

# 2022 ANNUAL REPORT





# A MESSAGE FROM OUR CEO

**When an individual raises their right hand and takes the oath to protect and defend our Constitution, they make a decision that could cost them their lives. Only one percent of our Nation's adults assume this responsibility. These men and women leave their loved ones behind to safeguard our Nation and the values we cherish.**

As Americans, it is our duty to support those who have made this sacrifice, as they transition into civilian life. Employers consistently seek individuals who embody integrity, a high work ethic, leadership skills, teamwork, problem-solving abilities, and adaptability. These are all qualities that are deeply ingrained in military life, yet these traits can be difficult to express on a resume.

Research shows that veterans represent an often overlooked, high-performing segment of the workforce. They bring invaluable skills, habits, principles, and frameworks from their military experiences to their civilian roles. Veterans consistently receive higher performance reviews, maintain longer job tenures, and advance at a more rapid pace than their civilian peers.

For employers, this presents an opportunity to make a meaningful difference while boosting company performance by hiring veterans. Hire Heroes USA is the largest veteran employment non-profit in the country, offering a talent pool of dedicated, focused, and highly skilled service members and military spouses ready for hire.

In 2022, Hire Heroes USA served nearly 20,000 veterans and military spouses, successfully transitioning 12,764 into full-time, sustainable jobs. We achieved this while creating specialized teams, dedicated to supporting unique under-served and at-risk veteran populations.

As we move into 2023, we are committed to sustainably building on this momentum. We balance our gold-standard service delivery with cost efficiency, striving each day to maximize the number of veterans and military spouses we can support. Further, by meticulously tracking and measuring our impact, we become a valuable resource for stakeholders and counterparties. Our extensive data collection and analyses ensure that all of our outcomes are verifiable.

Theodore Roosevelt once said, "Any person good enough to shed his blood for the country is good enough to be given a square deal afterwards." Let's help our Nation, our companies, and our communities, by giving our veterans the square deal that President Roosevelt promised them.

**We look forward to serving you and the one percent who keep us safe.**

**Andrew Sandoe**  
Chief Executive Officer



# OUR LEADERSHIP

## BOARD OF DIRECTORS

**John Bardis**  
Founder & Chairman

**Jeff Goldstern**  
Board Member

**Brian Stann\***  
Vice Chairman

**Chuck Magill\***  
Board Member

**Rand Ballard\***  
Vice Chairman

**Carl Meyer**  
Board Member

**Jodie Clarke**  
Board Member

**Val Nicholas\***  
Board Member

**Lauren Condoluci**  
Board Member

**Sheila Peluso**  
Board Member

**Don Eberly**  
Board Member

**Joshua Weintraub**  
Board Member

## KEY LEADERS

**Andrew Sandoe\***  
Chief Executive Officer

**Allison Herbst**  
Senior Director, Business Operations

**Ross Dickman\***  
Chief Operating Officer

**Crystal Perez\***  
Director of Finance

**Nadine Bullock-Pottinga**  
Chief Development Officer

**Elizabeth Reyes\***  
Director of Corporate Partnerships

**Elena Comperatore**  
Director of Client Service Delivery

**Johnathan Severs\***  
Director of Client Programs

**Amy Dodson\***  
Director of People Operations

**Rachel Simon**  
Chief of Staff

**Ashley Dougherty**  
Director of Program Operations and Evaluation

**David Talamantez\***  
Director of Marketing and Communications

**Cheryl Ewell\***  
Director of Development

**Michele Wiesner\***  
Director of Capacity Building

*\*veteran or military spouse*



# OUR MISSION



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



# THE ISSUE AT HAND

Every day, our Nation's veterans and military families demonstrate remarkable strength, resilience, and determination as they enter the job market. With valuable skills and experiences gained from serving our country, they are eager to make meaningful contributions to society in new and exciting ways.

Although transitioning to civilian life can present challenges, it's important for them to know that they are not alone.

