



hireheroesusa.org | [@hireheroesusa](https://twitter.com/hireheroesusa)
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2023 Annual Report





HIRE HEROES USA

BETWEEN *the* LINES

Every year we carefully assemble our organization's data for this report. Hundreds of people contribute to this information, and the pathway it takes to these pages. This data is what tells you that we're doing what we say we will do. It's the proof that our work is needed, that our work is carried out with responsibility, consideration and care. This work can only be done due to the generosity of our donors and supporters. This is your work, funded by your gifts to improve the lives of veterans and military families.

But...

Between the numbers that assure you of our diligence and the stewardship of your support, is a different kind of story. It's actually a hundred thousand stories. Every day Hire Heroes USA looks at the stories of our service members, veterans and their spouses and reads them with a new perspective. Whether they storm doors, translate languages, jump from planes, repair tanks, fight fires, cook meals, pilot drones, care for combatants or for children, run counterintelligence, negotiate, track, connect, strategize, communicate or keep others safe, our veterans have so much to give on the other side of their service.

Between the lines an entire future is written.



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WHY HIRE HEROES USA?

Veterans and military spouses stand as pillars of resilience, adaptability, and commitment.

These remarkable individuals bring a wealth of valuable skills and experiences gained from their service to our country, eager to contribute to our society in meaningful and innovative ways.

Transitioning to civilian life, however, can come with its own set of challenges. It's essential for them to understand that they are not alone in this journey. Hire Heroes USA was founded on the principle of supporting our veterans and military spouses through this transition, empowering them to achieve success in the civilian world.

We firmly believe in the extraordinary potential of our veterans and their spouses. Our dedication lies in providing them with the necessary resources to excel. Individualized assistance is

fundamental to our approach. Through personalized career coaching, training, and networking opportunities, we are committed to ensuring that every veteran and military spouse can find and fulfill their professional aspirations.

Our services extend to all military members, veterans, and spouses, regardless of their service era or status, providing a lifelong resource for our clients. Together, we are building a future where the service and sacrifices of our veterans are honored with the promise of a prosperous civilian life.



Giovina De Santis,

Navy veteran transitioning through

the Women Veterans Program



Dear friends, supporters, and service members,

Eighty years ago, our nation united in an unprecedented global conflict that demanded our collective effort, and we rose to meet that challenge. On the other side of that conflict, we faced a new one: It became essential to ensure the care and reintegration of those who fought, helping them achieve the very life they defended. We learned to support our veterans' transitions back into society and honor their sacrifices.

In 2024, our country faces a similar challenge. After years of conflict, we're now in a post-war period, and the landscape that veterans and military spouses navigate is significantly different. Skills translation, transition assistance programs, and the changing global environment pose unique challenges for our military families. As the world changes, it's critical that we sustain an absolute focus on our mission of economic empowerment and purposeful employment after service.

In 2023, we had our most successful year in over 18 years of operations. We provided over 68,000 unique services to military members and families and confirmed 13,908 new hires — nine percent growth over 2022. But between the numbers there are stories. Our staff didn't just help service member, veteran, and spouse candidates train for interviews — they leveraged military skills into civilian confidence. We didn't just connect job seekers to job posters — we supported a new trajectory, a second calling. That's only possible because of our personalized, one-on-one support, our commitment to ethical, high-quality care, and the dedication of each team member, volunteer, supporter, and partner who moves this mission forward.

As the military navigates a post-war landscape and a new generation of potential recruits swear an oath of service, it's of critical importance that our nation understands the skills, competencies, character, and leadership that military families can bring to communities and companies.

This work depends on your support, understanding, and commitment to help us create and drive veteran and military family economic stability. Purposeful employment is the cornerstone of a successful transition, and your support makes that possible. Every hour of volunteering, every connection, every interview, and every penny donated is focused on enabling success for every client we serve. We depend on you, and if this mission resonates with you, I encourage you to donate to help that next veteran achieve their purpose after the military.

Thank you for your belief in our mission and service to those who served our country.

With enduring respect,

Ross Dickman, CEO, Hire Heroes USA

OUR LEADERSHIP

Board of Directors

John Bardis
Founder and Chairman of the Board

Brian Stann*
Vice Chairman of the Board

Rand Ballard*
Vice Chairman of the Board

Jodie Clark

Lauren Condoluci

Don Eberly

Jeff Goldstern

Chuck Magill*

Carl Meyer

Val Nicholas*

Sheila Peluso

Joshua Weintraub

Leadership

Ross Dickman*
Chief Executive Officer*

Nadine Bullock-Pottinga
Chief Development Officer

Elena Comperatore
Director of Client Service Delivery

Amy Dodson*
Director of People Operations

Ashley Dougherty
Director of Program Operations and Evaluation

Cheryl Ewell*
Senior Director of Development

Allison Herbst
Senior Director, Business Operations

Crystal Perez*
Director of Finance

Elizabeth Reyes*
Director of Corporate Partnerships

Johnathan Severs*
Director of Client Programs

David Talamantez*
Director of Marketing and Communications

Michele Wiesner*
Director of Capacity Building

**indicates a veteran or military spouse *In 2023, Ross Dickman served as Chief Operating Officer and was named CEO in April 2024.*

