



HIRE HEROES

USA®

2018 ANNUAL REPORT



Friends and Supporters,

With a proven history of effectiveness and impact, and by creating strong partnerships with like-minded philanthropists and corporations, Hire Heroes USA is positioned to effectively serve U.S. military members, veterans and military spouses now and in the future.

2018 was a record year for Hire Heroes USA. We confirmed more than 8,000 veterans and military spouses hired, bringing our grand total to more than 30,000 lifetime hires. In our annual report, you will see that our programs are continuing to evolve - creating more impact on the military community. In 2019, we will continue to refine these programs to address the unique circumstances of various members of the military population - namely military spouses and female veterans. We are also developing training programs for employers who want to hire and retain veteran talent.

U.S. service members continue to cite employment as their main concern when leaving the military; our team works to alleviate that concern each and every day. In the coming year, we hope to have your support as we continue cultivating programs that increase the quality of life for military members, veterans and their families.

Best regards,

Chief Executive Officer
Hire Heroes USA





LEADERSHIP

Board of Directors

John Bardis
Founder and Chairman

Charles Macintosh
Vice Chairman
Managing Director
Incenter Mortgage Solutions

Lauren Condoluci
Communications
Netflix

Marshall Lauck
Chief Growth and Marketing Officer
Bob Woodruff Foundation
Marine Corps veteran

Val Nicholas
Senior Vice President/Creative Director
SummitMediaCorp
Army veteran

Brian Stann
Chief Operating Officer
FirstKey Homes
Marine Corps veteran

Maj. Gen. Keith Thurgood, USA (Ret.)
Director, Community Services Reform
Leader
Department of Defense
Army veteran

Joshua Weintraub
Senior Managing Director
Cerberus Capital Management

Key Leaders

Christopher Plamp
Chief Executive Officer

Nathan Smith
Chief Business Officer

Ross Dickman
Director, The Independence Project

Jason Dozier
Director, Program Operations

Allison Herbst
Director, Administration

Elizabeth Reyes
Director, Employment Partnerships and
Opportunities

Erin Johnson
Director, Development

Ted Schwinn
Director, Client Services

Michele Wiesner
Director, Capacity Building

THE SITUATION



Employment help is the #1 request from transitioning military members



The unemployment rate for military spouses is four times the national average

300K

active duty, guard and reserve members leave the military annually

22M

veterans total and 10M are of working age between 18-64

34%

of Post-9/11 veterans come from diverse backgrounds

1M

military spouses globally: 83% are unemployed or underemployed

ABOUT HIRE HEROES USA

Hire Heroes USA is a 501c3 nonprofit empowering U.S. military members, veterans and military spouses to succeed in the civilian workforce. The organization was founded by John Bardis after a chance encounter with a wounded soldier who was concerned about finding a job. Since 2007, more than 30,000 veterans and military spouses have been hired with our help.

Military members, veterans and military spouses who register for services can choose to be partnered with a Transition Specialist to work through the job search process, or gain access to a wide array of virtual services and work at their own pace. These virtual services include a job board, virtual career fairs, workshops, webinars, federal job search assistance and more.

In addition to helping veterans and military spouses find great careers, Hire Heroes USA offers training and development opportunities for companies looking to hire and retain veteran and military spouse talent.

Mission

Hire Heroes USA empowers U.S. military members, veterans and military spouses to succeed in the civilian workforce.

Vision

Be the nation's preferred veteran employment service organization through a relentless focus on personalized career coaching that improves clients' quality of life and strengthens the U.S. economy.

Core Values



Integrity



Passion



Effectiveness



Collaboration

OUR PROGRAMS

Partnered Career TransitionSM is our hallmark program where clients are paired with Transition Specialists to create professional resumes and learn effective job search techniques.

Career Transition Workshops teach clients how to develop a job search plan, create a resume and conduct a job search.

Virtual Services include workshops, training modules, webinars, online career fairs and more. Personal assistance is available for these clients upon request.

Serving SpousesSM is our career assistance program for military spouses - offering resources and guidance tailored to their unique circumstances.

