



# 2021 ANNUAL REPORT





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# LETTER FROM THE CEO

## DEAR FRIENDS,

When a military service member or military spouse seeks a civilian job, the odds are against them from day one. Their skills may not be directly relevant, applicant tracking software often filters out more than 90% of military candidates, and employers can perceive veterans as candidates required to fill quotas despite evidence that they are loyal high performers.

When I think of the service members, veterans and military spouses I know, including those I served with, common traits leap to mind: integrity, dependability, initiative, decisiveness, adaptability and leadership. These skills do not always lend themselves to bullet points on a resume, but they are required, every day, in the military and at any civilian job. Veterans tend to be promoted faster, earn higher performance reviews and remain longer in their jobs than civilian peers. However, employers often misunderstand military experience, making it difficult for veterans and military spouses to get in the door.

When I left the Marines, transitioning into the civilian world felt like staring into a black hole. Given that I had a wife and two boys, with another on the way, the responsibility and stress was crushing. Additionally, taking credit for any professional success is not encouraged in the military. I wasn't sure how to sell myself on a resume or in a job interview. I had some learning to do before I could make any headway in the civilian world.

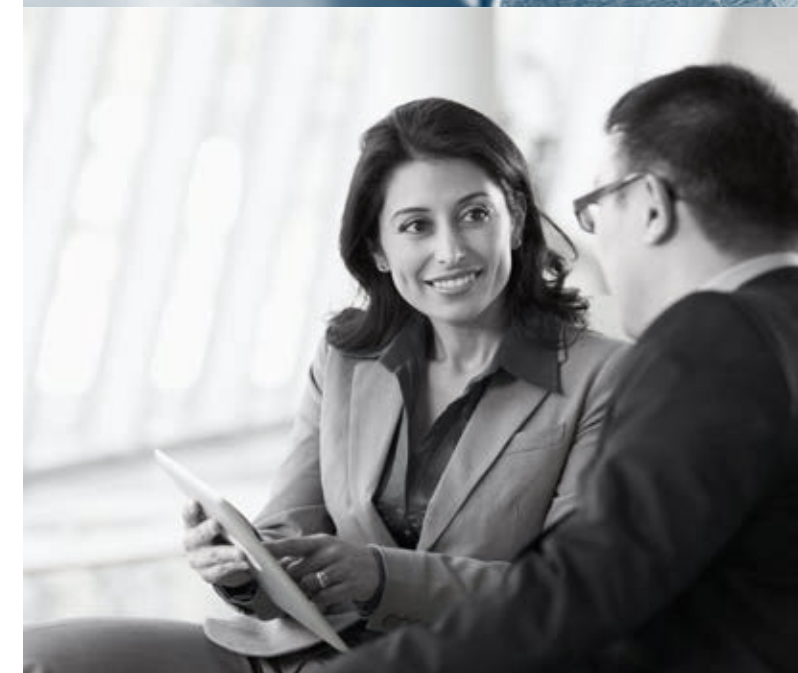
This is where Hire Heroes USA steps in. Last year, we supported more military families than ever before. A total of 33,474 veterans and military spouses came to us for help. We provided resumes, LinkedIn profiles, webinars, mentoring, career fairs and interview preparation, all at no cost to the veteran or military spouse. Our staff actively supported 12,594 veterans and military spouses from their first resume to their offer letter.

We deliver impact in a rigorous, quantitative and transparent manner. Our organization is data-centric, and this allows us to evaluate each veteran and military spouse's experience. We are deeply and personally committed to ensuring every one of these veterans, service members and spouses are empowered to thrive in the civilian workplace. When they succeed, our companies, our communities and our nation prosper.

Offering personalized support to these job seekers requires an incredible number of people to make it happen. We could not do this work without the remarkable support of our corporate partners, donors, Board and team. Thank you for supporting this mission and America's military families.

**ANDREW SANDOE**

Chief Executive Officer  
Hire Heroes USA





# LEADERSHIP

## BOARD OF DIRECTORS

**JOHN BARDIS**

Founder and Chairman  
Chairman & CEO Share M.D.

**CHARLES MACINTOSH**

Managing Director  
Incenter Mortgage Solutions

**JOSHUA WEINTRAUB**

Senior Managing Director  
Cerberus Capital Management

**BRIAN STANN**

Vice Chairman  
CEO Hunt Military Family Homes  
Marine Corps Veteran

**LAUREN CONDOLUCI**

Global Strategic  
Communications Lead Zoom

**VAL NICHOLAS**

Senior Vice President &  
Creative Director  
SummitMediaCorp  
Army Veteran

**JODIE CLARK**

Vice President of Procurement  
Altria

**CHUCK MAGILL** Marine  
Corps Veteran

**JEFF GOLDSTERN**

New York Wine Warehouse

**DON EBERLY**

Senior Vice President  
Strategic Initiatives

**CARL MEYER**

Executive Vice President The  
Wetrich Group

## KEY LEADERS

**ANDREW SANDOE**

Chief Executive Officer  
Marine Corps Veteran

**ROSS DICKMAN**

Chief Operating Officer  
Army Veteran

**TED SCHWINN**

Director of Client Services  
Army Veteran

**ALLISON HERBST**

Director of Administration  
and Culture

**NADINE BULLOCK-  
POTTINGA**

Chief Development Officer

**CHERYL EWELL**

Director of Development  
Military Spouse

**DAVID TALAMANTEZ**

Director of Marketing and  
Communications  
Army Veteran and Military Spouse

**JASON DOZIER**

Director of Program  
Operations and Evaluation  
Army Veteran

**MICHELE WIESNER**

Director of Capacity Building

**ELIZABETH REYES**

Director of Employment  
Partnerships & Opportunities  
Army Reservist and Military Spouse