2023 IMPACT AT A GLANCE

CLIENTS HIRED

13,908

TOTAL AMOUNT RAISED

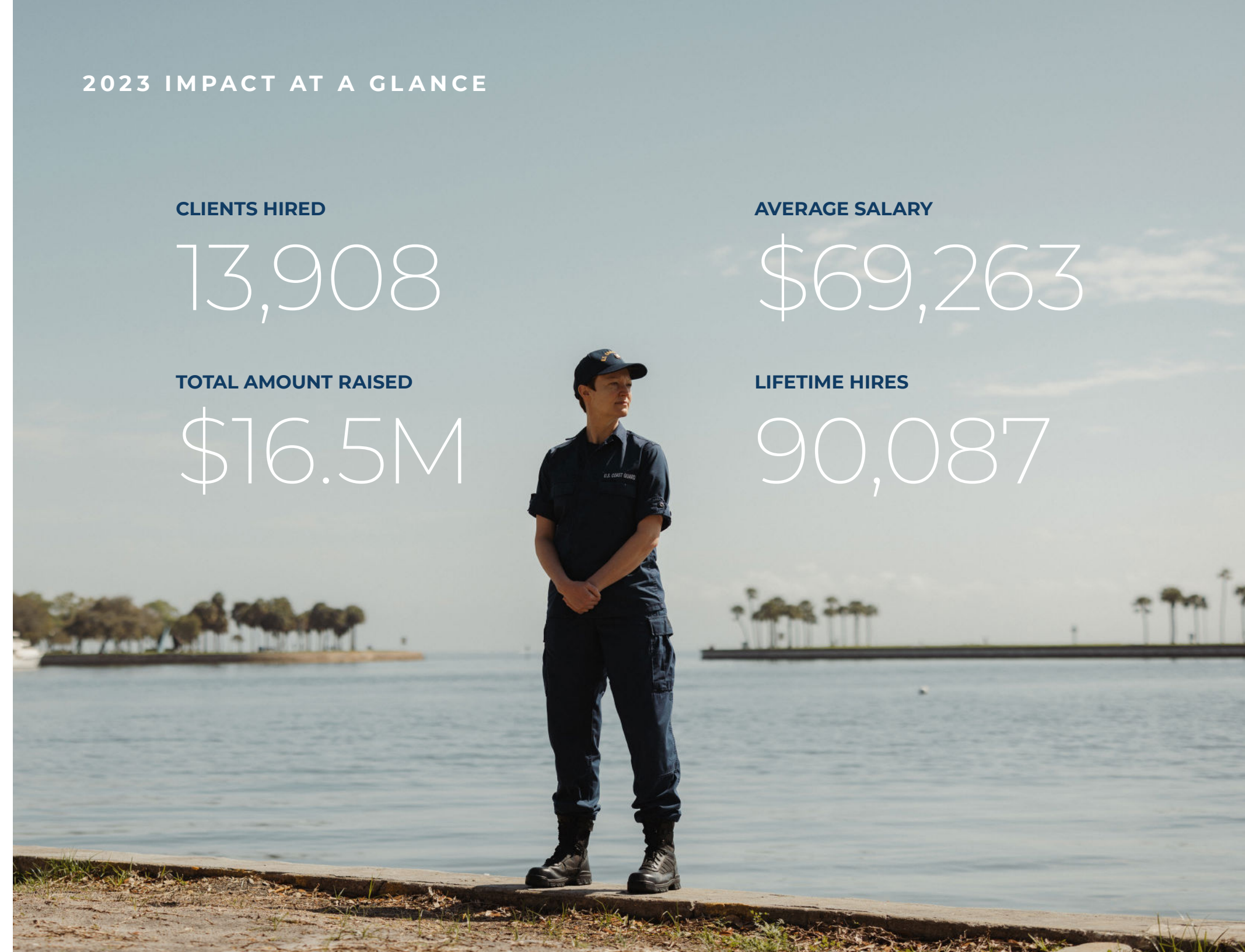
\$16.5M

AVERAGE SALARY

\$69,263

LIFETIME HIRES

90,087



PROGRAM HIGHLIGHTS

The impact of your generosity

Women Veterans Program



The Women Veterans Program has offered employment assistance to 4,321 women veterans and transitioning service members. Among them, 2,480 individuals successfully secured meaningful employment, with an average full-time salary of \$69,912.

Our Women Veterans Program officially launched on Women Veterans Day, June 12th, 2023, highlighting our focus on the rapidly expanding demographic within the military and veteran communities. This initiative emphasizes empowerment through tailored support and resources, addressing the unique needs of women veterans. The program's first year featured key partnerships, enhancing our referral program across 13 barrier

pillars, and an update to our digital platform, MyTrak, to include women veteran-specific content and options for gender-specific mentor requests.

We introduced four Transition Specialists dedicated to serving women veterans, and launched the Women Veterans Program LinkedIn Group for networking and support. Educational events focused on overcoming gender biases and negotiating salaries have been pivotal, alongside roundtable discussions that cultivate a supportive community. Reflecting on this impactful year, our commitment to empowering women veterans continues, promising ongoing support, empowerment, and innovation to aid their successful transition into the civilian workforce.



Program sponsored by
Advance Auto Parts Foundation

FOUNDATION

Skyla Luckey, U.S. Coast Guard Veteran

hired as a tour boat operator

through the Women Veterans Program





PROGRAM HIGHLIGHTS

The impact of your generosity

Junior Enlisted Program



Our Junior Enlisted Program confirmed a total of 2,997 hires in 2023 and achieved an average starting salary of \$56,032.

The Junior Enlisted Program saw remarkable growth and progress, enhancing support for veterans transitioning from ranks E1-E4. A key achievement was the expansion of the LinkedIn Community Group, now with over 3,000 members, fostering essential networking, mentorship, and knowledge exchange.

