



2019 ANNUAL REPORT







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## LETTER FROM THE CEO

Friends and Supporters,

Thank you for a tremendous 2019! This year we not only established a new benchmark for veteran impact, but we also reached new heights in every key measure for operational efficiency and outcomes.\* While we are proud to share the achievements in this report, we are also humbled by the tremendous trust you – our clients, partners, volunteers, advocates and employees, have placed in us. Together, we have changed the lives of the over 40,000 veterans and their families since Hire Heroes USA was founded.

Closing out 2019, our commitment remains: we will continue to prioritize our impact in the most crucial indicator of post-service success, employment. And while we are proud of the \$630 million our work returned to the US economy in 2019\*, the story of each veteran, military spouse and family that found pride and purpose in their post-service career will always be the true marker of success for our team.

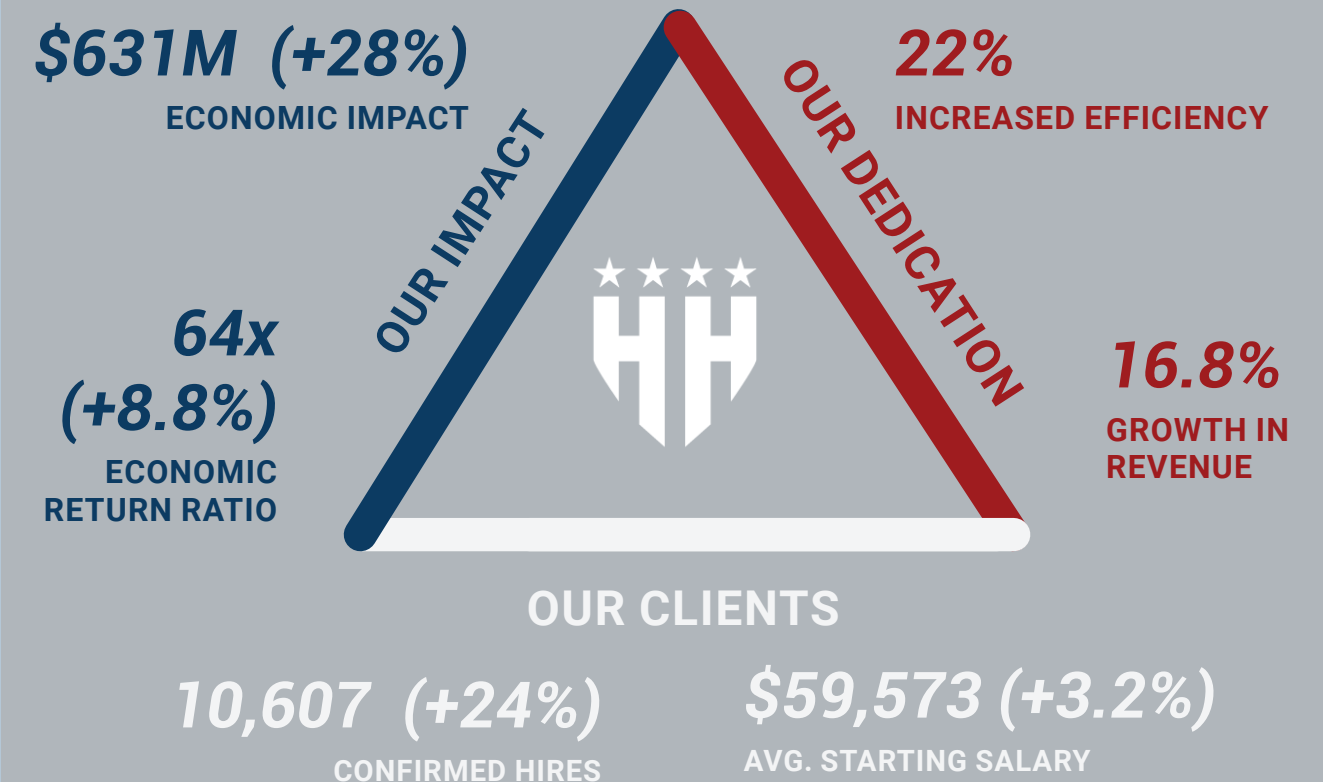
Thank you to each of our clients for their service to this Nation. Thank you for enabling us to do such meaningful and dignified work. Friends and supporters, by contributing to our mission you are ensuring the health and growth of the men and women of the armed forces, their families and our Nation.

