



HIRE HEROES

USA

IMPACT



TESTIMONIALS



SUCCESS

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Hire Heroes USA is a 501(c)(3)
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LETTER FROM BRIAN STANN

Military veterans and their spouses make tremendous sacrifices during their service to our country, but as you are aware, their transition back into the civilian sector can be daunting without the right guidance. In many cases the transition will be the catalyst for their quality of life going forward. Many veterans will transition well and thrive, utilizing their leadership and decision making skills to find employment and a positive place in society. Unfortunately, some veterans transition poorly and never find their place in society which can lead to a dark path of long term unemployment, substance abuse, or worst case, suicide. Hire Heroes USA primarily helps previously enlisted veterans (90% of our clients) and spouses that are between the ages of 18-26 and therefore statistically most likely to be unemployed.

Despite the challenging demographic we serve, our team has steadily increased its efficiency every year since 2009, while maintaining complete transparency in our operational metrics and financials. From fiscal year 2014 to 2015 - despite a 48% increase in expenses - we achieved a 24% reduction in the cost per hire (the average program cost to help a client achieve employment), driving it down from \$2,061 to \$1,567.

In terms of effectiveness, our team achieved a 44% conversion rate from “helped to hired” in fiscal year 2015 compared to a 38.5% conversion rate in fiscal year 2014. During the same time period, the average number of weekly confirmed hires increased to more than 50. The secret to our success is more than recording data. It is relying on individual donors, corporate partners and volunteers who ensure that we are able to achieve the operational capacity to service more transitioning service members, veterans and spouses that face barriers to civilian employment. We hope you will join us in our mission to bring best-in-class services to as many veterans as possible.



A handwritten signature in black ink that reads "Brian Stann". The signature is fluid and cursive.

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

IMPACT

2015 (AS OF JULY 1)

54 AVERAGE CONFIRMED HIRES PER WEEK

1,510 CONFIRMED HIRES

44% CONVERSION RATE

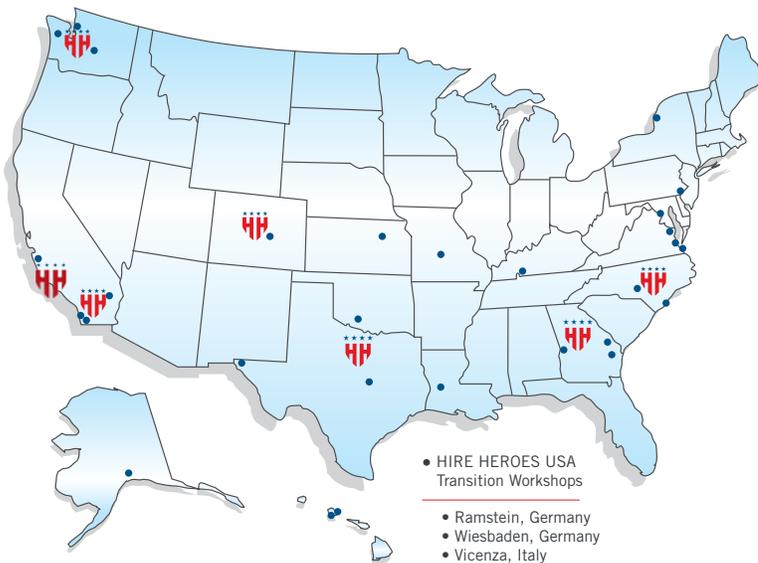
2014

38 AVERAGE CONFIRMED HIRES PER WEEK

1,944 CONFIRMED HIRES

38% CONVERSION RATE

REACH



HIRE HEROES
USA

OFFICE LOCATIONS

- Alpharetta, GA,
- Auburn, WA
- Colorado Springs, CO
- Plano, TX
- Raleigh, NC
- Los Angeles, CA
- San Diego, CA

CAREER-COACHING SESSIONS IN 2015

(AS OF JULY 1)

23,612 CAREER-COACHING SESSIONS

2,898 COMPLETED RESUMES

WARRIOR TRANSITION WORKSHOPS IN 2015

(AS OF JULY 1)

20+ LOCATIONS

40+ WORKSHOPS

VETERAN TESTIMONIALS



Hire Heroes USA is a program I would recommend to every veteran. Even if you have a job lined up, the resume work and job board is amazing! It's also nice to have someone supporting you as you move along in the process of becoming a civilian.

