



# ANNUAL REPORT

July 1, 2012 – June 30, 2013



“Transforming  
military service  
into civilian success”



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[WWW.HIREHEROESUSA.ORG](http://WWW.HIREHEROESUSA.ORG)

Hire Heroes USA is a 501(c)(3)  
Non-Profit Organization

Employer Identification # 43-1562688



Friends and Supporters,

2013 was another excellent year for Hire Heroes USA as we substantially improved our services and effectiveness. We continue to drive down the cost per veteran hired each year despite increasing our revenue. This showcases fiscal discipline and fidelity to our core values (Integrity, Innovation, Compassion, Confidence & Commitment).

We added an office in Plano, Texas, co-located in MedAssets' incredible new building. Hire Heroes USA has grown each year; however, 2014 will be our largest organic growth since inception due to a \$1.4 million grant awarded from the Call of Duty Endowment, which will fund new branch offices in Seattle and Raleigh, North Carolina. Each Hire Heroes location is strategically placed to have maximum impact with transitioning veterans and corporate partners.

This growth will equate to thousands more veterans assisted each year and hundreds more confirmed hired into new careers. We appreciate all of the support you have shown us and hope you will continue to assist our nation's veterans in obtaining their career goals.



A handwritten signature in black ink that reads "Brian Stann".

**Brian Stann**

President and Chief Executive Officer  
Former Marine Corps Captain  
Advocate for Veteran  
Employment Assistance



## MISSION

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

## 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.

## VALUES

Integrity  
Innovation  
Compassion  
Confidence  
Commitment



## OUR STORY

Justin Callahan, a Sergeant in the U.S. Army, was wounded in a land mine explosion while serving in Afghanistan in 2004. Callahan returned to the U.S. as a patient at Walter Reed Army Medical Center, undergoing seven surgeries and extensive physical therapy for his severe combat wounds. While in treatment, Callahan met MedAssets' Chairman, President and CEO, John Bardis, who immediately developed a friendship with Callahan. Bardis and Callahan shared stories, and Bardis learned more about Callahan's dismal plans for the future. Knowing he was in a position to help, Bardis extended an employment opportunity to Callahan.

Bardis' concern for the plight of unemployed veterans grew after meeting Callahan, inspiring him to create a program that focused on helping transitioning service men and women who have honorably served in the U.S. military. The "Hire Heroes USA Program," created under the umbrella of the Health Careers Foundation, was founded in 2005 to personally help transitioning military members prepare for the civilian job market. In 2007, the Health Careers Foundation ceased all other program activities to concentrate on the military-hiring initiative of Hire Heroes USA. The name was officially changed to Hire Heroes USA in 2010.

Headquartered in Alpharetta, Georgia, and with offices in San Diego, Colorado Springs, and Plano, Hire Heroes USA—an approved 501(c)(3) organization—has built a national reputation of excellence for its success at helping unemployed veterans, military service member, and their spouses find employment—currently at the rate of more than two veterans confirmed hired every day.

**A NATIONAL**

**REPUTATION**

**OF EXCELLENCE**



## THE NEED

The U.S. Department of Labor estimates that the military discharges 160,000 Active service members and 110,000 Reserve and National Guard members every year. In 2012, there were 21.2 million military veterans over the age of 18 in the civilian population according to the U.S. Bureau of Labor Statistics. The collective unemployment rate for these veterans was 7.0%; however, a deeper look into the unemployment rates for the veterans who served at some point after the terrorist attacks of September 11, 2001—a group referred to by the Bureau of Labor Statistics as “Gulf War-era II” veterans (also

commonly referred to as “Post-9/11 veterans”)—reveals substantially higher unemployment rates. As the Afghanistan campaign comes to a close and the military adjusts to smaller overseas commitments and the reality of deep budget cuts, one million men and women are expected to transition out of the military over the next five years and move into the civilian workforce, according to Michelle Obama’s April 17, 2013, speech in Maryland. Given the higher unemployment rate for post-9/11 veterans, the need for effective, military career transition services has never been greater. It’s time to make service work.