Together, we are committed to ending veteran unemployment and helping every veteran succeed in civilian life. We believe in the incredible potential of our veterans and military spouses and are dedicated to providing them with the resources and support they need to thrive.





# 2022 AT A GLANCE

TOTAL AMOUNT RAISED

**\$24.2M**

CLIENTS HIRED

**12,764**

LIFETIME HIRES

**76,474**

AVERAGE SALARY

**\$65,714**





# IMPACTFUL PROGRESS



We've empowered **75,000+** veterans and spouses to forge new career paths.



## PROGRAM HIGHLIGHT

# SERVING SPOUSES

Last year, we assisted **1,367** military spouses and confirmed **998** hires, averaging a salary of **\$53,877**.

The Serving Spouses Program serves all military spouses including active-duty spouses, reserve spouses, Gold Star spouses, and those spouses whose partner has retired or separated from the military. Designed to cater to the unique needs of this population, the program provides an array of resources to help military spouses achieve success in the civilian workforce. Through expanded partnerships with organizations that serve the military spouse community, such as our partnership with the Department of Defense Military Spouse Employment Partnership (MSEP), we expect to serve more military spouses in 2023.





## PROGRAM HIGHLIGHT

# JUNIOR ENLISTED

We've helped **2,709** Junior Enlisted service members gain meaningful employment, averaging a salary of **\$54,558** over the past year.

Our Junior Enlisted program has been instrumental in assisting veterans holding ranks between E1-E4 in making a successful transition to civilian life, while finding renewed purpose and fulfillment. Through our personalized approach, including one-on-one career coaching, resume development, mentorship, and placement services, we empower young veterans to secure careers that align with their professional goals.





# PROGRAM HIGHLIGHT

# ALUMNI PROGRAM

In 2022, **8,096** alumni were served and **11** webinars were held covering a range of topics related to career development and job search strategies.

The Alumni Program is an invaluable resource for veterans and military spouses who seek ongoing assistance and guidance as they advance in their careers. Participants in this program have the chance to join a supportive professional network dedicated to advancing their careers, while also giving back to military families.





## PROGRAM HIGHLIGHT

# FEDERAL PROGRAM

In 2022, we served **2,821** unique federal clients and reviewed **3,055** federal resumes.

Hire Heroes USA offers free federal resume reviews, resume tailoring support, and federal mock interviews for all veterans and military spouses. We understand that creating a federal resume can be challenging, as it requires data beyond what traditional resumes entail. That's why our Transition Specialists work tirelessly with our federal team to ensure that our clients' resumes accurately reflect their qualifications for their desired positions. At Hire Heroes USA, we believe that our clients deserve the best opportunities, and we strive to equip them with the tools and resources they need to excel in the federal job market.





LAUNCHED JUNE 2023

# WOMEN VETERANS PROGRAM

## EMPOWERING WOMEN, DRIVING SUCCESS

Women make up the fastest-growing population in both military service and the veteran community, with approximately two million women veterans in the United States. Women veterans face unique challenges that are different from those faced by their male counterparts, and these challenges can often go unrecognized and unaddressed. With the full support of our sponsor Advance Auto Parts Foundation, Hire Heroes USA is dedicated to helping address these areas by providing specialized care and support through our Women Veterans Program.





# CHRISTINA SINGH

*Military Spouse*

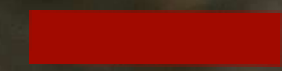


Amidst the unique challenges of being a military spouse, I found a beacon of support in Hire Heroes USA. The unwavering dedication and personalized assistance, especially from my Transition Specialist, Chelsea, were instrumental in my journey. They didn't just revamp my resume; they equipped me with the tools and confidence to navigate the job market effectively. I stand stronger, not just as an individual, but as a contributing member of my community, all thanks to Hire Heroes USA. Their commitment to empowering military spouses like me is truly transformative and a testament to their essential service.





