Purple Heart Homes, Inc.: Veteran Home Opportunity Program (VHOP) (January 2020 - December 2020)

Program Overview

- **Program Type**: Direct Service
- **Beneficiary Type**: Individuals
- **Budget**: $464,960 USD

Description

The Veteran Home Opportunity Program (VHOP) provides newly renovated/modernized homes donated by various banking institutions and private individuals. Qualified Veterans receive a mortgage, with our assistance, and own a home at no more than 50% of the fair market value of the home. For those Veterans exiting a rehabilitation program, the homes are located near a medical facility, a geriatric living environment, or in a transitional phase. The homes are for Veterans who are homeless, at risk of being homeless, or generally housing insecure.

Program Logistics

- **Location**: United States (GA, OH, NC, MS, KY, SC)

Beneficiaries

The program primarily serves low to moderate income service-connected disabled Veterans.

- **Age**
  - Young Adults (age 19-30): 25%
  - Adults (age 31-64): 75%
- **Gender**
  - Male: 65%
  - Female: 35%
- **Race**
  - Black or African American: 30%
  - Hispanic or Latino: 30%
  - White or Caucasian: 30%

Additional Characteristics

- Homeless: 25%
- Individuals with Disabilities: 100%
- Individuals with Mental Health Condition(s): 20%
- Individuals with Physical Health Condition(s): 100%
- Low-Income or Economically Disadvantaged: 90%
- Military Veterans: 100%
- Active Military and/or Military Families: 10%
- Single / Lone Parents: 35%
- Unemployed: 35%

Impact Genome Scorecard

- **Program Overview**: Housing & Homelessness
- **Program Type**: Direct Service
- **Beneficiary Type**: Individuals
- **Budget**: $464,960 USD

Outcomes

**Primary Outcome**: Z03.04.04: Development of New or Converted Affordable Housing

This outcome is satisfied if an individual has accessed at least one of the following within the last year:
- New construction that is available for affordable ownership or rental
- Housing (an apartment building, single-family, or multi-family home) that has been rehabbed for affordable ownership or rental

**Secondary Outcome(s)**: Access to Long-term Housing, Retention of Current Housing

Self-Reported Data

<table>
<thead>
<tr>
<th>Efficacy Rate</th>
<th>Program Reach</th>
<th>Actual Outcomes</th>
<th>Cost per Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>8</td>
<td>5</td>
<td>$92,912</td>
</tr>
</tbody>
</table>

Supporting Evidence

**Impact Genome Assessment**:

- **Rigor**: 2/5 (Quality of data collection methods)
- **Relevance**: 5/5 (Fit of measures to the outcome)
- **Validity**: 3/5 (Quality of instruments used)

Overall assessment based on rigor, relevance, and validity of evidence provided.

Component Analysis

**Most Emphasized Components (e.g., Activities) in this Program**

- A03.05.01.12 Home Accessibility / Safety
- A03.05.01.10 Rehabilitation or Repair of Existing Homes
- A03.05.01.08 Program Acquires or Owns Land / Buildings
- A03.05.01.03 Provide Housing for Sale
- A03.05.01.02 Provide Housing for Rent

Program Intensity

- **Contact Hours**: 48 hrs
- **Duration**: Other
- **Frequency**: Once per yr
- **Dosage**: Other

For the ownership and Tiny Home portion of the program, the total engagement between Purple Heart Homes and the Veteran is generally 5 years - until the property is completely released to the Veteran. For the Rental portion, generally rental agreements are 1 year in duration.

Sector Benchmark Data

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Efficacy Rate</th>
<th>Cost Per Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veteran Home Opportunity Program (VHOP)</td>
<td>63%</td>
<td>$92,912</td>
</tr>
<tr>
<td>Impact Genome Benchmark* for this Outcome</td>
<td>82% - 90%</td>
<td>$70,008 - $104,076</td>
</tr>
</tbody>
</table>

* bench datum efficacy rate and cost per outcome of all programs in the Impact Genome database that target this outcome as of September 2021.