



## Annual Financial Update

### *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 comprised exclusively from the donations of our Founding Board and is intended to cover the costs of our operational needs (technology, fees, etc). Additionally, many of our expenses are not reflected in this account and are considered "in-kind" donations from our Founding Members, who individually incur the cost and provide the material to the organization at no cost (i.e. pins, patches, brochures, travel, etc.) We have no paid positions, no overhead costs and a no-frills approach that keeps our expenses 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 501(c)(3) nonprofit that came into existence in December of 2014. We spent the first quarter of 2015 doing administrative activities and held our first fundraiser April 30, 2015. After a successful 6 months of fundraising, we reached the threshold for purchasing our first Bike, but since Wisconsin's riding season had come to a close, we gifted our first Bike in May, 2016. Our goal is to gift one Bike a year; we were stunned to find ourselves able to gift a second bike in 2016 and did so in September. Fundraising continues year-round, and our Supporter's generosity allowed us to purchase two more Bikes in 2017, gifting one in May and the other in September. Gifting a total of four Bikes in 16 months was simply outstanding! We rolled into 2018 with \$13,000 for the next Bike and the incredible plan to gift a donated Electra Glide & Side Car to a Veteran requiring more stability. We spent \$4300 in the spring to assure the Electra Glide had new tires and battery, and a head-to toe inspection warranted a few



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repairs to assure safe travels. We hit the threshold for purchasing a Bike in the spring and opened our application period for Bike #6 late May. While still soliciting applications for this Bike, substantial donations in June made another Bike possible and we communicated our plan to select TWO recipients from the summer's application period. Both Giftings, and the purchase of their Bikes, will occur in August and will be reflected in future reports. The remaining funds are one heck of a head-start for 2019! A spreadsheet detailing our donations and expenditures follows this letter.

Remember, you can always read about each Veteran we've gifted a Harley-Davidson on our website's "News" page. These gifts have made life-changing impacts in each of their lives, and those of the family, friends and community that surround them. 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 of Hogs For Heroes, Inc.

	2015	2016	2017	2018 YTD 6/30/18
<b>Administrative Donations RECEIVED</b>	\$4,182	\$30	\$20	\$0
<b>Administrative Expenses</b>	\$3,728	\$17	\$200	\$11
<b>ADMINISTRATIVE BALANCE</b>	\$453	\$466	\$286	\$275
<b>Bike Donations RECEIVED</b>	\$22,990	\$40,050	\$73,209	\$25,987
<b>Bike Expenses</b>	0	\$38,354	\$55,865	\$4273
<b>BIKE BALANCE</b>	\$22,990	\$24,686	\$42,030	\$63,744 *

\* Please note that \$15,775 of this balance are funds that the Purple Heart Riders of Wisconsin are raising toward their goal of paying for the first bike gifting in 2019.