**RACHEL SIMON**

Chief of Staff







# THE SITUATION



**17,970**

TRANSITIONING SERVICE  
MEMBERS, VETERANS AND  
MILITARY SPOUSES HELPED

*331 more than in 2020*



HIRE HEROES USA CLIENTS ARE MORE  
RACIALLY DIVERSE AND GENDER DIVERSE  
THAN THE ACTIVE DUTY MILITARY POPULATION.

**12,594**

CONFIRMED HIRES  
IN 2021

*an increase of 1,014 from 2020*

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

**\$27,304**

MORE IN THEIR NEW  
POSITIONS

**\$62,838**

AVERAGE HIRE SALARIES  
INCREASED 3.2% FROM 2020



MORE THAN  
**65K**

HIRE HEROES CLIENTS  
HAVE FOUND SUCCESS  
IN THEIR JOB SEARCH.

*Since Hire Heroes USA's founding*



**200K**

ACTIVE DUTY,  
GUARD AND  
RESERVE MEMBERS  
LEAVE THE MILITARY  
ANNUALLY





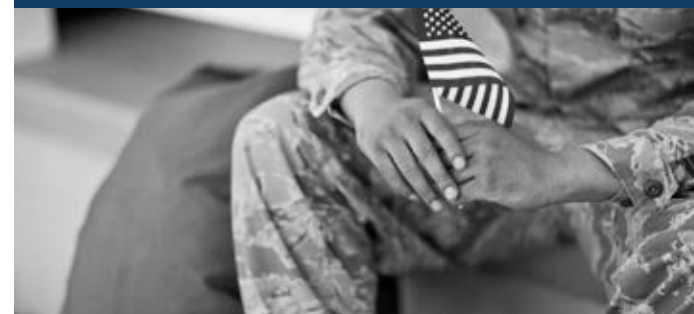
# ABOUT HIRE HEROES USA

Our organization 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. Hire Heroes USA prioritizes transparency, earning a 4-star rating from Charity Navigator and the GuideStar Platinum Seal. Funded primarily by public donations and private grants, we provide our services at no cost to our clients.

For more information, visit [hireheroesusa.org](https://hireheroesusa.org).



## MISSION



**HIRE HEROES USA  
EMPOWERS US MILITARY  
MEMBERS, VETERANS  
AND THEIR SPOUSES TO  
SUCCEED IN THE CIVILIAN  
WORKFORCE.**

## 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.

## VISION

Hire Heroes USA is committed to our mission and a belief that a common emphasis on our core values of Integrity, Passion, Effectiveness and Collaboration will yield a monumental impact on veteran and military spouse employment. This commitment drives economic improvement that correlates with increasing quality of life for military families.

We will stay focused on our core program service delivery, while evolving to meet the new challenges and opportunities that the future of work will bring.

Our veteran and military spouse clients have the skills, work ethic and potential to fundamentally drive economic growth for the next generation. We will ensure they have every opportunity to find their purpose and contribute after their time in uniform.





# 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.

**SERVING SPOUSES PROGRAM** is our career assistance program for military spouses, with instruction tailored to their unique circumstances.

## **JUNIOR ENLISTED PROGRAM**

is our career coaching program tailored specifically to junior enlisted service members and veterans ranking from E1 to E4.

## **HIRE HEROES USA JOB BOARD**

is a free online forum for veterans and military spouses to access jobs with companies actively seeking talent.

## **FEDERAL SECTOR PROGRAM**

hosts workshops and helps clients ensure that their resume meets the rigorous federal hiring standards.

## **EMPLOYMENT PARTNERSHIPS AND OPPORTUNITIES TEAM**

connects clients to companies, as well as companies to training and resources to help them build veteran hiring and retention programs.

**MENTORING PROGRAM** connects clients to volunteers for industry-specific coaching, networking and interview practice to move forward productively in their job search.

## **REFERRAL & TRAINING PROGRAM**

supports clients by connecting them to other service organizations to meet needs impacting their job search in addition to partnering with reputable job training and certification programs.

**ALUMNI PROGRAM** continues empowering past clients of Hire Heroes USA through career development and professional growth.

## **CAREER READINESS FUND**

is a fund designated to help clients overcome acute financial needs that create barriers to employment.







# VIRTUAL SERVICES

In 2021, Hire Heroes USA's virtual engagement remained strong with the effects of COVID-19 still looming. The program produced, managed and supported 100 instructor-led webinars and virtual workshops with 7,938 participants, and five Virtual Career Fairs reaching 2,785 job seekers. The Virtual Services Program simultaneously managed a robust resource library of more than 50 on-demand training videos to assist clients with navigating the job search process on their path to solidifying gainful employment.



