



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!



Mitchell Bellinger
SRS Raise the Roof Foundation
Executive Director





SRS Goes Presidential 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' 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 changed our lives just a month later.

BLACKBERRY SMOKE



THE WILDFLOWERS



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.



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), Meilanie 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*.





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.”

Annual Report 2020/2021



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.





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

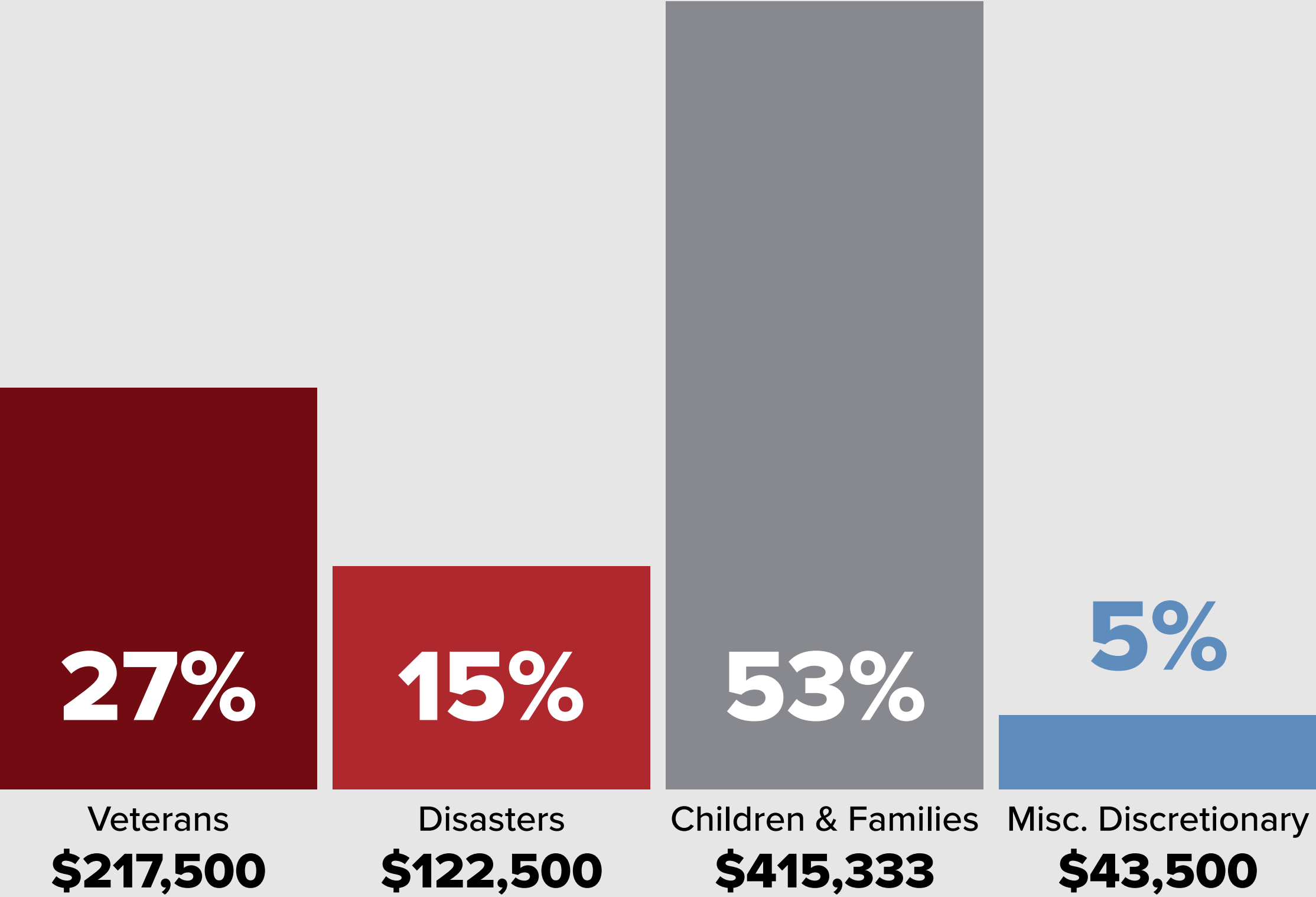
SRS Distribution and Heritage employees joined Raise the Roof in our annual holiday programs. Our amazing team members compassionately gave of their time, talents and resources to support several organizations benefiting children, veterans, first responders and their families. Together, they donated 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!



