

**MISSION IN MOTION**  
**2021/2022 ANNUAL REPORT**

**35**  
**YEARS**



PLUMBING-HEATING-COOLING CONTRACTORS NATIONAL ASSOCIATION  
EDUCATIONAL FOUNDATION



## LIFT OFF

### 2021/2022 ANNUAL REPORT

Dear Foundation Friends, Donors and PHCC Members,

It's hard to believe that it has been 35 years since a group of passionate PHCC contractors launched the Educational Foundation with the mission to deliver powerful educational opportunities for the success of the p-h-c professional.

Dick Irwin – the driving force behind its creation – initially faced a little opposition, even developing a “Why a Foundation?” paper to solicit support. But he and others – especially those who made up that first Board of Governors – were onto something ...

By June of that first year, the Foundation had received more than \$25,000 in pledges and donations, and – by October – more than \$100,000, all from PHCC members. It didn't take long for manufacturers to show their support, donating time and money to Foundation events and resources.



Like so many other volunteers, donors, sponsors, and staff, I am extremely proud to continue carrying out the mission of those incredible visionaries. We've been inspired and supported by countless people over the years, and we've realized progress every step of the way.

We've built a reputation, becoming known as *the* source for plumbing and HVACR industry education and training. We've stayed relevant, developing an innovative learning management system to train apprentices (and even *prospective* apprentices) online with the flexibility they require. We've gained momentum, adding tools, webinars, and (sold-out!) workshops to support foreman and project managers. And we've set big goals, such as signing a Pledge to America's Workers in 2020 to train 75,000 apprentices over the next five years.

And while those initial monetary donations to the Foundation were the boost they needed to launch this Foundation, we've come a long way since then. Thanks to generous gifts from people like you, as of this year we've awarded **\$3.2 million in scholarships** (including Foundation contributions to PHCC—National Auxiliary scholarships), and our assets currently are valued at more than **\$15 million**.

As most of you know, Dick Irwin passed away in January at age 93, but I smile knowing that he realized the results of his vision. In fact, at the CONNECT conference in 2015, he expressed how proud he was of how things worked out for PHCC and the Foundation ... that we were doing what he had envisioned when he got us started.

Those founders put a lot of their own time and money into creating something very special. Now it's my turn, and I feel incredibly fortunate to help keep their vision going strong and give back to the industry that has given so much to my family and me.

I know that feeling is contagious, because we wouldn't be where we are today – having impacted the careers of thousands of people in our industry – *if it weren't for donors and volunteers like you*. From setting up apprentice contests, to serving as subject matter experts, to hitting "submit" on a donation, *you* are the success behind our mission.

Mission accomplished has never been in our vocabulary, because our work is never done. But, for now, let's marvel at our *mission in motion* – this extraordinary view of our accomplishments this year – and let it inspire the boundless opportunities we can provide moving forward.

Kevin Tindall  
PHCC Educational Foundation Chairman

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## CAREER AND WORKFORCE DEVELOPMENT

# READY TO LAUNCH

*Thanks to you, we're giving young people more than an opportunity to embark on a journey; we're giving them the connections, resources, and training they need to build a future.*



### GIVEN TO:

23 apprentices

23 college students

9 trade school students

# \$150,000

All applicants for Foundation scholarships must be pursuing post-secondary education/training directly related to the p-h-c industry.

## Scholarship Program

In 2021, the Educational Foundation fueled the education of 55 apprentices, trade school students, and college students with scholarships valued at \$150,000 (\$109,000 in funding from sponsors and \$41,000 from the Foundation.)

*"I would like to give the [Foundation's] donors a big hug for making it possible to be where I am in my life today. What was holding me back was having the funds to move forward in my career and in my life, and they made it possible. They are true superheroes."*

— Rick Nelson

*"Thank you for your generous investment in my education and in me. This incredible scholarship enables me to focus on my academics while allowing me the opportunity to contribute to my school's community and to continue on my mentoring journey. With your support, I will be able to help other students achieve their goals, just as you have helped me."*

— Jillian Parrino



## National Plumbing and HVAC Apprentice Contest

### We were back in action and FACE TO FACE this year!

After a one-year hiatus because of COVID restrictions, we welcomed 16 plumbing contestants and 7 HVAC competitors to the contests at PHCCCONNECT2021 in Kansas City, Missouri. Making it possible?

