Hire Heroes USA

Annual Report 2012

July 1, 2011— June 30, 2012

HIRE HEROES USA

Creating the Opportunity

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- Brian Stann

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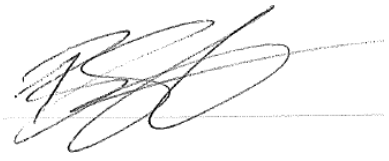
- Megan Whitson
  Manager of Corporate Relations & Development
- Michele Wiesner
  Volunteer Coordinator

To Our Supporters and Friends:

We are proud to present the Hire Heroes USA Annual Report for Fiscal Year 2012 (July 1, 2011—June 30, 2012). This year has been a period of growth for Hire Heroes USA. While we are excited to expand our organization, we will continue to remain focused on the needs of American veterans. With 21 full and part-time staff members, we have worked to increase our effectiveness and capacity to address the pressing problem of veteran unemployment. In 2011, the unemployment rate for post-9/11 veterans was 50% higher than the rate for nonveterans; worse, nearly 1 out of every 3 young (18-24), male veterans was unemployed.

At Hire Heroes USA, we are working to reduce these egregious statistics through increased service provision, partnerships with credible organizations, and helping businesses interested in hiring veterans. As you will see in this Annual Report, we use public support as efficiently as possible. Through the diligence and expertise of our Veteran Programs and Corporate Relations teams, more than 335 veterans or spouses have gained employment using Hire Heroes USA services this year. We could not be prouder of this accomplishment or the hard work of our employees. Nevertheless, we know there is still much work that needs to be done. With more than 160,000 veterans transitioning out of the military every year, we expect the demand for our services to increase.

We are fortunate to have strong partnerships with organizations such as the USO and U.S. Chamber of Commerce. These organizations share our dedication to and passion for veterans. We are proud to stand with these organizations in the fight to end veteran unemployment. Consider what you can do as an individual; whether it be volunteering your time or making a financial contribution to this worthy cause. There is only so much each individual can do, but together we can work effectively to serve those who have given so much to our country.



Brian Stann, President & CEO

Mission: Hire Heroes USA is dedicated to creating job opportunities for US military veterans and their spouses through personalized employment training and corporate engagement.

As a 501(c)(3) nonprofit organization, Hire Heroes USA's services are provided at no cost to the veteran.

Vision: Maintain the Nation's most effective veteran transition and employment assistance program, modeling a process that will drastically decrease the unemployment rate of the men and women who served this country.

Core Values

INTEGRITY * INNOVATION * COMPASSION * CONFIDENCE * COMMITMENT

Hire Heroes USA Quick Facts

The Hire Heroes USA mission is accomplished through the joint efforts of our Veteran Programs and Corporate Relations teams.

Online/Telephone Coaching is a free service for unemployed veterans. The 3-phase process of Assessment, Training and Mentorship helps veterans understand their transferable skills, learn effective job search techniques and create professionally-revised, business resumes.

FY 2012

- **2,241** veterans and spouses registered for help
- **1,662** completed initial assessments and received **9,665** career counseling sessions and **1,198** professional resumes

Warrior Transition Workshops, sponsored by the USO and Call of Duty Endowment, assist wounded, ill or injured service members – and their spouses – who are transitioning from the military into civilian life. During the 2-day workshops participants develop a post-military strategic plan, create a resume that conveys experience and value to employers, learn how to conduct an effective job search, and practice interview techniques.

FY 2012

- **16** Warrior Transition Workshops reached **258** transitioning military service members

The **Hire Heroes USA Job Board** is a free, online forum for Hire Heroes USA's pool of veterans and transitioning military members to access jobs posted by military-friendly companies. Veteran candidates are able to post their resumes and apply for jobs directly through the Hire Heroes USA Job Board. For a nominal fee, companies are able to create profiles, post open positions and search for potential candidates with guaranteed military experience.

FY 2012

- **874** new companies registered on the Job Board
- **247** companies posted new positions on the Job Board

Career Opportunity Days are held in partnership with the USO and US Chamber of Commerce in vicinity of military bases that have previously hosted Warrior Transition Workshops. These non-traditional job fairs provide companies with an opportunity to meet job-ready veterans and transitioning military members who are able to convey their talents and experience in civilian terms.

