



HIRE HEROES USA

NEWSLETTER, OCTOBER 2015

VETERANS DAY ISSUE

- ★ Letter from Hire Heroes USA President and CEO Brian Stann
- ★ Opportunities to Support Hire Heroes USA
- ★ Recap of Events and Community Engagement
- ★ Hire Heroes USA Client Reminders and Information

DEAR SUPPORTERS, FRIENDS AND COLLEAGUES:

You can tell that Veterans Day is almost here because the offices of Hire Heroes USA are buzzing with activity! In addition to conducting workshops around the country, as well as Puerto Rico and Europe, we are also preparing to launch major fundraising initiatives. First, I am pleased to announce that, as of October 7, 2015, we have helped more than 2,500 transitioning U.S. military members, veterans and spouses find employment in 2015. Our team is continuing to grow to meet the demand for employment transition assistance. We now have more than 70 team members and the capacity to accept approximately 300 new clients into our program each week. In addition, we recently updated our organizational mission, vision and values statements to highlight our focus on empowering veterans to succeed in the civilian workforce. We hope you enjoy reading this newsletter and wish you a Happy Veterans Day. During this time, we remember, honor and acknowledge the sacrifices of those who served our country. It is a privilege to work with these men and women on a daily basis. Thank you for your support of Hire Heroes USA.

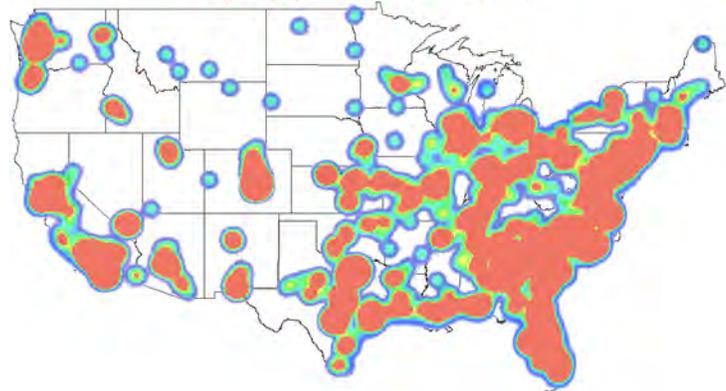


► MISSION STATEMENT

Hire Heroes USA empowers U.S. military members, veterans and spouses to succeed in the civilian workforce. As a 501(c)(3) nonprofit organization, Hire Heroes USA's services are provided at no cost.

Over 2,500 Confirmed Hires in 2015

By Geographic Location (as of Sept. 23)



OPPORTUNITIES TO SUPPORT



LAUNCH OF “AWEARNESS KENNETH COLE” LABEL

Men’s Wearhouse has partnered with Kenneth Cole to carry a special collection of men’s tailored clothing, under the “AWEARNESS Kenneth Cole” label. A contribution from all “AWEARNESS Kenneth Cole” products sold will be donated to Hire Heroes USA.



We are excited to partner with Men’s Wearhouse and bring tailored clothing to their customers while, at the same time, be able to assist our veterans in their transition into the workforce.

- Kenneth Cole, Chairman and Chief Creative Officer of Kenneth Cole Productions.

“AWEARNESS Kenneth Cole” is a collection tailored for the modern man who wants to “look good, for good.” This collection is available exclusively at U.S. Men’s Wearhouse locations and online at menswearhouse.com.

HIRE HEROES USA FUNDRAISING CAMPAIGNS

In an effort to increase brand awareness and raise additional funds to support our growing organization, Hire Heroes USA plans to launch a direct mail and email campaign this **Veterans Day that will run through the end of 2015**. You may be in receipt of our test campaign materials that were distributed via direct mail and email this past August. Both the direct mail and email messaging communicate the value of veterans in the civilian workforce and how veteran employment positively impacts American families, communities and the national economy. Recipients will be encouraged to donate to Hire Heroes USA, and those receiving the direct mail will also receive “pass along” cards to encourage friends to donate. We are excited to explore this new avenue of fundraising. A social media fundraising campaign will also be underway on **November 1 – December 31**. Please be on the lookout for these communications and help us spread the word about our mission!

► DON’T MISS IT:

On Sunday, November 15, Hire Heroes USA President and CEO Brian Stann will drive the pace car at the Quicken Loans Race for Heroes 500 at the Phoenix International Raceway. Tune in to NBC at 2:45 ET to watch!

HIRE HEROES USA JOINED THE COMBINED FEDERAL CAMPAIGN

For the first time ever, Hire Heroes USA has joined the Combined Federal Campaign (CFC)! CFC is the world's largest and most successful annual workplace charity campaign, with almost 200 CFC campaigns throughout the country and overseas raising millions of dollars for nonprofit organizations each year. From **September 1 – December 15**, federal employees, contractors and military personnel can donate to Hire Heroes USA via a flat donation or by allocating a portion of their paycheck each pay period. We appreciate your support in highlighting our participation within your networks. **Our CFC number is 59856.**

GIVING TUESDAY #GIVINGTUESDAY™

Giving Tuesday is an internationally-recognized day devoted to celebrating and encouraging charitable giving. Giving Tuesday is observed in the U.S. on the Tuesday after Thanksgiving, following Black Friday and Cyber Monday. This year, Giving Tuesday will be observed on **December 1, 2015**. Hire Heroes USA is excited to participate in Giving Tuesday for a second year. Help spread the word!

TAGGING IN WWE THIS VETERANS DAY

From **November 6 – November 11**, WWE is donating 10% of all sales from their online store to Hire Heroes USA. Shoppers will also have the opportunity to make an additional donation of \$1, \$5 or \$10 to Hire Heroes USA at checkout. Get a head start on your holiday shopping at shop.wwe.com!