A dedicated team of contractor volunteers and the generous support of several industry partners. Thank you!



attended PHCCCONNECT2021 thanks to the generous support of many industry partners, dedicated volunteers, and donors like you!



## SkillsUSA Championships

The Educational Foundation again supported the SkillsUSA Championships – held in a new location this year, Atlanta, Georgia – sponsoring the plumbing contest and supporting the HVAC contest. It takes the generosity of a host of technical committee volunteers, sponsors, and other industry partners to give these students an opportunity like this to reach their full potential. We're grateful for your dedication!



### New This Year ...

Judges used *tablets* to score contestants' projects!



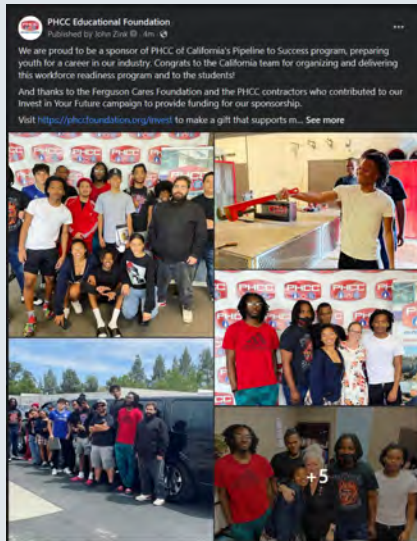
## NOCTI Assessment Test Updates

This industry never stops changing ... and neither do we! In late May, we gathered a group of PHCC contractor subject matter experts to review, revise, and update the plumbing assessment tests we offer through the National Occupational Competency Testing Institute (NOCTI). With the time, effort, and expertise of these devoted volunteers, employers can feel confident that the content being assessed pertains directly to the skills they need in a technician.



## Pipeline to Success in California

The Foundation was proud to sponsor PHCC of California's Pipeline to Success program this summer, preparing its area youth and young adults for a career in our industry. Congratulations to the California team for organizing and delivering this workforce readiness program ... and to the students who completed the courses! And special thanks to the Ferguson Cares Foundation and the PHCC contractors who contributed to our Invest in Your Future campaign to provide funding for our sponsorship.



# 250



### The Career Flight Pattern is Working!

students enrolled

Through the Educational Foundation's PHCC Academy course offerings, more and more students are navigating their career paths at the correct level to get them to be licensed professionals.

Our **Workforce Readiness** course continues to be a popular workforce tool ... enrolling **250** students just this year!

## EDUCATION AND TRAINING

# GIANT LEAPS

*The Foundation continues to push the boundaries of technical training and management education. How do we do it? With people like you who never stop working so that we can stay relevant today and anticipate needs tomorrow.*

*"Thank you so much for the time and expertise you've put into the Foundation's online training. Your staff has been absolutely wonderful ... and helpful! I couldn't believe it when they said we could reach out to them at any time! The Academy – and its variety of courses – are really impressive."*

— Lonnie Welch,  
Encore Plumbing



## PHCC Academy

When the Foundation launched the PHCC Academy and the new Learning Management System in 2017, little did we know COVID was coming. It was on the rise before, but the pandemic certainly *accelerated* the adoption of online training across the country, becoming the training solution of choice for many contractors to train their new workers and apprentices.



2017	2018	2019	2020	2021	2022
168	547	1,002	2,027	3,501	4,500

Today, we've enrolled  
**4,500+**  
students!





## Construction Management Courses

### Essentials of Project Management

Once again, popular Purdue University Professor Emeritus Kirk Alter led this boot camp, broadcasted live online from A. O. Smith University. More than 20 attendees tuned into the four-day class, which continued its reputation for being intensive and highly interactive.

### Super Foremen Workshop

Viega generously sponsored and hosted this two-day workshop in June at its training facility in Nashua, New Hampshire. Kirk Alter made it clear to the 27 in attendance that the title of foremen comes with a duty to contribute to the success of the company, illustrating how they can get involved in the planning and problem-solving process ... and why *working with their heads* is more important than working with their hands!

