



February, 2018

Dear Wisconsin Veteran,

Thank you for your service to our Country and the many sacrifices that entails. It is our deep respect and gratitude that drives us to work for you.

We appreciate your interest in our organization and application process. We started Hogs For Heroes as a unique way for a grateful public to support, and honor, all of our Veterans by assisting one Veteran at a time. Since starting this journey we've learned many amazing things about the Veteran community; perhaps the most important is that few Veterans consider themselves to be "heroes". That is a revered title we chose because we find you, and the sacrifices you have made, heroic. We've learned Veterans also tend to be humble and selfless and typically don't want to put themselves ahead of others, especially other Veterans. While we respect and appreciate this honorable sentiment, we ask that it not hold you back from applying for an opportunity that could enhance your healing.

Let us be clear... we are not here to give someone an award. We are here to help change the life of someone in need. The gift of a Harley provides the means by which a Veteran rider can regain the therapeutic benefits of motorcycling. And if you've ridden before, you know exactly what we are talking about. While it is true we can only choose one Veteran at a time, we hope our continued growth will allow many more to regain the freedom of the road over the years to come.

Our fundraising efforts demonstrate that a grateful public is eager to assist our Veterans healing in this unique way. Additionally, our many conversations with Supporters across the state, including your family, Brothers and Sisters in Arms and friends, tell us they genuinely want you to regain the therapeutic benefits that owning and riding a Harley can provide. Please consider this encouragement as you weigh the decision to apply.

Admittedly, the following pages offer great detail to an involved application process. We don't do this to be difficult; instead, we believe we owe it to our supporters to gather as much information as we can in an effort to make the best decision possible. Our supporters trust us with their hard earned donations and we take that very seriously.

There is no gain in chances left untaken. Take the chance and do this for yourself and the many who support you. You are deserving.

Ride free,

Kevin & Audra and Craig & Michelle Thompson
Founding Family Members
HOGS FOR HEROES



APPLICATION REVIEW & SELECTION PROCESS

OVERVIEW:

Hogs For Heroes has a simple mission: we purchase Harley-Davidsons for Wisconsin Veteran riders, injured during the course of active duty, in an effort to enhance their healing and readjustment by reconnecting them with the benefits of motorcycling. We believe the freedom of the road, the collegiality of riders and the pride and peace found in ownership can support the healing for those who have long enjoyed the passion for riding and now find themselves without means or ability to do so any longer.

Once sufficient funds are available to purchase a motorcycle, and in conjunction with Wisconsin's riding season, we will work with state and veterans organizations, social media, mailing lists and contacts to announce our ability to accept Veteran's applications for consideration in our gifting process. A specific and limited submission period will be communicated and the application materials will be made available on our website during this time only.

We expect that information provided will accurately reflect current standing, time in service, achievements and personal life history. While we encourage nominations, we suggest a shared approach as we do require signatures, documentation and factual information from the Veteran him/herself. For purposes of application verification, we *may* consult various sources including, but not limited to:

- Department of Veterans Affairs
- Department of Defense
- Veterans Health Administration
- Wisconsin Department of Justice
- Wisconsin Department of Revenue
- Wisconsin Department of Transportation
- Criminal background check/Circuit Court Access Program (CCAP)
- All references and personal contacts provided

Once all applications have been received by the designated date and reviewed by the Hogs For Heroes Advisory Board, a candidate recommendation will be made to the Founding Board for final determination. All involved will be notified electronically of our decision and planning for the public gifting ceremony will begin.

NEW IN 2018: Recognizing the effort involved in submitting an application, we *will now hold a qualified application for consideration in every gifting we are able to offer within the calendar year of submission.* A candidate is welcome to resubmit

or add to their application on file, if desired, for each gifting offered that year. We will equally consider existing applications along with new applicants during each gifting period. A new submission is required for every calendar year following.

GOALS OF APPLICATION PROCESS:

The application process is intended to solicit information that establishes an understanding of a Veteran candidate's life history, achievements and personal need. The information will be reviewed by members of both the Founding Board and Advisory Board for the sole purpose of candidate selection. We understand the sensitivity of the information and will respectfully and confidentially manage all materials.

Information in the following areas will be assessed and reviewed:

- Demographic Profile
- Wisconsin Residency
- Military Service and Credentials
- Service-Connected Mental and/or Physical Injury/Disability
- Existence of Financial Need
- Motorcycle Enthusiasm and Ownership History
- Community Contributions
- Personal Reflection

We are not giving an award; we are working to help change the life of someone in need. This is an involved process, purposefully designed to gather as much information as possible. We feel we owe it to our supporters to make the best decision possible. Every Veteran has a story; and in the course of service, and in the time after discharge, some will have set themselves apart differently. Our task will be to review the information shared to find the one most deserving and in need of getting back on the road.

CANDIDATES:

We assist injured Wisconsin Veterans who once had a passion and license for motorcycling and now find themselves without the means or ability to have a bike in their life.

We know most, if not all, Veterans do not like the term "hero". It is a revered term we use to describe those who serve on our behalf. Every day average citizens become heroes and rise above to do what is right and necessary in the moment. In our case, we believe that if you served in a branch of our U.S. Military and honorably defended our country and freedoms, you are heroic.

Individual Qualifying Criteria for Application:

The Veteran Candidate considering this opportunity must:

- be established as a State of Wisconsin Veteran, fully separated, by the Wisconsin Department of Veterans Affairs,
- have actively served, or been deployed, during times of war or zone hostility as defined by the Department of Veterans Affairs, in one of the following branches:
 - US Air Force
 - US Army
 - US Coast Guard
 - US Marines
 - US Navy
 - US National Guard: Air or Army
 - US Reserves: Air Force, Army, Coast Guard, Marines, Navy
 - US Merchant Marines,
- have established Wisconsin residency,
- have medical documentation of a direct, service-connected mental and/or physical injury, disease or disability,
- have been honorably discharged,
- have a current Wisconsin driver's and motorcycle license,
- demonstrate a history of motorcycle ownership/passion/riding experience.