WWE is also planning to air a Hire Heroes USA public service announcement, leading up to Veterans Day, with a call to action for viewers to donate. It will air during Monday Night Raw on **November 9, 2015**. Be sure to tune in (USA Network, 8pm ET) and check it out!

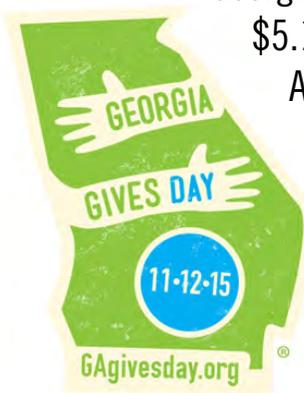
Hire Heroes USA thanks the following organizations for their support of our mission through **Corporate** and **Employment** Partnerships.

7-Eleven
Altria
Apex Systems, Inc.
Beechmont Ford
Boeing Company
Brock Enterprises
Call of Duty Endowment
Country Club of the South Charity Guild
Centers for Medicare Medicaid Services
Coca-Cola North America Group
Comcast
Continuum Veterans Foundation
CRST
Deloitte

Gatekeeper Security
George T. Lewis, Jr. Foundation
JCPenney
J. Walter Thompson Atlanta
MedAssets
Midwest Technical Institute
Murata Machinery USA
NCR Corporation
NCR Foundation
NRG Home Solar
Pepsi Co.
Pivotal Payments
Prevost
PwC Charitable Foundation

Ryder
ShIPLEY Foundation
State Farm
Steinbauer Performance
Technica Corporation
The Nature Conservancy
Ursviken Inc.
U.S. Security Associates
USO
Veterans United Foundation
VetEvolve
VHA, Inc.
Victor Technologies
Walmart Foundation
WWE

GEORGIA GIVES DAY



Georgia Gives Day is a 24-hour, statewide giving event that has raised more than \$5.1 million for Georgia nonprofits in its first three years. Headquartered in Alpharetta, Georgia, Hire Heroes USA is looking forward to participating in its second Georgia Gives Day. Please mark your calendars for **November 12, 2015** – the day after Veterans Day! All interested supporters can contribute to our mission via the link below:

gagivesday.org/c/GGD/a/hireheroesusa/donate

SALUTE TO VETERANS GOLF CLASSIC

For the seventh year in a row, golfers and sponsors will join Hire Heroes USA on the beautiful fairways at The Country Club of the South, in Johns Creek, Georgia, for a Veterans Day tradition: our annual Salute to Veterans Golf Classic. This year's event will take place on **November 9, 2015**. The charity golf tournament benefits Hire Heroes USA and, to date, has already raised over a quarter of a million dollars in donations. Registration for this year's event is now open. If you are unable to join us, please consider sponsoring a veteran golfer in the tournament. More information is available online at hireheroesusa.org/event.

HIRE HEROES USA CLIENTS

Have you signed up for our weekly **Top Jobs Newsletter**?

Subscribe today to receive information on the latest jobs being posted on our Job Board.

Are you interested in participating in a **mock interview**?

Contact your Transition Specialist to learn more about how you can connect with volunteer mock interviewers from various industries across the country.

Do you want to share your **success story**?

Connect with your Transition Specialist to fill out a success story form.

Have you looked at employment opportunities on our **Job Board**?

Sign in to your account on jobs.hireheroesusa.org to view new employment opportunities.

Do you know a **service member, veteran or spouse** looking for career assistance?

Encourage them to register for our services at hireheroesusa.org/get-registered.

FOLLOW US ON SOCIAL MEDIA!



@HireHeroesUSA



@HireHeroesUSA



linkedin.com/company/hire-heroes-usa



facebook.com/HireHeroesUSA

RECAP OF EVENTS AND COMMUNITY ENGAGEMENT

NEW YORK CITY BENEFIT DINNER

Hire Heroes USA hosted its second annual benefit dinner in New York City on July 9, 2015. Retired Navy SEAL Marcus Luttrell was the keynote speaker at the event. Luttrell was a member of the four-man SEAL team assigned to Operation Red Wing, a mission to kill or capture a high-ranking Taliban leader in the Hindu-Kush Mountains of eastern Afghanistan. Luttrell was the lone survivor of the team, and he was awarded the Navy Cross for his actions. It was an honor to hear him share his story, and Hire Heroes USA is grateful for his support and service. Thanks to his moving and humbling story, as well as great auction items donated by UFC champion and Green Beret Tim Kennedy, Gary Hess, WWE, and more, Hire Heroes USA raised over \$250,000 for overall program support.



SUMMERSLAM VETERAN CAREER PANEL AND NETWORKING EVENT WITH HIRE HEROES USA



In August 2015, WWE sponsored another Veteran Career Panel and Networking Event with Hire Heroes USA in conjunction with WWE's SummerSlam in Brooklyn, New York. Attendees had the opportunity to participate in a panel discussion with corporate HR and brand representatives, a networking event with employers from the Tri-State area, and 30-minute career coaching workshops conducted by Hire Heroes USA Transition

Specialists. The career-coaching sessions were focused on the importance of a polished LinkedIn profile, articulating value proposition during networking opportunities, and effectively communicating military experience on a resume and in a job interview. WWE and Hire Heroes USA are planning a similar event in Dallas, TX in March 2016. Please check hireheroesusa.org/event for more information regarding events in your area.

MMA CLUB COMBAT NIGHT

On Saturday, September 26, 2015, in Tallahassee, FL, local MMA organization "Combat Night" hosted their 50th event. Hire Heroes USA was invited as the spotlight veteran service organization. Combat Night offered us the opportunity to host a booth to spread awareness, and they featured our logo on event t-shirts, programs, signs and advertising. They also offered free admission to all military in attendance. Thank you for having us, Combat Night!