# OUR COMMUNITY



Our mission would not be possible without the unwavering support of our donors, grants partners, corporate sponsors, and volunteers, whose immense generosity ignites a ripple effect of positive change.



## COMMUNITY HIGHLIGHT

# VOLUNTEER PROGRAM

We received **6,443** volunteer requests and completed **4,912** requests, with the assistance of **1,237** volunteers. Their efforts helped us to secure jobs for **2,699** clients.

We are fortunate to work with devoted volunteers across the country who are making a real difference in the lives of military families. Most of our volunteer opportunities are conducted via phone or video, providing convenient mentorship opportunities for veterans and military spouses to address specific needs or interests related to their job search.





## COMMUNITY HIGHLIGHT

# REFERRAL & TRAINING PROGRAM

Hire Heroes USA proudly partners with organizations offering scholarships or skill-based training to military members, veterans and military spouses. These partnerships assist in bridging any skill gap and provide a pathway to employment for those who have served.





# OUR COMMUNITY

## FUNDRAISING EVENTS

Last year saw the continuation of two key fundraising events. Carl Meyer, Hire Heroes USA board member and long-time advocate, completed 115 holes of golf in a single day to complete his 15th Independence Day golf marathon. Through his dedicated efforts, Carl raised over \$165,000, bringing his cumulative fundraising total over \$1.3 million.

In October, we held our 9th Annual New York City Benefit with members of our Board of Directors and Hire Heroes USA Giving Circle. In a record-breaking night, we raised over \$1 million to support our mission in 2022 and beyond.





# KHALIL McCLAIN

*Air Force Veteran*



Embarking on my journey from military service to a fulfilling career in aviation, I realized early on that proactive preparation was key. I sought the assistance of Hire Heroes USA, whose resources and dedicated Transition Specialists were essential in smoothing my path. The military had instilled in me skills of leadership and mentorship, and transitioning allowed me to grow both personally and professionally. However, I understood there was no one size fits all transition. The personalized support from Hire Heroes USA was paramount in guiding me through the process, dispelling misconceptions about military life, and making my transition experience significantly more manageable. Through my military transition process I feel empowered to enter the civilian workforce.



# OUR COMMUNITY

## FOUNDATION & GRANT PARTNERS

Foundation and grant partners continue to be a cornerstone of support for Hire Heroes USA. In 2022, many longtime funders continued their generous support, and we welcomed 10 new partners to propel our programs forward with general operating and program specific investments.

## TALENT PARTNERS

In 2022, talent partners expanded their relationships with job seekers through multiple recruiting resources, resulting in increased product delivery across all offerings. Virtual Career Fairs saw a 49% increase in job seekers and a 27% increase in corporations. The job board boasted over 315,000 postings, 280 new partners, and 4,506 new job seeker profiles. Targeted email campaigns numbered over 130, resulting in 756 job seekers connected to interviews, 19 employer spotlights, and 9 employer training events.

## TRANSFORMATIVE GIFT

In March, Hire Heroes USA received a surprise gift of \$11 million, the largest gift our organization has received, from Philanthropist MacKenzie Scott. With this transformative gift, Hire Heroes USA is able to address our persistent excess demand, as well as build distinct teams to support historically underserved and under-resourced (at-risk) populations.

## LEGACY & PLANNED GIVING

We launched a legacy giving program through our partnership with FreeWill, a free online estate planning tool. In less than one year, we received 139 legacy commitments estimated over \$5 million in total gifts. This program, and the generosity of our supporters, will ensure our programs and services remain for future generations of military members and their families.



# OUR COMMUNITY

## CORPORATE PARTNERSHIPS

Last year, we welcomed many new corporate partnerships to Hire Heroes USA, including Hanx, Rent-A-Center, Carquest, Oncentive and more. These and other corporate partners support our mission through corporate fundraising and/or social responsibility efforts including, fundraising events, round up campaigns, portion of sales, matching gifts, sponsorships, in-kind donations, and annual giving. Our new partnerships, combined with the continued support of our incredible existing partners, generated over \$2 million in support of our veterans and military spouses.





