HIRE HEROES USA

Annual Report

2025

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CELEBRATING OUR 20TH ANNIVERSARY

A Legacy Built in Service

For 20 years, Hire Heroes USA has helped veterans and military spouses turn their experience, skills, and determination into meaningful civilian careers. What began with a commitment to helping one veteran find his next opportunity has grown into a nationwide organization dedicated to ensuring military-connected talent is recognized, valued, and positioned to succeed.

Our approach has always been rooted in a simple belief: no two career journeys are the same. Through personalized career coaching, professional development, employer connections, and lifelong support, we help veterans and military spouses navigate career transitions, pursue new opportunities, and build futures that reflect their individual goals.

Twenty years of impact. Thousands of careers transformed.

110,000+ lifetime hires

92% of employers say veterans perform as well as or better than their peers.

Coached candidates see **18% higher retention** than the national average.

But our impact extends far beyond the numbers.

It's the veteran translating decades of military leadership into a fulfilling civilian career. The military spouse rebuilding career momentum after another relocation. The family gaining greater stability and opportunity through meaningful employment.

These are the stories behind our mission. And they're why our work continues.

As we celebrate two decades of service, we're building on our experience to meet the evolving needs of veterans, military spouses, and the employers who recognize their value.

Our mission remains the same. Our commitment to what's next has never been stronger.

2005 ★ 2025

TWENTY YEARS OF STRENGTH & SUCCESS

110,000+

LIFETIME HIRES

We honor and celebrate the women and men who have voluntarily served our nation through their military commitment. Hire Heroes USA is an expression of our eternal gratitude to each American service member and their families."



— John Bardis, Founder of Hire Heroes USA

As Hire Heroes USA grows its reach, it must stay dedicated to addressing the evolving needs of veterans and military spouses. Their challenges are constantly changing, so their solutions must adapt accordingly. The organization's strength lies in offering tailored, impactful support that enables military families not just to transition but to reach their full potential in the civilian workforce."



— Brian Stann, Chairman of the Board

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GO TEAM HIRE HEROES USA!
REMEMBER YOUR WHY
SMALL STEPS LEAD TO BIG CHANGES!

REFLECTING ON 2025

20 years. 110,000+ hires.

Over the past two decades, the workforce has changed. Technology has changed. The way people search for jobs, build careers, and connect with opportunity has changed. But through every shift, one thing at Hire Heroes USA has remained constant: the proof that personalized support transforms lives.

From the beginning, our mission has never been simply about helping someone find a job. It has been about ensuring every client has an expert and supporter in their corner—someone who understands their goals, builds confidence, and provides guidance for what comes next.

How we deliver that support has evolved over time, but the heart of our work remains deeply personal.

Behind every milestone is a Career Advisor helping translate military experience into opportunity, providing guidance through a career transition, or helping a military spouse navigate the challenges of frequent relocation. Those moments create lasting impact for families, workplaces, and communities across the country.

In 2025, more than 13,000 veterans and military spouses secured meaningful employment with support from Hire Heroes USA. We continued to expand opportunities through new collaborations, innovative resources, and stronger employer relationships. While the tools and resources available to our clients continue to evolve, our commitment to individualized support remains unchanged.

Twenty years ago, personalized support often meant sitting down face-to-face with a veteran and helping them navigate an unfamiliar job market. Today, that support may be delivered through virtual career coaching, digital resources, and employer connections. The delivery has evolved, but the value of having someone in your corner has not.

As we reflect on 20 years of impact, we are also looking ahead.

The future of work is changing rapidly, and veterans and military spouses continue to face unique challenges in navigating that landscape. Our responsibility is not only to respond to those changes, but to stay ahead of them by expanding access, strengthening partnerships, and continuing to deliver the personalized guidance that has defined our mission from the beginning.

Throughout our history, one lesson has remained clear: every transition journey is different. There is no single path to career success after military service, which is why personalization remains at the center of everything we do. By meeting clients where they are and tailoring support to their goals, we help create outcomes that extend far beyond employment alone.

That balance—evolving while staying true to who we are—is what will continue to move our mission forward.

Thank you to everyone who has supported Hire Heroes USA throughout the years—whether by volunteering your time, investing resources, advocating for our mission, or encouraging those we serve. Your belief in this work has helped create meaningful career opportunities, long-term stability, and brighter futures.

What gives me confidence in the future is the people behind this mission—our staff, volunteers, partners, donors, and clients—who demonstrate every day the impact of personalized support and human connection. Together, we will continue ensuring that transitioning service members, veterans, and military spouses have the opportunity, support, and confidence to build meaningful futures beyond military service.

In service,



Ross Dickman
Chief Executive Officer, Hire Heroes USA
Ross Dickman served as Chief Executive Officer of Hire Heroes USA throughout 2025 and departed the organization in July 2026.

Our Leadership

2025 BOARD OF DIRECTORS

John Bardis
Founder

Brian Stann*
Chairman of the Board

Jeff Goldstern
Vice Chairman of the Board

Rand Ballard*
Vice Chairman of the Board

Chuck Magill*

Carl Meyer

Shane Smith

Sally Roberts*

CJ Slyfield

2025 LEADERSHIP TEAM

Ross Dickman*
Chief Executive Officer

Charlotte Creech*
Chief Program Officer

Cheryl Ewell*
Chief of Staff

James Gillen*
Chief Development Officer

Allison Herbst
Senior Director, Business Operations

Jamie Libby Boyle*
Director of Grants

Elena Comperatore
Director of Client Service Delivery

Ashley Dougherty
Director of Program Operations and Evaluation

Erin Kuhlmann*
Director of Individual Giving

Laurie Mayer
Director of Marketing and Communications

Crystal Perez*
Director of Finance

Sarah Ragone*
Director of Corporate Partnerships

Elizabeth Reyes*
Director of Employer Partnerships

Johnathan Severs*
Director of Client Programs

Michele Wiesner*
Director of Capacity Building

Chris Williams*
Director of People Operations

*indicates a veteran and/or military spouse

One Story at a Time

Twenty years ago, Hire Heroes USA began with a simple idea: helping one person navigate one transition at a time.

Since then, that single act of service has grown into a nationwide movement powered by veterans, military spouses, volunteers, employers, donors, and partners who believe meaningful work can change lives.