The Hire Heroes USA Job Board is a free online forum for veterans and military spouses to access jobs posted by companies seeking talent.

Our **Federal Sector Program** hosts workshops and helps clients ensure that their resumes meet rigorous federal hiring standards.

Our **Employment Partnerships and Opportunities Program** connects clients to companies, and companies to training and resources that help them build veteran hiring and retention programs.

Our **Mentoring Program** connects clients to volunteers for industry-specific coaching, networking and interviewing practice.

Our **Career Readiness Fund** is a designated fund aimed at helping clients overcome acute financial needs that are barriers to employment.

Partnered Career Transition

Our Partnered Career Transition (PaCT) Program serves more than 13,000 clients annually. Clients who register for our PaCT program are individually-partnered with a Transition Specialist on our team who helps them understand transferable skills and communicate their value to employers. From resume writing, cover letters, networking to interviewing, our Transition Specialists stick with clients until they no longer need our services.





VIRTUAL SERVICES

The Hire Heroes E-Learning Program (HHELP) is a new virtual program offering a wide array of webinars, training modules and resources to help clients navigate the job search process. This program is ideal for clients that prefer to work at their own pace, or aren't ready to work with a Transition Specialist.

The program's testing phase began in October 2018 and served 114 clients. Insights gained during this testing phase will allow us to improve the program and better serve the clients for whom it was developed.

MENTOR PROGRAM

Our Mentoring Program connects clients with professionals from a variety of industries for one-on-one learning and development opportunities. In 2018, 659 volunteers contributed 3,645 hours to our programs. These hours of mentorship resulted in 1,269 clients securing employment with assistance from a volunteer. In 2019, we aim to increase the number of non-mentoring volunteer activities as they expand organizational capacity and improve services to clients.

ANNUAL IMPACT	2018	2017	% CHANGE
VOLUNTEERS	659	631	4%
HOURS SERVED	3,645	3,431	6%
MENTORING SESSIONS	2,105	1,786	18%
CLIENTS HIRED WITH VOLUNTEER ASSISTANCE	1,269	1,050	21%

“It takes courage to continue putting yourself out there for jobs after repeated rejections...It takes courage to survive another deployment while balancing childcare with the demands of a new job. **I want to be the mentor that I had when I needed to stay motivated.”**

- Volunteer

“Michael was enthusiastic and showed genuine interest in helping me succeed...What an excellent service to veterans!” - Army veteran



EMPLOYMENT PARTNERSHIPS AND OPPORTUNITIES

2018 IMPACT

TOP EMPLOYMENT PARTNERS (Based on sourced hires in 2018)

1. CACI International

2. ISYS Technologies

3. Northrup Grumman

4. Brooksource

5. Freedom Learning Group

715
Employment Partners

294,571
Jobs Posted on Our Job Board

The **Employment Partners and Opportunities** team serves two functions:

- 1 connect our clients to job opportunities through our Hire Heroes USA Job Board and partnerships
- 2 connect employers to our clients while also educating them on the skills, abilities, and values these clients bring to companies through job sourcing

2018 was a year of growth for this program as we increased offerings to educate companies on veteran hiring best practices and connect them with great candidates. These offerings include employer training, virtual workshop sponsorships, targeted email to job candidates, quarterly virtual career fairs and more. In addition, the number of jobs posted on our job board increased by 70%, resulting in a wider array of opportunities for our clients.

FEDERAL SECTOR PROGRAM

Approximately one-third of the federal government workforce consists of veterans. For transitioning service members, federal employment means they can seamlessly contribute to the retirement system shared by the military and federal government while working in an environment that often closely resembles the military. Our **Federal Sector Program** team works with each client to help them understand and navigate the complicated federal hiring process.

ANNUAL IMPACT	2018	2017	% CHANGE
FEDERAL RESUME REVIEWS	1,229	677	82%
CAREER COUNSELING SESSIONS	158	148	7%
TOTAL CLIENTS SERVED	1,387	825	67%



SERVING SPOUSES

In 2018, **Hire Heroes USA** launched our **Serving SpousesSM** program to provide more personalized service to military spouses. Military spouses who register for the program are paired with a Transition Specialist on our team who understands the unique challenges they face in their job searches, like communicating gaps in employment and understanding transferable skills.