The launch of a Gen Z Focus Group highlighted our commitment to tailoring services to the unique needs of younger veterans, while the new Select Referral & Training Focus Group improved access to critical training opportunities, aligning with our shift

towards skills-based job coaching. This approach underscores the value of the unique skills junior enlisted members bring to the workforce. Our Junior Enlisted: Building Career Connections events facilitated direct engagements between job seekers and industry leaders, enhancing the employment journey. Additionally, representing junior enlisted voices at key forums like the Veteran Roundtable meeting has solidified our advocacy role. These initiatives collectively drive the Junior Enlisted Program's mission forward, ensuring young veterans have the necessary tools for a successful transition into civilian life, marking a year of significant impact and dedication to their professional development.

MEN'S WEARHOUSE®

Program presented by Men's Wearhouse

PROGRAM HIGHLIGHTS

The impact of your generosity

Serving Spouses Program



Our Serving Spouses Program delivered targeted employment assistance to 1,530 clients in 2023, successfully confirming 1,032 individuals hired and organizing 15 virtual employment events tailored for military spouses.

The Serving Spouses Program has been instrumental in enhancing career opportunities for military spouses. The program's success hinges on personalized assessments, resume crafting, networking strategies, and interview prep, directly impacting economic mobility and well-being.

Our online presence alongside collaborations with platforms like Mission MilSpouse and targeted events, workshops, and email campaigns, extends our reach and efficacy. A significant partnership with the DOD's Military Spouse Employment Partnership exemplifies our collaborative efforts. This past year, we enhanced resource connectivity through a dedicated focus group of Hire Heroes USA-employed military spouses, generating new job-seeking tools for a wide array of spouse demographics, including active-duty, National Guard, and Gold Star Spouses, among others. These initiatives underscore our commitment to facilitating comprehensive career support and development for military spouses.



Tynese Cunningham, military spouse

working toward securing a job

with resume support and virtual events



Cory LaFlamme, Air Force veteran

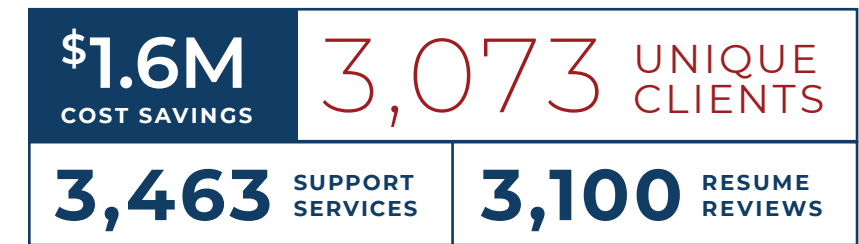
and training specialist

at the Air Force Academy

PROGRAM HIGHLIGHTS

The impact of your generosity

Federal Program



In 2023, Hire Heroes USA's Federal Program notably enhanced employment prospects for veterans by delivering 3,463 federal support services, including 3,100 federal resume reviews, to 3,073 unique clients.

These efforts translated into an impressive \$1.6 million in cost savings for our clients, underscoring the tangible financial benefits and efficiency of our services. We also expanded our services to better meet the diverse needs of veterans and military spouses seeking federal employment, demonstrating our commitment to continuous improvement and adaptation.

This year's achievements exemplify our dedication to empowering our clients, enhancing their employability, and providing valuable resources. As we reflect on 2023, the Federal Program stands as a testament to resilience, empowerment, and community, poised to further our mission of supporting heroes in their career transitions.



A. JAMES & ALICE B. CLARK FOUNDATION

Program supported by the A. James & Alice B. Clark Foundation since 2018.

PROGRAM HIGHLIGHTS

The impact of your generosity

Homeless Veteran Reintegration Program (HVRP)

SPONSORED SERVICES FOR 126	56 Veterans Secured Employment
\$7,219	IN TECHNICAL EQUIPMENT, TESTING AND CERTIFICATIONS PROVIDED

In 2023, Hire Heroes USA's Homeless Veteran Reintegration Program (HVRP) exceeded its enrollment goal, sponsoring services for 126 participants. The HVRP has assisted 56 veterans in securing employment, playing a vital role in supporting those facing homelessness and helping them achieve stability through meaningful work.

This year, our HVRP team has expanded our network, partnering with over 55 organizations to enhance the support and services we offer. Notable collaborations include participating in the Homefront Military Network, conducting workshops with Rocky Mountain Human Services, and playing active roles in the Community Advisory Board on Veteran Homelessness and Built for Zero.

These partnerships provide us crucial access to resources like Colorado's Homeless Management Information System, ensuring we can identify and assist every homeless veteran seeking housing within El Paso and Teller Counties.

Our efforts were highlighted at the impactful Homeless Veteran Stand Down event in October 2023, where we co-sponsored a gathering that provided comprehensive services to 126 veterans—from medical screenings to housing assistance. This event underscores our commitment to making a tangible difference in veterans' lives, offering hope, stability, and dignity.





Justin Pave, U.S. Army veteran,

hired as senior system administrator

through resume support and mentorship

PROGRAM HIGHLIGHTS

The impact of your generosity

Alumni Program



In 2023, the Hire Heroes USA Alumni Program delivered over 1,400 services delivered through over 150 alumni evaluations, showcasing our commitment to tailored, impactful support even after our clients are hired.

Key initiatives included the introduction of Alumni Evaluations and Battle Buddies, innovative services designed to assess and support alumni’s career development and facilitate their integration into new roles. Our rapidly growing program expanded from 24,600 to 36,800 members and engagement soared with 1,400 video views and 140 virtual event attendees, reflecting a vibrant, engaged community.

Facing the challenge of personalizing our reach amidst this growth, we enhanced outreach and touchpoints, including initiating Alumni Evaluations at 9 months post-hire. This strategic approach is aimed at maintaining a close connection with our alumni, ensuring they feel supported throughout their career journey.