## CLIENT FEEDBACK



*Retiring from the military can be overwhelming at times, but Hire Heroes USA has made it more comforting by providing insight and information. The assistance and knowledge gained have been welcoming and have increased my confidence in finding a suitable career post-military. I recommend them to all transitioning veterans.*

*The class was absolutely amazing, and I think it helped me with a very difficult subject.*

*Hire Heroes is an excellent and beneficial program. I recommend it to all of my Sailors to help them prepare for transition to civilian life. The topics presented are timely and relevant and the presenters are professional and highly knowledgeable. One can tell they are passionate about helping service members achieve the best results.*

*I appreciate the recordings, handouts, and access to the webinar library. I am thoroughly impressed with Hire Heroes services, staff professionalism, and always ready to bring fresh content! I don't have any feedback about what has been least helpful/ it's a win all the way around!*

*Outstanding information. I was so glad I attended. The panel provided valuable insight for the day of the career fair as well as the main presenter. She had a lot of great tips to help prepare that I probably wouldn't have thought of on my own.*





# MENTORING PROGRAM

The Volunteer Program strives to successfully integrate the time and talent of external stakeholders into Hire Heroes USA programs and services, thereby advancing and enhancing the organization's mission.

In 2021, we continued to see double the number of volunteer applications compared to pre-pandemic trends. Our staff and volunteers have worked together to manage expectations and successfully incorporate more volunteers into our service delivery, ultimately assisting more clients on the path to achieve their career goals. We have and will continue to explore new ways volunteers can support our organization through event support, project management, professional development and more. Our volunteers are an essential part of our success.

## 2021 RESULTS



**2,808**

**CLIENTS HIRED**  
*with volunteer assistance*

*24% increase*



**4,990**

**MENTORING SESSIONS**  
*of 5,135 total requests*

*11% increase*



**7,445**

**HOURS SERVED**

*10% increase*



**1,304**

**VOLUNTEERS**

*19% increase*

## CLIENT FEEDBACK



*I found this service invaluable because not only was it timely, but in that Lisa was also an industry expert in the field in which I recently submitted an application.*

**Army Veteran**

*OUTSTANDING SERVICE!! Extremely helpful in preparing for my first interview. It gave me confidence in my ability to perform well! Thank you!*

**Navy Veteran**

*"This program is particularly effective for individuals trying to transition into the private sector and/or a particular industry. I really enjoyed my time speaking to my mentor, and learning from his experience and wisdom. He gave me different perspectives on my career search and provided me with great insights!"*

**Navy Veteran**

*The most rewarding part has been seeing the clients succeed as they start a new career. Seeing those successes and knowing I was able to help in some small way is what keeps me involved. There are so many ways to help and a person can find one that fits them. For those who have the time, I encourage them to volunteer as a mentor.*

**Volunteer**



# REFERRAL & TRAINING PARTNERS PROGRAM

The Referral & Training Partners Program enhances the client experience through relationships with external organizations that have training opportunities or additional resources for clients.

In 2021, we saw continued interest from clients in specific job training programs and referral services to address needs outside the scope of Hire Heroes USA's mission. As a result, this program exceeded our goals and completed more requests than we thought possible. Adding a new staff member in Q3 also helped us in reaching more clients.

Coursera remains our most requested Training Partner with its wide variety of programs and course offerings. Training still comprises the bulk of requests, but our Referral Partners are essential to address client well-being. In 2021, the top three named areas for referral services were: Housing & Shelter, Corporate Mentorship and Income Support.

Looking forward, we anticipate continued interest from clients, and as such, we will expand our partner network further for more coverage in specific training and geographic areas.



*Thank you so much for this opportunity! This training is wonderful and I'm hopeful that it'll lead to a successful career transition.*

**Military Spouse**

in response to Coursera connection

# ALUMNI PROGRAM

The Alumni Program continues empowering former Hire Heroes USA clients by offering career development and professional growth.

With thousands of Alumni at various stages in their careers, the Alumni Program aims to provide resources and information to professionals. In 2021, we updated our joining process for the Alumni Program making it seamless for clients who have obtained employment. Our webinars and regular communications continued with positive feedback from our Alumni.

We also launched an Alumni Advisory Team in the second half of the year. This team informs our program resources and development and has already proved impactful in just a few months.

Over the next year, we will expand the type of virtual events offered to our Alumni community, as well as other resources based on direct Alumni feedback.



*Keep up the great work! I appreciate the ongoing care and support from the Alumni Program team.*

**Army Veteran**

who secured employment in March 2021

## 2021 RESULTS



**1,924**

**CONNECTION REQUESTS**

*1,616 for Training and  
308 for Referral Services*

*155% increase*



**111**

**PARTNERS**

*35% increase*







# 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. In 2021, we continued to see increased interest in federal employment, which clients often perceive as more stable than employers in the private sector.

Our Federal Sector Program team works with clients 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 its suite of services, including a two-part workshop series offered quarterly.

Participation in virtual workshops is still a key point of engagement for many clients as they have the opportunity to ask questions and gain exposure to critical topics. This continued effort allowed the team to present much-needed information to our clients while also meeting the demand for comprehensive resume reviews. In 2021, 2193 clients attended programs led by the Federal Team.

