



# ANNUAL REPORT

# FORWARD

# Introduction

Dear Foundation Friends,

These past two years have been full of unprecedented challenges most of us never experienced before. The pandemic that forever altered normal, routine activities in our lives, country and world also ushered in a deeper awareness of the need to care for and appreciate our families, neighbors, communities and frontline workers. Though many of our Raise the Roof activities were, by necessity, largely suspended or reduced in scope in 2020 and even 2021, the generosity and support of our incredible friends, partners and donors remained strong. With your help, we continued our mission to serve veterans, first responders and their families, provide aid for disaster relief efforts and assist children and families in crisis. We are humbled, blessed and honored by the outpouring of time, talent and financial resources you shared with SRS and our Raise the Roof Foundation through these last couple of years. On behalf of our entire Raise the Roof board and team, please accept our deepest and heartfelt Thank You for your commitment to Give Back!



*Michele Bellinger*  
SRS Raise the Roof Foundation  
Executive Director





# SRS Goes Presidentialial to Raise the Roof with Journey

As if bringing legendary rock and roll band Journey as the headliner wasn't enough, SRS Raise the Roof Foundation invited former President George W. Bush as the keynote speaker for their February 2020 IRE benefit concert to help relay the importance of supporting military veterans and first responders. Before a crowd of about 3000 attendees at Gilley's in Dallas, President Bush thanked members of the roofing industry for their efforts to keep the U.S. economy moving in the right direction, while also giving back to those less fortunate. The crowd responded generously with donations totaling over half a million dollars to assist Raise the Roof support veteran and first responder programs. Little did we know this evening would become our last event for over a year and foreshadow the importance of the roofing industry as an essential business and the critical role of our frontline responders as a pandemic situation began changing our lives just a month later.

# Thanking our Healthcare Heroes

There is no doubt healthcare workers are truly superheroes! SRS Distribution and Raise the Roof were honored to provide a bit of cheer to 255 local healthcare heroes at Texas Health Presbyterian in Allen TX with lunches and special treats during National Hospital Week and during the holiday season in 2022. In one of the most grueling years they ever encountered during this exhausting pandemic, we wanted them to know how very grateful we are for each of them and how deeply we appreciate their commitment to provide healing and compassionate care to patients and families in our community. To all healthcare superheroes across the country, we continue to offer our heartfelt THANK YOU!





## Helping the Hungry

Food insecurity became an even more serious concern for many families, especially over the past two years. The *North Texas Food Bank*, *Tarrant Area Food Bank*, *the Community Food Pantry of McKinney* and many other food banks and pantries across the country address this critical problem by providing food to families who are in crisis. SRS and SRS Raise the Roof Foundation are proud to partner with these agencies whose goal is ensuring no one goes to bed hungry. A number of food donation drives in 2020 and 2021 resulted in over 1000 pounds of food donated to help feed our communities.

# Habitat for Humanity Partnership

We announced a wonderful partnership between Habitat for Humanity and SRS Distribution beginning in 2020 for SRS Distribution to donate a minimum of one roof per region to a Veteran home needing a new roof or repairs. Roof and other product donations are coordinated between our local network of branches and the Habitat affiliate in each recipient's community. SRS TopShield, working with our partner Lomanco, is contributing ventilation products for our Habitat veteran roofs. Additionally, SRS Raise the Roof Foundation is making a significant annual financial donation through this new partnership. Through December 2021, nine roofs have been donated to veteran families along with other roofing materials, building supplies and furniture to Habitat ReStores and affiliates for a combined value of over \$101,000.



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# Employee Advisory Council



Raise the Roof started off 2021 with creation of an Employee Advisory Council to provide input and feedback from an employee perspective for Foundation activities, initiatives and agency partnerships. This new council provides a platform for a stronger employee voice to the Foundation from our regions in the field and other key groups including our Latino Forum, Veterans Affairs, Women's Leadership Forum, Diversity and Inclusion and Corporate members. Members include Stephanie Altpeter (WLF), Melanie Black (corporate), Sean Boles (corporate/veteran/D&I), Julissa Chavez (Latino), Tina Helzer (Mountain West), Greg Jessup (MidSouth), Talan King (South Central), Amanda Migliorelli (Northeast), Joss Moss (Southeast), Kelly Tyson (Great Lakes), Slater Waltz (Veterans) and Catherine Yu (West). In just their first year, they are already providing valuable input. We are delighted to have them as part of our Foundation team!

# Going to the Dogs

SRS Raise the Roof Foundation is proud to partner with some of our favorite canines to help veterans and others with disabilities. Since 1975, Canine Companions has provided over 5000 highly trained service dogs to enhance the lives of people with disabilities, at no charge to the recipient. In April 2021, we sponsored new puppy Roofus on his journey to become a service dog. Our support helps train puppies like Roofus and create teams like Marine veteran Jose and service dog Jill through placement of these exceptional dogs with veterans, children and other adults with disabilities to increase their independence and quality of life. We understand and appreciate how the unconditional support and daily assistance from a specially trained service dog can help them. We welcome this new veteran graduate team and this puppy in training into the SRS family as their sponsors and are excited to see them grow together as human and canine partners.