- United States Air Force, E-5, Illinois



Hire Heroes USA gave me confidence that I could get a good paying job and continue my normal living standards without the uniform. My Veteran Transition Specialist really seemed to care about me and how I was doing. I am so thankful for the help of Hire Heroes USA and will encourage all soldiers I come across to use this organization for help in their transition.

- United States Army, E-8, Georgia



Follow up was the most helpful. Checking in to see how I was doing let me know Hire Heroes USA cared. The speed at which my Veteran Transition Specialist contacted me helped me receive a quality resume within a week, and I was hired within 90 days of that.

- United States Marine Corps, E-5, California



I think Hire Heroes USA is an incredible program. They focus on areas that my Transition Assistance Program class didn't spend a lot of time on. My Veteran Transition Specialist worked with me hand in hand, and I ended up having multiple employment offers to choose from. My morale has greatly improved, because Hire Heroes USA helped me get the position I have always wanted.

- United States Navy, E-5, South Dakota



I went from staying with a friend, living paycheck to paycheck, to traveling the country fully employed and very grateful. It's life changing. The fact that this service is free still amazes me as it's by far better than other programs I used or was mandated to use when leaving the Army.

- United States Army, E-5, California



Hire Heroes USA is one of the best kept secrets for veterans. Thanks so much to Hire Heroes USA for your help and support. It's one thing to have folks support you and hope you get a job; it's another to have someone actually take the time to sit down and work with you to draft that great resume or show you what a great cover letter should be like. That's what makes Hire Heroes USA an invaluable resource for veterans and why I've recommended them to all my friends transitioning to civilian life.

- United States Air Force, O-3, Florida

TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS



Katie Popowski, Military Spouse

Hired as a Website Manager in Colorado Springs, CO

My experience with Hire Heroes USA was wonderful. My husband served in the Army and National Guard for 11 years, and I was pleased to hear I could also utilize the valuable tools that Hire Heroes USA offers as the spouse of a veteran. My husband and I had just relocated to Colorado, and I didn't have much luck with my own job search, so I contacted Hire Heroes USA hopeful that they could help. The entire process of my interaction with Hire Heroes USA was pleasant and really quite easy.

My Veteran Transition Specialist helped me refine my professional resume and cover letter to better exemplify my work experience and skills. Once my professional documents were completed, I was able to monitor job postings on the online job board on my own. Hire Heroes USA also assigned me to an Outreach/Sourcing Specialist, who actively sent me new opportunities that matched my search and skillset. Just days after working with Hire Heroes USA, I received a phone call from my Sourcing Specialist; she had found me an opportunity that was exactly what I was looking for. She reached out to the job contact on my behalf before encouraging me to apply for the position. **The team at Hire Heroes USA jumped into action, and helped me pull together my application and proper documentation to submit. On Friday I had a phone interview, on Monday I had a follow up interview, and Tuesday I was offered the job.**

Andrew Parry, United States Air Force

Hired as a Purchase Services Manager in Plano, TX

As a United States Air Force Captain and Logistics Manager with 10 years of experience in logistics and supply chain management, I didn't think I would have any trouble finding a job as a civilian. I was a college-educated military officer with great training and experience, yet I struggled to translate that valuable military experience into "corporate language." It was difficult to eliminate the mind-set I had that I would be immediately hired based solely on my military experience. By working with a Veteran Transition Specialist at Hire Heroes USA, I greatly improved



my resume so that it reflected my military experience in corporate terms and stood out from the crowd. My revised resume helped me sell myself to potential employers because they understood how my skills aligned with their needs. I was also able to take advantage of Hire Heroes USA's interview coaching opportunities with a volunteer mock interviewer, to help me in the interview and hiring process. **Less than one month after registering for services with Hire Heroes USA, I received a great job offer in an industry I wanted to work in that met my salary expectations. I sincerely thank Hire Heroes USA for all of their help. This is a tremendous service for veterans and their spouses.**

TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS



Thomas Sivak, United States Army

Hired as a Physical Security Specialist in Arlington, VA

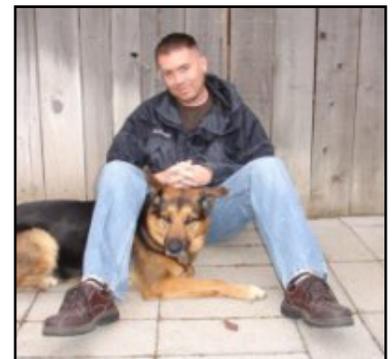
I had several challenges when I transitioned from 30 years of Army service; the first was building my resume. The Army's Transition Assistance Program showed me how to draft a resume, but did not have the time or manpower to help me improve my draft. My draft resume was nowhere near the executive level resume that Hire Heroes USA helped prepare for me. Hire Heroes USA was instrumental in helping me find employment. My Veteran Transition Specialist (VTS) showed me how best to manage online job searches and found suitable leads to get me started. Even though I did not secure the first couple employment

