





**Learn more about  
Homes For Our Troops**

**HFOT USA**

**FIND A BUILD NEAR YOU**

**GET INVOLVED**



**FACEBOOK**



**TWITTER**



**INSTAGRAM**



**LINKEDIN**

Dear Public Service Director,

For Veterans with life-altering injuries, returning home after serving our nation can be filled with many challenges and obstacles to overcome. Adapting to simple tasks such as making a meal, taking a shower or going up stairs can be a daily struggle for these Veterans and their families.

Homes For Our Troops (HFOT) is a publicly funded 501(c) (3) nonprofit organization that builds and donates specially adapted custom homes nationwide for severely injured post-9/11 Veterans, to enable them to rebuild their lives. Most of these Veterans have sustained injuries including multiple limb amputations, partial or full paralysis, and/or severe traumatic brain injury (TBI). A specially adapted custom home can include wider halls and doorways, automatic door openers, roll under sinks, stove tops, counters, and pull down shelving, all designed to help the Veteran live independently.

Recent survey results demonstrate what we at HFOT have known all along: we make a lasting impact in the lives of our nation's most severely injured Veterans and their spouses/caregivers. Here is a look at the different ways our program sets the conditions for our Veterans' and their families' lifelong success. More than 1,000 service members who returned from post-9/11 wars with life-altering injuries still need adapted housing. As of May 2022, HFOT has built and donated 330 specially adapted custom homes nationwide. Listed below are some key takeaways from the survey that show the impact our homes have on these Veterans and their families.

- **Household Stress:** 95% of our home recipients say they have seen a reduction in household stress after receiving their home.
- **Freedom and Independence:** Over 90% of Veterans say they regained some/much of their freedom and independence after receiving the home.
- **Education:** The number of Veterans who have obtained or are pursuing a degree or trade certification increased from 18% to 72% after receiving their specially adapted custom homes. The number was higher for spouses/caregivers, growing from 19% to 79%.
- **Employment Rate:** The employment rate of Veterans more than doubles (123%) after receiving their HFOT home. The impact was even more significant for spouses/caregivers, with their employment rate more than tripling (273%).
- **Financial Stability:** After moving into their homes, 66% of Veterans decreased their family debt; 92% increased their savings; and 60% increased their family income

- **Family:** Over 240 babies have been born to HFOT families since 2010. After moving into their homes, the percentage of Veterans who are married increased from 56% to 78%. The average American household size was steady at 3.0 from 2005-2020, according to the U.S. Census. During that time frame, the average HFOT family grew from 2.7 to 3.7.

- **Community Involvement:** After receiving the keys to their homes, the number of Veterans able to pay it forward by volunteering grew from 22% to 76%.

Please join Homes For Our Troops in their mission to help rebuild the lives of our nation's most severely injured Veterans by airing the new PSA titled "**My Dad is a Hero**" (:60, :30). Narrated by a young boy whose father is a Veteran and whose family lives in an HFOT-built home, the PSA demonstrates all of the ways in which HFOT makes a difference in the lives of our nation's Veterans and their families. Also included is "**Right Arm, Right Leg**" (:60, :30) which showcases how a custom built home from HFOT can help restore some freedom and independence for our nation's most severely injured Veterans. **This PSA has no end date for use.**

For any questions or additional information, please contact our distribution representative Holly Mulé at Connect360 Multimedia (email: [hmule@c360m.com](mailto:hmule@c360m.com); ph: 212-624-9196).

Thank you in advance for your support of this public service message.

Sincerely,

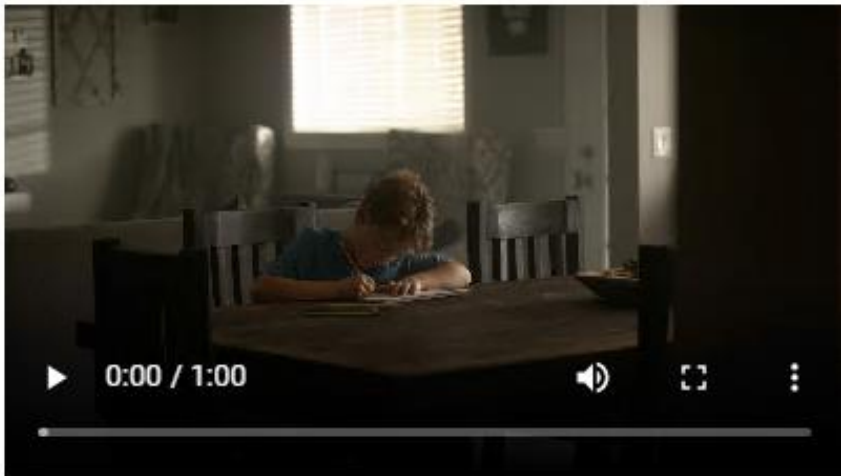


Renee Gugliotta  
Deputy Director of Marketing  
Homes For Our Troops

## My Dad is a Hero

A specially adapted custom Homes For Our Troops home not only benefits the Veteran, but brings the family together as a whole. Once Veterans move into their safe and fully accessible HFOT homes, hopes and dreams once again become a part of their lives. They are able to attend school, obtain jobs, expand families, launch businesses, compete athletically, and more. Their caregivers are under much less stress and able to accomplish life goals as well. HFOT builds these homes where the Veteran chooses to live, and continues its relationship with the Veterans after home delivery to assist them with rebuilding their lives. Empowered by the freedom and independence these homes bring, these Veterans can now focus on their recovery and returning to their life's work of serving others. Despite their life-altering injuries, many Veterans have embarked on new careers, completed their college degrees, or started families after receiving a donated specially adapted custom home.

To learn more, please watch our new public service announcement (PSA) titled **"My Dad is a Hero"** (:60) which is also available in a (:30) length. **This PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.



**"My Dad is a Hero." :60**

## TV PSA SCRIPTS

### "My Dad is a Hero" (:60)

**BOY V/O:** My dad, he's a double amputee and he's one of my favorite people in the world. To me a hero is someone who fights for our country and freedom. My dad is a hero. Homes For Our Troops built this house and it's basically made for him. My dad can get through the wide doorways. When he is making our lunch, he can reach anything we need. He'll help me build tiny projects. Life is good here. Without Homes For Our Troops we'd be living in a home that didn't have all these features that helped him.

**NARRATOR V/O:** Homes For Our Troops builds and donates specially adapted custom homes nationwide for severely injured post-9/11 Veterans and enables them to rebuild their lives.

**BOY V/O:** If they get a new house like this one, it will help them do normal life. My dad's not just a hero, he's my hero.

**NARRATOR V/O:** Join our mission at [hfotusa dot org](http://hfotusa.org).

### "My Dad is a Hero" (:30)

**BOY V/O:** My dad, he's a double amputee and he's one of my favorite people in the world. To me a hero is someone who fights for our country and freedom. My dad is a hero. Homes For Our Troops built this house and my dad can get through the wide doorways. He can reach anything.

**NARRATOR V/O:** Homes For Our Troops builds and donates specially adapted custom homes nationwide for severely injured post-9/11 Veterans and enables them to rebuild their lives. Join our mission at [hfotusa dot org](http://hfotusa.org).

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/hfot/>

### **No End Date For Use**

"My Dad is a Hero" (:60, :30)

"Right Arm, Right Leg" (:60, :30)

Please let us know your preferences on receiving PSAs by contacting:

**Holly Mulé** via e-mail at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.







[www.hfotusa.org](http://www.hfotusa.org)