



## **OUR MISSION**

Hogs for Heroes is a non-profit dedicated to healing the mental and physical wounds suffered during active duty by our Wisconsin military veterans through the therapeutic benefits of owning and riding a Harley Davidson motorcycle.

## **OUR VISION**

We believe the freedom of the road, the collegiality of riders and the pride and peace found in ownership can support the healing process for our returning veterans. Hogs for Heroes will honor deserving Wisconsin military veterans with the gifting of a new Harley Davidson motorcycle. Recognizing one hero at a time, one bike at a time, it is our hope we assist in their journey to return to a healthy, happy and productive civilian life.

## **OUR STRATEGY**

Hogs for Heroes will engage in various fund-raising activities and use the proceeds to purchase Harley Davidson motorcycles. Using a nomination process, veteran's applications will be solicited and evaluated by a selection committee. Motorcycles will be awarded as funds allow.

## **OUR PLEDGE TO SUPPORTERS**

Supporters of Hogs for Heroes will know exactly where their donation is going, what it is purchasing and who it is benefiting. Our intent is to maintain a simple, low-cost operational approach that keeps our Veteran Heroes in the forefront. We are a team of volunteers whose goal is to direct near 100% of donations toward fulfilling our mission of making the rough road a little smoother for our Heroes.