



ANNUAL REPORT 2014

JULY 1, 2013 – JUNE 30, 2014



“Transforming
military service
into civilian success”

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Civilian Success

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Hire Heroes USA is a 501(c)(3)
Non-Profit Organization
Employer Identification # 43-1562688

LETTER FROM BRIAN STANN



Friends and Supporters,

Hire Heroes USA experienced the biggest growth of the organization's history in Fiscal 2014. New office locations have been successful in Raleigh and Seattle, and despite a 57% increase in expenses, we have seen a 101% increase in confirmed hires. Additionally, the cost per hire decreased by 22% (from \$2,747 to \$2,142). This data reflects the constant innovation, diligence and accountability by our team. Our goal is to raise capital in order to double the size of the organization, and with it, the amount of veterans we can serve. Currently we average 2.5 military base seminars a week across the U.S. and weekly bring an additional 130 service members into the program for assistance. This is only a small portion of our nation's veterans searching for jobs. During the last 13 years, it is estimated that roughly 2.4 million veterans have transitioned out of the military, and another one million will transition in the next four years. The government programs meant to assist our veterans in finding quality jobs are decentralized, lacking personal attention and transparency. Over five different government organizations own a piece of the military transition program, making it extremely difficult for service members to gain the assistance necessary to leave the military and find meaningful work. In contrast, more than 96% of the veterans we have served found the experience significant and would recommend us to their peers. The unemployment rate for Post-9/11 veterans ages 18-25 is still more than 16%. We hope you will all join us in our mission to bring our best-in-class services to as many veterans as possible.



Brian Stann

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

WHAT DO WE STAND FOR?



MISSION

Hire Heroes USA creates 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



BACKGROUND

U.S. Army Sergeant Justin Callahan was grievously wounded in a land mine explosion while on patrol in Afghanistan in 2004.

Callahan returned to the U.S. as a patient at Walter Reed Army Medical Center, where he underwent seven surgeries and extensive physical therapy after the amputation of his left leg below the knee. While in treatment, Callahan met MedAssets' Chairman, President

and CEO, John Bardis, who immediately developed a friendship with the wounded soldier. When Bardis learned about Callahan's dismal plans for the future, the business executive immediately extended an employment opportunity to Callahan.

A NATIONAL REPUTATION OF EXCELLENCE

After meeting Callahan, Bardis' concern for the plight of unemployed veterans inspired him to create a personalized employment assistance program to help transitioning service members, spouses and veterans find civilian jobs. Hire Heroes USA was launched as a program of the nonprofit Health Careers Foundation in 2005; 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 legally changed to Hire Heroes USA in 2010.

Four years ago Hire Heroes USA (Hire Heroes) had only seven employees working from one office in Georgia, who traveled across the country to conduct workshops and complete resumes for unemployed veterans, resulting in about **two veterans confirmed hired each week**. Our growth since then is due to the generosity of our funders and supporters, and by our laser focus on a narrow mission. Now, we have nearly 40 full-time employees working from offices in Alpharetta, GA; Raleigh, NC; Plano, TX; Colorado Springs, CO; San Diego, CA and Auburn, WA.

The Hire Heroes team has built a national reputation of excellence for its success at helping unemployed veterans find jobs, with nearly **25 veterans confirmed hired each week** in Fiscal Year 2014.



NOT JUST ABOUT NUMBERS

We value transparency and accountability to the troops, veterans and spouses we assist, as well as those who support our organization. Transparency and accountability are really factors of effectiveness and efficiency: how many veterans do we help get jobs and how much does that cost?

TRANSPARENCY AND ACCOUNTABILITY

To ensure program integrity and measure program effectiveness, we scrutinize every reported hire from our Veteran Transition Specialists and employment partners in order to confirm whether that reported hire should be attributed to our efforts—if our team was unable to assist in a significant way, we do not count that hire as confirmed.

A **Confirmed Hire** is when a veteran or spouse received support from Hire Heroes USA that **significantly** advanced their job search, resulting in employment in a position that matches their desires or skills.

To arrive at our primary measure of efficiency, the average cost per veteran hired, we divide our total expenses by the number of veterans confirmed hired during a reporting period. In Fiscal Year 2014 the average cost per hire was just under \$2,200—a 22% reduction in the cost per hire from Fiscal Year 2013. Read another way, ***we increased program efficiency by 22% in Fiscal Year 2014.***





THE NEED

While the national unemployment rate has decreased as the economy has improved, certain segments of post-9/11 veterans continue to struggle with higher unemployment rates than do older veterans or the country as a whole.