The stories in this section represent the people behind our mission. They are stories of resilience, generosity, opportunity, and hope. Together, they remind us that lasting impact is never created alone. It is built through relationships—one story, one connection, and one transition at a time.

While the numbers have grown over the decades, the heart of this work has never been about numbers. It's built in the human, subtle, defining moments that change what comes next...

The veteran that sits in their car 10 minutes before walking into the interview.

The military spouse updating her resume between packing boxes for another move.

The email that comes through at 6:42 a.m.: "We'd like to offer you the position."

A volunteer staying on the call longer than scheduled. Just to make sure she felt steady.

An employer taking a chance—and finding their strongest hire.

A Career Advisor saying, "Let's try this another way."

One conversation turned into a plan.

One plan turned into a job.

One job became a new beginning.

And one story at a time, a mission became a movement.

Hear Their Stories

Scan to watch *the 2025 Gala award winner stories and hear the voices behind the impact featured in this report.*



VERDA SMITH, MILITARY SPOUSE ACHIEVEMENT AWARD

Showing Up—Year After Year

The morning started like any other. It was early—4 a.m., the kind of quiet that comes before a long day. Verda was getting ready for work when she heard her husband cough. It didn't seem like much at the time. "I said, he's fine," she remembers.

Two hours later, everything changed.

By the time she reached the hospital, they were already waiting. "They told me they were sorry... that he fought for a long time. But he didn't make it."

> *"I'm so honored to continue in a career he would be proud of."*
>
> — Verda Smith, Military Spouse Achievement Award

Verda's husband had served as a Communications Specialist in the United States Army. He was proud of that. She still is. "He was a wonderful person," she says. "Very proud of what he did."

In the days that followed, the world didn't stop, but hers shifted completely. Grief narrowed everything down to one question she couldn't shake: "Why couldn't I do anything to help him?"

What made it harder was that Verda had spent so much time helping others. She had been working in a COVID tent, caring for people in the middle of uncertainty and fear. But after losing her husband, even that felt out of reach. "I just couldn't anymore," she says. Slowly, she began to pull back. "I was starting to isolate myself."

But someone kept showing up.

Her Hire Heroes USA Career Advisor didn't come in with answers or expectations. She simply called. Checked in. Asked, "How are you doing?" Sometimes that was the whole conversation. Other times, she would gently mention an opportunity coming up that week—something to consider when the time felt right.

Those small moments stayed with Verda. "Just hearing about it... it was encouraging," she says. "And I thought, 'Maybe it's time.'"

Not all at once. Just a step.

"I enjoy being with people," she says. "And I knew it would help with my grief." So she stepped back in. Over time, something began to shift—not in a way that erased what she had lost, but in a way that allowed her to move forward with it.

Now, when she looks at where she is today, Verda sees that change clearly. "I'm excited to continue on in a career that he would be very proud of me for," she says.

Being honored for her strength and perseverance is something she holds with quiet weight. "I'm very pleased and honored," she says, "to exemplify what he represented."

There are some things words can't fully hold. But you can see it anyway—in the way Verda kept going, in the way she found her way back, and in the life she continues to build one moment at a time.

WHAT WE SEE, YEAR AFTER YEAR

Verda's story is deeply personal but not uncommon. Behind every military spouse transition is a clear pattern:

Careers paused.
Paths redirected.
Opportunities rebuilt.

Military spouses are equipped with steady ambition, but navigate barriers that require constant and persistent adaptation.

That's why our commitment extends beyond any one moment, offering support for a lifetime that meets each person where they are, while working together to remove barriers that stand in their way.

774

MILITARY SPOUSES HIRED THIS YEAR

WHAT MILITARY SPOUSES ARE NAVIGATING:

- Career Change — **15.67%**
- Employment Gaps — **13.17%**
- Lack of Experience — **12.06%**
- Relocations — **9.19%**