## Latino Forum Women Take Action

During the spring of 2021, Maria Alcala and Roofline Supply branch in Burbank stepped up to help women and children in need. When fire destroyed Alexandria House, a transitional residence in Los Angeles for women and their children moving out of emergency shelters, Maria mobilized her local National Women in Roofing Council, suppliers and her Roofline team to replace the roof. They worked diligently to source donated materials and labor. Maria also helped launch a pilot SRS Latino Forum fundraiser along with Julissa Chavez, Jacqueline Medina, Melida Flores and other SRS team members to secure matching funds from Raise the Roof. With completion of the new roof, the mothers and children served by Alexandria House are safe again after being able to move back in. SRS and Raise the Roof are proud to have compassionate people of action like Maria and her teammates Give Back to serve our communities!

# Carry the Load

In May 2021, we embraced a return to some normalcy with a special private outdoor concert by Pat Green hosted by Dan and Audrey Tinker to benefit Raise the Roof and the Pat Green Foundation. We also remembered our fallen heroes who sacrificed all to protect our nation and freedom as SRS joined *Carry the Load* for their Memorial May March relays and rallies. Branch members from San Jose CA and Trenton NJ attended relays and rallies on the west and east coasts. Members of the SRS corporate office attended the Dallas Memorial Day ceremony. Raise the Roof also matched funds raised by our team to support partner organization 22Kill/One Tribe Foundation.





The banner features the SRS Raise the Roof Foundation logo at the top left, which includes a stylized house roof and three people icon above the text "SRS" and "Raise the Roof Foundation". The background is a wavy American flag. The main text "2021 ENDOWMENT CAMPAIGN" is centered in large, bold, black and red letters. Below this, a section titled "PROCEEDS BENEFIT" is followed by three images with labels: "COMMUNITY NEEDS" (a woman holding a child), "VETERAN SUPPORT" (a couple in military uniforms), and "DISASTER RELIEF" (a person in a hard hat and safety vest working in a rubble pile). Each image has a small "SRS" icon below it.

**2021**  
**ENDOWMENT**  
**CAMPAIGN**

**PROCEEDS  
BENEFIT**

**COMMUNITY NEEDS**

**VETERAN SUPPORT**

**DISASTER RELIEF**

## Building our Future, Securing our Legacy

Raise the Roof took a bold step forward to ensure our ability to Give Back to our communities for years to come with the launch of our first ever endowment campaign. *Building our Future, Securing our Legacy* began in June 2021 as the impact the COVID pandemic made all of us aware of our responsibility to help our neighbors in need. Co-chairs and foundation officers, Ron Ross (board chair) and Dan Tinker (board president) kicked off the campaign with their founders pledges and were quickly joined by all Raise the Roof board members for 100% participation in a challenge to match every dollar pledged by other donors up to \$4 Million for a total campaign goal of \$8 million. At the close of 2021, the campaign surpassed this goal by raising \$9.4 million. As noted by Dan and Ron, “Together, our combined gifts will enable Raise the Roof to continue our legacy of support and create a transformational impact for veterans, first responders, children, families and our communities far into the future.”

# When Disaster Strikes

With pandemic coverage taking priority, destruction from natural disasters did not create as many leading headlines in 2020 and 2021. Nevertheless, tornadoes and hurricanes still wreaked havoc for the past two years. Raise the Roof nonprofit partner agency, *Minuteman Disaster Response* rose to the occasion time and time again within FEMA region 6, beginning with tornados in east Texas and Louisiana in spring 2020, followed by Hurricane Laura later that year, then floods in Oklahoma and Hurricane Ida in 2021. They even provided a vehicle to serve as incident command center for the Princeton TX fire department when the massive Texas winter storm created a power outage at their building. Minuteman volunteers are trained in all areas of disaster relief, including debris cleanup, search and rescue, first aid, emergency communications and resource management. Support from Raise the Roof enables Minuteman to answer the call to serve communities during and after disasters.





## Golf Makes a Comeback

After having to cancel our 2020 event because of the pandemic, Raise the Roof was excited to resume our annual Fall Golf Classic in 2021 at beautiful TPC San Antonio! A total of 59 teams participated in the tournament. Our Grand Champion award went to Oaks team 10 from IKO. The incredible generosity of sponsors and players raised over \$474,000 to help veterans, disaster relief and children and families in crisis. Special thanks to Briggs Equipment and The Pete Store as our presenting sponsors and to special guests the Guerra family, whose patriarch is a WWII veteran, and SRS sponsored PGA golfer Cameron Champ for sharing their stories with us.

# What Happens in Vegas

Raise the Roof took to the road for Vegas twice in 2021. In August, we hosted our annual International Roofing Expo charity concert featuring Little Big Town and Darius Rucker. With a focus on improving diversity, inclusion and respect in the roofing industry, concert proceeds of more than \$250,000 benefited establishment of diversity scholarships through the *Roofing Alliance* for college students and supporting diversity, equity and inclusion initiatives of *National Women in Roofing*. In December, SRS Distribution sponsored their inaugural Las Vegas Bowl college bowl game. A pregame concert from generous patrons raised almost \$45,000 to help *Make-a-Wish Foundation* and other organizations enriching the lives of children and veterans dealing with health and well-being challenges.