leads provided, going through the process was invaluable. I was also able to prepare for upcoming interviews with a Hire Heroes USA volunteer mock interviewer. Working with Hire Heroes USA boosted my confidence at every level. My VTS acted as a mentor, confidant and employment professional that was absolutely dedicated to assisting me throughout this process. I owe him more than he could ever imagine. His efforts, advice and general conversation regarding employment provided sound perspective that I could trust and relate to, and it steered me on the correct course, ultimately helping me secure very good employment. **I can't say enough great things about what this organization is doing for veterans and their families. I will forever be grateful for the team at Hire Heroes USA.**

Darrell Swofford, United States Air Force

Hired as a Dispatcher in Mountain Home, ID

Transitioning to the civilian workforce was challenging. After spending 17 years in the Air Force as a Technical Sergeant and Quality Assurance Inspector, unlearning military acronyms and learning civilian language to describe my experience and qualifications for my resume and interviews was difficult. It was also humbling to realize that I had unreasonably high expectations of a job in the civilian workforce. In the military, I managed teams of 5-15 personnel and conducted domestic and global fuel and logistics management operations in Mexico and Southwest Asia, managing risk and protecting equipment valued over \$78M. Transitioning out of the military, I didn't understand how my experience translated to a civilian job. Working with Hire Heroes USA to write a professional quality resume that translated my military experience into a language that a future employer would understand was invaluable. Not only did my Veteran Transition Specialist change the language of the draft resume that I submitted to him, he also helped tailor each resume appropriately to the positions I was applying for on the Hire Heroes USA Job Board. **Having my Veteran Transition Specialist explain the entire employment process was really helpful in easing my stress. Transition is tough. Hire Heroes USA most certainly helped make my transition into the civilian workforce easier.**



TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS



Lamont Robertson, United States Army Hired as a Field Project Supervisor in Chicago, IL

As an Army veteran with a Top Secret Security Clearance and a Master's degree offering 25 years of configuration management, risk management, and telecommunication operations experience in the military and private sectors, I didn't think my transition to the civilian workforce would be such a challenge. However, I learned that transitioning from the military to civilian life can be tough. As a disabled veteran, I experienced additional challenges. I knew that I had the education and experience to succeed in the IT field, I just didn't know how to translate it through a resume or an interview. When I was connected with a Veteran Transition Specialist (VTS) through Hire Heroes USA, I received the help I needed to create a quality resume and build my confidence in interviewing and networking skills. I cannot say enough good things about my VTS, who was always there to check on my progress and encourage me. Hire Heroes USA has been a helping hand for me. **It was obvious that my VTS really cared for veterans, which can make all of the difference in the world. Much of my successful transition to civilian employment is due to the quality assistance I received from Hire Heroes USA.**

Andrew Boone, United States Marine Corps Hired as a Freight Conductor in Atlanta, GA

I have nothing but positive things to say about Hire Heroes USA. I went to the mandatory transition readiness class that the military offered and thought I was prepared for my transition back to civilian life. I drafted up a resume and began applying to positions that were open. I never received a call back from anyone. I started to get a little anxious about the process. As a nine-year veteran of the United States Marine Corps with an active Secret Security Clearance, managing risk across global lines to protect and safeguard sensitive government communications, I



wasn't prepared for rejection. I heard through a friend about Hire Heroes USA and the services that they provide. I visited the website and registered right away. About 25 minutes later, I received a call from one of their Veteran Transition Specialists. The rest is history. I told them what I wanted to do and where I wanted to be. They took my resume and polished it up, making very helpful suggestions. They also showed me how to use LinkedIn effectively. I was able to do a mock interview for every position I applied to. Hire Heroes USA provided me with the knowledge and skills necessary to do my very best during the interview process. **The fact that I received multiple offers of employment speaks to the skill and dedication that Hire Heroes USA possesses. I literally could not recommend their services to transitioning veterans any more highly. I am very thankful that I did not have to do this alone.**

TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS



Bryan Lysaght, United States Army

Hired as a Service Representative in Margate, FL

Hire Heroes USA gave me the tools I needed to find employment in the civilian workforce. After leaving the military, I went back to school and earned my MBA in Operations Management. Even with my experience and new graduate degree, I was concerned that as a disabled veteran I wouldn't be given an opportunity to properly convey my experience to a prospective employer. I created a resume on my own, but struggled in the job search. When I signed up for Hire Heroes USA's services, my Veteran Transition Specialist helped me craft a professional resume that explained my skills as a Bilingual Loss Litigation Specialist and my experience in sales, training and development, strategic planning, and customer service. She also showed me valuable resources to help me find the right job. My Veteran Transition Specialist was very encouraging and supportive throughout the entire process. Now I'm starting a job with the Social Security Administration. **I highly recommend the people and services of Hire Heroes USA. They care about veterans and provide us with wonderful assistance.**

Alicia Rosado, United States Army / Military Spouse

Hired as a Human Resources Analyst in Virginia

I transitioned from the military to the civilian workforce several years ago. It wasn't until I became a military spouse that I began to experience difficulty securing and maintaining employment due to my husband's frequent changes of duty location. Recently, we moved to Northern Virginia, an area with several government agencies for which I received many referrals and two interviews within two months. With a Master's degree and military experience, I wasn't expecting the challenges that I encountered applying for positions in the DC-metro area, known for its support of the military. However, because of all of our moves with my husband's Army career, I had several gaps of employment in my resume. I heard about a Hire Heroes USA Warrior Transition Workshop at a military base in my community. I was surprised that they encouraged military spouses to attend. The free, two-day workshop was an invaluable experience, and provided me the opportunity to fine tune my resume, interview techniques and networking skills. **My Veteran Transition Specialist was able to help me create a professional resume that helped me secure my new job. I can't thank Hire Heroes USA enough for their assistance!**



TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS



Nathan Abraham, United States Army

Hired as an Unexploded Ordnance Technician in Pueblo, CO

It had been 27 years since I had applied for a job, and I had never used a resume in applying for one. It took some research as well as trial and error to understand the importance of a strong resume in successfully acquiring a job. More importantly, there was a learning curve in applying the key words in a job description and modifying my resume to best sell my qualities to the agencies to which I applied for employment. Lastly, I had no understanding of how lengthy the hiring process could be. My Hire Heroes USA Veteran Transition Specialist provided valuable insight and recommendations for modifying my resume for positions I was interested in applying to. He was very responsive to my questions, and encouraged me to be patient in awaiting responses. I ended up getting the first job I applied for after my Veteran Transition Specialist helped me modify my resume to fit the duty description. I truly felt that I had someone in my corner to encourage and coach me. Without his help, I would more than likely still be looking for a job. **I cannot recommend using Hire Heroes USA highly enough. The service I received was outstanding and I truly feel I owe my success in being hired to this organization. Thanks so much for the help!**

Jacob Jackson, United States Marine Corps

Hired as a Production Analyst in Dallas, TX

As a nine-year veteran of the Marine Corps with leadership, staff management, and personnel development experience, my transition was a struggle. As a Marine, I lead teams of up to 40 personnel, managing risk upon multiple lines to protect assets and equipment valued at over \$5M while meeting the expectations of senior leadership. When I left that behind, I felt a lack of community and that I didn't belong. I wanted to stay in, but life had other plans for me. I have a Master's degree, but still felt lost when it came to writing a resume or presenting myself

professionally in an interview. The Veteran Transition Specialist (VTS) that I worked with at Hire Heroes USA coached me through the entire employment process. He worked with me to create a strong resume and set me up with mock interviews so that I could practice before the real thing. Always available to answer my many questions, I can't thank my VTS enough. **My whole experience with Hire Heroes USA was great! I have told other veterans about the services they provided and how they helped me succeed in getting my dream job of working for the Dallas Cowboys.**



VOLUNTEER IMPACT AS OF JULY 1, 2015



776 | VOLUNTEER
HOURS LOGGED

41 | FEDERAL RESUME
REVISIONS

168 | MOCK
INTERVIEWS

41 | CLIENTS HIRED AFTER
WORKING WITH A
VOLUNTEER



HIRE HEROES
USA

In the current climate of intense competition, Hire Heroes USA differentiates itself through a laser focus on a narrow mission; through consistently effective, personalized service delivery at a national level; and through the development and maintenance of enduring relationships with some of the most respected businesses and nonprofits in the country. We empower transitioning service members, veterans and their spouses by building the confidence and skills necessary to seek civilian employment through our free, individualized programs delivered through online career coaching and transition workshops. Our uncompromising focus on results has led to over 50 confirmed hires per week in 2015.