## 2021 PROGRAM IMPACT



8.7% increase from 2,198

135% increase as we engaged the Volunteer Program to support more initial consults regarding searching and navigating the federal application process.





# JUNIOR ENLISTED PROGRAM

The Junior Enlisted Program is a career coaching program tailored specifically to service members and veterans from ranks E1 to E4. Junior enlisted job seekers continue to experience significant and unique challenges in their job search – they maintain higher underemployment rates, earn lower salaries and utilize fewer service offerings from Hire Heroes USA. Junior enlisted clients typically have fewer opportunities to develop skills and experience as a result of their focused duties during service. These challenges often cause financial burdens and instability to this population and their families. The Junior Enlisted Program is dedicated to combating the specific employment challenges these individuals face.

Junior enlisted clients who register for the program are paired with a Transition Specialist who understands the unique challenges they face in the job search. The assigned Transition Specialist works with each junior enlisted client throughout their job search, providing guidance through each step of the job search process.

In September 2021, Hire Heroes USA launched a dedicated LinkedIn Group for junior enlisted service members and veterans. This online forum provides direct access to hiring managers, recruiters and employers, who also share job openings.

In 2021, the Junior Enlisted Program hosted four webinars and workshops for junior enlisted clients, and one event for employers that focused on hiring junior enlisted service members and veterans. A total of 1,470 junior enlisted service members and veterans attended our events in 2021.



*So far, I have already told all of my friends and past coworkers preparing to transition that Hire Heroes USA is the way to go. I cannot think of a more helpful resource for transitioning or already separated veterans. My mentor and Hire Heroes alleviated so many of the stressors that come with adjusting to civilian life and gave me the tools I needed to succeed.*

**Junior Enlisted Veteran**

*I have already recommended Hire Heroes to everyone in my network that is transitioning and I will continue to do so. Hire Heroes will give you a really great platform to effectively and efficiently conduct your job search. It will also make you aware of additional resources that can facilitate your transition journey and connect you with the transitioning veteran community.*

**Junior Enlisted Veteran**

**3,583**

JUNIOR ENLISTED  
SERVICE MEMBERS  
AND VETERANS  
HELPED

**2,537**  
*confirmed hires*

**48.9%**

HIRE HEROES USA CLIENTS WERE  
JUNIOR ENLISTED REGISTRANTS

**1,053**

RECEIVED  
MENTORING  
THROUGH THE  
VOLUNTEER  
PROGRAM

AVERAGE STARTING  
SALARY OF

**\$51,776**

FOR HIRED JUNIOR  
ENLISTED JOB SEEKERS  
THAT GO THROUGH  
THE PROGRAM

2021 HIGHEST LEVEL OF  
EDUCATION ATTAINED

**13.31%**

2-YEAR  
DEGREE  
(AA, AS, etc.)

**6.66%**

POST-GRAD  
DEGREE  
(MA, MS, JD, etc.)



**58.92%**

HIGH SCHOOL  
DIPLOMA / GED

**20.78%**

4-YEAR  
DEGREE  
(BA, BS, etc.)

**0.34%**

DOCTORATE  
DEGREE  
(PhD, MD, etc.)

**48.80%**

SEPARATED

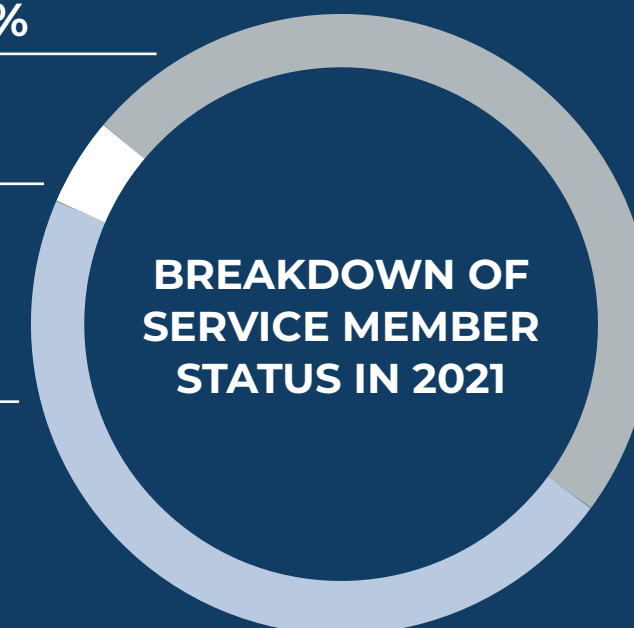
**6.94%**

RESERVE  
COMPONENT

**44.27%**

ACTIVE DUTY

**BREAKDOWN OF  
SERVICE MEMBER  
STATUS IN 2021**







# SERVING SPOUSES

Serving Spouses is Hire Heroes USA's career assistance program for military spouses. It is composed of resources tailored specifically to help members of this population succeed in the civilian workforce. Each spouse client is paired with a Transition Specialist who guides 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, and they understand the unique challenges military spouses face while searching for employment. More than 5,000 Military Spouses have found success after working with our Serving Spouses Program!