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## Heritage Cares

October 2021 saw the launch of Heritage Cares, the new charitable arm of our Heritage Family of Companies to Give Back. Their inaugural event, a benefit concert as part of the GIE expo in Louisville KY, featured the Band of Heathens and Big Rich. The event raised \$45,000 to support nonprofit partner *Luke's Wings* and provide free flights to veterans needing medical treatment at facilities far from home and to their family members to travel with them to assist with emotional and physical healing and support.

# Holiday Helping Hands

SRS Distribution and Heritage employees joined Raise the Roof in our annual holiday programs. Our amazing team members compassionately gave of their time, talents and resources to support several organizations benefiting children, veterans, first responders and their families. Together, they donated toys, gifts, toiletries, clothing and other items for CASA Angel Tree children, *Children's Advocacy Center Holiday Shop*, *The Samaritan Inn* families along with meal service for lunches and dinners. Employees sponsored and laid wreaths in national cemeteries for *Wreaths Across America* and donated more than \$25,000 to reunite veterans and their loved ones through free flights with *Luke's Wings No Soldier Spends Christmas Alone*. What better way to end this year and live out our mission and commitment to Give Back!

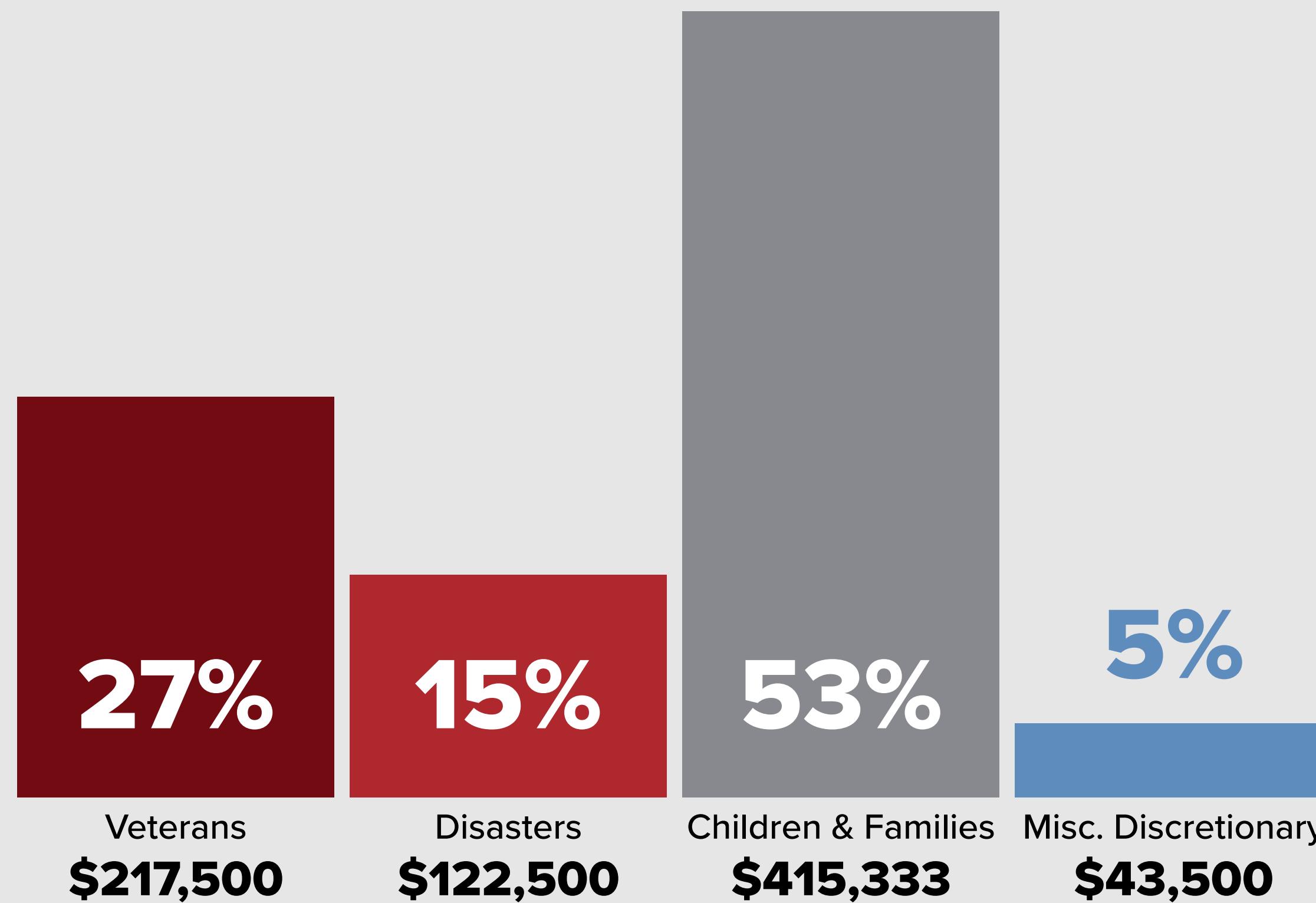


FINANCIALS BY THE NUMBERS

# Funds Distribution

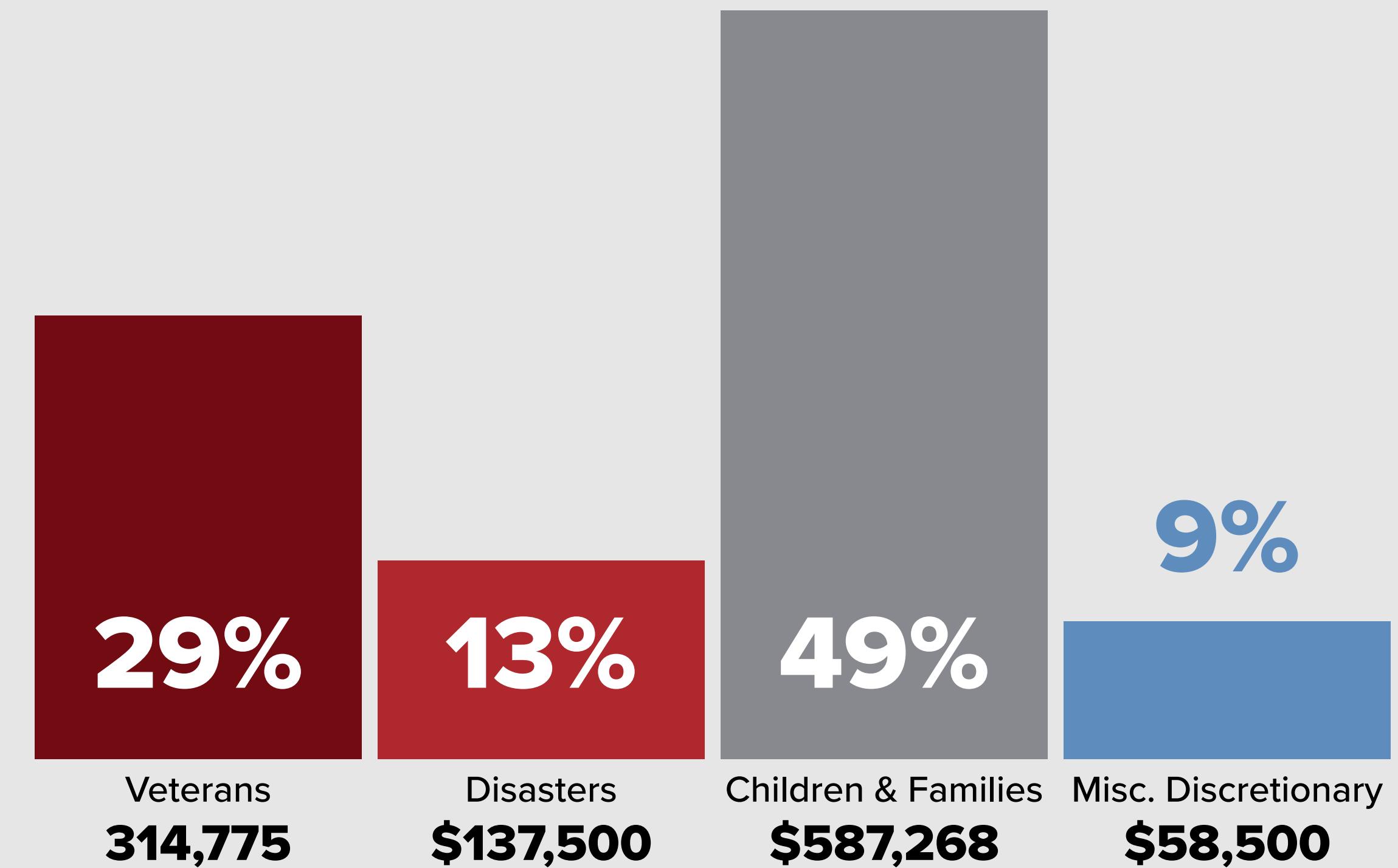
**2020**

Total **\$798,833**



**2021**

Total **\$1,098,043**

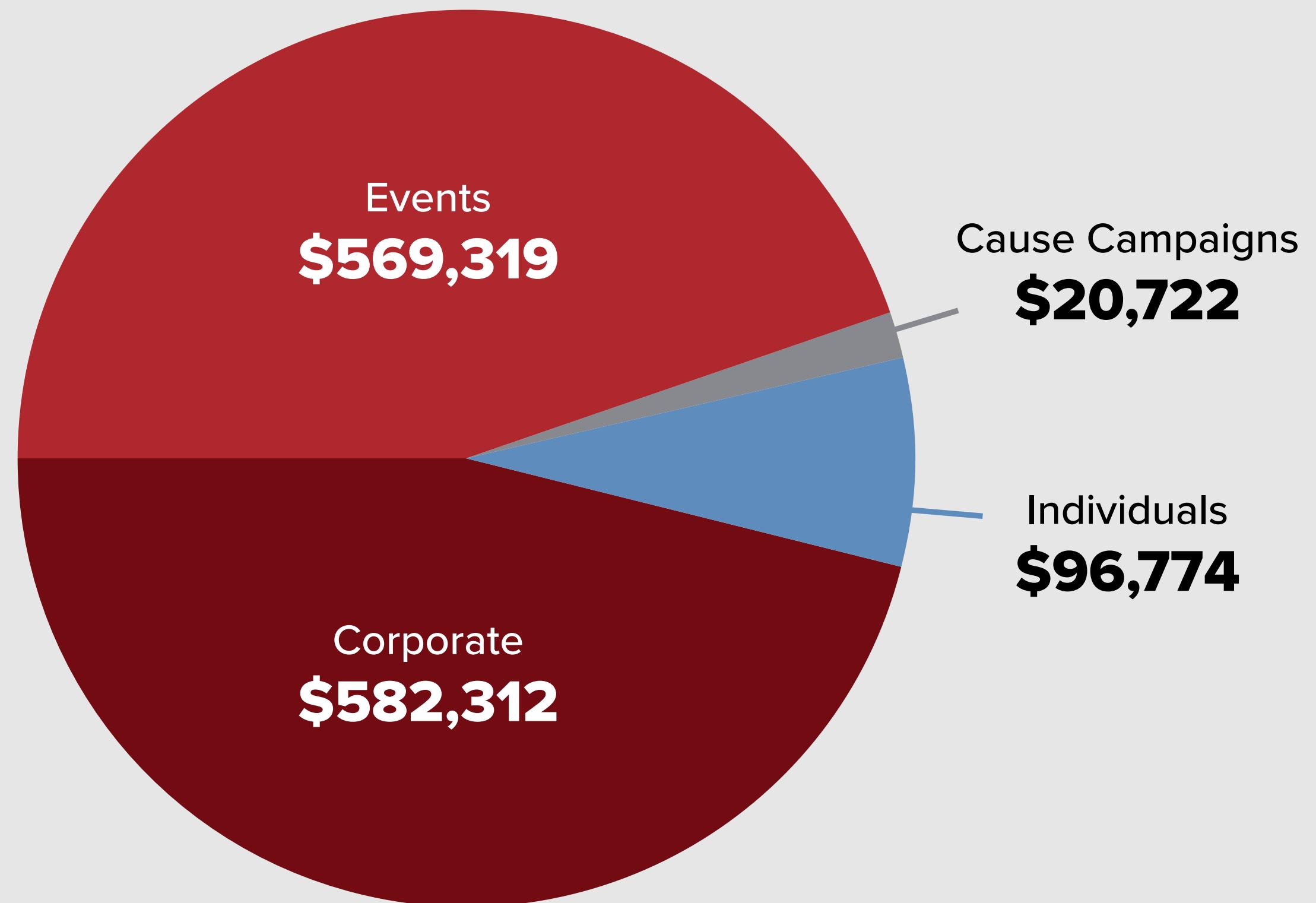


FINANCIALS BY THE NUMBERS

# Contributions

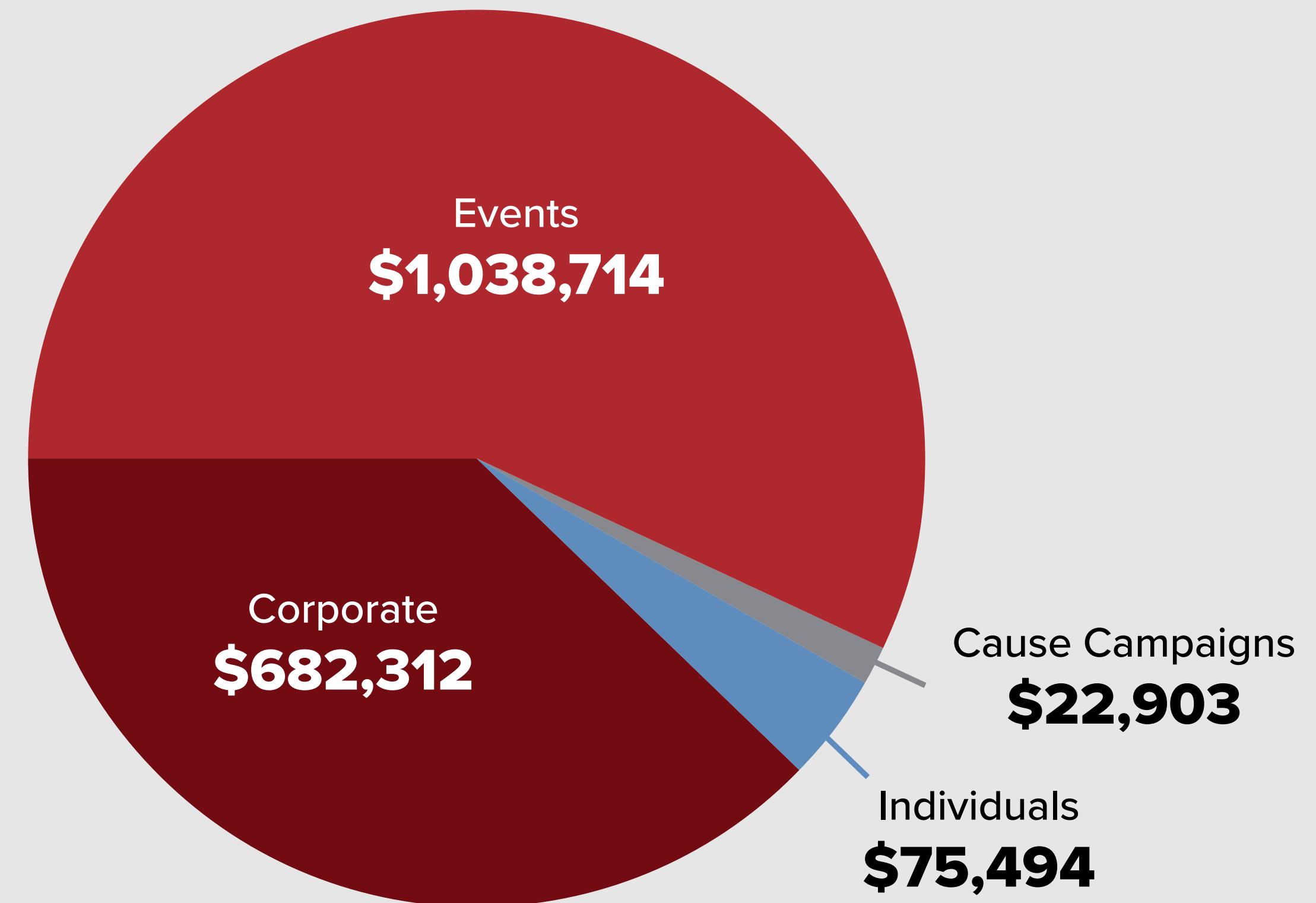
2020

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2021

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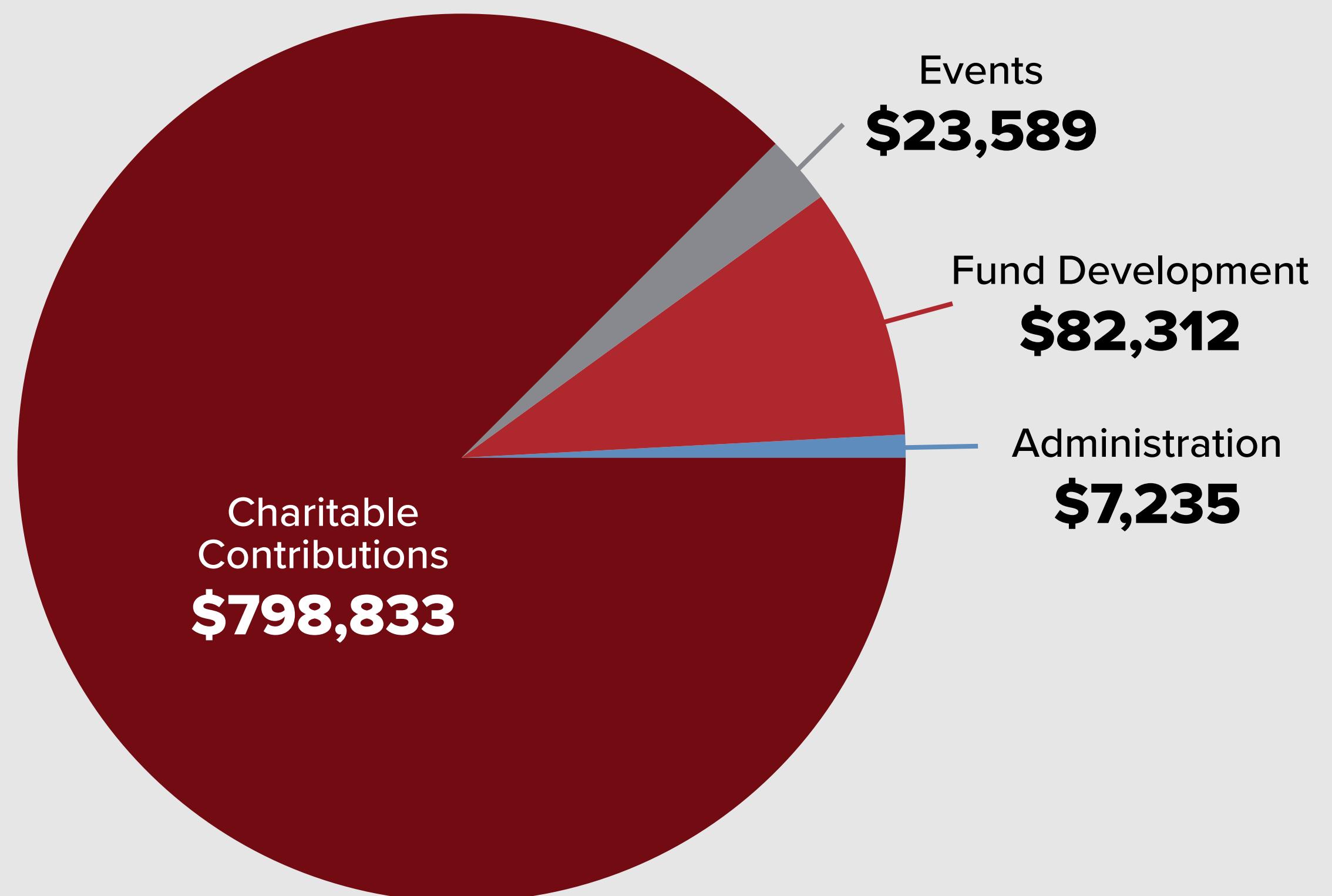