91.5%

of military spouse clients are women

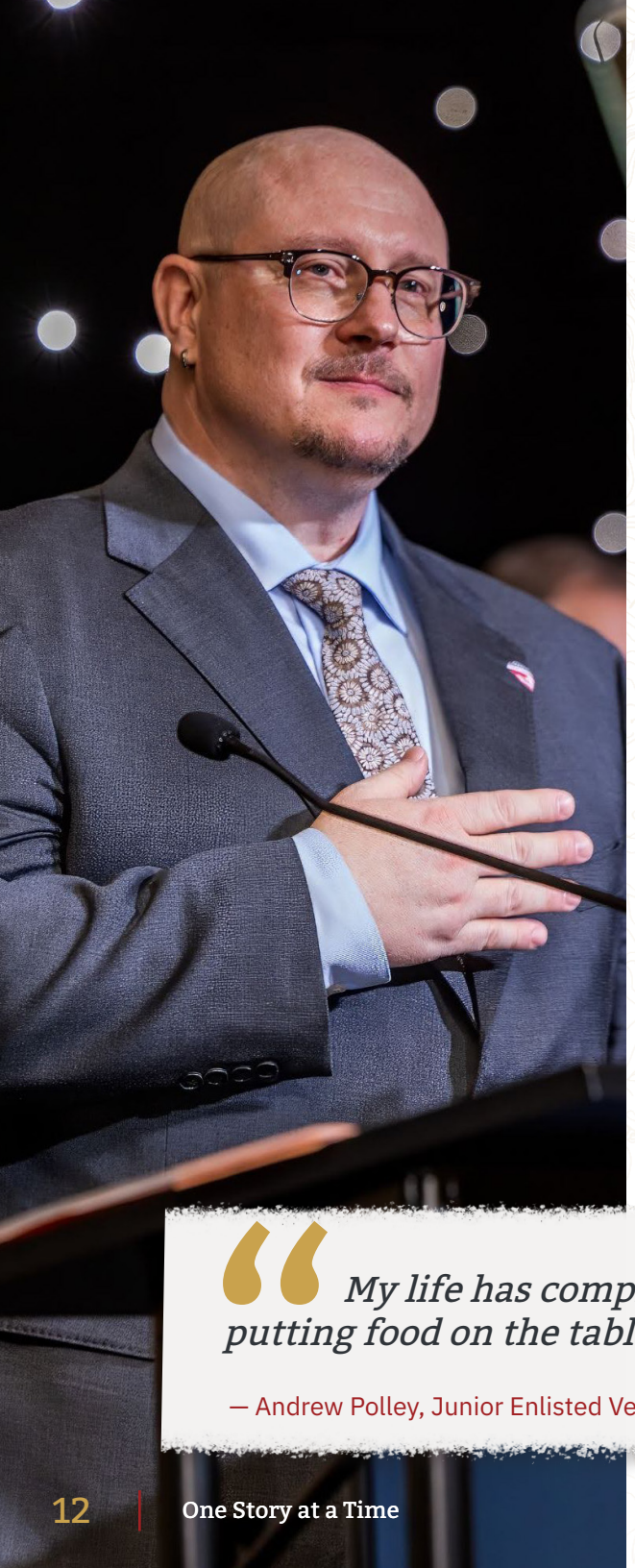
EXPANDING WHAT'S POSSIBLE

Advancing the Work Opportunity Tax Credit (WOTC) to encourage military spouse hiring and strengthen workforce participation.

Championing license portability efforts that help military spouses maintain career momentum across state lines.

Partnering with organizations like Military Family Advisory Network and Foreign Born Military Spouse Network to amplify advocacy and expand access to support.

Supporting spouses across the military community—including active-duty, Guard, Reserve, veteran, and Gold Star families—through every chapter of their career journey.



ANDREW POLLEY, JUNIOR ENLISTED VETERAN OF THE YEAR

Raising the Standard for What's Possible

In the military, everything is defined. Where to go, what to wear, how to show up, what comes next. There's a structure to it that removes the guesswork. And then one day, it's gone. "All of a sudden, you have all the choices in the world," Andrew says. "And it's terrifying."

Andrew had spent his career working on Patriot missile systems, a role with no clear civilian translation. "There's no job waiting for you on the outside for that," he says. So when he came home, he focused on what mattered most. "My entire focus was getting back to my kid." He had a daughter at home. That was the reason he chose to step away.

What followed wasn't a straight path forward. Andrew moved into teaching, spending six years in the classroom doing work that felt meaningful. Then he tried something new, becoming a licensed substance abuse therapist. It was important work, but over time, it began to take more than it gave. "I got burned out," he says. "I knew I had to leave."

And then, there was nothing clear on the other side. No plan. No direction. Just the weight of figuring out what came next. "I didn't know where I was going to go."

The pressure builds quietly at first, and then all at once. He found himself laid off, unemployed, watching his savings run out. "I was worried about having to sell my house just to put food on the table," he says.

That's when someone pointed him to Hire Heroes USA.

What he found wasn't something he had to navigate alone; it was someone willing to walk through it with him. "I've never felt more supported," he says. Not just in a single moment, but consistently. Conversations that helped him sort through what he could do, and what he actually wanted next. It brought structure back to something that had felt wide open. A way forward he could act on.

And then, things started to shift. Not overnight, but steadily.

Today, his life looks nothing like it did a year ago. "I'm making more money than I ever have," he says. "For a company I love. A place that values me." The contrast is hard to fully capture. "It's day and night," he says. "From where I was this time last year."

He pauses when he talks about it now. "My life has completely changed."

And then, more quietly, "In a way... it saved my life."

> *"My life has completely changed... from worrying about putting food on the table to working for a company I love."*
>
> — Andrew Polley, Junior Enlisted Veteran

WHAT WE SEE, YEAR AFTER YEAR

Junior enlisted veterans bring proven capability in the form of drive, heart, discipline, and tenacity. Many answered the call to service straight out of high school. While they boarded that bus for basic training with a mix of uncertainty, fear, and hope, they exit the military with a set of skills that is unmatched, hungry for the space between not here but *where next?*

With the right support, that potential becomes momentum.

That's where excellence takes shape—as they begin to build what comes next.



3,119

JUNIOR ENLISTED VETERANS HIRED

EXPANDING WHAT'S POSSIBLE

Equipping veterans with tools and training like the Military Service Badge and LinkedIn resources to help translate military experience into recognized professional value.

Connecting veterans with employers and industry leaders through 10 Building Career Connections events and the Mastering LinkedIn webinar series.

Expanding access to career-building resources through USAA-supported coaching, credentialing opportunities, and partnerships, with all program milestones completed one month ahead of schedule.

Helping junior enlisted veterans translate military experience into recognized skills through credentialing and training opportunities with partners like Coursera, MapMyFuture, and xCredit.





SERVICEMASTER RESTORE & CLEAN, PARTNER OF THE YEAR

Built on Trust

Service has always been at the heart of ServiceMaster Restore & Clean. That commitment is what brought its franchise networks, vendors, and partners to Hire Heroes USA.

Since 2023, the partnership has raised more than $1 million through the annual We Serve: Veterans Golf Tournament and an additional $750,000 through more than 500 community events in support of veterans and military spouses.

For Rocco Cironi, Senior Manager of Operations at ServiceMaster Restore, the partnership puts the organization's values into action.

"Our partnership with Hire Heroes USA has become one of the most meaningful parts of who we are at ServiceMaster Restore & ServiceMaster Clean," Cironi says. "We're proud to stand alongside an organization that's changing lives every day."

Beyond fundraising, ServiceMaster Restore & Clean works alongside Hire Heroes USA to create career opportunities for veterans and military spouses across their networks. Since 2023, the partnership has supported more than 800 veterans and military spouses, contributing to more than $60.7 million in economic impact.

For Justin Beinkampen, owner of the ServiceMaster of Charleston franchise, hiring veterans benefits everyone.

"Hiring veterans is a win-win for both employers and employees," Beinkampen says. "Veterans bring valuable experience while gaining opportunities to build meaningful civilian careers."

For Chris Jeter, an Air Force veteran and owner of ServiceMaster by A-Town Hi-Tech, supporting veterans means creating opportunities beyond military service.

"The mission, teamwork, and sense of purpose they knew in uniform should have a place in civilian life," Jeter says. "Supporting Hire Heroes USA is another way to help people move forward—with meaningful work, a team that values them, and room to grow."

ServiceMaster Restore & Clean's continued investment helped the networks earn Hire Heroes USA's 2025 Partner of the Year award.