As we move forward, our focus remains on introducing new services to continue supporting our alumni’s career development, leveraging the insights and successes of this year.



Program supported by the Boeing Company (National).

PROGRAM HIGHLIGHTS

The impact of your generosity

Referral & Training Partners Program

3,554 VETERANS AND SPOUSES SERVED
117 VETERANS AND SPOUSES AWARDED FINANCIAL ASSISTANCE IN 2023

3,554 veterans and military spouses were served through the Referral & Training Partners program in 2023. And 117 veteran and military spouse clients received financial assistance through the Career Readiness Fund.

In 2023, the Referral & Training Partners program at Hire Heroes USA significantly expanded its reach and efficiency. Key partnerships were formed with notable organizations like Grow with Google and Oracle, enhancing the program's offerings.

The program's success is driven by rigorous vetting of partners, ensuring alignment with client goals and the value of provided services, and maintaining up-to-date partnerships through regular

reviews. A standout collaboration with Coursera has provided thousands of clients with access to free courses, significantly aiding in career readiness and certification attainment.

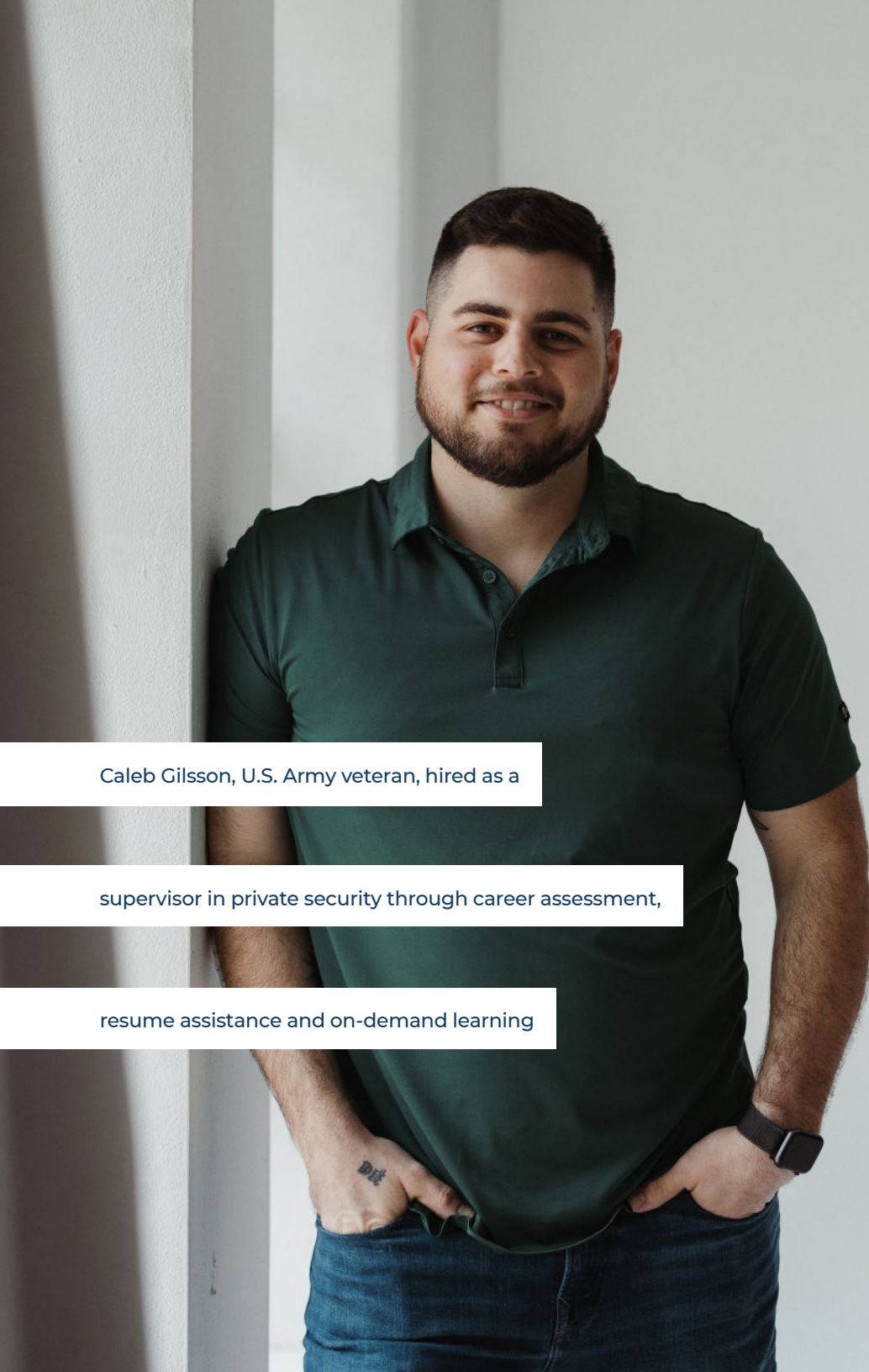
The testimonials from our clients emphasize the program's profound impact, highlighting the personalized assistance and support they receive from our referral and training partners. Innovation was a focus in 2023, with revamped email templates and training tutorials improving efficiency and service quality. New partnerships, like Child Care Aware of America, and expanded training options in technology and specialized skills, demonstrate the program's adaptability to client needs, marking a year of substantial growth and enhanced support for veterans and their spouses.



Brenna Rhodes and family, military spouse working

toward job success through federal resume

support and skills certification



VOLUNTEER

“I felt like something was missing over the last year, after retiring from the Air Force. What I didn’t realize was that I really missed helping people... Volunteering to help people navigate through the job search process has really given me a sense of fulfillment. I’m truly thankful for this.”