With respect,

Ross Dickman  
Interim CEO  
Hire Heroes USA

\*measured in client confirmed hires and starting salaries

## 2019 BY THE NUMBERS







# LEADERSHIP

## BOARD OF DIRECTORS

**John Bardis, Founder and Chairman**  
Chairman & CEO Share M.D.

**Brian Stann, Vice Chairman**  
COO FirstKey Homes  
*Marine Corps Veteran*

**Charles Macintosh**  
Managing Director  
Incenter Mortgage Solutions

**Lauren Condoluci**  
Corporate Communications  
Netflix

**Val Nicholas**  
Senior Vice President  
Creative Director SummitMediaCor  
*Army Veteran*

**Joshua Weintraub**  
Senior Managing Director  
Cerberus Capital Management

## KEY LEADERS

**Ross Dickman**  
Interim Chief Executive Officer  
*Army Veteran*

**Ted Schwinn**  
Director, Client Services  
*Army Veteran*

**Allison Herbst**  
Director, Administration and Culture

**Erin Johnson**  
Director, Growth  
*Navy veteran and Military Spouse*

**Elizabeth Reyes**  
Director, Employment Partnerships  
*Army Reservist and Military Spouse*

**Jason Dozier**  
Director, Program Operations and Evaluations  
*Army Veteran*

**Michele Wiesner**  
Director, Capacity Building







# THE SITUATION



**10,607**

CONFIRMED HIRES IN 2019, AN INCREASE OF 2,184 FROM 2018

**270k**

ACTIVE DUTY, GUARD AND RESERVE MEMBERS LEAVE THE MILITARY ANNUALLY

**67.9%**

OF HIRE HEROES CLIENTS MEET OR EXCEED THEIR DESIRED SALARY.



**18,110**

TOTAL TRANSITIONING SERVICE MEMBERS, VETERANS AND MILITARY SPOUSES HELPED, 4,360 MORE THAN IN 2018

HIRE HEROES USA CLIENTS ARE **more racially diverse and gender diverse** THAN THE ACTIVE DUTY MILITARY POPULATION



HIRE HEROES USA CLIENTS THAT COMPLETED A JOB-TO-JOB TRANSITION EARNED ON AVERAGE

**\$25,133**

MORE IN THEIR NEW CAREERS.

**42,000+**

HIRE HEROES CLIENTS HAVE FOUND SUCCESS IN THEIR JOB SEARCH SINCE HIRE HEROES USA'S FOUNDING

**3.2%**

INCREASE IN AVERAGE HIRE SALARIES FROM 2018 TO 2019, TO

**\$59,573**





# ABOUT HIRE HEROES USA

*Hire Heroes USA offers personalized one-on-one coaching, professionally revised resumes, mentoring, workshops, a job board, career fairs and more, to tens of thousands of job-seeking veterans and military spouses annually. In 2019, we helped 10,607 service members, veterans and military spouses find gainful employment.*

*Hire Heroes USA prioritizes transparency and results, earning a 4-star rating from Charity Navigator and the GuideStar Platinum Seal. Funded exclusively through public donations and private grants, services are provided at no cost.*

## MISSION

Hire Heroes USA empowers US military members, veterans and their 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 US economy.

## CORE VALUES

### INTEGRITY

We hold ourselves to the highest standards.

### PASSION

We know our work makes a difference in the lives of our clients.

### EFFECTIVENESS

We follow the data and have proven results.

### COLLABORATION

We partner with businesses and organizations working together for the greatest impact possible.







*"As a retiring service member, I have been overwhelmed with the amount of things that I should be doing to prepare for my transition. This service has been phenomenal yet patient with me during my experience and I could not imagine doing this without the help. Thanks a lot and I will definitely recommend Hire Heroes USA."*

**— ARMY VETERAN**





## OUR PROGRAMS

**PARTNERED CAREER TRANSITION** is our hallmark program. Through the process of assessment, training and mentorship, 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 strategic plan, create a resume and conduct a job search.

**VIRTUAL SERVICES** include workshops, training modules, webinars, career fairs and more. Personal assistance is available for these clients upon request.

**SERVING SPOUSES** is our career assistance program for military spouses, with instruction 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 TEAM** 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 interview practice.