The Serving Spouses Program serves all military spouses including active duty spouses, reserve spouses, Gold Star spouses and those spouses whose partner has retired or separated from the military.

Through expanded partnerships with organizations that serve the military spouse community, such as our partnership with the Department of Defense Military Spouse Employment Partnership (MSEP), we expect to serve more military spouses in 2022.

Additionally, the Serving Spouses Program has increased participant engagement through both LinkedIn and Facebook community groups. LinkedIn group membership includes 2,348 members, and Facebook group membership is 1,983. Each Monday, our team shares a **#MilspouseMonday** career tip to help group members with their career search. In 2021, our program conducted an interactive live video across Facebook, LinkedIn, Twitter and YouTube simultaneously to provide professional advice and answer questions.

The Serving Spouses Program has been featured in publications such as Military Spouse Magazine and Army Wife Talk Radio.



*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**

# 1,337

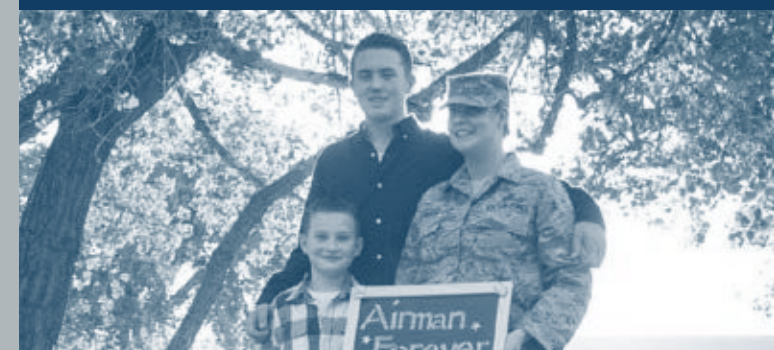
MILITARY SPOUSES  
HELPED BY HIRE  
HEROES USA

1,190

confirmed hires

# 9%

HIRE HEROES USA  
CLIENTS WERE  
MILITARY SPOUSES



AVERAGE STARTING  
SALARY OF

# \$49,132

FOR HIRED MILITARY  
SPOUSE JOB SEEKERS  
THAT GO THROUGH  
THE PROGRAM

2021 HIGHEST LEVEL OF  
EDUCATION ATTAINED

10.9%

2-YEAR  
DEGREE  
(AA, AS, etc.)

27.2%

POST-GRAD  
DEGREE  
(MA, MS, JD, etc.)



19.5%

HIGH SCHOOL  
DIPLOMA / GED

40.4%

4-YEAR  
DEGREE  
(BA, BS, etc.)

1.3%

DOCTORATE  
DEGREE  
(PhD, MD, etc.)

0.7% not reported

# 5.94%

RESERVE COMPONENT

# 7.30%

SEPARATED

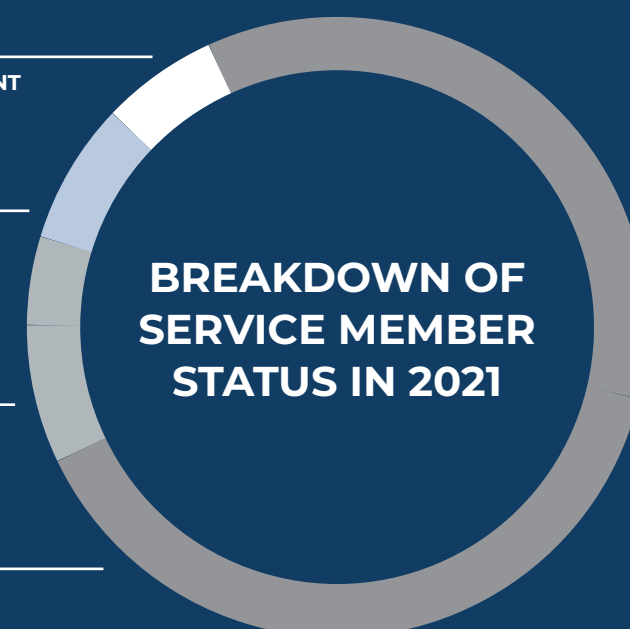
# 11.74%

RETIRED

# 75.02%

ACTIVE DUTY

**BREAKDOWN OF  
SERVICE MEMBER  
STATUS IN 2021**





# EMPLOYMENT PARTNERSHIPS & OPPORTUNITIES

The Employment Partnerships and Opportunities team serves two functions: Building strong relationships with employers looking to hire veterans and connecting our job-seeking clients to opportunities with our partnered employers. These functions are done through a variety of products/services such as the Hire Heroes USA Job Board, quarterly Virtual Career Fairs (VCF), Employer Spotlight Webinars, Talent Sourcing, and Employer Training.

EPO continued to see a high demand for a number of our recruiting services in 2021.

Though our Virtual Career Fairs saw a slight decrease in our employer and job seeker registration from the previous year, our job seeker participation rate increased by 25% for an average attendance rate of 69%. The demand for Employer Spotlight Webinars continued to increase, as we facilitated 22 events with 2,793 job seeker attendees.