—Heidi Ciano, volunteer since 2023

CLIENT

I am a veteran who suffers from a service-connected disability... and you were so very patient with me yesterday. I am in tears because you were so kind. Thank you for being you. Exactly what this old salt needed!”

—Meece T.

Caleb Gilsson, U.S. Army veteran, hired as a

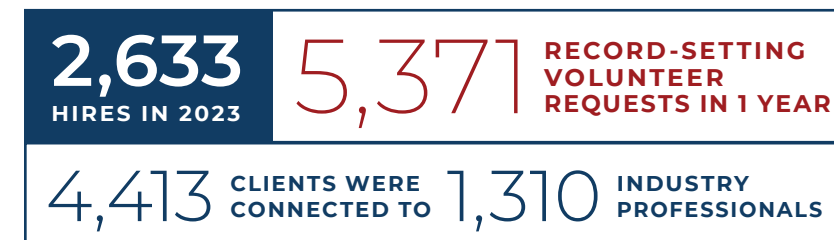
supervisor in private security through career assessment,

resume assistance and on-demand learning

PROGRAM HIGHLIGHTS

The impact of your generosity

Volunteer Program



In 2023, the Volunteer Program connected 4,413 veterans and military spouses, with 1,310 industry professionals for mentoring, hitting a record 5,371 volunteer requests. Volunteer support has influenced 2,633 hires in 2023.

The Volunteer Program at Hire Heroes USA significantly advanced its mission to integrate external stakeholders into the organization’s services, enhancing its reach and effectiveness. The program saw a significant increase in volunteer engagement, with a 4.81 client satisfaction rating.

Volunteers played a critical role, supporting various Hire Heroes USA departments through webinar participation, the Alumni Battle Buddies program, and pro bono legal support.

New initiatives like LinkedIn feedback and group mentoring, alongside an annual survey, were successfully implemented, optimizing volunteer contributions. Efforts to raise awareness included utilizing the LinkedIn Volunteers Page, monthly newsletters, and presentations to companies and veteran ERGs. The addition of new programming and 228 new volunteers marked a year of growth and increased impact for the Volunteer Program at Hire Heroes USA.



Program supported by the A. James & Alice B. Clark Foundation since 2018.

EVENTS



Empowerment Gala

\$250,000 RAISED IN 2023

Raising over \$250,000 with more than 200 attendees, the Empowerment Gala stood out as a monumental occasion for Hire Heroes USA, celebrating our impact and reviving large-scale in-person gatherings post-Covid. This event brought together our donors, volunteers, clients, government representatives, and invaluable partners, reinforcing our collective mission to support veterans and their families. The Gala's essence was brought to life through the personal testimonies of awardees, showcasing the community's united efforts in empowering veterans. Highlighting stories of award winners like Woman Veteran of the Year Melissa Sanchez, underscore the tangible impacts of our work.

The generosity of Tailored Brands, Walmart.org, First Key Homes, Hunt Military Communities, and our other sponsors were instrumental in the gala's success. Tailored Brands, as the Presenting Sponsor, also dressed two client award winners.



\$192,000 RAISED IN 2023

100 Holes for Our Heroes

The 16th Annual 100 Holes for Our Heroes event, led by golf enthusiast and dedicated Hire Heroes USA supporter Carl Meyer, successfully took place on July 4th and raised \$192,000. Since initiating this tradition in 2007, Meyer has committed annually to golfing a minimum of 100 holes, continuing his remarkable journey in fundraising and support for veterans and military spouses. Meyer's efforts over the past 15 years has provided personalized services for over 1,000 hires. Carl's cumulative fundraising efforts have surpassed \$1.5 million, underlining his dedication and the generous support of the community rallying behind him and the mission of Hire Heroes USA.



\$850,000 RAISED IN 2023

New York City Dinner

In October, Hire Heroes USA hosted its 10th Annual New York City Dinner. The event featured inspiring stories of success from our clients and a keynote speech by Andy Stumpf, a retired Navy SEAL, consultant, and philanthropist known for his support of the military community. Attendees were moved by Stumpf's insights and experiences, which emphasized the importance of empowering veterans in their transition to civilian life. Through generous contributions and support, the event raised over \$850,000, a collective commitment to making a meaningful impact on the lives of those who have served. This substantial amount will enable Hire Heroes USA to continue its programs and services, providing essential job search resources and assistance to even more veterans and military spouses as they navigate their career journeys.



GRANT PARTNERS

Our grant partners' dedication and support played a crucial role in our clients' success this past year, helping them launch their new careers.

In 2023, the work of Hire Heroes USA was fueled and empowered by the generosity of a number of corporate and foundation grants. In addition to two significant government grants—one from the Department of Labor for serving the state of Georgia and another from the Homeless Veterans Reintegration Program focused on Colorado—over \$9.78 million was invested in the success of our programs and operations.

We are deeply grateful to our long-standing supporters, including the Altria Group, the Call of Duty Endowment, the A. James & Alice B. Clark Foundation, J.A. & Kathryn Albertson Family Foundation, Boeing, Walmart, Pilot Flying J, and the Wells Fargo Foundation. Whether through targeted support for specific veteran sub-populations or broader backing of our services, these partners have made our mission possible.

GRANT PARTNERS



The Call of Duty Endowment (CODE) has been a valued grant partner of Hire Heroes USA since 2011. Through 2023, CODE has generously contributed more than \$19 million to support our efforts in assisting military members, spouses, and veterans.



