



June 30, 2017

## Annual Financial Report

### *Our Pledge to Supporters:*

*You will know exactly where your donation is going, what it is purchasing and who it is benefiting.*

A Note from our President:

Thank you for your interest in knowing how we handle your donations and our finances. It is important that we are transparent and that you understand our approach and commitment to keeping 100% of your contributions focused on the next bike and Veteran pairing.

Our intent is to stay focused: we raise funds to purchase one bike, we gift that bike, and then we raise funds for the next. Simple as that. We are not trying to build capital or seek profits. Staying focused prevents organizational red tape and waste and keeps the Veteran in the forefront, not profits or overhead. Hogs For Heroes is a passion, not a business.

We maintain two accounts: first, an administrative account which is exclusively from the donations of our Founding Board and is intended to cover the costs of our operational needs (technology, fees, supplies, branding materials, etc). We have no paid positions, no overhead costs and a no-frills approach that keeps our costs at a bare minimum. We use social media to spread our word and greatly depend on our supporters to share our news and excitement throughout Wisconsin. We have been fortunate to have had businesses share their expertise, resources and discounted services to help us achieve our current success and are immensely appreciative for their support. No public dollars or donations have been used for administration or expenses. Our second account is the important one: it is our bike fund. This is where we deposit public donations to grow until we purchase a bike. Every dollar donated to the bike goes directly, and fully, to the bike. Period. The only expense in this account occurs when our Veteran Hero selects his/her Harley. We have a budget of \$20,000 per bike and hope to work with each H-D dealership to give us the best pricing for our Veteran.

To summarize our history, we are a Wisconsin corporation that came into existence in December of 2014. We spent the first quarter of 2015 doing administrative activities and held our first fundraiser in April, 2015. After a successful 6 months of fundraising we reached the threshold for purchasing our first bike; unfortunately, the timing of this occurred in the fourth quarter of the year and, with the close of Wisconsin's riding season, we chose to wait until the upcoming spring to award our first bike. While continuing to raise funds for the next bike, we gifted our first bike in May, 2016 and spent the entire budget of \$20,000. As funds grew, we were stunned to find ourselves able to gift a second bike that season and did so in September, 2016. Our second recipient chose not to spend the full allotted amount, specifically wanting to "leave a little in the tank" for the next bike gifting. Fundraising efforts continued in the second half of 2016 and early 2017. In May of 2017 we again spent the full \$20,000 and gifted our third bike in a one year's time period. You will note that, with an incredible response from our supporters, we hit the threshold for purchasing a fourth bike in June of 2017... and we opened our application period for the next gifting on June 30, 2017. An overview of our exact numbers follows this letter. If you ever have any questions about our approach or finances, please feel free to contact me.

Again, thank you for supporting our Wisconsin Veterans and helping those injured find the healing peace, joy and comfort that returning to The Road can provide.

Sincerely,

Kevin Thompson, President  
Hogs For Heroes, Inc.



	2015	2016	2017 YTD 6/30/17
<b>Administrative Donations RECEIVED</b>	\$4,182	\$30	\$20
<b>Administrative Expenses</b>	\$3,728	\$17	\$90
<b>ADMINISTRATIVE BALANCE</b>	\$453	\$466	\$396
<b>Bike Donations RECEIVED</b>	\$22,990	\$40,050	\$15,879
<b>Bike Expenses</b>	0	\$38,354	\$20,000
<b>BIKE BALANCE</b>	\$22,990	\$24,686	\$20,565