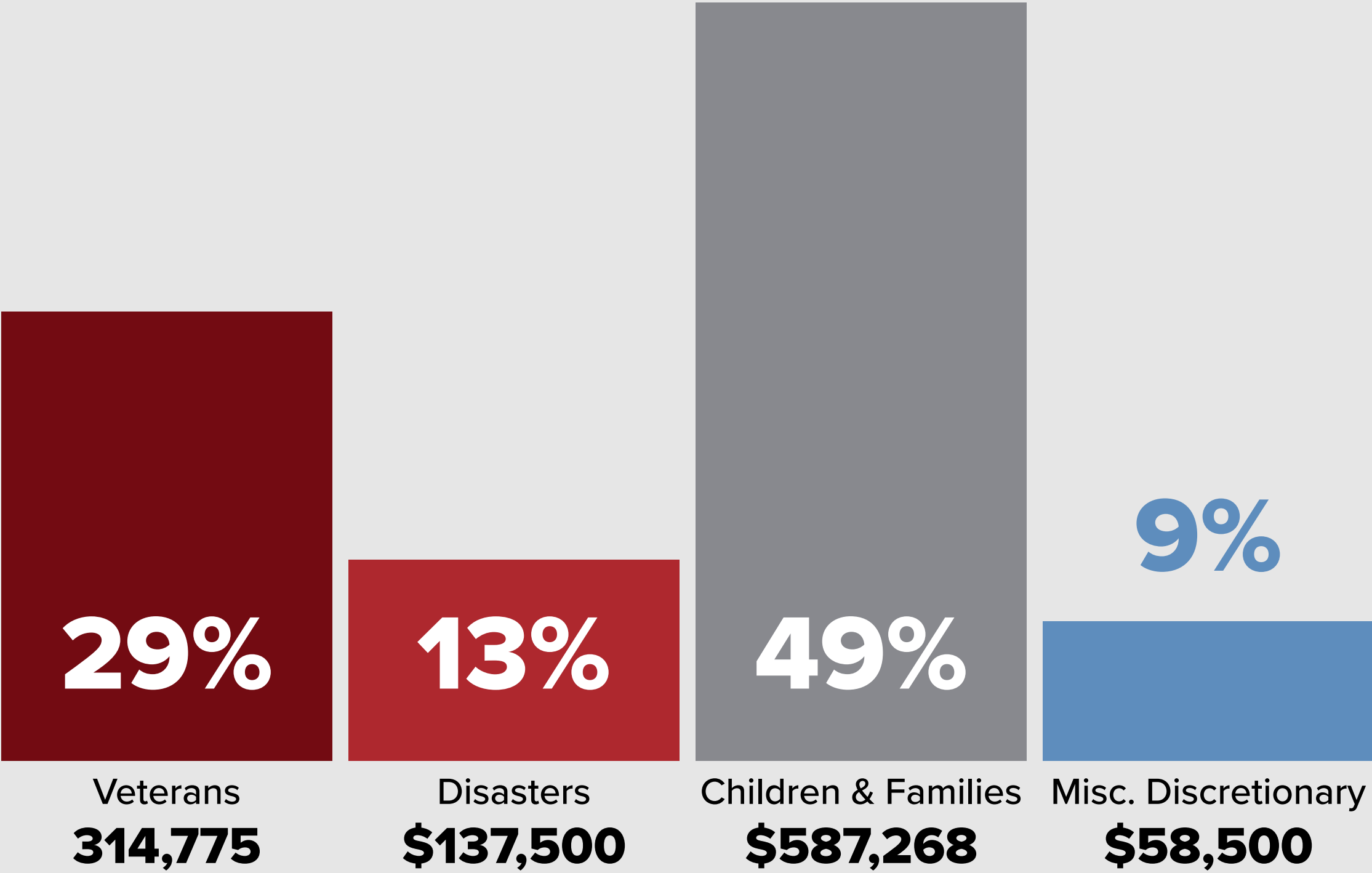
FINANCIALS BY THE NUMBERS

Funds Distribution

2020 Total **\$798,833**



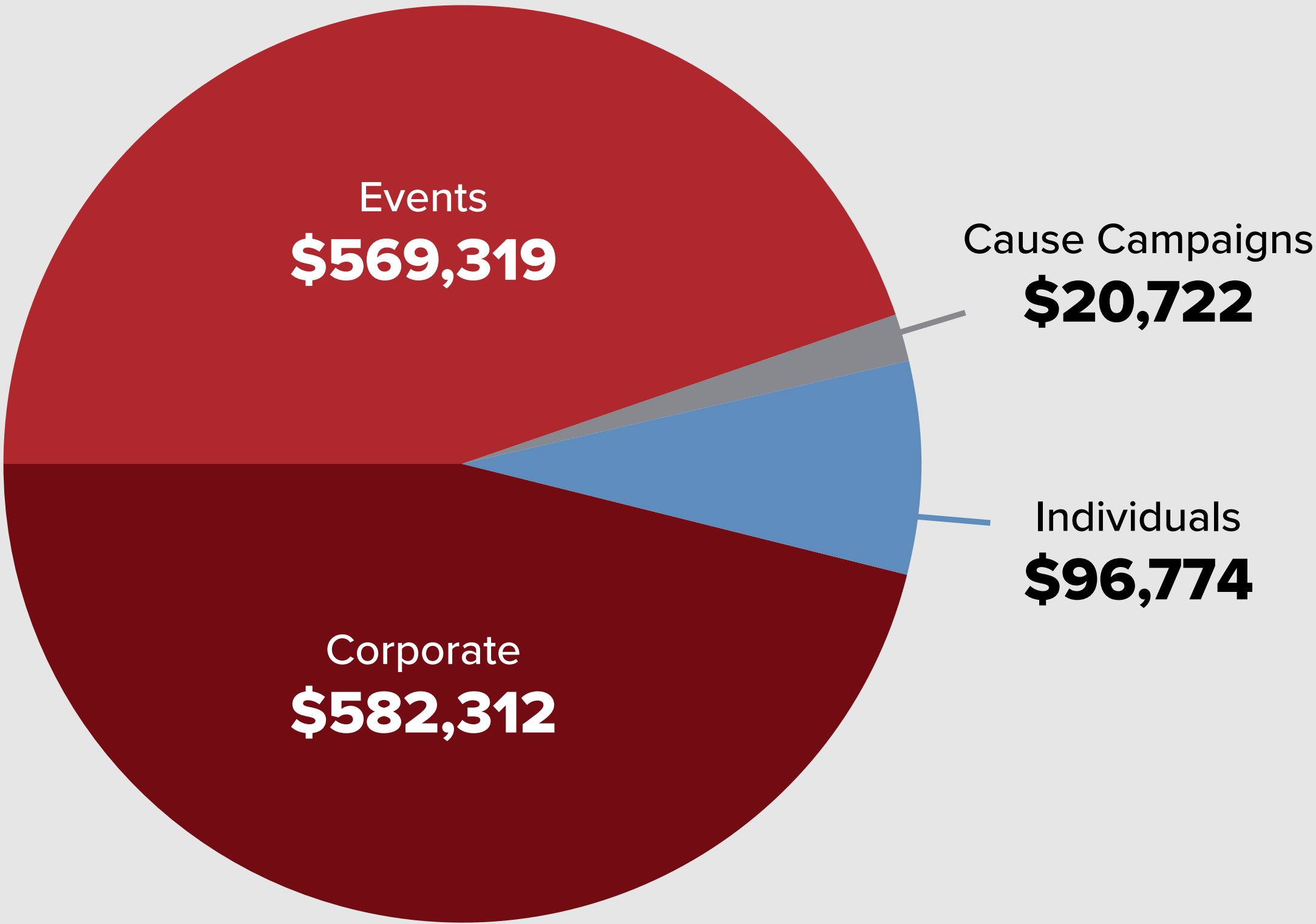
2021 Total **\$1,098,043**



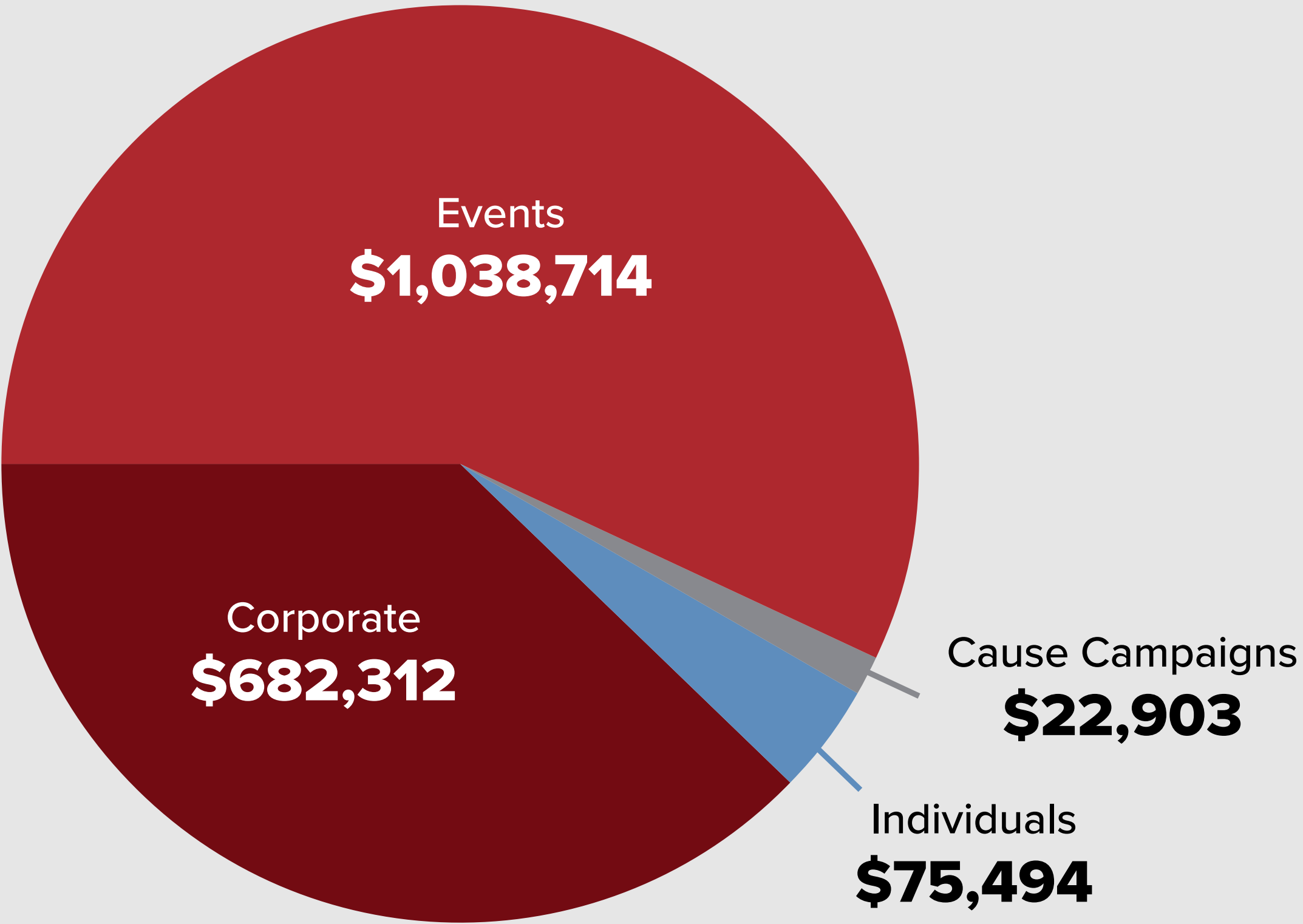
FINANCIALS BY THE NUMBERS

Contributions

2020



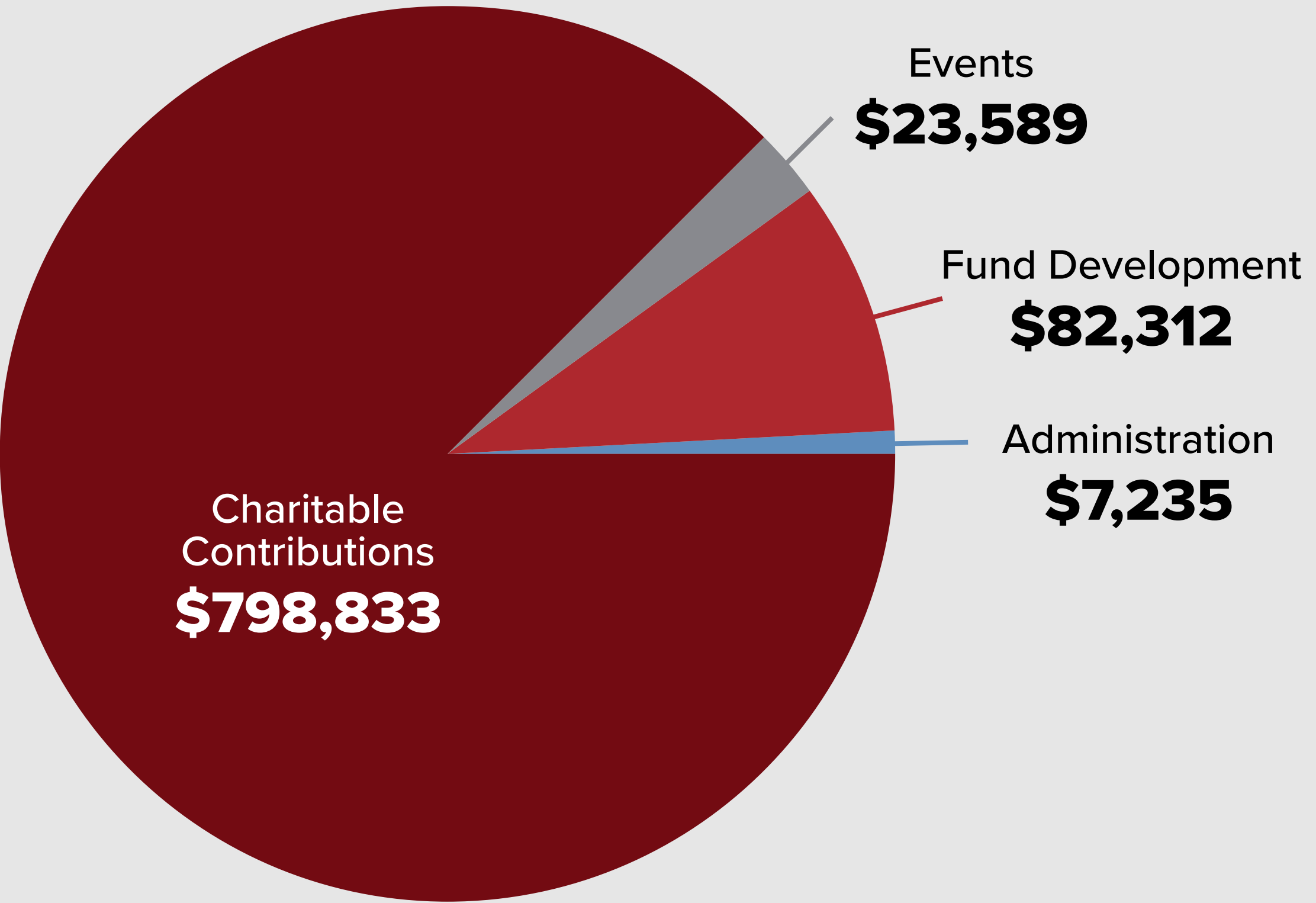
2021



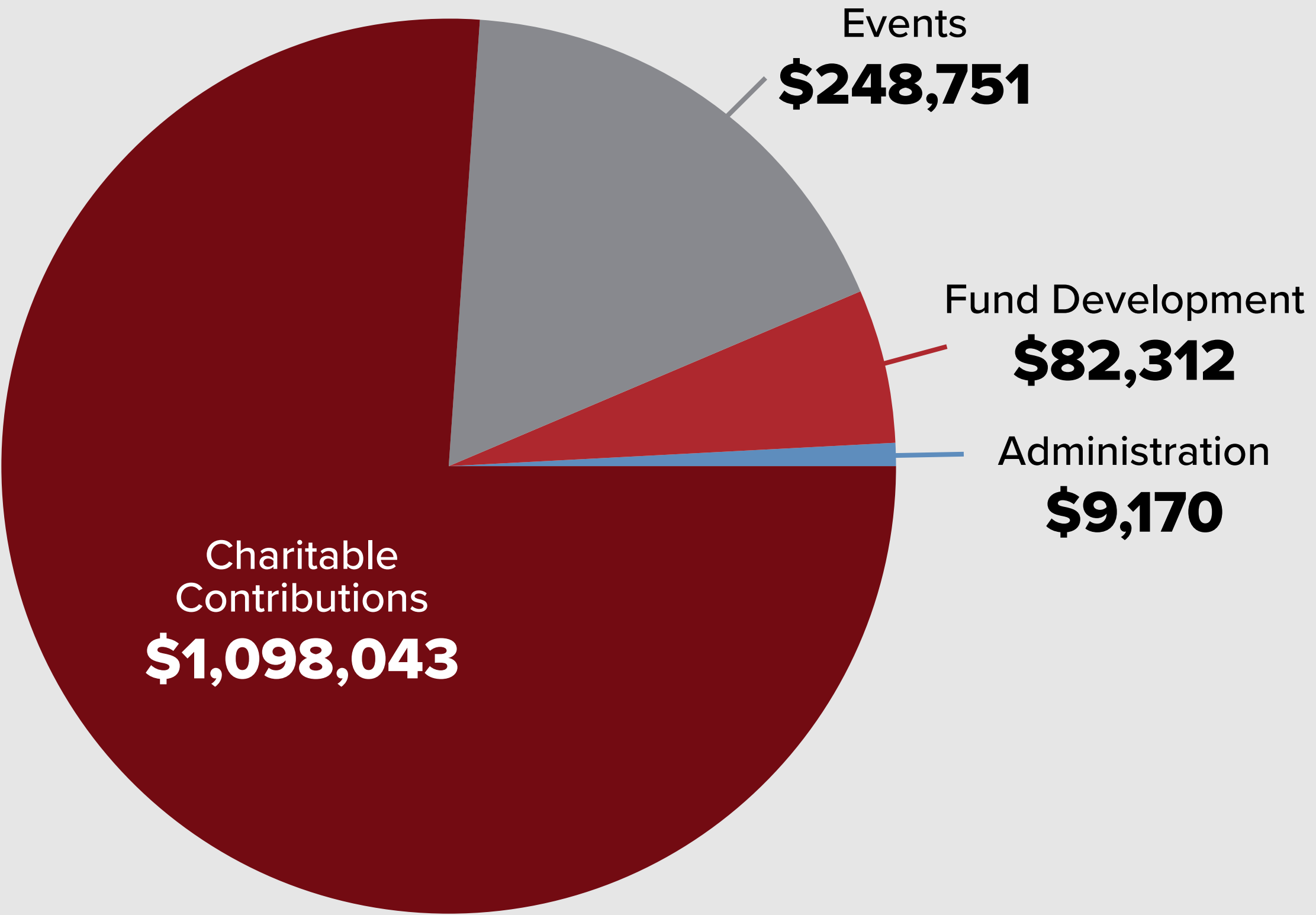
FINANCIALS BY THE NUMBERS