In 2021, EPO conducted a total of 15 Employer Training events, five of which were public events focused on a “A Veterans Journey” and one event focused on “The Journey of a Military Spouse.” We trained over 534 hiring managers, talent acquisition professionals, recruiters, and human resources professionals. The demand for our products and services resulted in an increase in revenue growth by 65% over 2020.



- 1
- 2
- 3
- 4
- 5

## TOP 5 EMPLOYERS

FOR SOURCED HIRES IN 2021

## 2021 BY THE NUMBERS

**664** ACTIVE EMPLOYMENT PARTNERS

**391,484** JOBS POSTED ON OUR JOB BOARD

**2,838** CLIENTS DIRECTLY ‘CONNECTED FOR INTERVIEWS’ WITH OUR PARTNERS

**1,417** CLIENTS HIRED THAT WERE IMPACTED BY ‘INTERVIEW CONNECTIONS’





# FUNDRAISING

Despite the ongoing impact of the COVID-19 pandemic, Hire Heroes USA continued to experience financial success and stability thanks to the unprecedented generosity of our donors.

Across the giving streams, Hire Heroes saw \$13.3 million in revenue in 2021. While grants account for most of this revenue, we saw growth in individual giving, which we hope to build on in 2022. The economic uncertainty of the pandemic has served to reinforce our belief that financial support must be diverse and come from across the range of philanthropic giving.

We remain thankful for our ongoing supporters, including Carl Meyer—who has now golfed for 14 years in support of Hire Heroes USA and our clients. We are also excited to have welcomed the Arthur M. Blank Foundation and the MoneyGram Foundation to the list of foundations that rally behind our clients. In mid-2021, Cheryl Ewell assumed the position of Director of Development, overseeing Corporate Partnerships, Individual Giving and Grants.

After a competitive search process, Nadine Bullock-Potinga accepted the role of Chief Development Officer in December 2021. Nadine comes to us from the United Way of Northern Shenandoah Valley where she served as President/CEO. She was instrumental in transforming the small United Way into a community impact organization that identified social issues, convened experts and partnered with stakeholders to craft innovative solutions and policies.

We are enthusiastic about the growth that will occur under Nadine’s leadership in 2022. This year, Hire Heroes USA will build upon our funding success and stand up our Major Gifts program.

In the following pages, you will find information about ongoing donors, new donors, what we’ve achieved and what we hope to achieve. As always, thank you for your ongoing support and investment in Hire Heroes USA. We remain committed to our clients, our mission, our vision and our donors.

# CORPORATE PARTNERSHIPS

Thanks to ongoing Corporate Partnerships, the Hire Heroes USA Corporate Giving program provided ongoing support through 2021.

Matching Gifts from Carter Baldwin, SmileDirectClub and Wells Fargo contributed to the success of annual giving campaigns and helped to drive individual gifts.

\$100,000+	\$50,000+	\$25,000+	\$10,000+
<ul style="list-style-type: none"><li>• Tailored Brands (Men’s Wearhouse)</li><li>• WWE</li></ul>	<ul style="list-style-type: none"><li>• SmileDirectClub Foundation</li><li>• LinkedIn for Good, Silicon Valley Foundation</li></ul>	<ul style="list-style-type: none"><li>• Ducommun Foundation</li><li>• Western Digital</li></ul>	<ul style="list-style-type: none"><li>• 4 Patriots LLC</li><li>• AllState Foundation</li><li>• Allyon</li><li>• Coeur Mining</li><li>• CompTIA</li><li>• FLIR Systems Inc</li><li>• Hawkins, Inc</li><li>• Hunt Heroes Foundation</li><li>• Nuance Foundation</li><li>• PDI Healthcare</li><li>• Vizient</li><li>• Work Wear Boots</li></ul>





# FUNDRAISING

## HEROES CLASSIC AT EAST LAKE GOLF CLUB

In September 2021, golfers and Hire Heroes USA supporters were invited to participate in the first Heroes Classic at the historic East Lake Golf Club. Attendees enjoyed a day of golf, food and camaraderie at Georgia's oldest golf course. The event raised more than \$60,000 in support of Hire Heroes USA.

## INDIVIDUAL GIVING

In 2021, Hire Heroes USA's individual giving program reinforced our belief that a small group of dedicated people can create great change in the world. Thanks to the ongoing generosity of long-time donors and the initiative of our newest donors, Individual Giving realized a 55% increase over total individual giving in 2020.

We welcomed 422 new donors who contributed an investment of \$304,716 in their first year of giving. By joining the ranks of our long-time donors, new individual donors are investing in the future of our military and veteran communities.

Six monthly donors were amongst those who made a new commitment to Hire Heroes USA in 2021. Monthly giving provides ongoing financial support to Hire Heroes, sustains our services, and empowers our organization to project revenue and plan for the future of the organization. We are thankful for the continued support of our monthly donors as well as the new monthly donors we welcomed this year.

On December 1, 2021, Hire Heroes USA CEO Andrew Sandoe hosted our annual **New York City Benefit** at WS New York's Club Room. With Keynote Speaker Retired Rear Admiral of the US Navy Scott Moore and Special Guest David Taylor, attendees enjoyed a night of socializing while raising more than \$800,000 to support Hire Heroes USA's veteran and military clients.