Service-wide force reduction in support of changing national policies and a shrinking Defense budget means nearly one million service members are expected to transition into the civilian sector over the next four years. Statistically, out of the 5,000 Soldiers, Sailors, Airmen, Marines and Coast Guardsmen who transition out of the military each week,

about 350 join the ranks of more than 600,000 unemployed veterans. The need is great for best-in-class veteran employment assistance.

At current capacity, Hire Heroes is able to assist about 150 transitioning troops, unemployed veterans and spouses a week, while turning away an average of 80 veterans or spouses that attempt to register for our services but are asked to re-register the following week. Our goal is to increase capacity, while improving program efficiency, so no veteran or spouse that comes to Hire Heroes for help is ever turned away for lack of resources.

Category	Unemployment Rate 2014
All	6.3%
All Veterans over 18	5.6%
Post-9/11 Veterans	7.4%
Post-9/11 Female Veterans	8.4%
Post-9/11 Veterans ages 20 - 24	16.6%

(BSL.GOV*)

5,000 SERVICE MEMBERS **TRANSITION EVERY WEEK**

NEARLY 1,000,000 IN THE NEXT 4 YEARS



BOARD OF DIRECTORS

John Bardis

Chairman of the Board

*President, Chairman and Chief Executive Officer
of MedAssets*

Marshall Lauck

Board Member

Chief Operating Officer of JWT Atlanta

Joel Lunenfeld

Board Member

*Vice President of Global Brand Strategy
at Twitter*

Charles Macintosh

Board Member

*Managing Director at First Key Holdings,
a portfolio company of Cerberus Capital
Management*

Josh Scutt

Board Member

Divisional Vice President of Southeast Sales ADP

LEADERSHIP TEAM

Brian Stann

Chief Executive Officer

Nate Smith

Chief Operating Officer

Kelly Dempsey

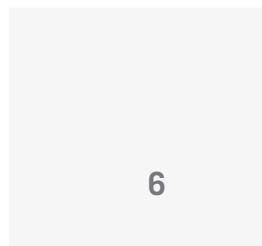
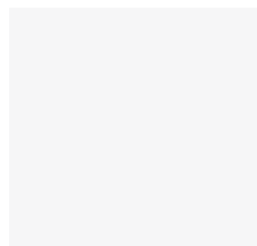
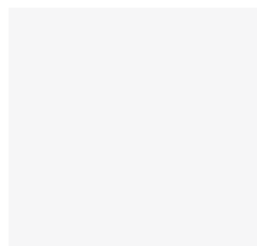
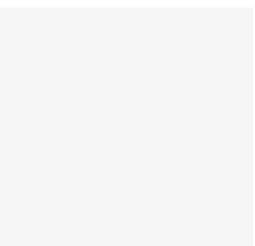
Director of Corporate Relations &
Communications

Allison Herbst

Director of Finance & Administration

Christopher Plamp

Director of Veteran Programs





We are dedicated to providing personalized service for every veteran or spouse that registers on our website or attends one of our Transition Workshops. From the initial point of contact, each client is assigned to a Veteran Transition Specialist who learns their personal story, shares their struggles and celebrates their victories.

Hire Heroes assists clients through the following services:

ONLINE/TELEPHONE COACHING

is a free service for veterans and their spouses. 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, Call of Duty Endowment or other corporate partners, and assist service members 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 business resume, 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 non-traditional job fairs provide companies with an opportunity to meet job-ready veterans and transitioning military members who can convey their talents and experience in civilian terms.

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 also offers additional career resources to veterans during job search status updates.

Some of these services have been consistently offered since our inception in 2007, while others have been added as our team identifies areas for program improvement and innovation.

FISCAL YEAR 2014 RESULTS

JULY 1, 2013 – JUNE 30, 2014



YEAR-BY-YEAR COMPARISON

	FY13	FY14	% Change
Registrants	2,315	4,170	77%
Assessments	1,962	3,046	55%
Resumes	1,601	3,140	96%
Counselings	9,460	16,504	75%
Workshop Participants	763	1,225	60%

1,347

**CONFIRMED
HIRES IN FY14**

(up from 640 veterans and spouses in FY13*)

\$2,142

**COST PER HIRE
IN FY14**

(down from \$2,747 in FY13*)

ONLINE CAREER COACHING

1,120 | CONFIRMED HIRES
16,504 | COUNSELING SESSIONS
2,133 | COMPLETED RESUMES

WARRIOR TRANSITION WORKSHOPS

227 | CONFIRMED HIRES
39 | LOCATIONS
105 | WORKSHOPS

*As a note, the FY13 cost per hire listed in last year's Annual Report was \$3,034. Since the publication of that report in December 2013, we identified more hires from FY13 and adjusted the cost per hire to \$2,747.