# CORPORATE SPONSORS



TAILORED BRANDS

Partnering since 2016, Tailored Brands has given over \$3 million in support of veterans and military spouses, helping place more than 36,000 veterans and military spouses. In 2022, Tailored Brands continued their commitment, contributing a percentage of the gross sales of Awearness Kenneth Cole™ products to support our mission. In addition to their donation, Men's Wearhouse worked with Hire Heroes USA to dress a selection of veterans in personally fitted Awearness Kenneth Cole™ suits to help them look and feel their best as they pursue employment.



As a new partner with Hire Heroes USA in 2022, OnCentive originally committed to a \$20,000 donation, however through their Salute to Heroes Event and silent auction, they raised \$100,000 on behalf of Hire Heroes USA. OnCentive also assists employers in taking advantage of the Work Opportunity Tax Credit that encourages employers to hire employees from targeted groups that face employment barriers such as veterans.



# CORPORATE SPONSORS



A new partner in 2022, Carquest and Hire Heroes USA teamed up to empower military families. Through their fundraising efforts, Carquest raised over \$100,000 in support of our mission.



Partnering with Hire Heroes USA since 2020, LinkedIn understands the challenges that veterans and military spouses face during their transition. In 2022, LinkedIn awarded Hire Heroes USA a \$150,000 unrestricted grant and \$300,000 in ad grants. Their support has greatly assisted the growth of our programs.



Tito's Handmade Vodka has been a proud partner of Hire Heroes USA since 2017, supporting the mission by donating a portion of their web store and Austin retail store proceeds and sponsoring various events. In 2022, Tito's Handmade Vodka raised over \$172,000 to support our mission.



# OUR COMMUNITY

## \$1M+

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A. James & Alice B. Clark Foundation  
J.A. and Kathryn Albertson Family Foundation  
MacKenzie Scott  
Schultz Family Foundation  
The Call of Duty Endowment  
Walmart Foundation

## \$250K+

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Advance Auto Parts Foundation  
Altria Group, Inc.  
The Arthur M. Blank Family Foundation  
May & Stanley Smith Charitable Trust  
Shipley Foundation

Syracuse University - D'Aniello Institute for Veterans and Military Families  
Tailored Brands  
The Boeing Company - Global

## \$100K+

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Brendan Garvey  
Carquest  
Frank Bruno  
George T. Lewis Jr. 2001 Foundation  
John Bardis  
Josh Weintraub  
LinkedIn  
Michael and Susan McKay  
Nella Invest  
OnCentive  
Pilot Company  
Rent-A-Center

The Boeing Company - Washington Region  
The Kahlert Foundation  
Tito's Handmade Vodka  
Wells Fargo  
WWE

## \$50K+

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Erik Bisso  
JTMF Foundation  
Pure Good Foundation  
SmileDirectClub Foundation  
The Adair Foundation  
TriNet  
VetsAid



# OUR COMMUNITY

## \$25K+

Assured Guaranty  
 Cerberus Capital Management  
 Jeffrey Taschler  
 Joe Steffa  
 Justamere Foundation  
 Koret Foundation  
 Lamb Weston Foundation  
 Progress Charitable Foundation DE  
 Scott Hudgens Family Foundation  
 Scott Yedid  
 The Scoob Trust Foundation  
 The TC Energy Foundation  
 Warburg Pincus Foundation