## FINANCIALS BY THE NUMBERS

# Expenses

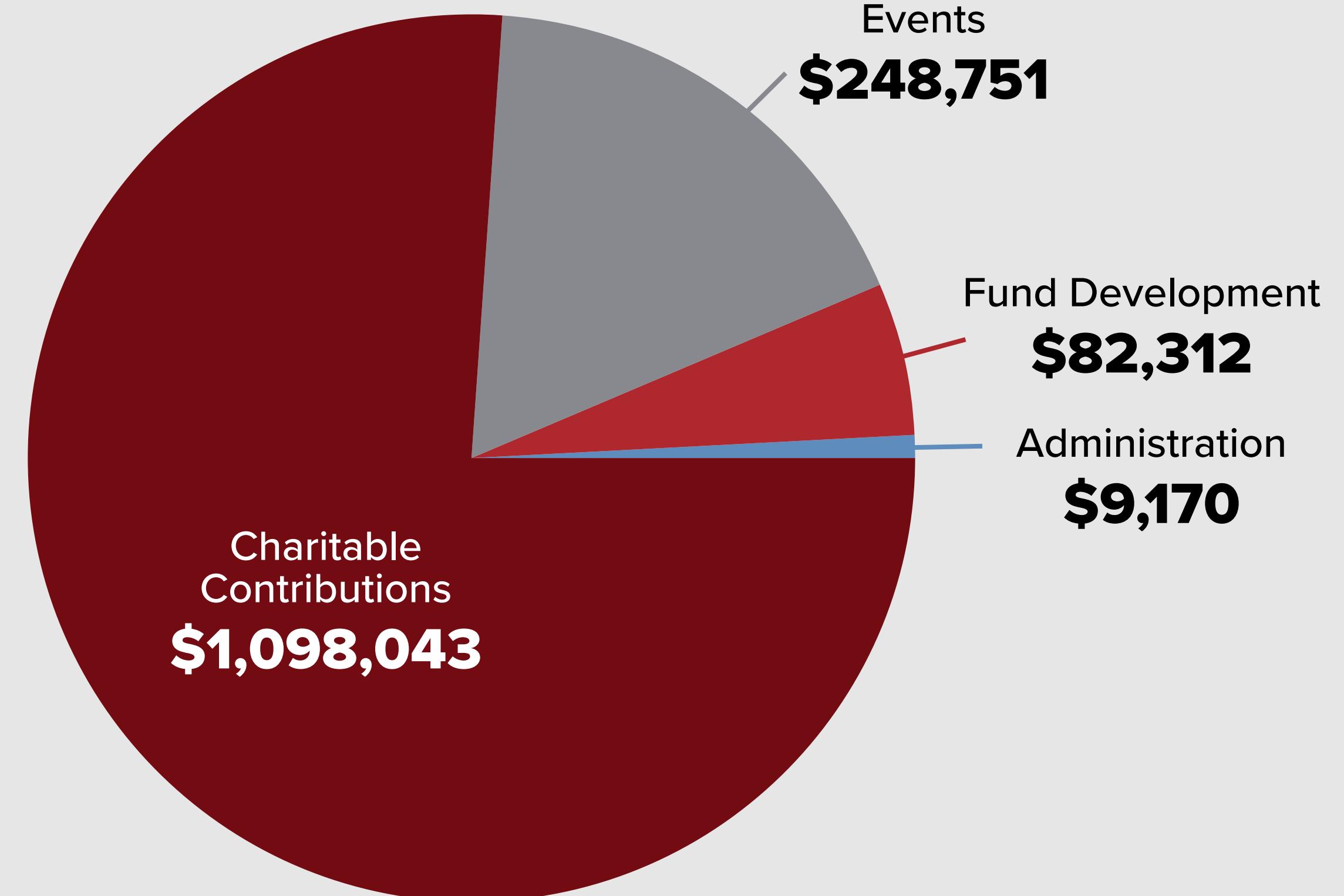
2020

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2021

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# RTR Donor Honor Roll Annual Report 2020-2021

FOUNDERS	COMMANDER	SPECIAL FORCES	CAPTAIN	CADET	DISTINGUISHED SERVICE
Tim and Nova Hanks	CertainTeed LLC	Troy S. Baker	Kris K. Anderson	Daniel (Mike) Belsky	Atlas Roofing
Ronald and Deanna Ross	Eric and Kylie Hinkle	Dave and Cassie Bordeau	John Arscott	Carlos Del Amo	Berger Building Products/ Omnimax/Flamco
Gary and Lori Swan	Patrick and Tami Hughes	Peter J. Fischer/ Fischer-Kaslow Foundation	Mike and Kate Ascione	Troy Duncan	Berkshire Partners
Dan and Audrey Tinker	IKO Industries	Rose and John Garrett III	Adam and Christie Carscadden	Fred Ferri	Caliber Collision
<b>ADMIRAL</b>		Emily and Ross Jones	Art and Judy Finocchiaro	Lance and Tammy Finlinson	National Nail
Eric and Terri Jacobson	Richard K. Lubin Family Foundation	Jeremy and Lauren Hammett	Blake Gottesman	Michael Fisher	Owens Corning
Jonathan and Joni Ogilvie	Josh and Jessica Lutzker	Chris and Kelsey McMurrough	Grebe Management, LLC	Cory Garrison Family	Quality Edge
Lisa and Al Romanini	Matt and Jenna McDermott	Ryan and Charlotte Nelson	The Matthew Harris Family	Chad Gibson	Sherwin / Geocel Products
SRS Distribution	Royal Building Products, a Westlake Chemical Company	Patrick and Theresa Romanini	Hunter Industries	Kenny and Robyn Harris	
<b>COLONEL</b>		Ron and Jodi Romanini	Thomas and Teresa Lazur	Adam and Heidi Levyn	
John S. and Sharon Davis	Seiffer Family Foundation	Ellen and Chad Stanton	Chad and Becky Massie	Jon Marron	
GAF	TAMKO Industries		Kyle and Lyndsay Miller	Mark McDonald	
Jeremy and Christine Goldschmeding	Sonya K. Wells		Pete Bachman and Murphy O'Neill	Josh and Ashley Moss	
Jeffrey F. Kelly	Paul and Lori Whelan		Mike O'Neill	Walter Muratori	
Rain Bird Corporation	Thomas Wolters		Stephanie Pappas and Kristen Dalzen	George and Carrie Pappas	
R. Scott and Stacey O. Vansant			Rajeev and Shalini Rai	David R. (Randy) Peeler	
			Richard Ross	Andrew and Beata Petrozziello	
			Stewart Schwensen Productions, LLC	Tim and Lisa Presta	
			Don and Leslie Tomeny	Vincent P. Saia	
				J. Louis Sharpe	
				John Smitson	
			Briggs Equipment	UBS	
			Steve Grimshaw	United Aqua Group	
			The Pete Store	Roger Willard	