Our **REFERRAL & TRAINING PROGRAM** supports clients by connecting them to other service organizations to meet needs impacting their job search as well as partnering with reputable job training and certification programs.

Our **CAREER READINESS FUND** is a designated fund aimed at helping clients overcome acute financial needs that are barriers to employment.







## VIRTUAL SERVICES

*In 2019 Hire Heroes USA's virtual engagement expanded capabilities to produce, manage and support 30 instructor-led webinars and virtual workshops with 2,202 participants and four Virtual Career Fairs with 1,399 job seekers. The Virtual Services team simultaneously managed and completed a 15-month pilot of a self-paced, interactive learning program that mirrors Hire Heroes' direct client engagement that is currently delivered through in-person events, video conference, email and over the phone. The pilot supported over 823 job seekers and identified key indicators for self-help solutions that will be implemented in various Hire Heroes USA capacities moving forward.*



## MENTORING PROGRAM

Our Mentoring Program connects clients with professionals from a variety of industries for one-on-one conversations to answer questions and impart productive recommendations. In 2019, 743 volunteers contributed 4,853 hours to our organization and our clients. These hours of mentorship resulted in 1,836 clients securing employment with assistance from a volunteer. In 2020, we aim to increase the areas where volunteers contribute, as well as increase the number of our clients who connect with one of our volunteer mentors.

### 2019 NUMBERS



**743 Volunteers**

13% INCREASE



**4,853 Hours Served**

34% INCREASE



**1,836 Clients Hired with  
Volunteer Assistance**

45% INCREASE



**3,401 Mentoring Sessions**

62% INCREASE





*"It has been very meaningful to work with HHUSA clients to provide career counseling advice particularly when I get to experience their joy in having a plan and direction to guide their career choices. I hope to provide volunteer services through my retirement."*

**— VOLUNTEER**





## REFERRAL & TRAINING PARTNERS PROGRAM

*In 2019, Hire Heroes USA launched the Referral & Training Partners Program to support our clients in two ways:*

- 1. Referrals** to other service organizations support the Hire Heroes mission by meeting those needs that are peripheral to a client's job search but directly impact it. These needs can include housing, income support, medical, family support and help navigating benefits.*
- 2. Finding, vetting, and partnering with reputable organizations who provide specific **job training** extends the Hire Heroes mission by providing clients opportunities to earn credentials, certifications and additional skills to be successful in the job market.*

***We ended 2019 with approximately 37 partners, and our 2020 goals are to proactively engage with existing partners as well as increase the number of active partnerships.***

*The Training Partners web page has a high amount of traffic, indicating interest in these resources. We are excited to continue expanding the network of high-quality resources available to our job-seeking clients.*

## EMPLOYMENT PARTNERSHIPS AND OPPORTUNITIES

The Employment Partnership and Opportunities team serves two functions: first to connect our clients to job opportunities through partners and our Hire Heroes Job Board and second, to connect employers to our clients while also educating them on the skills, abilities and value our clients bring to their companies through job sourcing. 2019 was a maturity year as EPO focused on improving the efficiency and delivery of our new products and services introduced in 2018. Earned Revenue continued to grow steadily with an 8% increase from 2018. The job board continued to grow in 2019 with a 61% increase in job postings and a 36% increase in jobseeker profile creation compared to 2018.

### BY THE NUMBERS

**563**

ACTIVE EMPLOYMENT PARTNERS  
IN 2019

**337,066**

OF JOBS POSTED ON OUR JOB  
BOARD IN 2019

**2,928**

CLIENTS DIRECTLY 'CONNECTED  
FOR INTERVIEWS' WITH OUR  
PARTNERS

**1,099**

CLIENTS HIRED THAT WERE  
IMPACTED BY 'INTERVIEW  
CONNECTIONS'



### TOP 5 EMPLOYERS FOR SOURCED HIRES IN 2019

1. CACI International
2. Frank Recruitment Group
3. Hoplite Group
4. Patriot Advantage
5. Freedom Learning Group





# FEDERAL SECTOR PROGRAM

*Many of our clients seek assistance specifically to obtain federal employment. Approximately one-quarter 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. In addition to reviewing a client's federal resume, the program has added comprehensive virtual training to it's suite of services.*

## BY THE NUMBERS

**2113 (72% increase)**

FEDERAL RESUME REVIEW

**85 (48% decrease\*)**

CAREER COUNSELING SESSIONS

**2198 (58% increase)**

TOTAL CLIENTS SERVED

\*as we engaged volunteer program to support with mock interview and negotiation sessions that were previously captured as career counseling.