*"I want to drop you a note to say how happy we are to host such high-quality content. Kirk, as always, has met his audience where they are and continues to provide consistent, highly engaging education, while adjusting on the fly to the skill level of the group. Y'all really do set the bar in many ways."*

— Victor Albright,  
A.O. Smith University

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## Course Updates

### Plumbing Pre-Apprentice

Launched in October 2021, this online program comprises six modules: The Plumb Truth, Safety Dance, Blinded Me with Science and Math, Get It Out of Your System, Everything and the Kitchen Sink, and Jumpin' Jack Flash: It's a Gas, Gas, Gas! Thanks to donors and sponsors like you, *the program is available at a cost of only \$29*, giving contractors a way to kickstart the learning curve of a new hire without the risk of enrolling an untested new team member in a high-cost training program. If they're a good fit, they can move on to ...

### Fast Track to Service Plumbing

The launch of the Foundation's Fast Track to Service Plumbing course last year is quickly gaining speed. Our "Buy One, Get One Free" offer continues to be very popular with contractors enrolling students. And ... the program is giving *back*! For each course sold, \$50 goes directly to our Scholarship Fund, *generating \$3,200 this year alone*. This funding allows the Foundation to continue providing scholarships for Fast Track students in next year's awards.

### Plumbing Apprentice Courses

By the end of 2022, all four years of the plumbing courses will be updated, with more interactive features as well as improved audio and video throughout the training. Behind the scenes, there are additional improvements to help keep the program compliant and approved for use by training regulatory agencies.



## Seminar Series

With continuing support from Kohler Co., the Foundation provided 30 education programs across the country this year. Since the inception of this series, Kohler-supported seminars have impacted nearly **25,000 industry professionals!**

**Inflation! Inflation! Inflation!**

## Overhead and Profit Calculator

This year more than ever, contractors are realizing that regular updates to their pricing are not optional. Even in a normal economy, however, healthy businesses must routinely examine their materials and labor and overhead costs ... and adjust their pricing to match current realities. The Foundation makes that easier with its Overhead and Profit Calculator. And, thanks to a generous donation from A. O. Smith, we continue to offer it *free of charge!*

## Textbooks

Used to accompany Educational Foundation apprentice programs run across the country through PHCC state and local chapters, as well as by community colleges and unaffiliated training programs, *an amazing 11,600 PHCC plumbing and HVAC textbooks were sold this year alone!* Of note, PHCC of Indiana's Mechanical Skills trade school in Indianapolis has more than 820 students using Foundation textbooks in their classrooms. Thanks to you – the Foundation's donors – up-to-date PHCC training materials are actively adding thousands of new apprentices to the workforce every year.



## ON THE HORIZON

*We didn't realize 35 years of progress by sticking to the status quo. We continue to adjust to new challenges and reach for the sky to meet this industry's future needs.*



## Communications and Marketing

Have you noticed the redesign of our printed *Focus* newsletter? We're excited to share news about recent accomplishments, future events, and activity among our Foundation family via this updated twice-yearly publication.

And, always striving to meet our contractors' and other supporters' needs right where they are, we relied more and more this year on our online *Focus Flash* newsletter (emailed monthly), as well as on our social media channels – Facebook, Twitter and Instagram.

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## Strategic Plan

At the May 2021 Educational Foundation Board Meeting, we examined progress on our current five-year Strategic Plan, to include recognizing huge growth this year in our online apprentice course sales and the creation of an entirely new set of apprentice training courses. Knowing our p-h-c world never stops spinning, though, we're looking ahead to December, when we develop our *next* Plan.

## HVAC Training

Continuing to set our sights on updating and building out more HVAC training, we're pleased to announce that we've already partnered with adult learning specialists and instructional designers – as well as PHCC contractors serving as subject matter experts – to create the blueprints for the new HVAC resources, and we're slated to release the first course of the newly updated HVAC series – **Fast Track to HVAC Service** – in summer 2023.



# FUELING THE FOUNDATION

*It takes a full tank to ensure that our treasured industry is in skilled hands. Thank you for believing in what we do ... and for making it possible for our profession to envision a brighter future.*

## 2021 Invest in Your Future Annual Giving Campaign

**Above and Beyond!**

Goal: **\$185,000**

Reached: **\$268,000+**



## Thank you for being part of our crew!

The generosity of PHCC members and our corporate donors in 2021 was astonishing. Our friends at InSinkErator, A. O. Smith, Bradford White, Federated Insurance, Ferguson, International Code Council, Moen, Milwaukee Tool, NIBCO, Rheem, Scorpion, and Viega all played a major role in our campaign's success.