This year, **Carl Meyer**, Hire Heroes USA board member and long-time advocate, played his 14th Independence Day golf marathon, becoming the first individual to raise more than \$1 million for Hire Heroes USA. On July 4, 2021, Carl golfed 114 holes, raising close to \$170,000 for Hire Heroes USA.

## FUNDING LEVELS

We are grateful to our donors and are honored to recognize those who gave more than \$5,000 in support of our mission in 2021:

### \$100,000+

- Brendan Garvey
- John Bardis
- Josh Weintraub
- The Estate of Michael J. Buffin

### \$50,000 - \$100,000

- Erik Bisso
- Frank Bruno
- Michael and Susan McKay

### \$25,000 - \$50,000

- Ben (Xingbin) Zhang
- Scott Yedid

### \$10,000 - \$25,000

- Anonymous
- Daniel Choquette
- Hal Messer
- Jeff Olsen
- Jeffrey Lomasky
- Jeffrey Mayer
- John Hall
- Pechet Foundation
- Randy Reiff
- William Kloos

### \$5,000 - \$10,000

- Anonymous
- Brand Henis
- Brian Stann
- Camela Meyer
- Carl Meyer
- Chris Meyer
- Daniel Hyman
- David Viniar
- Ed Rzeszowski
- Edward R. Fisher Foundation
- Garland Moore
- George and Judy Klingler
- Henry Livingston
- Hirsch Family Giving Fund
- Jason Fan
- Jay and Elaine Rosenson Foundation
- Jeff and Jessica Goldstern
- Jeff and Pam Snauwaert
- Jeffrey Taschler
- JoEllen Gunn
- John Karlen
- Jon Sebiri
- Kelly Franck
- Marc Toscano
- Michael Weinstein
- Porter Payne
- Roy Ben-Dor
- Rudolph and Hilda Forchheimer Foundation
- Stephen Fox
- Timothy Abbott
- Yonggang Xue

Thank you to our **Monthly Donors** who have committed to ongoing support of the Hire Heroes USA Mission:

- Aaron Hahn
- Alex O'Sullivan
- Alison Kraemer
- Andrew Walters
- Anonymous Donor
- Bonnie McGrenaghan
- David and Cheryl Ewell
- Christian Van Ginder
- Clayton Dahm
- Courtney Cain
- Deborah Laverell
- Eduardo Zaldivar
- Emilia Shaldjian
- Erik Allen
- George and Tiffany Lu
- Gerard Selvaggio
- Harold Rice
- Harrison Roday
- James Blass
- James O'Toole
- Janet Freeman
- Jeff Burton
- Jennifer Halbleib
- Jessica Mervis
- John Dralle
- Joseph Hoskins
- Joshua McGrory
- Katherine Kruse
- Kerry Sebree
- Kevin Katsock
- Kim Lewis
- Kyle Roberts
- Kyrell Kendrick
- Lawrence Denis
- Lawrence Dooley
- Melanie Harrison
- Melvin Fernandez
- Michael and Maggie Weeman
- Michael Scott
- Nelson Jimenez
- Ralph Wasiakowski
- Ronald Lobel
- Sirely Shaldjian
- Stefanie Palmieri
- Stephen Scoggin
- Tami Romeis
- Ted Schwinn
- Tyler Thoem
- Victor Priebe
- William Clark
- William Heyer





# GRANTS / FOUNDATIONS

Grants remained Hire Heroes USA's largest source of revenue in 2021. Ongoing support from the Call of Duty Endowment, A. James & Alice B. Clark Foundation, Walmart Foundation, Altria Group, Schultz Family Foundation, Pilot Company and many other valued partners ensured continued access to our services for clients in an uncertain economy.

Hire Heroes USA also secured more than \$500,000 in new grant funding, including support from the Arthur M. Blank Foundation, the MoneyGram Foundation and the Scott Hudgens Family Foundation while growing existing partnerships.



*While their outcomes continue to improve over time, Hire Heroes USA has remained committed to fiscal responsibility. As a partner, we know that our investment goes directly to growing the support for veterans, service members and military spouses that give so freely to our country.*

## Mike Monroe

Director, Veterans' Initiatives  
A. James and Alice B. Clark Foundation

## FUNDING CALL OUT

### \$1,000,000+

- **A. James and Alice B Clark Foundation**, Mentoring, Virtual Services and PaCT Support
- **Call of Duty Endowment**, Veteran Employment Support
- **Schultz Family Foundation**, Young Veterans Support/Hire Heroes USA Junior Enlisted Program
- **The Walmart Foundation**, Financial and Employment Support to Underserved Veterans, Service Members and Military Spouses in response to COVID-19

### \$250,000+

- **Altria Group Inc.**, General Operating Support
- **Arthur M. Blank Family Foundation**, Employment Support for Georgia State Veteran and Military Community
- **May and Stanley Smith Charitable Trust**, General Operating Support