# SERVING SPOUSES PROGRAM

*Serving Spouses is Hire Heroes USA's career assistance program for military spouses. It is comprised of resources tailored specifically to help military spouses succeed in the civilian workforce. Each spouse client is paired with a Transition Specialist who will guide them through their job search from start to finish, staying in touch along the way to coach, listen and encourage. Each Serving Spouses Transition Specialist is a military spouse themselves and they understand the unique challenges military spouses face in their job, like communicating gaps in employment and understanding transferable skills.*

***In 2019, Hire Heroes USA hosted a number of virtual events, workshops and webinars on the topic of Military Spouse Employment.***

***In 2019, Hire Heroes USA helped 1,740 military spouses and confirmed 955 hired.***

*Through expanded partnerships with organizations like American Corporate Partners, Military Spouse Advocacy Network and Blue Star Families, we expect to grow the number of military spouses we are able to serve in 2020.*



***Military spouses make up 13.37% of Hire Heroes registrants***

## BREAKDOWN OF SPOUSE'S SERVICE MEMBER STATUS IN 2019

**71.98%**  
ACTIVE DUTY

**2.39%**  
RETIRED

**6.24%**  
RESERVE COMPONENT

**19.40%**  
SEPARATED



## 2019 EDUCATION BREAKDOWN FOR MILITARY SPOUSE CLIENTS

**11.51%**  
2 YEAR DEGREE (AA, AS, ETC.)

**24.55%**  
POST-GRADUATE DEGREE (MA, MS, JD, ETC.)

**39.21%**  
4 YEAR DEGREE (BA, BS, ETC.)







*"My Transition Specialist was absolutely wonderful to work with, she was friendly, she understood the issues that I was going through as a military spouse herself, and she made me feel excited about the potential to work with her through this process. Because of my Transition Specialist's help I found exactly the job I was looking for! Working with Hire Heroes USA is easy, foolproof, and, to be honest, it feels like you're working with a friend. I would encourage everyone to use Hire Heroes USA because it will only aid them in their job search."* — **MILITARY SPOUSE**



# FUNDRAISING

*The generosity and support from community partners, foundations, corporations and individuals make it possible for military members, veterans and their spouses to receive free job search assistance each year. We are thankful for new and continued partnerships that move our mission forward and create a meaningful difference in the lives of our nation's military community.*

***We recognize the following funders for their significant contributions and commitment of \$5,000 or more to our mission in 2019.***



## FUNDING LEVELS

### \$1 Million and Above

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

### \$500,000 - \$999,999

Institute for Veterans and Military Families at Syracuse University  
Men's Wearhouse  
Walmart Foundation

### \$250,000 - \$499,999

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

### \$100,000 - \$249,999

Brendan Garvey  
Cheryl Saban Foundation for Women and Girls  
Community Foundation for a Greater Richmond  
Joshua Weintraub  
May and Stanley Smith Charitable Trust  
Pilot Flying J  
PWC Charitable Foundation  
Wells Fargo  
World Wrestling Entertainment (WWE)

### \$50,000 - \$99,999

Coca-Cola North America  
Frank Bruno  
George T. Lewis Foundation  
John Bardis  
Kahlert Foundation  
Wells Fargo

### \$10,000 - \$49,999

Adair Foundation  
B. Braun Medical  
Berman T Chang Trust  
Coeur Mining  
Copenhagen  
CompTIA Drone Advisory Council  
Country Club of the South Charity  
First Key Homes  
George and Judy Klingler  
Gratis Foundation  
Hero Clean  
John Hall  
Jay and Elaine Rosenson Foundation  
Jeffrey Lomasky  
Koret Foundation  
Kathleen Schlenker  
Marco Annunziata  
MASCO Corporation  
Navy Federal Credit Union  
nThrive  
Onnit Labs, Inc.  
Parker Hannifin  
PayChex  
PDI Healthcare  
Pechet Foundation  
Performance Health  
Roka  
Sage Foundation  
Scoob Trust Foundation  
Scott Yedid  
Siemen  
Staff Management I SMX  
Sunshine Foundation  
Tito's Handmade Vodka  
The Studbuddy





# FUNDRAISING CONT.

## EVENTS

In 2018, Hire Heroes USA hosted six fundraising events to raise awareness and financial support for our mission. These events are designed to engage individuals and organizations who wish to support our mission in a tangible way. 100 Holes for Our Heroes, our first annual Motorcycle Ride for Heroes, the 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 clients pursuing success after service.