Gulf War-era II Veteran Category	Unemployment Rate
All	9.9%*
Iraq/Afghanistan Deployment	10.9%**
Ages 20-24	20.6%*
Wounded/Disabled	8.0%**

(IVMF Annual Report 2012\*; BSL.GOV\*\*)

**160,000** ACTIVE SERVICE MEMBERS

**DISCHARGED**

**110,000** RESERVE & NATIONAL GUARD MEMBERS

**EVERY YEAR**



## OUR SERVICES

### ONLINE/TELEPHONE COACHING

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

### WARRIOR TRANSITION WORKSHOPS

are sponsored by the USO and Call of Duty Endowment and assist troops and their spouses who are transitioning from the military into civilian life. During the two-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.

### CAREER OPPORTUNITY DAYS

are held in partnership with the USO in vicinity of military bases that have previously hosted Warrior Transition Workshops. These nontraditional job fairs provide companies with an opportunity to see just how valuable employing a veteran can be. There, these companies meet job-ready veterans and transitioning military members who can convey their talents and experience in civilian terms. Service at work is a mutually beneficial ideal.

### 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.

### OUTREACH & MATCHING

are free services provided to veterans and spouses to round out their job search. A trained team identifies qualified candidates that match open positions on the Hire Heroes USA Job Board and offers additional career resources to veterans during job search status updates.



## BOARD OF DIRECTORS

### **John Bardis**

Chairman of the Board  
*President, Chairman and Chief Executive Officer  
of MedAssets*

### **Rand Ballard**

Vice-Chairman of the Board  
*Senior Executive Vice President and  
Chief Customer Officer of MedAssets*

### **Marshall Lauck**

Board Member  
*Chief Operating Officer of JWT Atlanta*

### **Bruce Maples**

Board Member  
*Chairman of the National Coalition of  
Associations of 7-Eleven Franchisees*

### **Josh Scutt**

Board Member  
*Divisional Vice President of Southeast Sales  
at ADP*

### **Nancy Swain**

Board Member  
*President of Strategic Intelligence, Inc.*

## LEADERSHIP TEAM

### **Brian Stann**

Chief Executive Officer

### **Nate Smith**

Chief Operating Officer

### **Allison Herbst**

Director of Finance & Administration

### **James McGuire**

Director of Veteran Programs



## VETERAN PROGRAMS

Our Veteran Programs department consists of veterans, spouses and military supporters from a variety of backgrounds. Each veteran who signs up for our services is assigned to one of our Veteran Transition Specialists (VTS). The VTS remains the veteran's point of contact within the organization and assists with professional resume revision and job search preparation and execution. Many times, our clients develop close relationships with their assigned VTS as they discuss personal challenges and frustrations. Veteran Transition Specialists work tirelessly until they can celebrate with their veterans that, together, they've turned that veteran's service into civilian

work. Once established, the VTS and veteran relationship never really goes away—we encourage our clients to stay in touch and reach out if they ever need any of our services again.

In FY13, Hire Heroes USA had 2,315 veterans and spouses register for our online services. Veteran Transition Specialists conducted 1,962 assessments, crafted over 1,600 professional resumes, and performed 9,460 counseling sessions. Additionally, our team assisted 763 transitioning service members and spouses in our Warrior Transition Workshops. This work resulted in 595 confirmed hires for the organization in FY13—that's nearly 50 changed lives per month.

## YEAR-BY-YEAR COMPARISON

**595** CONFIRMED HIRES  
(up from 355 veterans and spouses in FY12)

**\$3,034**  
COST PER HIRE FY13  
(down from \$3,395 in FY12)

**CAREER OPPORTUNITY DAYS:**  
**14** EVENTS held in **9** CITIES with **436** REGISTRANTS

	FY13	FY12	% Change
Registrants	2,315	2,241	3%
Assessments	1,962	1,662	18%
Resumes	1,601	1,198	33%
Counselings	9,460	9,665	2%
Workshop Participants	763	258	195%



## CORPORATE RELATIONS

Our Corporate Relations team provides one-on-one service for corporate partners. Each company or organization that wants to hire from our pool of resume-ready veterans must go through a vetting interview with one of our staff members. Companies that are genuinely dedicated to hiring veterans may then pay for access to the 2,000+ job-ready veterans on the Hire Heroes USA Job Board. Job board package options include being able to search

the resume database or posting your company's open positions (job-wrapping capability enabled).