FISCAL YEAR 2014 RESULTS

DEPARTMENTAL DESCRIPTIONS



VETERAN PROGRAMS

The majority of the Hire Heroes USA team serves under the Veteran Programs department where 80% of staff are military veterans representing the U.S. Army, U.S. Navy, U.S. Marine Corps, U.S. Air Force. This department delivers the Online and Telephone Coaching, conducts the Transition Workshops, assists in Career Opportunity Days and provides Outreach and Matching.

WHAT DOES IT MEAN TO BE A VETERAN TRANSITION SPECIALIST WITH HIRE HEROES?

Without a doubt, our staff members are what make Hire Heroes “Best in Class.” Each Veteran Transition Specialist has a passion for helping veterans and spouses, and many have a personal connection to the military. In fact, 89% of Veteran Transition Specialists are veterans themselves. We asked our team to answer a few questions about why they joined Hire Heroes and what have been some of their most meaningful experiences working with veterans.

“Little things can make a big difference, and in this job, little things can change a veteran’s life – something as simple as showing this transitioning service member his value sparked a chain of events that had a major impact for him, and I got a chance to be a part of that process.”

—San Diego team member

“Hire Heroes USA is having a tremendous impact on veterans, service members and their families. We are providing top-notch, free services to them that are directly resulting in their employment. Our assistance is directly improving the quality of lives.”

—San Diego team member

“Hire Heroes USA is full of people that genuinely care about the needs of others and want to bridge the gap between the military and civilian sectors. I wanted to be a part of the team that goes the extra mile to help out fellow service members. Through Hire Heroes USA I am able to make a difference in the lives of veterans every day.”

—Auburn team member

“My favorite part about working at Hire Heroes USA is the personal interaction with service members and spouses during Warrior Transition Workshops. By providing veterans and spouses with individualized instruction and training, we are molding them into highly competitive candidates for employment.”

—Plano team member

“Every time I can play a pivotal role in the transition of a veteran into a job which she/he enjoys, that’s the ultimate reward. I was able to meet a veteran whom I assisted through resume revision and extensive coaching find a job that paid more than she expected, was suitable for her lifestyle and family, and just overall worked for her. Her gratitude was beyond rewarding.”

—Raleigh team member

“I think Hire Heroes USA is making an impact on the military community not only by helping vets transition, but also by giving dignity to the cause of veteran’s services. Hire Heroes doesn’t treat veterans as if they need a job in exchange for military service; rather, we give veterans the tools to empower themselves and excel in the civilian world as they did during their time in service.”

—Alpharetta team member

“Transitioning from the military to the civilian sector was extremely daunting to me as a veteran. I had to continuously adjust my resume and cover letter until I started getting feedback from employers. Despite the challenges ... I started to realize that each time I adjusted my resume it was like a puzzle piece, I just had to turn it the right way. I started to enjoy the job search and wanted to assist transitioning military [members] who were facing the challenges I had faced and to let them know that there was someone on their side that had experienced what they were going through at that moment.”

—Colorado Springs team member



The Corporate Relations & Communications team provides vital support to our mission, to include: managing the Hire Heroes USA Job Board, coordinating and communicating with employment partners, developing program strategies with corporate sponsors and managing our social media and brand messaging.

For a nominal fee, more than 800 employment partners post job openings on the Hire Heroes

USA Job Board and recruit top veteran talent from the resume database of nearly 2,000 active, job-seeking veterans and spouses. In FY14, the Job Board generated over \$200,000 from company user fees (the Job Board is free for veterans) to support Hire Heroes programs and services. Nearly every day, new employment partners sign up to use the Job Board, increasing the quantity and variety of open positions. In turn, veterans and spouses gain greater access to quality positions across the country.

VOLUNTEER PROGRAM



Our Volunteer Program leverages skills-based volunteering from business professionals and general volunteer opportunities at special events to increase program efficiency and effectiveness. In Fiscal Year 2014, 55 volunteers from 13 states contributed 757 hours to our programs and services by participating at Warrior Transition Workshops, conducting virtual mock interviews and career counseling sessions, assisting with our Salute to Veterans Golf Classic and 5k Race for Heroes and working on research and publications.

Volunteers helped make special events unusually successful in FY14, generating over \$150,000 to finance our operations. Most important, nearly 50 veterans obtained employment after receiving resume, interview and networking assistance from volunteers as an augmentation to the regular suite of services provided by Veteran Transition Specialists.

