



COMMONWEALTH of VIRGINIA

Department of Veterans Services

John Maxwell
Commissioner

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October 1, 2026

The Honorable Abigail Spanberger
Governor, Commonwealth of Virginia

The Honorable Timothy Williams
Secretary of Veterans and Defense Affairs

The Honorable Luke Torian
Chair, House Appropriations Committee

The Honorable L. Louise Lucas
Chair, Senate Finance and Appropriations
Committee

Mr. Michael Maul
Director, Department of Planning & Budget

Delivered via electronic mail

Re: 2026 Report on the Virginia Values Veterans (V3) Program

Dear Governor Spanberger, Secretary Williams, Chair Torian, Chair Lucas, and Director Maul:

The Virginia Values Veterans (V3) Program of the Virginia Department of Veterans Services (DVS) creates employment opportunities for Virginia's veterans by educating and training employers to implement nationally recognized best practices in recruiting, hiring, and retaining veterans. Over 3,700 employers are part of the V3 Program; V3 partners have hired more than 190,000 veterans to date.

This annual report on the V3 Program is submitted pursuant to Chapter 1, 2026 Acts of Assembly Special Session I, Item 456A.4.

Please let me know if we can provide any additional information.

Sincerely,

John Maxwell

V3 Employer Grant Program

The V3 Employer Grant Program was created to incentivize small to medium-sized V3 partners to hire and retain veterans. A V3 Certified employer with 300 or fewer employees can earn \$1,000 per Veteran hired and retained for one year, up to \$10,000 annually per company. \$100,000 from the General Fund is appropriated annually to support the grant program.

In Fiscal Year (FY) 26, the V3 Employer Grant Program utilized all appropriated funds to award \$100,000 (100 grants at \$1,000 each) to small and medium sized V3 Certified Employers. Of these, 76 were “rollover” grants that could not be awarded in FY25 due to the funding cap, while 24 were new applications received in FY26. One application received in FY26 was “rolled over” to FY27.

The table below details the number of applications approved, the number of grants awarded, and the total amount of grant funds disbursed in Fiscal Years 2021-2026.

TABLE 1 – V3 Employment Grant – Fiscal Years 2021-2026

Fiscal Year (FY)	2021	2022	2023	2024	2025	2026
Number of applications that met grant requirements but were not funded in the previous FY	0	17	0	2 ¹	45	76
Number of new applications received in current FY that met grant requirements	117	75	108	98	131	25
Number of grants awarded	100	92	108 ²	100	100	100
Number of approved applications not awarded in current FY	17	0	0	45	76	1
Available funding	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Amount of grant funds disbursed	\$100,000	\$92,000	\$108,000	\$100,000	\$100,000	\$100,000
Unspent amount	\$0	\$8,000	\$0	\$0	\$0	\$0

Notes:

1. Two grant applications were received in FY23 but were too late to be paid so they were carried over to FY24.
2. \$8,000 paid from V3 operating funds.

V3 Program – Events and Hiring – FY26

The V3 Program supports veteran, transitioning service member, and military spouse employment through a combination of employer certification and training, hiring events, and strategic workforce partnerships. To accomplish this, V3 co-hosts Hire Vets Now events in partnership with the Virginia Chamber of Commerce and also facilitates virtual hiring events, including opportunities to engage other workforce partners such as Virginia Works. These activities provide direct opportunities for military-connected talent and Virginia employers to connect.

Employer education is also a central component of the V3 certification model. V3 provides five virtual training courses addressing areas such as military resumes, veteran hiring and engagement, recruitment strategies, and retention. Collectively, these efforts are intended to strengthen employers' ability to successfully recruit, hire, and retain veterans and military spouses.

V3 Certified Employers reported 14,424 hires in FY26. This figure represents employer-reported hiring activity across the V3 Certified Employer network and should not be interpreted as hires directly attributable to a specific V3 event, training, or grant-supported activity.

V3 is enhancing its reporting framework to better connect program activities with measurable employment outcomes. Planned improvements through the Self-Service Portal (SSP) include event-management capabilities and employer engagement reporting intended to improve the program's ability to capture interactions and subsequent outcomes.

The V3 Program is piloting post-event employer surveys for V3-led and hosted hiring events. These surveys will capture outcomes such as candidate connections, interviews, and hires.

Because hiring decisions frequently occur well after an event, outcome collection will be conducted at appropriate intervals following the initial engagement. This approach will allow employers sufficient time to review resumes, conduct interviews, and complete hiring processes while providing the Commonwealth with more meaningful measures of event-level outcomes.

These enhancements will allow V3 to move beyond reporting primarily on participation and overall employer-reported hires toward a more comprehensive framework that measures engagement, progression, and employment outcomes associated with specific program activities.

The table below outlines FY26 V3 Program Activity.

TABLE 2 – V3 FY26 Program Activity

Program Activity	FY26
Number of Hire Vets Now Events held	30
Employer Participants – Hire Vets Now	613
Veteran, Military Spouse & Transitioning Service Member Participants – Hire Vets Now	2,663
V3 Virtual Hiring Events	3
Employer Participants – V3 Virtual Hiring Events	197
V3 Employer Certification Training Sessions	106
V3 Employer Certification Training Participants	1,528
Hires Reported by V3 Certified Employers	14,424