In FY13, the Hire Heroes USA Job Board generated over \$120,000 in company user fees to support our free services to veterans and spouses. There were 193 new corporate partners, totaling 298 organizations with access to the Job Board and a commitment to hiring our veterans.





## VOLUNTEER PROGRAM

Established in October 2012, the Volunteer Program has achieved substantial success by involving supporters in a variety of roles and events. Volunteer opportunities include special events, raising awareness for veterans and the work of our organization, conducting mock interviews with veterans and offering industry-specific career information. In FY13, nearly 30 volunteers contributed over 300 hours of service to Hire Heroes, including coordinating and participating in the first annual

Hire Heroes USA/MedAssets 5k Race for Heroes in Alpharetta, GA, which grossed over \$100,000 to support our programs and services. Perhaps most gratifying, volunteers directly contributed to the new jobs of five veterans by providing personalized interview prep. We truly appreciate every volunteer in whatever capacity they contributed to our organization. Thank you for increasing the level and quality of service to our veterans and spouses. Largely because of you, we're seeing more service at work.



## FINANCIALS

Enduring financial health is essential for the consistent, quality delivery of Hire Heroes' programs and services. Due to our many generous funders and supporters, Hire Heroes is in the best financial situation since our founding in 2005—in fact, we have quadrupled in size and revenue over the past three years. Part of our financial health is demonstrated through

transparency in our results and spending; below you will find a summary of our independently audited financials for Fiscal Year 2013. **We are proud to report that 80% of our income was spent on program activities.** Thank you to each person and organization that contributed to our success this year.

## NET ASSETS

<b>Assets</b>		
Cash	\$1,207,738	
Investments	\$106,497	
Student loans receivable, net	\$111,279	
Accounts receivable	\$23,803	
Prepaid expenses	\$1,868	
Other assets - current	\$2,960	
Property, plant, and equipment, net	\$15,142	
Intangible assets, net	\$10,083	
Other assets - non current	\$1,775	
<b>Total Assets</b>		<b>\$1,481,145</b>
<b>Liabilities</b>		
Accounts payable	\$45,806	
Accrued expenses	\$48,676	
Unearned revenue	\$22,029	
<b>Total Liabilities</b>		<b>\$116,511</b>
<b>Total Net Assets</b>		<b>\$1,364,634</b>

# FISCAL YEAR 2013 RESULTS



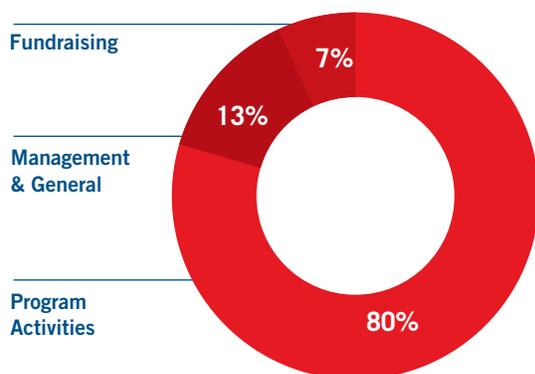
## EXPENSES

Expenses		
Program Activities	\$1,557,586	
Management and General	\$266,248	
Fundraising	\$132,070	
<b>Total Expenses</b>		<b>\$1,955,904</b>

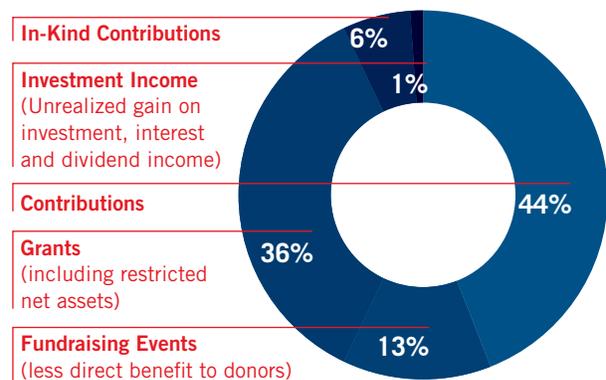
## REVENUE

Revenue		
Contributions	\$1,045,575	
Fundraising Events (less direct benefit to donors)	\$321,907	
Grants (including restricted net assets)	\$847,615	
In-kind Contributions	\$150,852	
Investment Income (Unrealized gain on investment, interest and dividend income)	\$18,862	
Other Contributions	\$429	
<b>Total Revenue</b>		<b>\$2,385,240</b>

## TOTAL EXPENSES



## TOTAL REVENUE





As a nonprofit organization delivering costly, personalized services to veterans and spouses at no charge, we would simply be unable to provide those services without the generosity of our supporters. Due to limited space, we cannot recognize all of our donors and funders; however, we would like to acknowledge our most generous contributors in Fiscal Year 2013.