Our fundraising committee challenged themselves with a friendly competition to see who could raise the most funds. Committee Co-chairs Joel Long and Dave Frame traded the first-place slot for months, but – in the end – both lost in a stunning upset to PHCC of Georgia Chapter Executive Ellen Whitaker.

PHCC contractors celebrated being back together in-person for PHCCCONNECT2021 by raising more than \$40,000 in donations during the event. Their gifts helped the campaign reach over \$268,000, smashing our goal!



\$30K

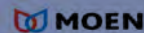
## 2022 Invest in Your Future Annual Giving Campaign

Goal: \$200,00

To keep pace with the Foundation's growing set of educational programs and workforce development efforts, we set our goal at \$200,00 this year. And the year started with a bang! First-time corporate donor SupplyHouse.com – an e-commerce company that sells heating, plumbing, HVAC, and electrical supplies – provided a \$30,000 donation as part of an even *larger* package of support for our educational programs



\$87K



## Endowment and Scholarship Funds

Generous gifts to our Endowment and Scholarship funds keep our programs running. Of particular note, Moen contributed \$87,000 in new sponsorships and gifts this past year, including an Endowment gift. And, because of very successful fundraising efforts these past couple of years, the *Foundation* was able to add \$100,000 to the Endowment Fund.

The PHCC Educational Foundation is a 501(c)(3) non-profit, with the majority of our monetary support provided by more than 100 contractors, manufacturers, and industry partners whose generous gifts helped to establish the Foundation's Endowment Fund. These major donors form the core membership of our committees and together serve as our Board of Governors.



## Did You Know ...

that you can now arrange for a gift to the Foundation in your estate planning? This giving path allows you to plan ahead and make a gift that does not affect your current finances. The Foundation recognizes donors making a planned gift as members of our Legacy Circle. There are a variety of options; contact **foundation@naphcc.org** for more details.

# BALANCE SHEET FOR 2021

June 30, 2022

	2021	2020	Variance
<b>ASSETS</b>			
<b><u>Current Assets</u></b>			
Cash & cash equivalents	\$763,812	\$388,196	\$375,616
Accounts Receivable	37,169	25,395	\$11,774
Pledges Receivable	89,182	131,908	\$(42,726)
Prepaid Items	6,348	22,598	\$(16,250)
<b>TOTAL CURRENT ASSETS</b>	<b>896,511</b>	<b>568,097</b>	<b>\$328,414</b>
Investments at Market Value*	16,908,669	12,933,033	\$3,975,636
<b>TOTAL ASSETS</b>	<b>\$17,805,180</b>	<b>\$13,501,130</b>	<b>\$4,304,050</b>
<b>LIABILITIES AND NET ASSETS</b>			
<b><u>Liabilities</u></b>			
Accounts Payable & Accrued Expenses	\$103,491	\$92,897	\$10,594
Due to Affiliate	25,508	73,610	\$(48,102)
Payroll protection plan loan	-	102,623	\$(102,623)
Deferred Revenue	224,770	165,947	\$58,823
<b>TOTAL CURRENT LIABILITIES</b>	<b>353,769</b>	<b>435,077</b>	<b>\$(81,308)</b>
<b><u>Net Assets - Prior Year</u></b>			
Undesignated -Operating	1,161,185	777,201	\$383,984
Scholarships	1,477,273	1,444,763	\$32,510
Temporarily Restricted	5,019,908	5,115,486	\$(95,578)
Permanently Restricted	5,407,687	5,287,735	\$119,952
<b>TOTAL PRIOR YEAR NET ASSETS</b>	<b>13,066,053</b>	<b>12,625,185</b>	<b>\$440,868</b>
Change in Net Assets	4,385,358	440,868	3,944,490
<b>TOTAL NET ASSETS</b>	<b>17,451,411</b>	<b>13,066,053</b>	<b>4,385,358</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$17,805,180</b>	<b>\$13,501,130</b>	<b>\$4,304,050</b>



# BOARD OF DIRECTORS

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Tindall & Ranson Plbg & Htg  
Windsor, NJ

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PHCC Educational Foundation  
Falls Church, VA

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\* Founder  
† Deceased



**Plumbing-Heating-Cooling Contractors  
National Association**

Educational Foundation  
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Falls Church, VA 22046



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