"Our partnership with Hire Heroes USA is built on shared purpose and real collaboration. We're grateful for their team and energized by what we'll accomplish together next," Cironi says.



"Supporting Hire Heroes USA is another way to help people move forward—with meaningful work, a team that values them, and room to grow."

— Chris Jeter



"We believe in showing up for the communities we serve, and few communities deserve that more than our veterans."

— Rocco Cironi

ServiceMASTER Restore ServiceMASTER Clean

BUILT ON PARTNERSHIP. DRIVEN BY PURPOSE.

For 20 years, our partners have played an essential role in advancing Hire Heroes USA's mission. Their generosity, shared commitment, and belief in the potential of veterans and military spouses have helped create meaningful career opportunities nationwide.

Strong partnerships are built through shared values and a commitment to lasting impact. To the organizations that continue to stand alongside us, thank you for helping turn opportunity into possibility, year after year.

$955M

ANNUAL ECONOMIC IMPACT FOR 2025

200+

corporate partners engaged nationwide

EXPANDING WHAT'S POSSIBLE

ripple

lyft

TAILORED BRANDS

Tito's Handmade VODKA

CARQUEST

ADVANCE AUTO PARTS FOUNDATION

Investing in What Comes Next

Economic opportunity takes investment, vision, and a belief in what's possible. In 2025, Ripple made a transformational $10 million investment in Hire Heroes USA's mission, helping expand career opportunities for veterans and military spouses nationwide. This support will broaden access to personalized career coaching, prepare military-connected talent for roles in high-growth industries, and help generate employment outcomes. Meaningful employment creates a ripple effect that extends far beyond a single job. It uplifts families, promotes economic stability, and strengthens communities. Together, Hire Heroes USA and Ripple are investing in lasting careers that create possibilities today and build a more powerful workforce for tomorrow.

Removing Barriers, Expanding Access

Sometimes opportunity is only a few miles away. In 2025, Lyft joined Hire Heroes USA as our Official Rideshare Partner, helping veterans and military spouses overcome transportation barriers that can stand between them and career success. Through Lyft's Round Up & Donate program and access to complimentary rides, clients were able to attend job interviews, training programs, the first weeks of employment, and other critical career-building opportunities.

Together, Hire Heroes USA and Lyft are helping ensure transportation is one less obstacle on the path to meaningful employment.

Showing Up, Year After Year

The strongest partnerships are built on consistency, trust, and shared purpose. Since 2016, Tailored Brands has invested more than $6 million in support of veterans and military spouses as they transition into civilian careers. Through program sponsorships, volunteer engagement, talent acquisition efforts, and the Threads of Valor program—which raised more than $740,000 in 2025 alone—Tailored Brands continues to create meaningful opportunities for the military community.

Their quarterly suit donation program helps clients walk into interviews with confidence, while their long-standing commitment to Hire Heroes USA continues to create lasting impact for thousands of veterans and military spouses nationwide.

Giving Back, Year After Year

A steadfast supporter since 2017, Tito's Handmade Vodka infused 2025 with generosity and heart. Through their philanthropic efforts, including their brand new Wheel of Love, Tito's contributed over $120,000.

They proudly returned as our Veterans Day Matching Sponsor, helping generate over $30,000 in new donations. Tito's impact extended into local communities, too, supporting Hire Heroes USA events and fundraising efforts in Georgia, Ohio, and Texas.

Beyond fundraising, Tito's has helped amplify our mission nationwide through its brand presence and digital channels, introducing more audiences to the importance of career support for the military community. To date, Tito's has contributed more than $630,000 to support transitioning service members, veterans, and military spouses.

Driving Opportunity Forward

In 2025, Carquest and the Advance Auto Parts Foundation contributed $200,000 to Hire Heroes USA.

From Memorial Day to July 4, Carquest independent store owners nationwide engaged in a friendly competition to raise money for this worthy cause. Through customer roundups, direct donations, and events such as cookouts, car shows, and golf tournaments, they raised $100,000, with Randy Meyers leading all owners. Store owners also used the campaign to honor the military community and spread the word about our mission, so more veterans and military spouses can find our services. The Advance Auto Parts Foundation matched every dollar, doubling the impact to $200,000.

Together, Carquest customers, store teams, and the Advance Auto Parts Foundation are helping veterans and military spouses build successful civilian careers and showing what communities can achieve when they come together for those who served.



> *"I have something to bring to our workforce in this country."*
>
> — Dale Knollinger,
> Client of the Year



DALE KNOLLINGER, CLIENT OF THE YEAR

Impact That Lasts

It's not the pace you expect when you come back. You go from moving a hundred miles an hour—where everything is structured, defined, and constant—to something quieter. Coffee shops. Gyms. Everyday life. And none of it quite makes sense at first. You're trying to be a civilian again, but you don't fully understand how your skills translate or where you fit. That uncertainty can be one of the hardest parts.

Dale's path in the military moved quickly. After basic training and Airborne School, he was assigned to the 82nd Airborne Division and, within months, deployed to Afghanistan. He spent fifteen months on the Pakistan border, working in a high-stakes environment where trust, precision, and leadership weren't optional. They were expected. Not long after, he deployed again. Kandahar. Twelve more months. For three of them, daily firefights. Six men from his unit didn't make it home. Fourteen more were injured. Those experiences don't fade. And neither does what comes with them.

"With everything we went through, there was a void," Dale says. When his contract began to wind down, he made the decision to step away. And just like that, the structure that had defined everything was gone. The question became simple, but heavy: what's next?

At first, Dale did what many do. He kept moving. College. Work. Starting a business. Building a family. Filling the space with forward motion. But some things don't resolve just by staying busy. What helped wasn't a single turning point. It was reconnecting with the people who understood without needing explanation: other veterans. The ones who had been there. The conversations that don't require context.

"We started talking about some of the worst days of our lives," he says. "And realizing... we're getting through this." Not all at once. But together.

Over time, something steadier began to take shape. The lessons that had been forged under pressure—resilience, leadership, perseverance—didn't disappear after service. They carried forward, just in a different form. When you've been tasked with going out on missions where the odds aren't in your favor, you learn something that stays with you: quitting isn't an option. You learn how far you can push yourself, and what it takes to keep going.

