



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 cash in-cash out model is simple: we raise funds for motorcycles only, we buy motorcycles only, and we gift them to injured WI Veteran riders. 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, a small administrative account which is comprised exclusively by Founding Board donations for operational costs and was funded with our creation. It's had a balance of \$314 for several years as operating expenses are covered by "in-kind" donations from our Founders, who personally incur the expenses as their financial contribution. We have no paid positions or 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 and discounted services to help achieve our success. And personally touching, our shirts, hats, pins, and patches are fully donated for 100% fundraising. *To be clear, no public dollars or donations are used for administrative or operational purposes.*

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 for gifting during Wisconsin's riding season. Every dollar donated for a bike goes directly, and fully, to the next bike and Veteran pairing. 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.* The Veteran has a budget for their bike and we hope the dealership gives us the best pricing for our Veteran. Funds not used rollover and leave "fuel" to buy our next bike. As you look at our balances, remember that is the purchasing power we roll into the next year to buy bikes and change lives. In 2026, we will have bought 12 Harleys for 12 Veterans! No joke, folks: we have the coolest checkbook around! Be sure to check out our website's photo album to see all the beautiful bikes our Veterans have chosen!

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 was to gift one Harley a year during Wisconsin's riding season; and fundraising continues year-round to accomplish this. Our amazing supporters have totally blown that goal up for us! On plan, we gifted our first Harley in May 2016... and this May we kicked off 2026 with a plan to purchase ten Harleys. When we wrap up this year's gifting season this August, we will have gifted 12 Harleys instead and placed #73 back on The Road. That's two more than planned this year, for a total of twelve more struggling lives changed, if not saved, simply because a motorcycle reentered their lives in 2026.

Far too many struggling Veterans are still taking their lives in suicide and struggling to find therapeutic release. If our healing tool can provide an alternative therapy that prevents even just one more tragic loss, then our collective efforts will have been worth it. Unfortunately, our gift is not a cure: it is simply a tool to help one gain riding's therapeutic benefits. Additionally, our gift is NOT an award for service or achievements, nor is it a giant "thank you" gift. The motorcycle is intended to redirect a struggling, at-risk Veteran's life. We believe our tool can help; and thankfully, every one of our Recipients will tell you their bike has literally changed their lives. Remember, you can always read the story of each Veteran Recipient on our website's "News" page.



July 1, 2026

Our motto is: One Bike at a Time. One Hero at a Time. It reflects both our process and our approach: first we raise the funds, then we find the Veterans to assist. We are now fundraising for 2027's gifting season and the chance to change more lives next year. We say this all the time, but it's absolutely true: WE GIFT MORE THAN JUST A MOTORCYCLE. We gift personal freedom, peace, control, pride, joy, brotherhood and support...all because a motorcycle reentered a struggling Veteran's life. And while our gift does, in fact, go to one person...the ripple effect of it's positive impact can be found in their marriages, families, friends, employers and the communities that surround them as they move forward on their healing journey. With all of you at our side, we will certainly do our best to affect as many more as feasible for our volunteer efforts. Should you have any questions about our approach or finances, please feel free to contact us.

Again, thank you for supporting our Wisconsin Veterans and helping those injured regain the unique healing therapy The Road can provide.

Kevin Thompson, President
HOGS FOR HEROES, Inc.

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	6/2026 YtD
Admin Donations	\$4,182	\$30	\$20	\$0	\$0	\$0	\$0	\$28	\$0	\$0	\$0	\$0
Admin. Expenses	\$3,728	\$17	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ADMIN BALANCE	\$453	\$466	\$286	\$286	\$286	\$286	\$286	\$314	\$314	\$314	\$314	\$314
Bike Donations RECEIVED	\$22,990	\$40,050	\$73,209	\$68,018	\$88,151	\$149,688	\$235,992	\$290,955	\$227,337	\$255,950	\$337,295	\$39,874
Bike Expenses	0	\$38,354	\$55,865	\$42,649	\$63,617	\$110,372	\$136,715	\$222,126	\$232,987	\$238,951	\$296,371	\$228,026
# Bikes Bought	0	2	2	3	4	5	6	9	9	10	11	12
BIKE BALANCE	\$22,990	\$24,686	\$42,030	\$67,399	\$91,934	\$131,250	\$230,528	\$299,357	\$293,708	\$310,707	\$351,631 (money that buys bikes in 2026)	\$163,479 (we have 3 more bikes to buy this year still and are building funds for 2027)