Hire Heroes USA helped 1,093 military spouses and confirmed 582 hired in 2018. Through expanded partnerships with organizations like Blue Star Families, we expect to grow the number of military spouses we are able to serve.

- ★ **Military spouses make up over 12% of our registrants**
- ★ **The military spouse unemployment rate is 4x the national average**
- ★ **25% of military spouses are working more than one job to make ends meet**

FUNDRAISING

Our generous partners, funders and donors make it possible for us to provide free job search assistance to thousands of military members, veterans and military spouses each year. While we would like to recognize each and every one of our donors, the following individuals, foundations and companies contributed \$5,000 or more to our mission in 2018.

Funding Levels

\$1 Million and Above

A. James & Alice B. Clark Foundation
Call of Duty Endowment
Walmart Foundation

\$500,000 - \$999,999

Institute for Veterans and Military Families
at Syracuse University
Men’s Wearhouse
Schultz Family Foundation

\$250,000 - \$499,999

Altria
J.A. and Kathryn Albertson
Family Foundation
Shipley Foundation
USAA

\$100,000 - \$249,999

Bob Woodruff Foundation
George T. Lewis Foundation
Jeffrey Mayer
Joshua Weintraub
May and Stanley Smith Charitable Trust
Pilot Flying J
PWC Charitable Foundation
World Wrestling Entertainment (WWE)

\$50,000 - \$99,999

Cheryl Saban Foundation for Women
and Girls
Coca-Cola North America
Frank Bruno
Garcia Family Foundation
Kahlert Foundation
Onnit
Wells Fargo

\$10,000 - \$49,999

B. Braun Medical
Continuum Veterans Foundation
Copenhagen
CompTIA Drone Advisory Council
First Key Homes
Jeffrey Lomasky
J. Hall
John Bardis
Judith Klingler
MASCO Corporation
Parker Hannifin
PayChex
Sage Foundation
Speciality Family Foundation
Staff Management I SMX
Stephen and Kay Crowell
Sunshine Foundation
Timothy Abbott
Tito’s Handmade Vodka
The Studbuddy
True Blue, Inc.
Vizient
Workwear Safety Shoes
Xingbin Zhang

\$5,000 - \$9,999

Anomaly
Arthur Blank Family Foundation
Brad Henis
California Skin Care Product
CatCo. Construction
Cliff Chapman
Charles Macintosh
Chris Meyer
Daniel Kowarski
DPR Construction
Gratis Foundation
Jeff Goldstern
Jeffrey Pritchett
JoEllen Gunn
Jonathan Moneypenny
Krystina Jones
Louis Bremer
Martin Esteverena
Marco Annunziata
Noel Kimmel
Nick Robinson
Perchet Foundation
SAP Foundation
Scott Yedid
Stephen Fox
Team Rubicon
Thomas Marano
Timothy Abbott
Warren Geller

EVENTS

In 2018, **Hire Heroes USA** hosted six fundraising events to raise awareness and financial support for our programs. **100 Holes for our Heroes**, our first annual **Motorcycle Ride for Heroes**, **Run for Heroes 5K**, the **Marine Corps Marathon**, our **Annual New York City Benefit**, and the **American Patriots Gala** raised a combined \$690,468 to support our services. These events are designed to engage individuals and organizations who wish to support our mission in a tangible way.

EVENTS cont...



Hire Heroes USA's 2018 New York City Benefit welcomed keynote speaker General Stanley McChrystal, former head of U.S. and international forces in Afghanistan and former leader of Joint Special Operations Command. Presented by Wells Fargo, our 5th annual benefit in New York City raised more than \$500,000 to support our programs.



Hire Heroes USA's 2018 American Patriots Gala was in the greater Atlanta area and featured a keynote speech by Kyle Carpenter, the youngest living Medal of Honor recipient. The evening was emceed by Greer Howard – an in house reporter for the Atlanta Braves. The event raised more than \$150,000 to support our programs.