Since 2018, the A. James & Alice B. Clark Foundation has been a dedicated partner of Hire Heroes USA, investing over \$9 million in our mission. Their generous support has been instrumental in scaling our signature PaCT program, Mentoring Program, and Federal Program to ensure quality services for more service members and spouses.



As part of this skills-based hiring project, we created a data lake, enabling us to better track and share client successes and challenges. We are also thankful for a grant from the Altria Group, which funded a portion of the data lake project.



Hire Heroes USA was grateful for the support of two significant grants from Walmart in 2023. A \$250,000 grant enabled our participation in the Advancing Racial Equity Community of Practice, a six-month cohort study group facilitated by Bridgespan. This initiative allowed us to explore how our organization can advance racial equity both internally and for the clients we serve.

Additionally, a \$500,000 grant from supported the integration of skills-focused employment coaching, enhanced data collection, and smart machine learning capabilities into our employment model. This grant also facilitated our work with employers to recognize the skills and contributions of veterans.



Dedicated to making Idaho the best state in the nation for life after military service, the J.A. and Kathryn Albertson Family Foundation (JKAF) supports Hire Heroes USA's involvement in the Mission43 partnership.

EMPLOYEE RESOURCE GROUPS



We extend our sincere thanks to the Subaru Armed Forces Resource Group (SARGE) for their generous \$10,000 contribution through the Subaru Foundation in 2023.

REGIONAL SUPPORT



Named after Idaho, the 43rd state to join the union, Mission43 aims to achieve JKAF's goal by helping

veterans pursue their educational aspirations, stay engaged through an active community, and access the employment services provided by Hire Heroes USA. To date, JKAF has awarded more than \$2.7 million in grants to Hire Heroes USA.

In addition to the J.A. and Kathryn Albertson Family Foundation, which supports our programs in Idaho, numerous other organizations have supported our work in various regions across the country. Their contributions have helped ensure that our services are accessible to military personnel, their families, and veterans, regardless of where they reside:

- | | |
|-------------------|---|
| California | Koret Foundation (San Francisco area) |
| Colorado | Grace Isabelle McNaught Charitable Trust |
| Georgia | The Atlanta Foundation
David, Helen & Marian Woodward Fund |
| Maryland | The Kahlert Foundation |
| Ohio | Sam J. Frankino Foundation |
| Texas | The Adair Foundation |

CORPORATE PARTNERS

In 2023, our corporate partnerships made significant strides, raising over \$3.3 million and successfully facilitating nearly 3,000 hires. These efforts culminated in an astonishing economic impact of approximately \$202 million.

This achievement highlights the transformative effect of our partnerships, significantly enhancing the lives and careers of the individuals we support.

Our collaboration with Tailored Brands through the Threads of Valor campaign notably embodies this, raising over \$1.6 million and securing Men's Wearhouse premier sponsorship for our Junior Enlisted Program in 2024. Similarly, our enduring partnership with CarQuest surpassed expectations, with over 350 stores raising \$144,000, far exceeding the initial \$100,000 goal. These partnerships leveraged impactful fundraising strategies, including at-register campaigns, effectively engaging customers and deepening the connection between our mission and the community.

A standout new partnership in 2023 was with ServiceMaster, aligning with our Veterans II initiative. Initially aiming for \$13,250, ServiceMaster's dedication and enthusiasm surged past this target, raising over \$100K through golf tournaments. This partnership exemplifies a shared commitment to rebuilding

"It truly has been an honor to partner with Hire Heroes USA over the past six years. A meaningful synergy exists between our organizations as we continue to work together to empower U.S. military members, veterans, and military spouses to succeed—and look and feel their best—while they transition into the civilian workforce." —John Tighe, President of Tailored Brands

lives, mirroring Hire Heroes USA's ethos of aiding veterans and military spouses in navigating life's next chapter.

Marc Berrett, U.S. Army veteran,

hired as a customer service agent



CORPORATE PARTNERS

MEN'S WEARHOUSE®

Men's Wearhouse has been dedicated to supporting veterans and military spouses contributing over \$5.2 million towards Hire Heroes USA's mission since 2016.

In 2023, they extended their commitment by selecting Hire Heroes USA as one of the four recipient charities of their "Threads of Valor" year-round donation campaign, providing customers the opportunity to make a meaningful difference in the lives of veterans. This expanded partnership saw Men's Wearhouse proudly become the first ever sponsor of the Junior Enlisted Program (JENL), directly impacting 5,098 individuals in their transition, with 2,997 JENL confirmed hires in 2023 alone with an average salary of \$56,032. This support facilitated the growth of this program by 13.5% from the previous year.

CARQUEST™

The ongoing partnership with CarQuest, initiated in 2022, saw significant advancement in 2023. CarQuest surpassed its \$100,000 fundraising goal, generating an impressive \$144,000.

Leveraging innovative strategies like recognizing the top ten highest fundraising franchises, CarQuest engaged over 350 stores, highlighting their commitment to impactful collaboration and reinforcing a robust and growing partnership with Hire Heroes USA. They achieved this through an impactful point-of-sale and at-register round-up campaign. This empowered their customers to contribute meaningfully to our cause, fostering a shared commitment to supporting veterans and the military spouse community.

oncentive

In their second year of partnership with Hire Heroes USA, OnCentive furthered their dedication by continuing the annual Salute to Heroes Event and silent auction, making a significant contribution of \$125,000, marking a remarkable 25% increase from the previous year's support to our mission.

Additionally, OnCentive, in collaboration with Hire Heroes USA, introduced an employer training program aimed at enhancing employers' understanding of veterans' unique skills and experiences in the workplace, while equipping them with the tools to optimize the Work Opportunity Tax Credit (WOTC) program. This initiative not only raises awareness of the program but also broadens opportunities for veterans.