Expenses

2020



2021



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
	Emily and Ross Jones	Jeremy and Lauren Hammett	Art and Judy Finocchario	Lance and Tammy Finlinson	National Nail
ADMIRAL	Richard K. Lubin Family Foundation	Chris and Kelsey McMurrough	Blake Gottesman	Michael Fisher	Owens Corning
Eric and Terri Jacobson	Josh and Jessica Lutzker	Ryan and Charlotte Nelson	Grebe Management, LLC	Cory Garrison Family	Quality Edge
Jonathan and Joni Ogilvie	Matt and Jenna McDermott	Patrick and Theresa Romanini	The Matthew Harris Family	Chad Gibson	Sherwin / Geocel Products
Lisa and Al Romanini	Royal Building Products, a Westlake Chemical Company	Ron and Jodi Romanini	Hunter Industries	Kenny and Robyn Harris	
SRS Distribution	Seiffer Family Foundation	Ellen and Chad Stanton	Thomas and Teresa Lazur	Adam and Heidi Levyn	
	TAMKO Industries		Chad and Becky Massie	Jon Marron	
COLONEL	Sonya K. Wells		Kyle and Lyndsay Miller	Mark McDonald	
John S. and Sharon Davis	Paul and Lori Whelan		Pete Bachman and Murphy O'Neill	Josh and Ashley Moss	
GAF	Thomas Wolters		Mike O'Neill	Walter Muratori	
Jeremy and Christine Goldschmeding			Stephanie Pappas and Kristen Dalzen	George and Carrie Pappas	
Jeffrey F. Kelly			Rajeev and Shalini Rai	David R. (Randy) Peeler	
Rain Bird Corporation			Richard Ross	Andrew and Beata Petrozziello	
R. Scott and Stacey O. Vansant			Stewart Schwensen Productions, LLC	Tim and Lisa Presta	
			Don and Leslie Tomeny	Vincent P. Saia	
				J. Louis Sharpe	
			MEDAL OF HONOR	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