Hire Heroes USA was an official charity partner of the **2018 Marine Corps Marathon**. Our team of runners traveled from across the U.S. to run “The People’s Marathon” in support of our mission.



Our **2nd Annual San Diego 5K** welcomed more than 80 runners who share a passion for helping veterans find jobs.



Hire Heroes USA proudly hosted its first **Motorcycle Ride for Heroes** in the Raleigh, NC area. Starting at the Tobacco Road Harley Davidson, riders traveled to Dirtbag Ales Brewery for a post-ride celebration with live music. The event was sponsored by Carolina Career College.

FINANCIALS

Part of our financial health is demonstrated through transparency in our results and spending. Below is a summary of our independently-audited financials for Fiscal Year 2018. Copies of our FY18 Audit Report and Form 990 can be found on our website under the “About” tab and “Financials” page.

We are proud to report that 85% of our income was spent on program activities in FY18.

Hire Heroes USA is the highest-rated veteran employment nonprofit on Charity Navigator, with a 4-star rating and score of 98.23 out of 100, and has earned GuideStar Platinum Seal of Transparency.



NET ASSETS

ASSETS	FY18	FY17
	1 Jan - 31 Dec 2018	1 Jan - 31 Dec 2017
Cash	\$5,036,610	\$4,779,483
Investments - restricted	\$0	\$0
Investments	\$0	\$0
Grants receivable	\$2,183,151	\$561,177
Contributions receivable	\$167,650	\$90,081
Accounts receivable	\$100,706	\$78,230
Prepaid Expenses	\$8,931	\$8,745
Other assets - current	\$309	\$0
Property, plant, and equipment, net	\$65,276	\$40,562
Grants receivable - non current, net	\$352,656	\$97,561
Intangible assets, net	\$0	\$0
Other assets - non current	\$28,884	\$28,884
Total Assets	\$7,944,173	\$5,684,723

LIABILITIES	FY18	FY17
	1 Jan - 31 Dec 2018	1 Jan - 31 Dec 2017
Accounts payable	\$94,122	\$78,905
Accrued expenses	\$672,782	\$137,778
Unearned revenue	\$0	\$0
Deferred revenue	\$503	\$503
Total Liabilities	\$767,407	\$217,186

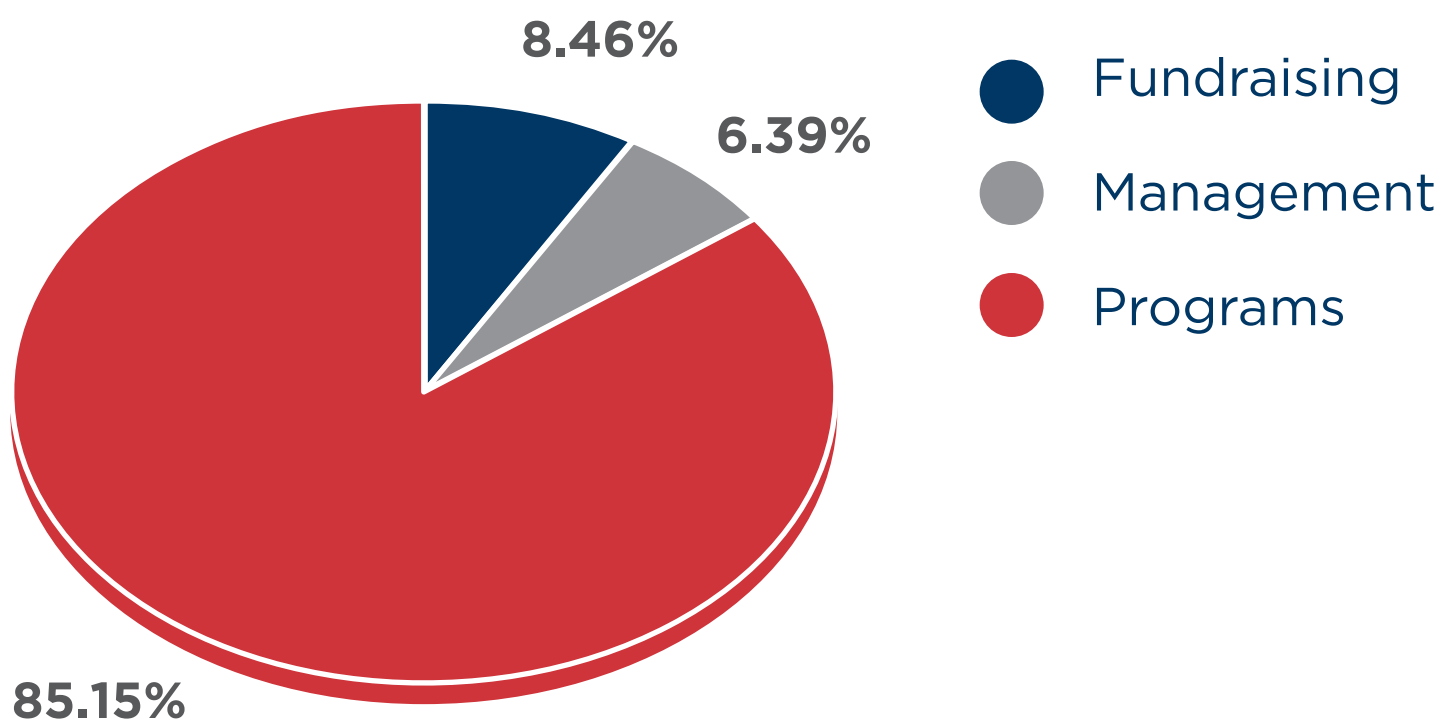
TOTAL NET ASSETS	\$7,176,766	\$5,467,537
-------------------------	--------------------	--------------------