ServiceMaster®

In 2023, ServiceMaster joined forces with Hire Heroes USA with an initial goal of raising a minimum of \$13,250 as part of our Veterans 11 campaign. However, their passion for our mission surpassed expectations, resulting in an outstanding contribution of over \$100K from their golf tournaments.

Their fervor for our cause continued to drive them, as they expressed a strong desire to deepen their partnership in the coming year. This entails working more closely with their franchise owners to actively hire veterans and military spouses within their organization and industry, exemplifying a holistic commitment to our shared mission.

CORPORATE PARTNERS



In 2023, LinkedIn generously awarded a \$100,000 unrestricted grant, along with a \$100,000 LinkedIn Ad Grant, and provided a \$59,288 in-kind donation for LinkedIn premium accounts for Hire Heroes USA staff members.

Partnering since 2020, LinkedIn grasps the challenges that veterans encounter during their transition. They annually publish a Veterans Opportunity Report offering profound insight into the hurdles this demographic confronts.



Tito's Handmade Vodka significantly contributed to our mission as our Veterans Day Fundraising Matching partner, resulting in over \$64K raised during our 2023 campaign.

Through various activations and donations, Tito's Handmade Vodka has raised over \$317,000 in support of our mission and has been a proud partner of Hire Heroes USA since 2017.

upbound



In their second year of partnership, Rent-a-Center/Upbound has demonstrated their support for our mission with an annual donation of \$100,000.

This year, they not only contributed financially but also assisted veterans by engaging their employee volunteers in providing valuable feedback on interviewing skills during our mock interview day.

FirstKey
HOMES™

Supporting our cause since 2018, FirstKey Homes extended their support with their sponsorship of our First Annual Empowerment Gala.

Additionally, they demonstrated their dedication to our mission by utilizing our various recruiting resources to actively recruit and hire veterans and military spouses.





CORPORATE PARTNERS

Direct Placement Program



Our Corporate Partnerships team launched the Direct Placement Program in June of 2023. The program gained 11 program partners and six hires by the end of the year, bringing in a total of over \$78,000. We also achieved an average time-to-fill rate of 29 days—well below the industry standard of 42 days.

In 2023, our Corporate Partnerships team launched our Direct Placement program, offering an unparalleled professional search experience. This comprehensive initiative includes meticulous candidate screening, dedicated coaching, and an exceptional candidate delivery process. The employers participating in this program have demonstrated a commitment

to integrating veterans into their workforce year-round. Beyond mere hiring, they prioritize the retention and successful integration of military veterans and spouses, ensuring their evolution into not just military-friendly but truly military-ready organizations.

The resounding success of the program has left both participating employers and candidates delighted, marking a significant milestone in our ongoing mission. This new project resulted in a

“Hire Heroes USA has sourced us excellent, right fit candidates for niche professional roles that required specific skills and talents. Our team members and new hires are working incredibly well together!” —Chief People Officer, 3ZBrands

number of new partnerships including Brooklyn Bedding, Parx, Thoughtforms and more.

DONORS

In 2023, the generous individual donors gave over \$19,200 to Hire Heroes USA during Military Appreciation Month, \$64,426 over Veterans Day, and thanks to a match from Tito's Handmade Vodka, contributed more than \$160,000 through our Season of Giving campaigns.

Through the generous support of our donors, we achieved significant advancements in our mission. Your gifts provided the funding needed to expand our client service programs which provided meaningful employment to thousands of individuals and families who served our country. Your generosity in 2023 changed lives.

Our efforts extended beyond fundraising, focusing on engaging the broader community through powerful storytelling and personal narratives. Events like the Empowerment Gala have been pivotal in reconnecting with supporters, broadening outreach, and strengthening community bonds—celebrating shared successes and cultivating a united front.

Despite challenges such as economic uncertainties and a general decline in giving, strategic adaptations in donor communications and campaign refinement have enabled us to navigate these hurdles effectively. The dedication and innovative approaches of our team have been essential in maintaining and expanding essential services.

Reflecting on this year's achievements, it is clear that donor support has been instrumental. Their partnership is not only valued but essential to our mission of empowering veterans and their spouses on their employment journeys. Together, we continue to set new milestones and make a profound impact on the lives of those who have served the nation.

\$1,000,000+

A. James & Alice B. Clark Family Foundation
Call of Duty Endowment
J.A. & Kathryn Albertson Family Foundation
Men's Wearhouse

\$250,000+

Advance Auto Parts Foundation
Anonymous Corporate Donor
Boeing Company (National) LinkedIn
May & Stanley Smith Charitable Trust
Schultz Family Foundation
Shibley Foundation
Syracuse University
US Department of Labor - GA Earmark
US Department of Labor - Homeless Veterans Reintegration Program
Walmart Foundation
Walmart, Inc.

\$100,000+

Altria Group
Anonymous Family Foundation
Brendan Garvey
Carquest Advanced Auto Parts
Collars & Co.
Frank Bruno
George T. Lewis 2001 Foundation
Hearst Foundations
John Bardis
Joshua Weintraub
Kahlert Foundation
Oncentive
Pilot Company
ServiceMaster
Upbound
Warburg Pincus Foundation
Wells Fargo Foundation

\$50,000+

Adair Foundation
Hunt Military Communities Foundation

JTMF Foundation
Michael & Susan McKay
Tito's Handmade Vodka
VetsAid

\$25,000+

Country Club of the South Charity Guild
FirstKey Homes
Global Giving Foundation
Jeffrey Mayer
Jeffrey Taschler
Koret Foundation
Masco Corporation
Milbank Foundation
Navy Federal Credit Union
PDI Healthcare
Scott Hudgens Family Foundation
Scoob Trust Foundation
TC Energy Foundation
Western Digital

\$10,000+

Anonymous Donor
Ben Zhang
Brian Stann

Carl Meyer
CarterBaldwin Executive Search
Cerberus Capital Management
Chetan Vohra
Christopher Meyer
Clifford Chapman Jr.