Ten years removed, that understanding hasn't faded. It's evolved. Now it shows up in a different kind of pursuit—building a life, a career, something meaningful on the other side of it all.

"Knowing what I've done," he says, "I know I have something to bring." It's not always easy to put into words. But you can see it in the way Dale moves forward. In the ground he's already covered. In the fact that he's still building, one step further than yesterday.

SUPPORT THAT LEADS SOMEWHERE

Veterans and military spouses turned their experience, skills, and goals into meaningful civilian careers, backed by Hire Heroes USA's personalized support along the way. The results show what's possible when career support is built around each person.

MORE THAN A JOB

A confirmed hire is more than an offer letter. It's a new source of income. A new opportunity to grow. A foundation for what comes next.

For veterans and military spouses, career success isn't defined by a single moment. It's built over time—with each new skill, connection, opportunity, and decision creating momentum for the next.

WHERE CLIENTS FOUND OPPORTUNITY

From skilled trades to defense contracting, our clients put their experience to work across the country. In 2025, these were the leading job fields, industries, and markets for confirmed hires.

#1 JOB FIELD ↓	#1 INDUSTRY ↓	#1 JOB MARKET ↓
Installation / Maintenance / Repair	Defense Contracting	Virginia Beach–Norfolk–Newport News
6.1%	**13.8%**	

THE NEXT CHAPTER IS ALREADY UNDERWAY

These numbers represent thousands of people moving forward—building careers, strengthening financial stability, and putting their experience to work in new ways.

The impact extends beyond the first hire. When military-connected talent has the support to build a career that lasts, the benefits reach families, employers, communities, and the broader economy.

One hire starts a new chapter. Thousands of hires create momentum.

13,000+

CONFIRMED HIRES IN 2025

$72,812

Average starting salary

EXPANDING WHAT'S POSSIBLE

Meeting clients where they are through personalized coaching designed around their unique career goals.

Opening doors to new opportunities through employer connections, training programs, and professional resources.

Building confidence and career readiness through resume reviews, LinkedIn optimization, and interview preparation.

Investing in lifelong career growth because meaningful success extends beyond the initial hire.



Blackstone

> *"Any of us who do this work don't do it for awards. We do it to be true allies to the community."*
>
> — Marcus Felder, Blackstone

MARCUS FELDER, COMMUNITY IMPACT AWARD

Changing the System from Within

Before there was a strategy, there was a moment of recognition, a realization that something wasn't working the way it should. "When I began working with veterans, I started to understand what they were up against," he says. At first, the focus was education: helping veterans get through college, breaking down barriers to entry, creating access to opportunity in a way that felt tangible and immediate.

But over time, something became clear on the other side of that work. The transition didn't end with a degree, it changed shape. The challenges evolved: new expectations, different environments, a gap that still existed between what veterans had done and how that experience was understood in the civilian workforce. "That stayed with me," he says.

When he stepped into his role at Blackstone, he carried that perspective with him. It showed up in the conversations he had with portfolio companies, in how he thought about talent, in the way readiness was defined and measured. Not as a theory or an idea, but as something he had seen up close, something he understood from experience. "I felt like I was in a better position to talk about those challenges," he says. "And how to actually respond to them."

What that response looked like in practice was straightforward, but not simple. It meant helping companies learn how to read a military transcript in a way that went beyond surface-level interpretation. It meant understanding how to translate skills that didn't always come with familiar language, and connecting that experience to real roles—critical roles—across their organizations. Over time, it became about shifting the question itself. Not whether someone fit into a predefined mold, but whether the organization truly understood what that individual brought with them.

Early in that process, the work led him to Hire Heroes USA. It started with an introduction, a conversation, a shared understanding of what veterans were navigating and what it would take to meet them there. From that point forward, the work began to expand—building pathways, creating access, and helping companies not only open doors, but understand how to keep them open.

For Marcus, recognition has never been the point. "Any of us who do this work don't do it for awards," he says. What matters more is something quieter, but far more enduring: allyship. Showing up in a way that is informed, consistent, and real. "To be able to do that—personally and professionally—means a lot," he says.

Receiving the Community Impact Award is something he holds with humility, but the impact itself shows up elsewhere. It's there in the roles that are filled, in the perspectives that begin to shift, and in the way companies start to see talent differently, because someone took the time to understand it first.

SEEING POTENTIAL BEYOND THE RESUME

Impact doesn't always start with scale.

Sometimes, it starts with someone paying closer attention.

By listening.

By noticing what others overlook.

By asking better questions about what happens after the transition.

Veterans entering the civilian workforce often find themselves climbing the mountain of skills translation.

They need to be seen for what they're capable of—not just what's written on paper.

When that gap goes unaddressed, opportunity remains out of reach.

18%

HIGHER RETENTION RATE AMONG HIRE HEROES USA-COACHED CANDIDATES COMPARED TO THE NATIONAL AVERAGE

80%

of candidates attending Virtual Career Fairs were rated "High Quality" by participating employers

60%

average attendance rate across Virtual Career Fairs

EXPANDING WHAT'S POSSIBLE

Helping employers recognize military experience as workforce-ready talent through education, training, and partnership.

Expanding direct placement pathways through partnerships with organizations like Bahia Bowls and ShadowTech Labs.

Creating industry- and region-specific hiring opportunities designed to better align candidate skills with employer needs.

Equipping employers to build more veteran-friendly workplaces through training, events, and community engagement.



> *“I realized I wanted to do more.”*
>
> — Jules Borghardt, Volunteer of The Year

JULES BORGHARDT, VOLUNTEER OF THE YEAR

Stepping Up to Give Back

The message comes through the way it usually does—simple, unexpected and easy to miss if you didn’t know what it meant. A veteran Jules worked with months earlier, now with a job and a steady path forward, reaches out just to say thank you. For Jules, those messages never lose their impact. “It makes my day,” he says. “Every time.”

Jules Borghardt understands what that moment holds, because he’s lived the other side of it. After nine years in the Army, he made the decision to transition out and focus on his family. But like so many veterans, the path forward wasn’t clear. There was a lot to figure out: how to write a resume, how to navigate a job search, how to talk about his experience in a way that made sense outside of the military. “I made a lot of mistakes,” he says. “I fumbled around.”