AccuLynx	Ronnie J. Ross
Alpha ProTech	Mark and Jennifer Sanders
Bank of Americaq	Martin Segal
Bay Cities Metal Products	Shoppa’s Material Handling
Bliss Roofing	Sokolis Group
Mikell Bollinger	Southwest International Trucks
Todd Coon	Tropical Roofing
John and Wendy Cozzi	Trufast
DMSi	Velux
Troy Downey	Ryan Wade
Aaron and Leigh Finocchario	Weatherbond / Versico
Gibraltar / AirVent	
Giddyup	
Jacob Grimm	
Haynes Boone	
James Hardie Building Products	
Karnak	
Alan Keenan	
Thomas Lazur	
Mark and Denise Mullikin	
Norton Rose Fulbright	
Primesource	
Timothy and Rebecca Richnofsky	
Rick Rominger	
Robert Ross	

SILVER STAR

APOC	William Thorpe
Chris Arrington	Steve Valenta
Chris Bachman	Richard Watts
Konrad Bolowich	Jeff Weemhoff
Carol and Kyle Branch	Wells Fargo
Bruckner Trucks	Woody Butts
Brian Burg	
Cambria Truck Center	
Cornerstone BB/ Simonton/PlyGem	
Carrie David	
Chris Harrison	
Josh Herion	
Robert Kelly	
Michelle Kettering	
Klauer	
Lomanco	
Susan Macina	
Mack Trucks	
Wendy Marvin	
Max Roofing Products	
Midwest Roofing Contractors Association	
Richard Siegel	
Eugene Smith	
BradStalder	

BRONZE STAR

3M Company	Christine Mockenhaupt
Tyler Amburn	Mark and Denise Mullikin
Attic Breeze	James (Jim) and Gail Murray
Azek	O’Hagin
Boise Cascade	Palfinger
Robert Botsford	James Phillips
John Bunyard	Pressure Point Roofing, Inc
John Carragher	David R. Reece
Cleasby	Dr. Don A. Rice
Continental Materials	Charles Robertson
Jeffery Drake	Becky Ross
Eagleview	Ross Manufacturing
William (Bill) English	Jamie Rubeck
Freedom Roofing Windows and Siding	Charles and Tammy Ryther
Dustin and Rachel Gunderson	Austin Santoro
Ladd Hamrick	Kendra Scott LLC
Jim Hooper	Justin Slay
Huttig	Ken and Jess Stebbins
Bryan Jackman	Mark Stefanick
Alan Keenan	Lori and Scott Strenger
Jon Kleckley	Amy Jen Su
KP Building Products	Tommy and Samantha Yin
Thomas McIntosh	
Valery and Marco Melero	

RTR Donor Honor Roll Annual Report 2020-2021

HONOR GUARD

AAdvanced 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 Rentch	
Robert Rickman	

CHAMPION

Scott Borrer
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	Paul LeMoine
Jeff Aloisi	Kevin Looney
American Contractor Show	Will Lorenz
Mireya Beckner	Mike McHale
Sandy Beggs	Jeremy McKinnis
Sean Boles	Lynette Morgan
Dave Brower	M5 Telecom LLC
Bob Burwasser	Lance Paulauskas
Jeff Carpenter	David Peters
Sarah Ceasar	David Porter
Scott Chilton	Thomas Ross
Allie Coogan	Rachel Sales
Stacy Croff	Nikki Schmitt
Damschroder Roofing	Deane Smith
Jeff Deitz	Tom Sweazy
Chad Deja	Rob Tucker
Bradley Gardner	Melissa Van Order
Benjamin Harrison	Katie Vasant
Michael Hertel	Amy Wagner
Suzanne and Eric Jones	Wayne's Roofing
Kenneth Kee	Jeff Weemhoff
Nic Kinch	Matthew Wilson
Cynthia Lang	Wirtz & Daughters
Brian Lanier	
Adam Leatherman	



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469.424.2295

RAISETHEROOFFOUNDATION@SRSICORP.COM

7440 S HIGHWAY 121 • MCKINNEY, TX 75070

WWW.SRSRAISETHEROOFFOUNDATION.ORG