## \$10K+

Autumn Classic  
 Avanos Medical, Inc  
 Ben Zhang  
 Brian Stann  
 Colleen Keating  
 Chetan Vohra  
 Chris Meyer  
 Clifford Chapman  
 Coeur Mining  
 CompTIA  
 CSX Transportation  
 Daniel Kowarski  
 David, Helen and Marian Woodward Fund  
 Ducommun Incorporated  
 EquipmentShare  
 George Klingler  
 Gratis Foundation  
 Hal Messer  
 Hawkins, Inc  
 Henry and Susan Livingston  
 Jamieson Johnson  
 Jay and Elaine Rosenson Foundation  
 Jeff Goldstern  
 Jeffrey Mayer  
 Jeffrey Pritchett  
 Jonathan Sebiri  
 Keller Partners  
 Lakeside Foundation  
 Marc Toscano  
 Masco Corporation  
 MK Cellular  
 Nuance  
 Parker Hannifin Foundation  
 Patrick Fleming  
 Patriot Health Alliance  
 Sunshine Foundation  
 Susan Raad  
 The Country Club of the South Charity Guild  
 The Rawley Foundation  
 The StudBuddy  
 Timothy Abbott  
 Todd and Cassy Lindsey  
 Vizient  
 William Dean Charitable Foundation, Bank of America, N.A., Trustee  
 William Kloos  
 Work Wear Safety Shoes



# BRANDON KELLEY

*Space Force Veteran*



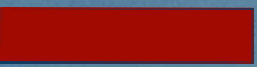
Stumbling upon Hire Heroes USA was a pivotal moment in my transition from military to civilian life. They provided a seamless transition, offering beneficial support right from the start. They transformed my resume, which opened the door to an internship at a company I've always admired. Their commitment to my success was evident in their prompt responses and the personal interest my Transition Specialist took in my progress. The military instilled in me valuable skills such as leadership, self-ownership, and empathy. Hire Heroes USA recognizes these skills and empowers those who have served their country to leverage them in their civilian lives. I urge all transitioning military personnel to seize the opportunities offered by Hire Heroes USA - their support and guidance are genuinely transformative.



