ANCHORS OF HOPE SURGES PAST HALFWAY MARK: 152 VETERANS HIRED SINCE D-DAY, 250-HIRE GOAL IN SIGHT

25 companies have joined the hiring initiative as Overwatch Mission Critical challenges American businesses to turn gratitude into opportunity for veterans

Overwatch Mission Critical

AUSTIN, TX, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Overwatch Mission Critical today announced that its Anchors of Hope national hiring initiative has surpassed the halfway mark toward its 2026 goal, with 25 companies taking the pledge and 152 veterans hired to date. The campaign is now 61 percent of the way toward its goal of 250 hires by Veterans Day, Nov. 11, in honor of America's 250th birthday. What began on D-Day as a challenge to America's business community is turning into jobs.

> We said from the beginning that Anchors of Hope could not simply be about thanking veterans. It had to be about creating opportunity to take their leadership and experience to their next mission."
>
> *Kirk Offel, CEO & Founder, Overwatch Mission Critical*

Launched on June 6, Anchors of Hope issued a simple challenge to corporate America: hire at least one veteran, military spouse, or first responder, and help connect mission-ready Americans with meaningful, high-growth careers.

"We said from the beginning that Anchors of Hope could not simply be about thanking veterans. It had to be about creating opportunity," said Kirk Offel, founder and CEO of Overwatch Mission Critical. "One hundred fifty-two people have been given an opportunity to take their leadership, discipline and experience into their next mission. But we're not finished. We need 98 more, and I'm challenging every American business to help us get there by Veterans Day."

From Pledge to Paycheck

The campaign has grown from 22 participating companies and 31 hires announced in July to 25 pledged companies and 152 hires today, nearly five times the number of hires in just a matter of months.

Rosendin has emerged as a driving force behind the campaign, accounting for approximately 70 percent of Anchors of Hope hires to date and demonstrating what is possible when employers turn a hiring commitment into action.

Anchors of Hope

“The transition from military service to a civilian career is a defining moment in a veteran’s life, and we take our role in supporting that transition seriously. At Rosendin, our culture is grounded in safety, teamwork, and integrity, values that veterans know well and that help them feel at home here. We made this pledge with Overwatch because we see firsthand what veterans bring to our teams every day, and we want to ensure their skills, experience, and leadership are recognized, valued, and rewarded.” Justin Tinoco, President, Rosendin.

98 Hires to Go: A Veterans Day Challenge

With Veterans Day approaching, Anchors of Hope is issuing a renewed challenge to employers across America: Help us find the next 98.

Companies do not need to hire dozens of people to make a difference. One business hiring one qualified veteran, military spouse or first responder moves the campaign and one American family forward.

Employers can sign the Anchors of Hope Pledge, access campaign resources and download the complimentary employer toolkit through the Anchors of Hope website.

The campaign will continue through Veterans Day, when Overwatch Mission Critical will announce its final 2026 results and recognize the businesses and individuals that helped turn the Anchors of Hope pledge into jobs.

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About Overwatch Mission Critical
Overwatch Mission Critical is a Service-Disabled Veteran-Owned Small Business (SDVOSB) and a leading provider of mission-critical workforce, infrastructure and operational solutions supporting the rapidly expanding digital infrastructure economy. Founded and led by veterans, the company specializes in workforce execution, data center operations, skilled trades development and infrastructure support for America's next generation of AI and digital infrastructure growth.

About Anchors of Hope
Anchors of Hope, launched by Overwatch Mission Critical, connects veterans, military spouses and first responders with high-growth careers. The campaign challenges employers nationwide to hire mission-ready talent, with a goal of 250 hires in 2026 in honor of America's 250th birthday. The annual campaign runs from D-Day, June 6, through Veterans Day, Nov. 11. Current Anchors of Hope results and participating companies are updated regularly on the Anchors of Hope website.

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