There are growing opportunities for volunteers to get involved in our events, services and supporting tasks. We appreciate every hour from volunteers and look forward to celebrating future successes with their assistance.

"Mr. C was excellent. He listened to my concerns/ feedback that I had gotten during prior interviews and gave me tips to do better. He answered all my questions and was very patient."

—U.S. Army veteran in Washington state

When asked if he had any suggested improvements for the service, one veteran wrote, "Please find people like Mr. N for my other brothers and sisters."

—U.S. Army veteran in North Carolina

"The volunteer was very helpful. She gave me tons of advice that I will take into my interview."

—U.S. Army veteran in Alabama

"[The volunteer] gave me advice for the future and he gave me some insight from his experience transitioning from military to corporate. Hire Heroes USA is a great service; I love speaking with your team. I love how promptly you are available to assist. Thank you immensely for your help!"

—U.S. Army veteran in Texas

"The mock interview was helpful; everything we went over happened in the interview and made me well prepared."

—U.S. Air Force veteran in Florida



FINANCIALS

Due to our many generous funders and supporters, Hire Heroes has nearly tripled 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 2014. Copies of our FY14 Audit Report and Form 990 can be found on our website under the “About Us” tab and “Nonprofit Transparency” page.

We are proud to report that 84.3% of our income was spent on program activities in FY14—a 5% improvement from FY13. While no single, national standard exists as the benchmark for responsible spending on programs and services, Charity Navigator reports that seven out of 10 nonprofits that it evaluates spend at least 75% of their budget on programs and services, while nine out of 10 spend at least 65% on programs and services.

NET ASSETS

Assets	FY14	FY13
Cash	\$1,994,272	\$1,207,738
Investments	\$124,721	\$106,497
Student loans receivable, net	\$0	\$111,279
Accounts receivable	\$776,146	\$23,803
Prepaid expenses	\$2,105	\$1,868
Other assets - current	\$0	\$2,960
Property, plant, and equipment, net	\$11,192	\$15,142
Accounts receivable - Current Portion	\$200,000	\$0
Intangible assets, net	\$4,583	\$10,083
Other assets - non current	\$1,775	\$1,775
Total Assets	\$3,114,794	\$1,481,145
Liabilities	FY14	FY13
Accounts payable	\$38,470	\$45,806
Accrued expenses	\$80,816	\$48,676
Unearned revenue	\$26,061	\$22,029
Total Liabilities	\$145,347	\$116,511
Total Net Assets	\$2,969,447	\$1,364,634

FISCAL YEAR 2014 FINANCIALS



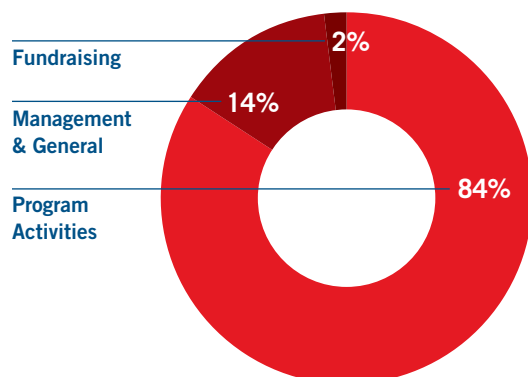
EXPENSES

Expenses	FY14	FY13
Program Activities	\$2,746,308	\$1,557,586
Management and General	\$444,629	\$266,248
Fundraising	\$67,120	\$132,070
Total Expenses	\$3,258,057	\$1,955,904

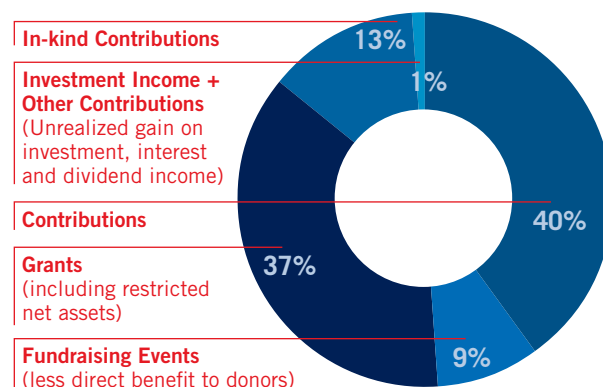
REVENUE

Revenue	FY14	FY13
Contributions	\$1,512,136	\$1,045,575
Fundraising Events (less direct benefit to donors)	\$342,908	\$321,907
Grants (including restricted net assets)	\$1,382,577	\$847,615
In-kind Contributions	\$505,040	\$150,852
Investment Income (Unrealized gain on investment, interest and dividend income)	\$19,672	\$18,862
Other Contributions	\$1,345	\$429
Total Revenue	\$3,763,678	\$2,385,240

TOTAL EXPENSES



TOTAL REVENUE



LIST OF DONORS IN FY14



Without the help of generous donors and funders, we would not be able to continue offering our services free of charge to veterans and their spouses. Due to space considerations we are unable to list every donor from FY14; listed below are our most prominent donors and sponsors.