Colleen Keating
Compass One Healthcare
Costco Charitable Contributions
Daniel Choquette
Daniel Hyman
Erik Bisso
First Lieutenant Peter F. Cureton Jr. Foundation
George & Judith Klingler
Gift of Hope Foundation
Google
Gratis Foundation
Hal Messer
Hawkins, Inc
Jay and Elaine Rosenson Foundation
Jeff Goldstern
Jeffrey Pritchett

John Hall
John Lanehart
Jonathan Sebiri
Kimberly-Clark's Roswell Community Grants
Lakeside Foundation
Lithia Ford Lincoln of Boise
MK Cellular
Oak Foundation
Patrick Fleming
Rawley Foundation
Ron Sowers
Roy Ben-Dor
Scott Yedid
Subaru Foundation
Sunshine Foundation
The StudBuddy
US Venture/Schmidt Family Foundation
Work Wear Safety Shoes

FINANCIAL STATEMENTS

Statement of Activities and Change in Net Assets



REVENUE

Grants <i>(includes restricted net assets)</i>	10,306,119
Contributions	3,598,382
Fundraising events	943,222
Service revenues/job board posting	589,825
Ancillary income	670,702
Other	538,327

Total revenue **\$16,646,577**

EXPENSES

Program activities	12,245,208
Management & general	2,000,312
Fundraising	1,960,418

Total expenses **\$16,205,938**

Change in net assets **\$440,639**

Elena Hawkins, military spouse,

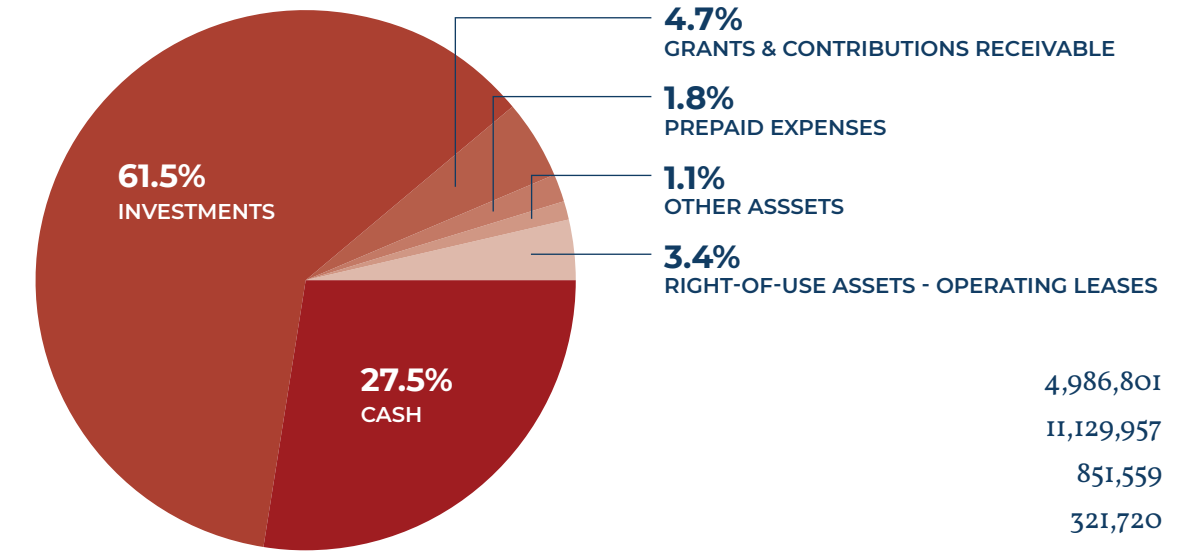
hired as a Member Services Representative





FINANCIAL STATEMENTS

Statement of Financial Position



ASSETS

Cash	4,986,801
Investments	11,129,957
Grants and contributions receivable	851,559
Prepaid expenses	321,720
Other assets	197,498
Right-of-use assets - operating leases	619,135
Total assets	\$18,106,670

LIABILITIES

Accounts payable	47,032
Accrued expenses	1,114,109
Deferred revenue	2,219,886
Operating lease liabilities	676,787
Total liabilities	\$4,057,814

NET ASSETS

Without donor restrictions	12,732,214
With donor restrictions	1,316,642
Total net assets	\$14,048,856

CALL TO ACTION

Your gratitude in action will help us achieve the milestone of securing meaningful employment for the 100,000th veteran, service member, and military spouse in 2024.

This year, we have continued our dedicated efforts to empower veterans and military spouses in their transition to civilian careers. Thanks to the commitment of our team and the generous contributions of our donors and partners, we have successfully assisted over 90,000 veterans and military spouses in securing meaningful employment. The enthusiastic support of our community—in terms of time, resources, and expertise—has been essential to our success and continues to drive our mission forward.

As demand for our services persists, your continued support is indispensable in providing the necessary resources to help deserving individuals achieve their career goals. Together, we can build a future where your generosity celebrates and honors the skills and sacrifices of our veterans and military families.



GIVE BACK

Whether you **donate, fundraise, volunteer or partner**, Hire Heroes and those we serve are proud to have your support.



A HERO'S SECOND CALLING

A video for those who understand what it means when we say “It’s more than a job.”