FY 2012

- **9** Career Opportunity Days resulted in **23** service members hired

Year over Year Comparison

Fiscal Year 2011:

(July 1, 2010—June 30, 2011)

- **804** completed resumes
- **197** participants in Warrior Transition Workshops
- Helped **171** veterans and spouses gain employment

Fiscal Year 2012:

(July 1, 2011—June 30, 2012)

- **1,198** completed resumes (49% increase)
- **258** participants in Warrior Transition Workshops (31% increase)
- Helped **335** veterans and spouses gain employment (96% increase)

Hire Heroes USA Veteran Associate Joelle DiMicele helping a transitioning service member on his resume at a Warrior Transition Workshop with the USO in Ft. Bragg, NC

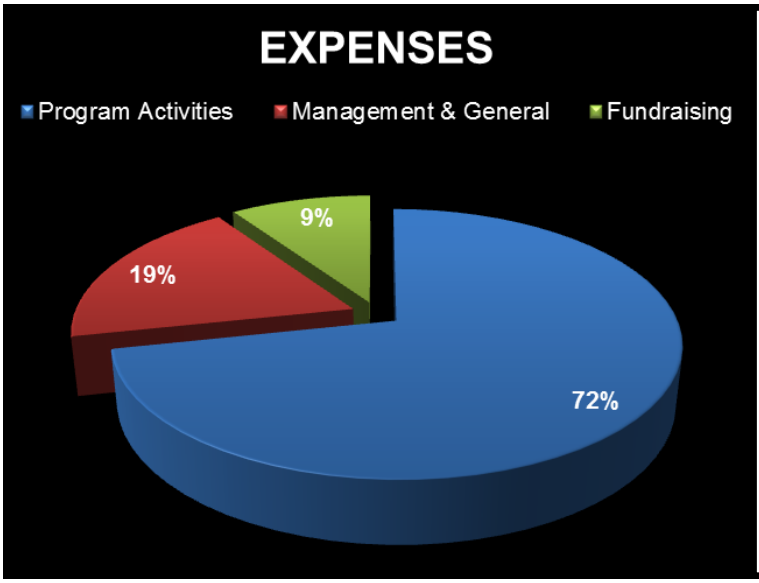
Hire Heroes USA Volunteers at the 2011 Salute to Veterans Golf Classic in Johns Creek, Georgia

Financials

At Hire Heroes USA, we are committed to transparency. In addition to making our audited financial statements and Form 990 available on our website, we include here a summary of our financial information for FY2012. We are proud to report that over 70% of our expenditures are directly related to programs and services and that percentage is growing each year. We continue to improve our processes and be responsible stewards of our donors' contributions.

NET ASSETS

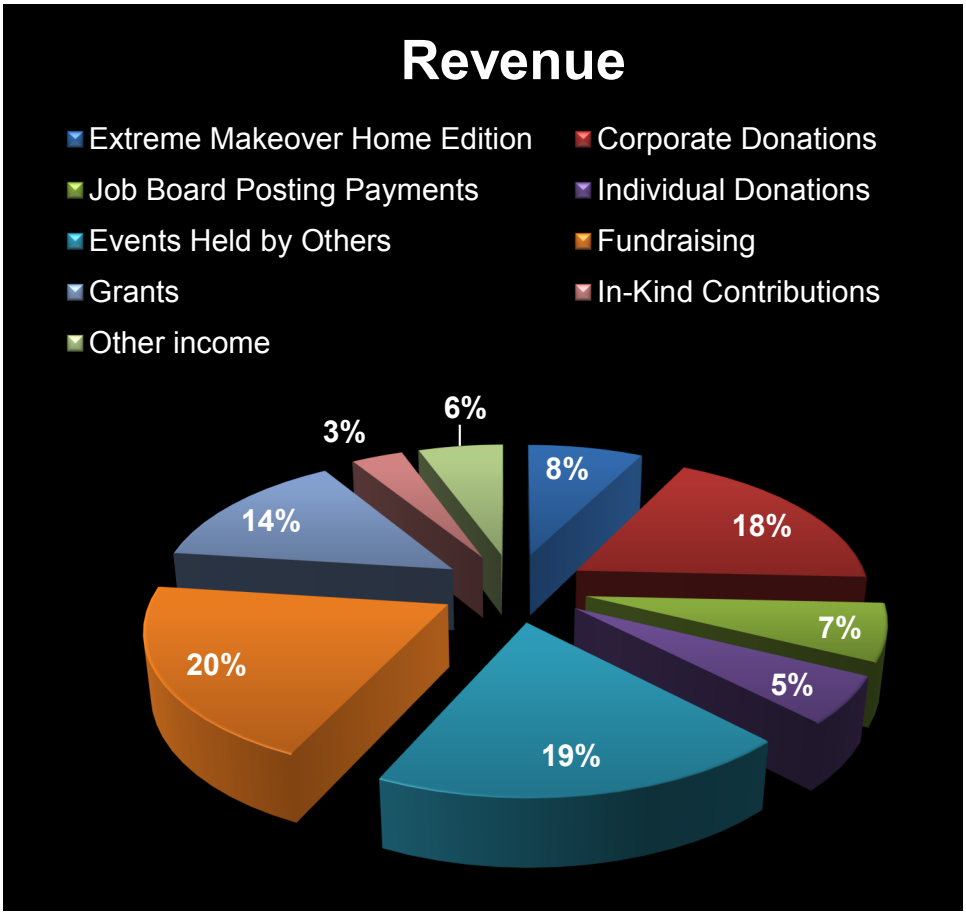
Assets		
Cash (non-interest bearing)	$ 697,914.00	
Savings and temporary cash investments	$ 90,865.00	
Accounts receivable, net	$ 74,000.00	
Notes and loans receivable, net	$ 141,150.00	
Inventories for sale or use	$ 10,691.00	
Prepaid expenses and deferred charges	$ 3,926.00	
Land, buildings, and equipment	$ 19,092.00	
Other assets	$ 2,960.00	
Total Assets		**$ 1,040,598.00**
Liabilities		
Accounts payable and accrued expenses	$ 71,825.00	
Deferred revenue	$ 33,475.00	
Total Liabilities		**$ 105,300.00**
Total Net Assets		**$ 935,298.00**