FINANCIALS cont...

EXPENSES

	FY18	FY17
EXPENSES	1 Jan - 31 Dec 2018	1 Jan - 31 Dec 2017
Program activities	\$8,348,433	\$7,919,881
Management and general	\$626,703	\$1,209,785
Fundraising	\$829,012	\$368,936
Total Expenses	\$9,804,148	\$9,498,602

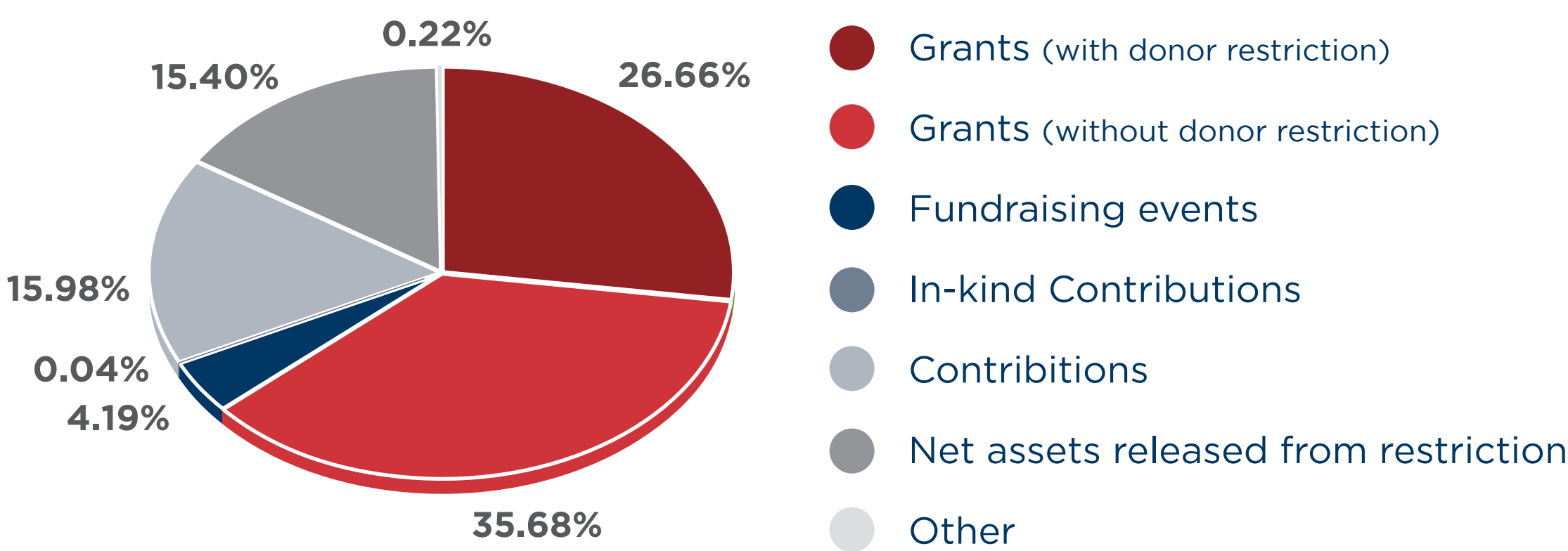
TOTAL EXPENSES



REVENUE

	FY18	FY17
REVENUE	1 Jan - 31 Dec 2018	1 Jan - 31 Dec 2017
Contributions	\$1,839,467	\$1,482,219
Fundraising events (less direct benefit to donors)	\$482,179	\$685,205
Grants (without donor restriction)	\$4,107,699	\$5,577,624
Grants (with donor restriction)	\$3,069,935	\$131,397
In-kind contributions	\$4,702	\$988,677
Investment Income (Unrealized gain on investment, interest and dividend income)	\$1	\$885
Other contributions	\$25,672	\$15,435
Net assets released from restriction	\$1,773,442	\$981,979
Total Revenue	\$11,513,377	\$9,863,421

TOTAL REVENUE



FASB Accounting Standards Update 2016-14 requires nonprofits to provide both qualitative and quantitative information about liquidity and available resources: these disclosures are reflected in the line Grants (with donor restriction).

SUCCESS STORIES



Thompson Liu
U.S. Army veteran

Thompson started his transition out of the military after 8 years of service in the Army as a Data Analyst. He feared he wouldn’t find stable employment or a company with growth opportunities. Thompson’s biggest challenge in his job search was navigating the application process at large corporations and getting connected with individuals at those companies.

His Hire Heroes USA Transition Specialist counseled him on job search strategies and techniques to connect with professionals in similar positions he was targeting. In addition, Thompson connected with a Hire Heroes USA volunteer that walked him through the application, interview process and culture of large companies. Three months into working with Hire Heroes USA, Thompson accepted a Finance Officer position with Texas Instruments.