# FINANCIALS

# \$24.2M

Total revenue in the last fiscal year



## IN 2022 WE RAISED

**\$13.9M** from contributions

**\$8.4M** from grants

**\$1.2M** from fundraising & events

**\$708K** from other sources





## FINANCIALS

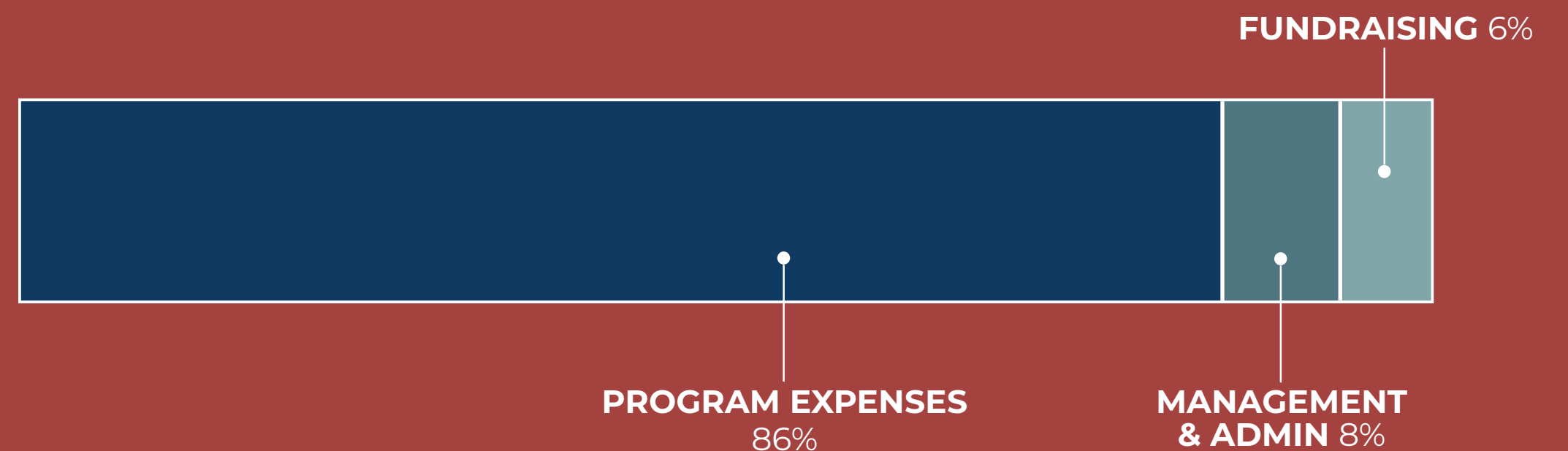
# STATEMENT OF ACTIVITIES

### REVENUE

Grants (includes restricted net assets)	<b>\$8,419,203</b>
Contributions	<b>\$13,916,864</b>
Fundraising events	<b>\$1,198,932</b>
Service revenues/Job board posting	<b>\$485,297</b>
Ancillary income	<b>\$194,692</b>
Other	<b>\$28,394</b>
<b>TOTAL REVENUE</b>	<b>\$24,243,381</b>

### EXPENSES

Program activities	<b>\$12,228,920</b>
Management & admin	<b>\$1,110,920</b>
Fundraising	<b>\$804,391</b>
<b>TOTAL EXPENSES</b>	<b>\$14,144,231</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$10,099,150</b>



Thanks to a generous one-time gift from Philanthropist Mackenzie Scott, we were able to move a portion of net assets into an endowment in order to ensure long-term sustainability of our mission.



## FINANCIALS

# STATEMENT OF FINANCIAL POSITION

### ASSETS

Cash	<b>\$6,542,076</b>
Investments	<b>\$10,168,464</b>
Grants receivable	<b>\$996,729</b>
Prepaid expenses	<b>\$342,391</b>
Other assets	<b>\$40,998</b>
Right-of-use assets - operating leases	<b>\$666,405</b>
<b>TOTAL ASSETS</b>	<b>\$18,757,063</b>

### LIABILITIES

Accounts payable	<b>\$69,969</b>
Accrued expenses	<b>\$1,546,595</b>
Deferred revenue	<b>\$2,824,216</b>
Operating lease liabilities	<b>\$708,066</b>
<b>TOTAL LIABILITIES</b>	<b>\$5,148,846</b>

### NET ASSETS

Without donor restrictions	<b>\$12,589,547</b>
With donor restrictions	<b>\$1,018,670</b>
<b>TOTAL NET ASSETS</b>	<b>\$13,608,217</b>



# David Palmer

*Air Force Veteran*

Connecting with Hire Heroes USA was a turning point for me. Their comprehensive services for transitioning military personnel truly stood out. My Transition Specialist, Jill, was a pillar of support, providing priceless support with resume writing and guidance in the civilian job market. Transitioning out of the military isn't a straightforward journey; it involves the emotional challenge of setting aside a long-held identity. Hire Heroes USA not only broadened my career horizons but also helped me appreciate the value of my military experience. Veterans bring unique skills and a robust work ethic to the table, and embracing these values in the workforce paves the way for success and strength.





# OUR JOURNEY CONTINUES

Over the past year, we have remained steadfast in our commitment to supporting veterans and military spouses. Thanks to the tireless efforts of our team and the unwavering support of our generous donors and partners, we have been able to help over 75,000 veterans and military spouses find jobs. It is truly inspiring to witness the dedication of our supporters who have contributed their time, resources, and expertise to help our heroes thrive in the civilian workforce. However, the need for support continues. We look forward to the future with a spirit of innovation and collaboration, confident in our ability to make a lasting impact on the lives of those who have served our country.

**Our work is vital, and we rely on the support of our community to continue providing resources and empowering deserving individuals to reach their full potential. By banding together and harnessing our collective strength, we can create a brighter future for our veterans and military families, where their talents and sacrifices are recognized and celebrated.**