Over time, Jules found his footing. He built a career in the IT field, found stability, and created something that worked. But even as things came together, something stayed with him. It showed up in small, unexpected ways—moments where he found himself helping other veterans prepare for interviews through an employee resource group, sitting across from someone who was just beginning the same process he once struggled through.

That’s when something shifted. “I realized I wanted to do more,” he says.

Not long after, he found Hire Heroes USA. What stood out wasn’t just the mission. It was the people behind it. The way they showed up, consistently and with care, for the individuals they served. It was something he recognized immediately, because it was something he had needed himself.

So he started showing up in the same way.

Now, Jules volunteers his time to support veterans and military spouses as they navigate the transition he once faced. He offers guidance, encouragement, and something that carries just as much weight: understanding. “I’ve been very fortunate,” he says. “I just wanted to take some of that and spread it around.”

For him, service didn’t end when he took off the uniform. It changed shape. It became something subtle, but no less meaningful.

Today, Jules’ impact shows up in moments most people would never see. A practice interview that helps someone move from questioning their skillset to speaking with confidence. A conversation that opens up a path they hadn’t considered before. A message that simply says, “I got the job.”

Receiving the Volunteer of the Year award is something Jules holds with humility. “It’s humbling,” he says. But for Jules, the recognition isn’t what stays with him.

It’s the knowing.

That someone else is finding their way forward, and that he got to be part of it.

SERVICE BEYOND THE MILITARY

Jules' story is personal—but it reflects something we see every day. Long after military service ends, many veterans and military spouses continue looking for ways to serve, connect, and help others move forward.

That spirit shows up in powerful ways across our volunteer community: through mentorship, resume reviews, mock interviews, LinkedIn feedback, and conversations that help someone feel seen, capable, and prepared for what comes next.

That's why our Volunteer Program continues to evolve alongside the needs of the community—creating more ways for volunteers to share their experience, strengthen career readiness, and expand support across every stage of the journey.

5,954

VOLUNTEER SUPPORT REQUESTS COMPLETED IN 2025, INCLUDING

4,721
direct volunteer-to-client connections

1,138
asynchronous LinkedIn feedback reviews

1,299
unique volunteers supported the mission throughout 2025

4,868
clients connected to volunteer support

2,790
hires touched through volunteer engagement

EXPANDING WHAT'S POSSIBLE

Building the next generation of volunteer leaders through professional development and the launch of the Volunteer Impact Academy.

Creating new pathways for volunteer engagement through networking events, learning opportunities, and peer connection.

Extending Hire Heroes USA's presence in local communities through expanded volunteer support at events and partner activations.

Shaping the future of the program through volunteer insight with 22 members serving on the Volunteer Advisory Committee.

Connecting corporate expertise to career growth through the Skillshare initiative and skills-based volunteer opportunities.

Deepening client learning through collaborative small-group sessions that maximize both volunteer expertise and peer support.

Many Journeys, One Mission

FINDING BELONGING AFTER SERVICE

Women Veterans Program

2,186 women veterans hired this year

18K+ women veterans employed over time

Women veterans bring resilience, adaptability, and leadership shaped through service—but their experiences are not always seen or understood.

In 2025, Hire Heroes USA continued expanding support for women veterans navigating career transitions, caregiving responsibilities, financial instability, and the weight of moving forward without a strong support system.

Through five Building Career Connections events, the Connect and Conquer forum series, and access to career services and broader support networks, the Women Veterans Program created space for connection, honest conversation, and long-term career growth.

This work helps women veterans find more than employment—it creates space for confidence, connection, and belonging beyond military service.

NAVIGATING THE FEDERAL PATH

Federal Program

2,218 federal resume reviews completed

Federal hiring can be difficult to navigate, but the right support can make opportunity easier to reach.

In 2025, Hire Heroes USA's Federal Program delivered 3,035 services to 2,957 veterans and military spouses. Together, this support generated more than $665,000 in direct cost savings for clients pursuing federal career pathways.

Throughout the year, the program expanded federal hiring resources, improved service delivery through AI-supported efficiencies, and continued offering personalized guidance for clients navigating complex application processes.



For Angellis, that support helped her reframe her experience after struggling to re-enter her HR career in the United States following her marriage to a service member. With a stronger resume and clearer positioning, she ultimately found meaningful employment outside of federal HR, stepping into a marketing role she continues to enjoy.

REBUILDING STABILITY

Homeless Veteran Reintegration Program

51 veterans secured employment across Colorado and North Carolina

For veterans experiencing housing instability, employment can be a critical step toward stability, dignity, and long-term opportunity. In Colorado, the Homeless Veteran Reintegration Program enrolled 39 veterans and helped 30 secure employment at an average hourly wage of $26.40, while expanded partnerships and the growth of the Teller County Veteran Task Force strengthened access to supportive services.

In North Carolina, the program enrolled 46 veterans and helped 21 secure employment at an average hourly wage of $29.11. Through healthcare partnerships, referral networks, and employer engagement, the team expanded access to meaningful careers and critical resources for veterans experiencing housing insecurity.



For Jamar Griffin, stability began with the right connection. Through job coaching and employer engagement, the HVRP team helped him secure a Pharmacy Driver role with Advance Community Hospital—creating meaningful employment for Jamar and connecting the hospital with a skilled, ready-to-work team member.

BUILDING REGIONAL CONNECTION

Northwest Field Team

742 clients connected with Career Advisors

In 2025, Hire Heroes USA launched its first Northwest Field Team, expanding access to personalized career support for veterans and military spouses across the Pacific Northwest. With support from the JTMF Foundation, whose commitment to the well-being and long-term success of the military community aligns closely with our mission, this initiative helped strengthen our regional presence and build meaningful connections.

Through workshops, job fairs, Transition Assistance Program (TAP) briefings, and strategic partnerships, the Northwest Field Team contributed to 215 hires with an average starting salary of $75,000.

For Daniel, an Army veteran with 13 years of service, the transition into the civilian workforce was more difficult than expected. Despite extensive leadership experience, he struggled to translate his accomplishments for private-sector employers. “Learning how to navigate the corporate hiring process was like stepping into the unknown,” he shared.



With personalized guidance from his Career Advisor, Daniel refined his resume, focused his job search, strengthened his interview skills, and ultimately secured a rewarding position in the private sector.