APPLICATION PROCESS:

Once funds reach a point where purchase is possible, and in conjunction with Wisconsin's riding season, notification of the open enrollment period, along with specified start and closing dates, will be communicated throughout the state electronically via different media methods.

Our website will include the process overview, application and required consents and waivers, accessed through individual PDF links. The application materials will only be activated during our open application periods.

Individuals may either self-nominate or be nominated by another for consideration. Regardless, all required information and supporting documentation must be accurately provided and all required forms must be signed by the named Veteran.

Candidates are required to print off each of the three required components noted as PDF Attachments on our website, complete them manually and mail them to us along with the required supporting documentation/verification materials. We do not allow electronic submission.

NEW! If you meet our qualifying criteria, we will save your application and submit it for consideration at each gifting we are able to offer in the calendar year of submission. You are encouraged to keep a copy of your entire packet for your records and/or to apply again in a future year's offerings.

For verification purposes, *photocopies* of the below supporting documents are required to be sent with the application packet:

- *Current Veteran Identification
- *Every Discharge Document(s) (Form DD 214), #4, as applicable
- *Medical documentation of service-connected injury/disease/disability diagnosis(es)
- *V.A. documentation reflecting disability percentages & allowance, if applicable
- *Current Wisconsin Drivers & Motorcyclist licenses
- *Most recent W2 (or other appropriate Income Tax Form)

Completed application packets must be received and/or postmarked within the time period communicated. Late arriving applications will not be accommodated.

Qualifying applications will be reviewed and evaluated by the Hogs For Heroes Advisory Board. All information and documentation provided are subject to verification processes. The Advisory Board will establish a timetable for its determinations. The Advisory Board may also request an in-person interview when making its final determination.

Once an applicant decision has been made, the selected candidate will be notified of the decision. After determining an individual's preferences, decisions regarding dealership selection will follow. An allotted \$20,000 maximum will be available for the organization's purchase of the Veteran's selected bike. Plans for communications and the motorcycle's gifting event will follow.

All other applicants will be notified of the organization's decision and have their applications reconsidered as applicable in the calendar year received. Applications will not be returned but will be shredded after one year.

The selected candidate will be gifted the motorcycle at a public celebratory event, including the possibility of media presence, that will both honor the candidate and promote the organization. Attendance will be required. It will be the recipient's responsibility to take full ownership of the bike that day and comply with all applicable state regulations.

Selected Candidate Responsibilities:

As part of receiving the motorcycle gift, the Selected Candidate consents to and will:

- 1) attend the gifting ceremony,
- 2) agree to the use of name, photo, and general background information on any future media communications and charity promotions,
- 3) agree to participate in media events, interviews and future fundraising events as reasonably requested,
- 4) agree to purchase and maintain full motorcycle insurance as required by Wisconsin state law,
- 5) agree to maintain active motorcycle drivers licensure and registration,
- 6) agree to pay all future registration fees, gift taxes, service, repair and customization expenses accrued after the date of gifting,
- 7) agree to not sell the motorcycle for personal financial gain within a 5 year period of receiving it, or return it to Hogs For Heroes for future gifting to another Wisconsin Veteran. Returning the motorcycle will be considered a donation by the individual recipient and they will be allowed the tax benefit of such donation. Any monetary funds received in its potential sale will be allocated back to Hogs For Heroes as a donation.
- 8) agree that upon taking delivery of the motorcycle and the processing of the vehicle's title and registration, all claims of ownership and issues of liability rest with the selected candidate and owner of said gift.

MISCELLANEOUS:

For consistency and clarity, definitions for the following terms will be used from the U.S. Department of Veterans Affairs and the Wisconsin Department of Veterans Affairs. (www.dva.state.wi.us or www.va.gov):

Wisconsin Military Veteran
Wisconsin State Resident
Discharge Document (DD Form 214)
VA Disability
Honorable Discharge
Defined Active War Time

If, within the past 5 years, you have received a gift of more than \$10,000 in value as a direct result of your Veteran status from another support organization, we request that you disclose this information in your essay.

updated 02/2018



CHECKLIST FOR APPLICATION:

_____ Entire **Application** printed off from the website, completed legibly, in full, and in ink, with signatures on the first and last pages

_____ **Photocopies** of each of the following:

- 1) WI Veteran Identification
- 2) Every Discharge Document Form DD 214, #4, as applicable
- 3) Medical documentation of specific service-connected injury/disease or disability diagnosis(es)
- 4) V.A. documentation reflecting disability percentages & allowance, if applicable
- 5) Current Wisconsin Drivers and Motorcyclist Licenses
- 6) Most recent W2 (or other appropriate Income Tax Form)

_____ **Consent Form** printed off from website and signed

_____ **Waiver/Release of Liability Form** printed off from website and signed

_____ All of the above in an envelope addressed to:

**Hogs For Heroes, Inc.
822 Ondossagon Way
Madison, Wisconsin 53719**

(With sufficient postage to get the oversized package to us by the postmarked due date!)

Thank you.

If your application goes no further than our review process, please know it was our honor to review your life story and accomplishments. We are grateful to you, and to your family, for the service you provided our country and the sacrifices made in doing so for us. We think you are heroic and we wish you the best.

Peace,

Kevin, Audra, Craig and Michelle Thompson

...and a whole slew of others who showed their appreciation for the actions of our Veterans by donating to this cause.