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Human eSources and Gratitude Initiative partner to support student success

New partnership launches for the Month of the Military Child

FOR IMMEDIATE RELEASE

Marlborough, CT (April 17, 2026) Human eSources®, provider of AchieveWorks® personal career assessments for students, and Gratitude Initiative, a nonprofit providing essential education programs and scholarships for the children of military, veteran, and law-enforcement families, are teaming up.

“We are excited and proud that AchieveWorks assessments will be helping the children of military and law enforcement families as part of Gratitude Initiative’s comprehensive college and career preparatory program,” said Ross Dickie, Human eSources president & COO. “As April is the Month of the Military Child, there is no greater time to support the resilience and strength of these children – and Gratitude Initiative’s work - as they work together to prepare for college. Gratitude Initiative’s programs make such a difference to these military and veteran families who face unique challenges.”

“The AchieveWorks assessment suite will help our enrolled students learn more about themselves and the careers that are most likely to be a fit,” said Lee Sechrist, co-founder of Gratitude Initiative. “In combination with GI’s Team of Advisors and our proven approach of focusing on every student’s long-term success AchieveWorks will help students stay motivated and graduate in 4 years with the right degree for them.”

The confidence and knowledge that students gain from understanding their personality, multiple intelligences, skills and how those relate to career choice is invaluable. When students understand themselves better using AchieveWorks they can make better informed decisions. GI College Success Academy helps students act on those decisions and navigate their college and career journey with increased success, from college selection and acceptance to certainty about their choice of major and persistence to graduation.

This month you can celebrate the Month of the Military Child with Whataburger® and Gratitude Initiative. Visit any Whataburger location in April, donate \$1 or more and receive a coupon for a free Whataburger with purchase of a medium fry and drink as part of the Whataburger Feeding Student Success program. 100% of the funds raised go towards Gratitude Initiative’s academic programs and scholarships for military and veteran teens locally and worldwide.

Details about Gratitude Initiative’s College Success Academy Program are available at gratitudeinitiative.org.

Details about Human eSources' AchieveWorks suite of assessments are available at humanesources.com/achievements.

Details about Whataburger Feeding Student Success and Gratitude Initiative Military Child Education Programs are available at gratitudeinitiative.org/whataburger.

About Human eSources®

Human eSources Ltd. is a worldwide leader in the development and provision of online assessments, student success and personal development programs. The company is dedicated to helping individuals cultivate their strengths, realize their personal potential, and lead fulfilling, productive lives. For more information, visit humanesources.com.

About Gratitude Initiative (GI)

GI is a 501(c)(3) tax-exempt non-profit whose mission is to honor the service and sacrifice of our military and law-enforcement families by providing essential education programs and scholarships to help their children succeed in college, career, and life. For more information, visit gratitudeinitiative.org.

About Whataburger®

Whataburger serves up Goodness 24/7 with a made-to-order, customizable menu of burgers and other favorites delivered just like you like it. Born in Texas and headquartered in San Antonio, we're celebrating eight flavorful decades of big bites, bold flavors, and even bigger fan love. We've grown to over 1,100 restaurants across 17 states, with original-recipe products now found on grocery aisles across the country. Our secret sauce (besides that Fancy Ketchup) is our Family Members—real people serving up real hospitality and meaningful connections in the communities we call home. We've landed on Forbes' Best Brands for Social Impact, Fast Company's Brands that Matter list, USA Today's 10Best Readers' Choice Awards, and Newsweek's America's Best of the Best. To learn more, shop the Whatastore, or find your nearest location, visit Whataburger.com—or download our app on iOS or Android. Hungry for more? Discover what keeps fans coming back by diving into real stories from Whataburger super fans at stories.whataburger.com.

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