rheumatoid arthritis, and now uses a wheelchair.

Jarrett was honored with a multitude of awards during her time in the Army, including the Meritorious Service Medal, Joint Service Commendation Medal, Army Achievement Medal, and many more.

Jarrett has earned her Bachelor of Science degree in Human Resource Management, Associate of Arts in Management Studies and a Graduate Certificate in Project Management.

Jarrett, her son, and her mother currently lived in California where her son attends UCLA. Her mother is her primary caregiver. Jarrett is now working on her Masters of Psychology and plans to finish her Ph.D. in Endocrinology/Rheumatology. Her goals are to study her own illness and find a cure for lupus, in addition to providing coping skills to fellow veterans who suffer from PTSD.

Operation FINALLY HOME, along with Coventry Homes, were thrilled to build the Jarrett family a custom-built, mortgage-free home in Montgomery, Texas, in 2017.

U.S. Army SFC Demitra Jarrett was raised in Kansas. After graduating from high school, she started her tactical career at the Georgia Department of Corrections while attending college full-time as a single mother. She followed her dreams of serving her country when she went on active duty in 2002 after serving two years in the Army Reserve.

Jarrett spent 10 years in the military with three overseas deployments, twice in Iraq in (2003 and 2006–2007) and once in Kuwait (2007). She was seriously wounded during her first deployment in 2003, but Jarrett returned to duty in 2005 after being diagnosed with lupus. In 2012, she was accepted into Army’s Officers Candidate school, but was not able to attend due to her deteriorating condition. She served as a Squad Leader and Platoon Sergeant for the Fort Belvoir Wounded Warrior Battalion before she medically retired from the Army in 2013.

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### 2017 AUDITED FINANCIALS

#### SUPPORT & REVENUES

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#### ASSETS

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#### LIABILITIES

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#### LIABILITIES & NET ASSETS

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JOURNEY TO HOME

Operation FINALLY HOME’s 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:

STEP 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 square foot

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

STEP 3
SELECT LOCATION
1. Refer to Family Needs Assessment
2. Determined by builder with Operation FINALLY HOME

STEP 4
FINALIZE PLAN
1. Incorporate Family Needs Assessment
2. If VA/SAH Grant eligible:
   a. Must follow VA/SAH guidelines
   b. Determine Minimum Property Requirements (MPRs) that can be waived by veteran

STEP 5
FINALIZE BUDGET
1. Conduct Town Hall Meeting
2. Determine how donation shortfalls will be funded
3. Operation FINALLY HOME approval for any funding needs

STEP 6
ESTABLISH & EXECUTE PILLAR EVENTS
1. Surprise
2. Groundbreaking
3. Notes of Love
4. Dedication Ceremony
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.

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 2017, Craig Morgan continued his support as an Operation FINALLY HOME ambassador with his American Stories Tour throughout the United States. These signature fundraising events will be instrumental in meeting our mission of providing custom-built, mortgage-free homes and home modifications to America’s military heroes.

CUSTOM-BUILT, MORTGAGE-FREE HOMES FOR AMERICA’S MILITARY HEROES

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.
A Place to Call Home

Operation FINALLY HOME provides mortgage-free homes and home modifications to service members 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 the current military campaigns, today’s severely 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.

While home between deployments, Justin met and married his wife, Kaci. During the time of their build, they lived in Georgia with their son and three daughters. While being “softball and baseball parents” keeps them busy, Justin and Kaci had a desire and need to be closer to family in Warsaw, Indiana, where Justin was born.

Justin’s dad is the Assistant Fire Chief for the Winona Lake Fire Department (Lake Winona is a city very near Warsaw) so they wanted to get back to the Warsaw area to raise their children. And thanks to RW Kidd, the Builders Association of Kosciusko Fulton Counties, and Operation FINALLY HOME, they did just that in 2017!
Indiana native U.S. Marine Corps Lance Cpl. Jeremy Brooking knew from a very young age that he wanted to serve his country as a Marine in the Infantry unit. He enlisted in 2005 at the age of 18 and deployed to Iraq in 2007.

Brooking married his childhood sweetheart, Tia, who was just 12-years-old when they met. Brooking was deployed before their first wedding anniversary and Tia steadfastly supported Jeremy on his path to becoming a Marine.

Two months into his deployment, Brooking was shot in the chest by a sniper while assuming duty on an observation post. Brooking had a portion of his lung removed due to the bullet’s positioning and was left with permanent nerve damage. Once home, he quickly realized everyday tasks were no longer possible, and at 19-years-old, he had to rely on his wife for around-the-clock care. He was diagnosed with an anoxic brain injury, a result of the lack of oxygen to his brain after flat lining in the medevac.

Brooking received the Purple Heart among several other awards for his service. Brooking recently graduated with his Bachelor’s Degree in Criminal Justice. When their project began, Tia, Jeremy, and their two daughters lived in Greenwood, Indiana but wanted to be near family and friends in South Carolina.

Operation FINALLY HOME and Max Crosby Construction, in partnership with Southern Living, teamed to provide the Brooking family with a custom-built, mortgage-free home at Carnes Crossroads in Goose Creek, SC in 2017.