



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.

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, card fees, etc). Many of our expenses are not reflected in this account and are considered “in-kind” donations from our Founding Members who personally 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 of their support. *To be clear, no public dollars or donations have been used for administrative purposes 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. *We spend your donation on nothing but the Bike, so the only expense in this account occurs when our Veteran selects his/her Harley.* We have a budget for each bike and hope to work with the H-D dealership to give us the best pricing for our Veteran. We like to joke that we have one of the coolest checkbooks around!

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. One year later, right on plan, we gifted our first Harley in May 2016. Our goal is to gift one Bike a year; being brand new we were stunned to find ourselves able to gift a second bike in 2016, and did so in September. Fundraising continues year-round for us. Our Supporter’s generosity allowed us to purchase two more Bikes in 2017—making it four Bikes in just 16 months. 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 hit the threshold for purchasing another Bike in the spring of 2018 then opened our application period for Bike #6 in late May. While still soliciting applications for this Bike, substantial donations in June made another Bike possible and we decided to select TWO recipients from the summer’s application period. We presented both Bikes in August 2018, and the remaining funds gave us a great head-start for 2019. Our first gifting in May 2019 was made possible by the fundraising efforts of the Purple Heart Riders of WI on behalf of our organization. One month later we rolled out our ninth Bike and three weeks later we surprised a Veteran applicant with another, almost-new Harley that was donated to our nonprofit. Our last application period for 2019 closed at the end of June, and existing funds will allow us to gift one more Bike this summer and help us build for 2020’s giftings. We are simply amazed to have returned 11 injured Veteran riders back to the healing road in back in just slightly over three years. You, our generous Supporters and Donors, have made that happen.



Remember, you can always read about each Veteran we've gifted a Harley-Davidson to on our website's "News" page. These gifts are more than just a motorcycle: they are gifts of freedom that have made life-changing impacts in each of our recipient's lives, and in 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, comfort and support that returning to The Road can provide.

Ride Free,

Kevin Thompson, President
Hogs For Heroes, Inc.

	2015	2016	2017	2018	2019 YTD 6/19
Administrative Donations RECEIVED	\$4,182	\$30	\$20	\$0	\$0
Administrative Expenses	\$3,728	\$17	\$200	\$88	\$59
ADMINISTRATIVE BALANCE	\$453	\$466	\$286	\$198	\$139
BIKE					
Bike Donations RECEIVED	\$22,990	\$40,050	\$73,209	\$68,018	\$20,331
Bike Expenses	0	\$38,354	\$55,865	\$42,649	\$42,109
BIKE BALANCE	\$22,990	\$24,686	\$42,030	\$67,399	\$45,622