Taneshia McFadden
U.S. Navy veteran

When she first started her job search after 9 years in the Navy, Taneshia struggled to get an interview. After registering with Hire Heroes USA, and working with her Transition Specialist on resume development and tailoring, she felt confident in moving forward through the job search process. “I started to tailor my resume better to each position along with submitting a cover letter to every job to better explain my situation.”

Taneshia connected with several Hire Heroes USA volunteers that assisted with mock interviews and elevating her LinkedIn presence. Taneshia accepted a position as a Career Accelerated Program Associate with Change Healthcare in Georgia. “Any and every resource that is given to you from Hire Heroes USA can assist you in finding your next job.”



SUPPORT OUR MISSION

DONATE

Tax-deductible donations made to Hire Heroes USA empower U.S. military members, veterans and military spouses to succeed in the civilian workforce.

Visit [**giving.hireheroesusa.org**](https://giving.hireheroesusa.org)

GIVE MONTHLY

For as little as \$10 per month, you can provide a veteran or military spouse with ongoing job search support.

Visit [**giving.hireheroesusa.org/monthly**](https://giving.hireheroesusa.org/monthly)



[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\)](#) [!\[\]\(f419710cbe076aa30a9c6c031b5cbe84_img.jpg\)](#) [!\[\]\(2726020a4107bdc9042b257034f90eb3_img.jpg\)](#) [!\[\]\(9459655bf14a84f4d775e8d814cca8c9_img.jpg\)](#) [**@hireheroesusa**](#)

[**www.hireheroesusa.org**](https://www.hireheroesusa.org)