### \$100,000+

- **Boeing Washington**, Employment Support for Washington State Veteran and Military Community
- **George T. Lewis Foundation**, Veteran and Military Employment Support
- **IVMF at Syracuse University**, O2O Employment Support
- **J.A. and Kathryn Albertson Foundation**, Employment Support for Idaho's Veterans, Transitioning Service Members and Military Spouses
- **Kahlert Foundation**, Employment Support for the Mid-Atlantic's Veteran and Military Community
- **May and Stanley Smith Charitable Trust**, Veteran and Military Employment Support
- **Pure Good Foundation**, Employment Support for Veterans, Transitioning Service Members and Military Spouses
- **Shipley Foundation**, Employment Program Support
- **Wells Fargo**, Program Evaluation Support

### \$50,000+

- **Adair Foundation**, Employment Support for Veterans, Transitioning Service Members and Military Spouses
- **MoneyGram Foundation**, Veteran and Military Employment Support

### \$25,000+

- **Progress Charitable Foundation**
- **Scott Hudgens Family Foundation**, Employment Support for Atlanta, Gwinnett county and Georgia's Veteran and Military Community
- **Scoob Trust Foundation**

### \$10,000+

- **Gratis Foundation**, Veteran and Military Employment Support
- **Ida Alice Ryan Foundation**, Employment Support for Atlanta's Veteran and Military Community
- **Koret Foundation**, Employment Support for San Francisco Bay's Veteran and Military Community
- **Lakeside Foundation**
- **Specialty Family Foundation**
- **Sunshine Foundation**, Veteran and Military Employment Support
- **The Country Club of the South Charity Guild**, Veteran and Military Employment Support



# FINANCIALS



In 2021, Hire Heroes USA was the highest-rated veteran employment nonprofit on Charity Navigator, with a 4-star rating and score of 91.16 out of 100 and earned GuideStar Platinum Seal of Transparency.

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 2021.

Copies of our 2021 Audit Report and Form 990 can be found on our website by navigating to the “Financials” page under the “About Us” tab.

## NET ASSETS

### ASSETS

- Cash - \$6,913,888
- Grants Receivable - \$745,717
- Prepaid Expenses - \$99,874
- Other Assets - \$76,489
- Property, Plant, and Equipment, net - \$4,481

TOTAL ASSETS - \$7,840,449

### LIABILITIES

- Accounts Payable - \$56,406
- Accrued Expenses - \$1,002,880
- Deferred Revenue - \$3,272,096

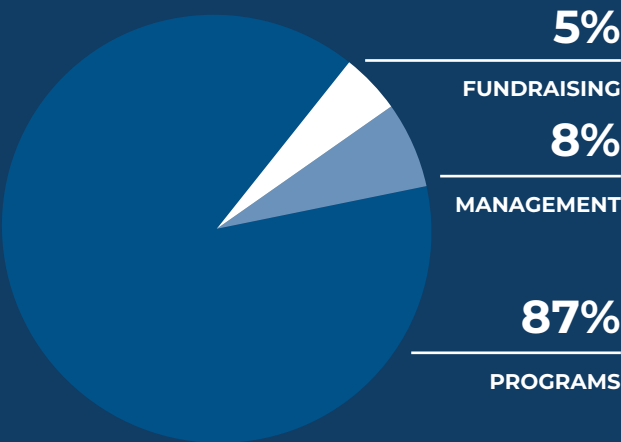
TOTAL LIABILITIES - \$4,331,382

### OTHER

- Without donor restrictions - \$1,396,834
- With donor restrictions - \$2,112,233

TOTAL NET ASSETS - \$3,509,067

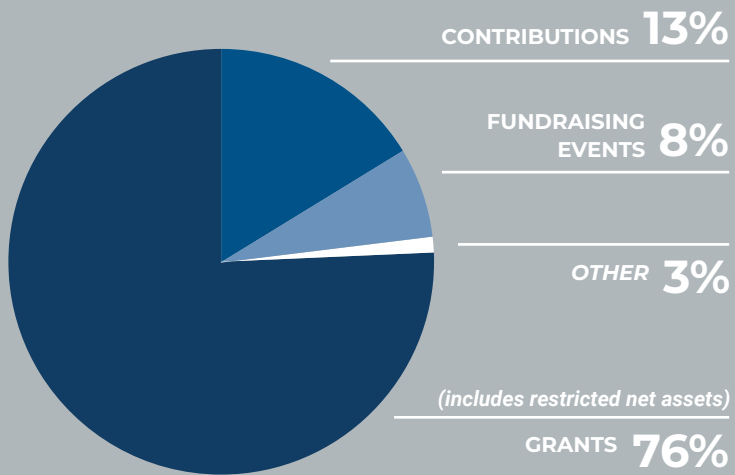
## EXPENSES



- Program Activities - \$10,174,775
- Management and General - \$888,939
- Fundraising - \$653,903

TOTAL EXPENSES - \$11,717,617

## REVENUE



- Contributions and Grants - \$11,347,192 (including restricted net assets)
- PPP Grant - \$1,602,027
- Service Revenues / Job Board Posting - \$429,176
- Interest Income - \$638
- Ancillary Income - \$911
- Net Assets released from restriction - \$368,013

TOTAL REVENUE - \$13,379,944





# SUCCESS STORIES



## SERGIO CASILLAS

Air Force Veteran, 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

HIREHEROESUSA.ORG

## SUPPORT OUR MISSION

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### 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](https://giving.hireheroesusa.org) to make a difference.*

### GIVE MONTHLY

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

### CONNECT



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