### \$10,000 - \$49,999 (cont.)

Thomas Marano  
Totally Running  
True Blue, Inc.  
Veritude  
Vizient  
Workwear Safety Shoes  
Xingbin Zhang  
YPO Gold St. Louis  
4 Patriots, LLC

### \$5,000 - \$9,999

Andrew Perry  
Anomaly  
Arthur Blank Family Foundation  
Ben Zhang  
Benevity Community Impact Fund  
Brad Henis  
Boise Fitness  
California Skin Care Product  
CatCo. Construction  
CompTIA  
Dave and Jennifer Sobocinski

DPR Construction  
Enterprise Holdings  
Eugene C. and Florence Armstrong  
Family Foundation  
FLIR Systems, Inc.  
Jeff Goldstern  
Jeffrey Pritchett  
Jeff and Pam Snauwaert  
JoEllen Gunn  
John and Elizabeth Cleveland  
Lakeside Foundation  
Marco Toscano  
Recruit Responsibly  
Rudolph and Hilda Forchheimer  
Foundation  
Ryan Craft  
Saluda Grade Advisory  
Shannon Warren  
Ryan Craft  
Stephen Fox  
Team Rubicon  
The StudBuddy

## CORPORATE PARTNERS

Corporate Partners drive our mission through philanthropy, event sponsorship, advocacy and volunteerism. 2019 was no different — in fact, our corporate engagement increased. From company-led fundraising events to cause marketing campaigns and event sponsorships to gift-in-kind funding, our partners showed us again how integral they are to the heart of our mission. Through these efforts, our corporate partners gave and raised over \$1 million to provide financial security through employment to veteran families.



# FINANCIALS

Part of our financial health is demonstrated through transparency in our results and spending. Below is a summary of our independently-audited financial statements for fiscal year 2019. Copies of our 2019 Audit Report and Form 990 can be found on our website under the “About” tab and “Financials” page.

***In 2019, Hire Heroes USA was the highest-rated veteran employment nonprofit on Charity Navigator, with a 4-star rating and score of 96.42 out of 100, and has earned GuideStar Platinum Seal of Transparency.***

## NET ASSETS

### ASSETS

Cash - 4,725,509  
Grants receivable - 900,167  
Prepaid Expenses - 65,783  
Other assets - 29,810  
Property, plant, and equipment, net - 41,598  
Total Assets - 5,762,867

### LIABILITIES

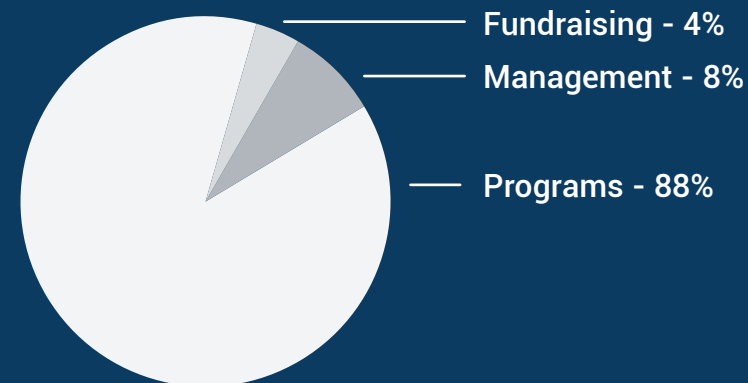
Accounts payable - 118,568  
Accrued expenses - 536,680  
Deferred revenue - 2,233,052  
Total Liabilities - 2,888,300