## IN-KIND DONATIONS OVER \$100,000

Google  
JWT

## DONORS OVER \$100,000

Anheuser-Busch  
George T. Lewis Jr. Foundation  
John Bardis  
MedAssets  
National Coalition of Associations 7-Eleven Franchisees (7-Eleven Inc., BIC, Dr. Pepper/ Snapple, E&J Gallo Winery, Hershey, Kellogg, Kraft, Mars, MillerCoors, LLC, Monster, Nestle Foods, Pepsi, Perfetti Van Melle USA Inc.)  
The Call of Duty Endowment  
USO  
WWE Inc.

## DONORS OVER \$10,000

1011 Foundation  
American Contract Systems  
Beverly Hills Pharmacy  
Bodybuilding.com  
Darrin Montalvo  
Fleetmatics  
George Childrey  
Great Southwest Paper Co. Inc.  
Lockheed Martin Corporation  
Owens & Minor  
Prudential Financial  
The Country Club of the South Charity  
Veterans United Foundation

## DONORS OVER \$1,000

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AOL  
Areva Inc.  
Arkadin  
Baird Foundation Inc.  
Bonnie Cohen  
Brian Concannon  
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First Quality  
Foodbuy  
Frederick Schultz  
Gannett Foundation  
Healthcare Coalition of Texas, Inc.  
Healthcare Links



## **DONORS OVER \$1,000** *continued*

ICU Medical Inc.  
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Irving Morris  
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Jim Travers  
Jon Glenn  
Kilpatrick Townsend & Stockton LLP  
Kimberly-Clark  
Lamb Weston/ConAgra  
Level Four Business Management  
Linda Wielansky  
McKesson Medical-Surgical  
MDSI  
Medline Foundation  
Melvin Music  
Michael Kashtan  
MMS  
Monsanto  
Morrison Healthcare  
NorthBridge Staffing Group  
O'Rielly Auto Parts  
Patterson Medical  
PDI Inc.  
Peachtree Tents & Events (in-kind donation)  
Piedmont Healthcare  
Precept Medical Products Inc.  
Randy Ursery  
Regions Bank  
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Tod Tanner  
Toyota Material Handling  
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Wesley Fewell  
Willkie Farr & Gallagher LLP  
Worldpay Residuals



**OUR GOAL:**

**DELIVER AN ANNUAL REPORT**

**THAT INSPIRES YOU TO HELP**

**US MAKE SERVICE WORK.**

If so, our [Ways to Donate](#) page and [Volunteer](#) page provide more information on getting involved with Hire Heroes USA. If you represent a company seeking veteran talent, please visit our [Job Board](#) for information on posting packages and to connect with a Hire Heroes Corporate Relations representative. You can also follow us on [Twitter](#) or [Instagram](#), connect with us on [LinkedIn](#) and [Google Plus](#), or like us on [Facebook](#).



## SUCCESS STORY

Hire Heroes USA veteran Joseph Boals was hired by The Papers Inc. as an Editorial Reporter for StaveyPageOnline.com. Joe registered with Hire Heroes in July of 2012 and received resume and job searching assistance from the Hire Heroes USA staff.

“I had been out of the Service for over a year when I learned about Hire Heroes USA through an old supervisor on Facebook. At that time, the only work I had found was in bars and night clubs checking IDs and doing security. After fruitless job fairs and countless applications, it was clear the resume that I had was not helping. My Veteran Transition Specialist helped me write a resume that civilians in the business world could read and thus understand my skill set. I could not have written a resume like that on my own. After a supervisor read my resume, they passed it on to another department for a position that better fit my skills. I can honestly say that without the assistance of Hire Heroes, I would still be unemployed and searching for work today.”



For more stories of how Hire Heroes USA has helped veterans put their service to work, go to:  
[www.hireheroesusa.org/category/success-stories](http://www.hireheroesusa.org/category/success-stories)

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