



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 how we handle your donations and our finances. It is important that we are transparent and that you understand our commitment to keeping 100% of your contributions focused on the next bike and Veteran pairing. Our model: we raise funds to purchase one bike, we gift that bike, and then we raise funds for the next. Simple as that. We don't build capital or seek profits. Staying focused keeps the Veteran in the forefront, not profits or overhead. Hogs For Heroes is a passion for us, 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 (registration fees, card fees, etc). Most expenses are not reflected in this account and are deemed "in-kind" donations from our Founders who personally incur the expense and/or provide the material to the organization at no cost (i.e. pins/patches, brochures, technology, 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. Additionally, 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 accumulate until we purchase a Harley. 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 individual Harley-Davidson dealership to give us the best pricing for our Veteran. It's no joke: we have the coolest checkbook 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. Our goal is to gift one Harley a year, during Wisconsin's riding season, and fundraising continues year-round for us. On plan, we gifted our first Harley in May 2016 and were surprised to find ourselves able to do a second bike that September. Our Supporter's generosity allowed us to purchase two more Bikes in 2017—making it four Bikes in just 16 months. In 2018 we were able to put three Veterans back on the road, including a donated Electra Glide with side car for a recipient who needed the stability of three wheels. The year 2019 saw us return four more Veterans to the road, including a bike made completely possible by the fundraising efforts of the Purple Heart Riders of WI. We rolled into 2020 with funds and plans to gift four more Harleys, one of which was fully paid for through generous fundraising from the WI International Union of Operating Engineers (IUOE) Local 139. In February, we received a substantial donation from the WI Combat Veterans Motorcycle Association (CVMA) Chapter 45-3 in the Fox Valley, which put us close to a fifth; but, as you know, the pandemic of 2020 proved a challenge for all and nonprofit fundraising for was no different. As restrictions lifted, Sloppy Joe's Annual Memorial Day Ride made us their beneficiary and that surprise contribution sealed our ability to put a fifth Veteran back on the road this summer still. Particularly during these challenging times, we felt it important we offer as much healing support this year as we could, and we chose to let one more Veteran sit on your generous donations rather than wait to do so next year. As we type, we have two more Veterans to surprise, and two more Harleys to pay for. We will close out our



2020 season having returned a total of 16 injured WI Veteran riders back to the road in just four seasons of gifting...and it's your generosity that made this all possible.

We are now in the mode of building for next year's gifting plans. Given the current fundraising challenges in these uncertain times, we do not know how many bikes we will be able to gift next year... at least one for sure! And with you all at our side, we will certainly do our best to change the lives of as many injured Veterans as possible. One Bike at a Time. One Hero at a Time.

Remember, you can always read about each Veteran Hero we've gifted a Harley-Davidson to on our website's "News" page. Our 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 their spouses, family, friends and community who 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 regain the unique healing therapy The Road can provide.

Ride Free,

Kevin Thompson, President
HOGS FOR HEROES, Inc.

	2015	2016	2017	2018	2019	2020 YTD 6/2020
Administrative Donations RECEIVED	\$4,182	\$30	\$20	\$0	\$0	\$0
Administrative Expenses	\$3,728	\$17	\$200	\$88	\$155	\$19
ADMINISTRATIVE BALANCE	\$453	\$466	\$286	\$198	\$43	\$24
Bike Donations RECEIVED	\$22,990	\$40,050	\$73,209	\$68,018	\$88,151	\$31,242
Bike Expenses	0	\$38,354	\$55,865	\$42,649	\$63,617	\$63,065
BIKE BALANCE	\$22,990	\$24,686	\$42,030	\$67,399	\$91,934	\$60,112