GROWING BEYOND THE FIRST HIRE

Alumni Program

63,159 alumni in the community

Career support does not end with a first hire. For Hire Heroes USA alumni, it continues through new goals, new transitions, and new opportunities to grow.

In 2025, the Alumni Program supported a growing community, welcoming 12,670 new members throughout the year. In total, 1,785 alumni received 3,256 post-employment services, including 228 career evaluations, 14 Alumni Teach events, and 62 mentor-mentee matches through the Battle Buddies program.

Through mentorship, volunteer engagement, and leadership development opportunities, the program continued helping alumni navigate career growth long after initial employment.



For Anne Curtis, a military spouse, that continued connection helped rebuild confidence after years of relocations and time away from the workforce. Today, she serves as a GS-15 federal leader while giving back as a mentor, volunteer, and active member of the Hire Heroes USA Alumni Program.

REMOVING WHAT STANDS IN THE WAY

Referral & Training Partners Program

$17,800+ distributed to 100 clients facing financial obstacles

No career journey looks exactly the same. The Referral & Training Partners Program connects veterans and military spouses with resources, training, and support to help overcome barriers to meaningful employment.

In 2025, the program completed 9,221 requests for 7,201 unique clients, including 6,922 first-time requests. Clients can return to the program as new needs or training goals arise, providing support that adapts throughout their career journey.

The program’s network grew to 193 vetted partner organizations, connecting clients with skills-based training, education, benefits navigation, and essential resources such as food, housing, and utilities. New collaborations with employer partners provided donated dental care for 37 military-connected individuals and launched financial readiness workshops, with plans to expand those offerings into a broader resource library in 2026.

The Career Readiness Fund also distributed more than $17,800 to 100 clients facing financial obstacles, helping cover critical needs such as technology, transportation, and other employment-related expenses.

Stewarding 20 Years of Trust

For two decades, Hire Heroes USA has been powered by a community of supporters who believe every veteran and military spouse deserves the opportunity to build a meaningful civilian career.

They're helping reveal potential.

They're helping create opportunity.

They're helping build the kind of workforce and communities we all want to live in.

The organizations, foundations, and individual donors recognized here have invested in possibility—helping create pathways to employment, purpose, and long-term success.

2005 ★ 2025
TWENTY YEARS OF STRENGTH & SUCCESS



$1,000,000+

A. James & Alice B. Clark Foundation
Call of Duty Endowment
J.A. and Kathryn Albertson Foundation (JKAF)
JTMF Foundation
Lilly Endowment Inc.
Ripple

$500K – $999,999

Salesforce
Scripps Family Impact Fund
Tailored Brands

$250,000–$499,999

LinkedIn
May and Stanley Smith Charitable Trust

$100K – $249,999

Advance Auto Parts – Carquest
Altria Group
George T. Lewis Foundation
James M. Cox Foundation
ServiceMaster Restore & ServiceMaster Clean (Corporate)
ServiceMaster Restore & ServiceMaster Clean (Various Franchises)
Tito's Handmade Vodka
Upbound Group, Inc. (RAC)
USAA
Wells Fargo

$50K – $99,999

Advance Auto Parts Foundation
Harley-Davidson Motor Company
KKR
Milbank Foundation
Norfolk Southern
Pilot Flying J

$25,000–$49,999

Hunt Military Communities Foundation
Jordan Spieth Family Foundation
Justamere Foundation
Navy Federal Credit Union
Oak Foundation
The Country Club of the South Charity Guild
The Scoob Trust Foundation
Warburg Pincus Foundation

$10,000–$24,999

Blackstone
Charles Schwab
Coeur Mining
GORUCK
GOVX
Gratis Foundation
Henry E. Niles Foundation
Masco Corporation
Morrison Healthcare
Sam J. Frankino Foundation
Scott Hudgens Family Foundation
Sunshine Foundation
TD Charitable Foundation
The StudBuddy
Veterans Benefits Guide
Western Digital
Yuhaaviatam of San Manuel Nation

Under $10,000

ASP Global
Enterprise Holdings
Grace Isabelle McNaught Charitable Trust
Margaritaville
McMaster-Carr Supply Company
MGN Family Foundation
Miramar Charitable Foundation
Mortgage Connect
Sanzone Family Foundation
Tee It Up for the Troops
The Richard Davoud Donchian Foundation
The Wawa Foundation









Events

Empowerment Gala

We proudly hosted our 3rd Annual Empowerment Gala in Atlanta, Georgia on May 8, 2025, bringing together veterans, military spouses, supporters, partners, and advocates united by a shared commitment to expanding opportunities for the military community.

The evening celebrated seven exceptional honorees whose leadership, service, and dedication are creating lasting impact in their workplaces and communities while reflecting the values at the heart of our mission. We were honored to welcome back Stephanie Ramos as emcee and grateful for the continued support of Tailored Brands as presenting sponsor. Thanks to the generosity of our community, the event raised more than $400,000 to help veterans and military spouses access the personalized career services, coaching, and resources they need to succeed.

AWARD WINNERS:



CLIENT OF THE YEAR:
Dale Knollinger

MILITARY SPOUSE ACHIEVEMENT AWARD:
Verda Smith

JUNIOR ENLISTED VETERAN OF THE YEAR:
Andrew Polley

VOLUNTEER OF THE YEAR:
Jules Borghardt

COMMUNITY IMPACT AWARD:
Marcus Felder

PARTNER OF THE YEAR:
ServiceMaster Restore & Clean

New York City Dinner

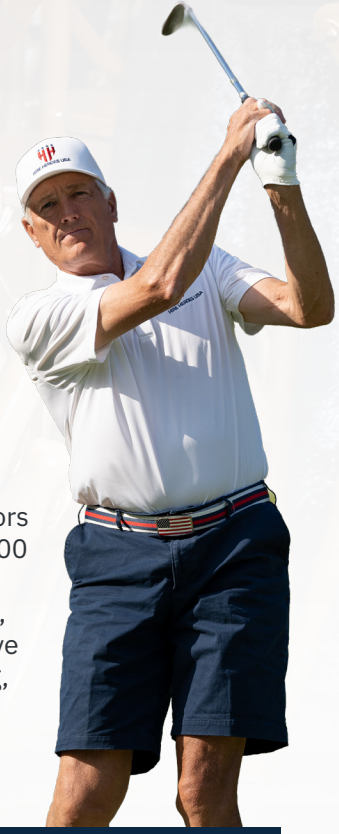
Our 12th Annual New York City Benefit Dinner, held on November 6, 2025, brought together longtime supporters, partners, and champions of Hire Heroes USA in one of our longest-standing event markets.