# RTR Donor Honor Roll Annual Report 2020-2021

LEGION OF MERIT	SILVER STAR	BRONZE STAR
AccuLynx	Ronnie J. Ross	APOC
Alpha ProTech	Mark and Jennifer Sanders	William Thorpe
Bank of America	Martin Segal	Chris Arrington
Bay Cities Metal Products	Shoppa's Material Handling	Steve Valenta
Bliss Roofing	Sokolis Group	Chris Bachman
Mikell Bollinger	Southwest International Trucks	Konrad Bolowich
Todd Coon	Tropical Roofing	Carol and Kyle Branch
John and Wendy Cozzi	Trufast	Bruckner Trucks
DMSi	Velux	Brian Burg
Troy Downey	Ryan Wade	Cambria Truck Center
Aaron and Leigh Finocchiaro	Weatherbond / Versico	Cornerstone BB/ Simonton/PlyGem
Gibraltar / AirVent		Carrie David
Giddyup		Chris Harrison
Jacob Grimm		Josh Herion
Haynes Boone		Robert Kelly
James Hardie Building Products		Michelle Kettering
Karnak		Klauer
Alan Keenan		Lomanco
Thomas Lazur		Susan Macina
Mark and Denise Mullikin		Mack Trucks
Norton Rose Fulbright		Wendy Marvin
Primesource		Max Roofing Products
Timothy and Rebecca Richnofsky		Midwest Roofing Contractors Association
Rick Rominger		Richard Siegel
Robert Ross		Eugene Smith
		BradStalder
		3M Company
		Tyler Amburn
		Attic Breeze
		Azek
		Boise Cascade
		Robert Botsford
		John Bunyard
		John Carragher
		Cleasby
		Continental Materials
		Jeffery Drake
		Eagleview
		William (Bill) English
		Freedom Roofing Windows and Siding
		Dustin and Rachel Gunderson
		Ladd Hamrick
		Jim Hooper
		Huttig
		Bryan Jackman
		Alan Keenan
		Jon Kleckley
		KP Building Products
		Thomas McIntosh
		Valery and Marco Melero

# RTR Donor Honor Roll Annual Report 2020-2021

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## HONOR GUARD

AAvanced Building Products

David Richardson

Kathaleen Bolyog

Chris Rodway

Scott Campbell

David and Julie Shields

Patrick Crow

Eric Watson

Matt DeLoach

Jimmy White

Diamond Roofing Systems

David Dickherber

Steve Drechsler

Marcus Ekstrom

Vincent Goss

Andrew and Sue Gray

Bryan Jackman

Anneka Kamel

John Knapp

Chad Lacefield

Doug LeCompte

Christopher Lytle

Thomas McIntosh

Christie Mello

Northstar Associates

Kristin Owens

Steve Petit

Ted Rainaud

Casey Renth

Robert Rickman

## CHAMPION

Scott Borror

Laurie Cassarella

Rick Damato

Bob Fujii

Mark Hoesterey

Greg Jessup

Garrett Larivee

Joseph Legg

Kirk Lovan

Ron Miller

Krissy Niemczura

Mark Panko

John Phinm

Brian Postma

Roger Redden

Chad and Erin Rowley

Doug Slack

Duane Smith

Jill Smith

Patrick and Jordan Sneed

Luke Wilson

## PATRON

ABC Supply

Jeff Aloisi

American Contractor Show

Mireya Beckner

Sandy Beggs

Sean Boles

Dave Brower

Bob Burwasser

Jeff Carpenter

Sarah Ceasar

Scott Chilton

Allie Coogan

Stacy Croff

Damschroder Roofing

Jeff Deitz

Chad Deja

Bradley Gardner

Benjamin Harrison

Michael Hertel

Suzanne and Eric Jones

Kenneth Kee

Nic Kinch

Cynthia Lang

Brian Lanier

Adam Leatherman



# 2020 ANNUAL REPORT 2021

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