### OTHER

Without donor restrictions - 376,851  
With donor restrictions - 2,497,716

**TOTAL NET ASSETS - 5,762,867**

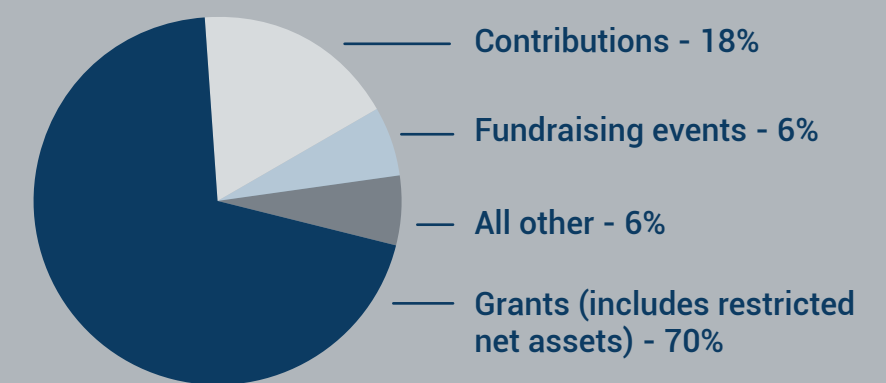
## EXPENSES



Program activities - 9,434,472  
Management and general - 835,167  
Fundraising - 465,522

**TOTAL EXPENSES - 10,735,161**

## REVENUE



Revenue Contributions - 1,489,096  
Fundraising events (less direct benefit to donors) 475,256  
Grants (including restricted net assets) - 5,751,962  
Job board posting - 173,776  
Investment Income - 32,426  
Other revenue - 51,243  
Net assets released from restriction

**TOTAL REVENUE - 8,267,496**





# SUCCESS STORIES

## SERGIO CASILLAS Air Force E-7

AFTER SERVING HIS country for 23 years, Sergio retired from the Air Force in August of 2019. A seasoned program manager, Sergio had a career's worth of knowledge, a bachelor's degree and the advantage of being bilingual in Spanish. He wanted to find a full-time position in Tampa, Florida, so he could move his wife and two children closer to relatives. Usually an outgoing person, Sergio reached out to Hire Heroes USA to sharpen the soft skills he needed to make this dream a reality for his family. He could handle the pre-interview small talk, but his confidence crumbled when the hiring manager shifted to more serious and technical questions. Sergio's Transition Specialist was ready to help. She worked with him to translate his military career into civilian terms on his resume, removing acronyms and exchanging military titles for positions that would resonate with a civilian hiring manager. "My Transition Specialist showed personal interest in me and cared about my job search requirements," Sergio explained. With

the additional support of two volunteer mentors, Sergio practiced articulating his experience conversationally until he felt poised for success. He was tired of being ignored by companies or dismissed as overqualified before he had the chance to advocate for himself. Equipped with new communication skills and restored courage, Sergio walked into his next interview with chin held high. He sailed through the interview process and received an offer letter. Today, he is proud to work as a Customer Service Representative and happy to finally call Tampa home.



## JAMES JOHNSON Army Veteran, E-8

JAMES JOHNSON SPENT 23 years in the Army, and he was proud to serve his country. As he prepared for his next chapter, the idea of entering the civilian workforce was daunting, but his Transition Specialist had a plan. "From day one [My Transition Specialist] made my transition from the military into the civilian work sector a seamless process," said James. "My Transition Specialist started off with resume preparation, setting short-term and long-term goals and [he] continued to follow up during the entire process to ensure I was on track with my goals. The follow up calls, texts and emails were vital to me securing employment." James wanted to combine his education in IT with a hands-on opportunity, and he found the perfect fit as a Service Desk Specialist with Agile Defense. James has become an advocate for Hire Heroes, sharing the word about our free services with his fellow veterans and military spouses ready for their next adventure.





**HIRE HEROES USA**

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

## **SUPPORT OUR MISSION**

### **DONATE**

*Tax-deductible donations made to Hire Heroes USA empower US military members, veterans and their spouses to succeed in the civilian workforce. Visit [giving.hireheroesusa.org](http://giving.hireheroesusa.org).*

### **GIVE MONTHLY**

*For as little as 33-cents per day, you can provide a veteran or military spouse with ongoing job search support. Visit [giving.hireheroesusa.org/monthly](http://giving.hireheroesusa.org/monthly).*

### **FOLLOW**



[@HIREHEROESUSA](https://www.instagram.com/HIREHEROESUSA)