The evening celebrated the collective commitment of those who believe in the power of meaningful employment to transform the lives of veterans and military spouses. General Jay Raymond and Hire Heroes USA Board Member Sally Roberts delivered inspiring opening and keynote remarks, highlighting both the challenges facing the military community and the opportunities created through continued investment in our mission. Thanks to the generosity of our attendees and supporters, the event raised more than $925,000 to help veterans and military spouses build successful civilian careers.

100 Holes for Our Heroes

On July 4, 2025, Carl Meyer continued a remarkable tradition that has become synonymous with dedication, generosity, and service.

In the 18th year of his 100 Holes for Our Heroes golf fundraiser, Carl once again completed 100 holes of golf in a single day to raise funds that help veterans and military spouses build meaningful careers. His unwavering commitment inspired donors across the country to contribute more than $213,000 in 2025, bringing his lifetime fundraising total to over $1.9 million. Through his extraordinary efforts, more than 1,400 veterans and military spouses have received the personalized career support, coaching, and resources needed to achieve employment success.





Marine Corps Marathon

As an official Charity Partner, Hire Heroes USA was proud to participate in the 50th running of the Marine Corps Marathon, joining thousands of runners in honoring the spirit of service, perseverance, and commitment that defines the military community.

Team Hire Heroes USA included nine marathon runners and three virtual 10K participants who dedicated their race experience to supporting veterans and military spouses. Through the generosity of our sponsors, Ripple and GORUCK, and the fundraising efforts of our runners and supporters, the event raised more than $65,000 to help veterans and military spouses access meaningful career opportunities and long-term employment success.

Financials

STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash	$10,735,482
Investments	$7,413,232
Digital assets	$7,997,792
Grants and contributions receivable	$240,990
Prepaid expenses	$278,197
Other assets	$213,295
Right-of-use assets - operating leases	$394,011
TOTAL ASSETS	**$27,272,999**
LIABILITIES	
Accounts payable	$19,110
Accrued expenses	$579,932
Deferred revenue	$1,643,088
Operating lease liabilities	$438,985
TOTAL LIABILITIES	**$2,681,115**
NET ASSETS	
Without donor restrictions	$6,162,649
With donor restrictions	$18,429,235
TOTAL NET ASSETS	**$24,591,884**
	$27,272,999

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

REVENUE		
Grants (includes restricted net assets)	52%	$17,602,254
Contributions	43%	$14,468,204
Fundraising events	2%	$654,588
Service revenues / Job board posting	2%	$556,622
Ancillary income	0%	$76,188
All other	1%	$401,709
TOTAL REVENUE		**$33,759,565**
EXPENSES		
Program activities	78%	$16,095,988
Management and general	12%	$2,404,378
Fundraising	10%	$2,159,271
TOTAL EXPENSES		**$20,659,637**
CHANGE IN NET ASSETS		***$13,099,928***

Our Mission in the Media

In 2025, Hire Heroes USA continued to strengthen its presence as a leading voice in the national conversation surrounding veteran and military spouse employment.

Through national media coverage, expert commentary, and powerful client success stories, we elevated awareness of the opportunities, challenges, and strengths of the military community while highlighting the value military-connected talent brings to the workforce. This increased visibility helped expand awareness of Hire Heroes USA's services, connect more transitioning service members, veterans, and military spouses to career support, and engage employers and supporters in advancing meaningful employment opportunities for those we serve.

NEWS OUTLETS:

FOX BUSINESS

The Faulkner Focus

ATLANTA BUSINESS CHRONICLE

msn

TIME

THE WALL STREET JOURNAL.

The Atlanta Journal-Constitution

The New York Times

CBS SPORTS

yahoo!finance

yahoo!news

Our Next Chapter

The next chapter isn't defined by what we've accomplished; it's defined by how we continue to evolve to meet the changing needs of veterans, military spouses, employers, and the workforce itself.

As we look toward 2026 and beyond, Hire Heroes USA is becoming more connected, data-informed, and future-focused. We're expanding economic opportunity, deepening the ways we support career growth, and creating new ways for military-connected talent to get ahead in a rapidly shifting labor market.

That vision comes to life through initiatives that strengthen opportunity at every stage of the employment journey. Through Ripple's Certified Veteran Employer Grants Program, we will award 25 grants of $10,000 each to qualifying veteran- and military spouse-owned small businesses, helping create stronger local economies, new jobs, and lasting community impact.

At the same time, we're leveraging workforce intelligence to better understand where veterans and military spouses can build sustainable careers. In collaboration with Redeployable, we analyzed labor market data to identify high-growth industries—including cybersecurity and skilled trades—as well as roles that are less susceptible to automation and disruption. This work reflects our commitment to helping clients make informed career decisions based on long-term growth potential and stability.

We're also expanding access to future-focused learning. Through a new collaboration with IBM

As part of a thoughtful brand refresh and website redesign, we're also evolving how we tell our story and engage those we serve. This initiative reflects who we have become over the last two decades: a trusted career partner that provides personalized support, long-term guidance, and meaningful pathways to economic opportunity. A more modern, flexible digital experience will help connect veterans, military spouses, employers, volunteers, and supporters to the resources they need.

Taken together, these efforts reflect the future of Hire Heroes USA: one where data informs decisions, partnerships drive impact, technology enhances access, and personalized support remains at the center of everything we do.

As we look ahead, we remain guided by the same belief that has shaped the past 20 years: veterans and military spouses bring extraordinary value to the workforce. By continuing to innovate while staying grounded in our mission, we can help more military-connected individuals build meaningful careers for years to come.





Giving Back

Whether you donate, fundraise, volunteer, or partner with us, your support helps veterans and military spouses move forward with confidence, purpose, and opportunity. ***Scan to give back*** *and help move the mission forward.*


HIRE HEROES USA