EXPENSES	%	Amount
Program Activities	72	$902,198
Mgmt. & General	19	$236,965
Fundraising	9	$120,990
Total Expenses		**$1,263,153**

Financials

Revenue	%	Amount
Extreme Makeover Home Edition	7.5	$130,000
Corporate Donations	18.3	$317,765
Job Board Posting Payments	6.6	$114,441
Individual Donations	5.4	$93,503
Events Held by Others	19.2	$333,794
Fundraising	20.1	$350,280
Grants	14.1	$245,414
In-Kind Contributions	3.3	$58,077
Other Income	5.5	$95,759
Total Revenue		**$1,739,033**



Gifts of $10,000 +

We are so grateful to all of our donors. Thank you for supporting our organization and working to end veteran unemployment. We would like to take this opportunity to recognize some of our most generous contributors.

- Anheuser-Busch
- AOL
- Bodybuilding.com
- CBRE
- CresaPartners of Georgia, LLC
- GE What Works Program
- Incentive Solutions, Inc.
- John Bardis
- LM Aero Club
- Lockheed Martin
- Mayernick Family Fund of the Greater Cincinnati Area
- MedAssets
- National Coalition of Associations of 7-Eleven Franchisees, including

  7-Eleven, Dr. Pepper/Snapple, E&J Gallo Winery, Kellogg, Kraft, Mars, MillerCoors, Nestle, & Tropicana
- Prudential Financial
- Robert Kotick
- Skydex Technologies, Inc.
- The Brightwater Fund
- The Call of Duty Endowment
- TRX
- United Way of Metropolitan Atlanta, Inc.
- USO
- Veterans United Foundation

In-Kind Equipment Donation Valued Over $10,000:

- Google

Participants in the 2011 Salute to Veterans Golf Classic in Johns Creek, Georgia

We are committed to keeping the contact information of our donors private, and we do not distribute this information to outside agencies.

Gifts of $1,000 +

Adam Bowden

Benton Hill Investment Co.

Beverly Hills Pharmacy

Brian Concannon

Broadview Advisors LLC

C.R. Bard, Inc.

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Caritas

Chamberline Edmunds

Charles Poole

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Southeast Missouri Hospital

The Community Foundation for Greater Atlanta

The Lubrizol Foundation

Tod Tanner

Vintage Pizza – Milton, LLC

Waste Management, Inc.

Welch Allyn

Wellmont Health System

<u>In-Kind Donation Valued Over $1,000</u>:

Joey Vilasenor

Rob Wilkins of the Weider History Group

Thank you again to everyone who contributed to Hire Heroes USA. We are grateful for your support, and we are committed to using donor funds with the utmost care and responsibility.

HIRE HEROES
USA

Thank you for your support of Hire Heroes USA. For more information on donating, please see our Ways to Donate webpage. For more information on volunteering, please see our Volunteer webpage. Thank you for helping us to end veteran unemployment.

VETERAN SUCCESS STORY: SHANE ALLEN

“Hire Heroes USA was the first and only company to genuinely help me with marketing myself to the civilian workforce. Don Bagnasco was a key player in my ability to get such an amazing career. He kept in contact with me and helped me get connected with the resume team who created an amazing resume and cover letter based on the information I provided, and did it totally free! I couldn’t believe how good the resume and cover letter looked and sounded. It marketed all of my years of military training and skills into a format civilians would understand and appreciate.

It was the resume that I submitted to the FAA and subsequently got me the interview, and then the job. Now I am extremely happy with my career and owe a big thanks to Hire Heroes USA for being the only company I’ve seen who actually stands behind soldiers like they say they do. Best of luck to anyone else going into the civilian workforce. These guys will get you in the right direction!”

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