DONORS \$5,000 - \$9,999:

Cousins Properties Foundation Inc.
Cresa Partners of Georgia
Hunter Public Relations LLC
JP Morgan Chase
Skydex
Vital Images, Inc.

DONORS \$10,000 - \$49,999:

Bodybuilding.com
Brendan Garvey
Charles Macintosh
Clayton DeGiacinto
Coca-Cola of North America
Daniel Foley
Ford
Frank Bruno
Jeffrey Mayer
John Bardis
Josh Weintraub
Kronos
Lockheed Martin Corporation
Michael Regan
Monster Worldwide Inc.
Nucor
Randy Reiff
Ryan Craft
Timothy Abbott
True Drinks, Inc.
Veterans United Foundation
Willkie Farr & Gallagher

DONORS \$50,000 - \$99,999:

Continuum Veterans Foundation, Inc.

DONORS \$100,000 - \$249,999:

Altria Group, Inc.
George T. Lewis Jr. Foundation
National Coalition of Associations 7-Eleven Franchisees
(7-Eleven, Inc., Anheuser-Busch,
BIC, E&J Gallo Winery, General Mills,
Hershey, Kellogg's, Mars, MillerCoors, LLC,
Mondelez, Nestle Professional, Nestle Waters,
Perfetti Van Melle USA, Inc., US Nutrition
(MET-Rx), Wrigley)
Nutter, McClennen & Fish LLP
WWE Inc.

DONORS \$250,000 - \$499,999:

MedAssets
USO

DONORS \$1,000,000 AND ABOVE:

The Call of Duty Endowment

IN-KIND DONATIONS OVER \$100,000:

JWT
MedAssets



OUR GOAL: DELIVER AN ANNUAL REPORT THAT INSPIRES YOU TO HELP US MAKE SERVICE WORK.

AN ANNUAL REPORT can only give an overview of our programs and services, financial standing and impact in the veteran unemployment space. For further information or to find out how you can help support our mission, please visit the following pages:

VOLUNTEER: Use your skills as an industry expert to help veterans and spouses with their job search; fundraise for our organization; tell us about your special skills that could benefit our operations.

<https://www.hireheroesusa.org/support-us/volunteer/>

WAYS TO DONATE: Make a tax-deductible donation to Hire Heroes USA to help veterans and spouses with their job search.

<https://www.hireheroesusa.org/support-us/ways-to-donate/>

HIRE A VETERAN: Interested in hiring veteran talent? Visit the Hire Heroes USA Job Board for more information on gaining access to thousands of candidates across the country.

<http://jobs.hireheroesusa.org/>

Don't forget to connect with us!

You can follow us on Twitter and Instagram, connect with us on LinkedIn and Google Plus, and like us on Facebook.



@HireHeroesUSA



@HireHeroesUSA



<http://www.linkedin.com/company/hire-heroes-usa>



<https://plus.google.com/+HireheroesusaOrg>



<https://www.facebook.com/HireHeroesUSA>

SUCCESS STORY

Eric Danielson

Military Service:

Army Health Care Specialist as an E-6

Hired as a Treatment Clinician in Boise, Idaho



"I was medically retired as a Flight Medical Noncommissioned Officer (NCO) / E-6. When I received the news that I would no longer be allowed to remain in the military, it ended my dreams of becoming a Physician's Assistant and started an extremely arduous journey. I registered for HHUSA services and was assessed in February of 2014. My Veteran Transition Specialist developed a resume that highlighted my skills and experience. He also assisted me with the interview process and developed a value proposition that explained my story to employers. His work helped me gain employment in my desired field of study in under three months!"

100 NORTH POINT CENTER EAST,
SUITE 200 ALPHARETTA, GA 30022
866.915.4376

WWW.HIREHEROESUSA.ORG

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

Hire Heroes USA is a 501(c)(3) Non-Profit Organization.
Employer Identification # 43-1562688



HIRE HEROES

USA