



**FOR IMMEDIATE RELEASE**

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## **Heroes Home Advantage presents \$10,000 donation to Serve & Connect for Compassionate Acts Program**

**Columbia, SC (February 2, 2023)** – Heroes Home Advantage presented \$10,000 to Serve & Connect to expand and enhance the Compassionate Acts Program providing access to these funds to Law Enforcement agencies throughout South Carolina.

Heroes Home Advantage CEO C. David Cain, Serve & Connect CEO and Founder Kassy Alia Ray, along with Law Enforcement officials and Serve & Connect Ambassadors from throughout the State of South Carolina were on hand together for a major announcement regarding a financial donation and expansion of the Compassionate Acts Program on Thursday, February 2nd.

“We are truly honored to partner with Serve & Connect,” said C. David Cain, Heroes Home Advantage CEO. “Heroes Home Advantage’s mission is to give back to those who serve, protect and sacrifice. We do this with a nationwide network that helps these Heroes with home ownership. Partnering with Serve & Connect to expand the Compassionate Acts Program allows Heroes Home Advantage to make a big difference to help a police officer provide a small act of kindness to their community.”

The Compassionate Acts Program is one of the cornerstones of Serve & Connect’s mission to bring police and community together by fostering positive change through partnerships. Serve & Connect believes that when police and community partners stand together, they have the power to make real, lasting change happen. With the Compassionate Acts Program that change can happen one small act of kindness at a time to transform an individual or a family in need to one that has a community supporting them, starting with an interaction with a police officer.

“Every day, police officers are meeting people in need and finding ways to help,” said Kassy Alia Ray Serve & Connect’s CEO. “Thanks to the incredible support of Heroes Home Advantage and our Serve & Connect Ambassadors, we will now be able to help



them help others by ensuring more officers have access to resources that make a difference.”

Police are the front-line to our communities and they see first-hand where help is needed. The Compassionate Acts Program will provide police officers with resources so that they may assist people in their communities in need. The Serve & Connect team works with officers and agencies from their partner network to provide support through resources or materials to address an immediate need and will also work to connect the individual or family with available local resources that may provide sustainable support.

“I am very excited to help the vision of the Serve & Connect team and lead the expansion of the Compassionate Acts Program,” said Lori Tumlin Serve & Connect’s Coordinator for Police Partnerships and Support. “This program will become an invaluable tool across our state and beyond. Helping Heals and the difference we can make together is immeasurable.”

### **About Serve & Connect**

Serve & Connect is a nonprofit 501(c)(3) organization that aims to ignite positive change through police-community partnerships. Kassy Alia Ray founded the organization in memory of her late husband, Officer Gregory Alia, who was killed in the line of duty in 2015. Backed by evidence-based practices designed to fuel collaboration, Serve & Connect provides the tools, training and technical assistance necessary for police departments, local organizations, leaders and residents to work together to improve community outcomes.

### **About Heroes Home Advantage**

Heroes Home Advantage is the highest rebate program in the country when our heroes buy or sell real estate. Our nationwide network of Realtors, Lenders, Attorneys, and Title Companies give back a portion of their commission to help pay closing costs. The credit to the hero can be as much as \$5,000 or more. Heroes Home Advantage has given back over \$20 million to our heroes since its inception in 2012. Our heroes include military, police, fire, teachers, and health care workers. It is our mission to “give back to those who serve, protect and sacrifice”!

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