



Frequently Asked Questions

Q: Why just one bike and one person?

Our start-up philosophy was to make a big difference in the life of one person at a time rather than a slight difference across the lives of many. While we appreciate the many organizations who work tirelessly to support the needs of larger groups and affect larger social issues, we felt our approach would be more impactful in an individual's life.

“One Bike at a Time. One Hero at a Time.” It is both our motto and our approach. First we raise the significant funds needed to buy a Harley-Davidson, then we find our Wisconsin Veteran Hero to gift it to. Once we select our Veteran, we take them to their local Harley-Davidson dealership to pick the bike that best fits their individual needs and preferences within our allotted amount.

Q: Why focus on motorcycling for the injured/disabled Veteran?

We fully understand that motorcycling isn't for everyone; but if it's been in your blood, it has a deep reach. Imagine not having your passion, whatever it may be, in your life anymore and on top of other challenges and losses you may be facing. We are simply looking to help our injured heal with a different form of therapy: that of the Road. For those who have long enjoyed the pride and peace found in motorcycle ownership and riding, and now find themselves without means or ability to do so, we hope this gift from the many generous supporters will positively impact and redirect their life.

Too many of our Veterans are returning to civilian life with mental and physical conditions/disabilities that are a direct result of injuries sustained while serving our country, particularly in times and areas of conflict. It is a horrible and real price that is paid by others for our collective freedoms. In addition to life and health changes, some of our Veterans may face financial or personal hardships that make having a motorcycle difficult or even impossible at this point in their lives. For those who once had the dream and are feeling it's loss in their lives, we believe we can help by reintroducing the freedom, peace and comfort that motorcycling once offered them.

Q. If they're disabled, are they safe to ride?

First, disabled does not mean unable, nor are all wounds visible. These men and women are living with, and working with, some chronic and permanent conditions that impact their health at varying levels. Not all Veterans speak about their injuries or struggles; that does not mean they are not very real and equally burdensome.

Yes, they are safe to ride. We require a current motorcycle license to even be considered for this opportunity as it speaks to ability and experience. Not only do we question and evaluate their riding capabilities and responsibilities, we ask what, if any, accommodations are necessary to safely manage two wheels. Should the Veteran we select require specific accommodations, we will work to make those happen before they take to the road. And finally, we are looking for riders, men or women who have been on the road before and know the physical requirements of safely managing the machine and respect the demands of the road.

Q: When do you plan to give away your next motorcycle gift?

We have no way of predicting how fast donations will accrue. Our goal is to raise enough to purchase and gift one motorcycle each year; we will certainly gift more if funds and timing allow. We will always coordinate the gifting within a typical Wisconsin riding season so that the bike may be immediately enjoyed— nobody wants a toy they can't play with right away!

Q: How will you choose a “Hero” and award a bike?

Once we have raised the necessary funds to purchase a Harley, we will blast the good news through social media, organizational partnerships, and our supporter base hoping to spread the opportunity throughout the Wisconsin. We have an Application & Selection Process on our website that has all the required forms and directions. These forms are only accessible during times when we are actively seeking Veteran candidates. When we blast the news of our open process, we open up the forms. Applicants must access the website's PDF links, print off the materials, manually complete them and mail them to us for consideration.

Choosing one Veteran from the deserving many is undoubtedly the hardest task we face, and yet the most rewarding. Using a defined process and criteria, our Advisory Board, comprised of informed and involved community members who represent military, veteran affairs and/or motorcycling perspectives, will be convened to select one recipient.

“Hero” is a very subjective term, and each Veteran will have their own story to share. 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 our Armed Services and honorably defended our country and freedoms during the course of active duty, you are a hero in our eyes. In the course of their service and their time after discharge, some Veterans will have set themselves apart differently. Our task will be to find the one most deserving and most in need of getting back on the road.

Once selected, we will work with our Veteran to evaluate the best bike option for their individual needs. Each recipient is allotted \$20,000 for their bike. We will take the individual “shopping” at a local H-D Dealership to purchase the bike and hope that the dealership will work with us to get the most for our donor's dollars. We will then plan the announcement and gifting event, inviting donors, media and supporters to share in the public celebration.

Q: Why Harley-Davidson?

First, please know we are not bike snobs. We don't care what you ride as long as you ride... or as long as you respect the ride and the rider.

In a 100-year plus history as a Wisconsin-based business, Harley-Davidson continues to enjoy an international following and a loyal camaraderie amongst its enthusiasts. And for almost as long as they have been in business, they have supported our military and government as far back as its first supplying of mechanical training and motorcycles for World War I.

H-D motorcycles and many Veterans share a deep bond. For those who have a history of riding and a passion for Harleys, there is nothing like the feel of American steel rumbling down our free and open roads to clear your mind, renew your spirit and strengthen your resolve. It is this therapeutic healing that is the heart of what our mission hopes to provide a Veteran needing to return to the road.

We do not have any relationship or working affiliation with Harley-Davidson. And while we have absolutely nothing against the other great manufacturers and recognize the personal choice behind motorcycling, we stand solid in our pride and support for this legendary Wisconsin-made product for our Wisconsin Veterans.

Q: Why just Wisconsin?

We are a small group of volunteers, based in Madison, and we want our current focus to be local, manageable and dedicated to taking care of our own. In doing so we are able to control our costs and processes, and work within a very lean operational budget. Funds raised for our Wisconsin Veterans stay in Wisconsin. And while we are assisting only our Wisconsin Veterans in this endeavor, we like to think that what we do sends the message of support and gratitude for our Veterans across the nation.

Q: What percentage of our donated dollar is actually going toward the actual bike?

We direct 100% of donations shared for the bike straight to that bike and next Veteran pairing. We can claim that level of successful stewardship because we don't have overhead costs, paid positions or use costly marketing strategies. We communicate electronically and depend greatly on the strength of our Supporters to spread our word and share in the work of fundraising. Guess you could call us a little old-school, but we believe you can be successful simply and responsibly.

We will have costs associated with what we do; organizations can't avoid those. We are a no-frills, basic endeavor without fancy gimmicks or materials. Our administrative costs are kept to a minimum and supported by the separate donations of our Founding Board and/or the in-kind donations and services of business supporters. Our volunteers freely share their time and resources and cover their own travel expenses.

Fundraising events benefiting Hogs For Heroes will vary by organizers and they will establish what percentage of their proceeds will be directed to Hogs For Heroes. After costs for the event have been managed, the full amount of what is given to us will go straight to the bike.

Our pledge to supporters is that you will know where your donation is going and we will provide an annual financial report on our website so that you can monitor our progress. Keep asking those questions and checking in on our performance. We have nothing to hide and welcome your interest.

Q: Who are you and how can we trust you since you are so new?

We are simply four grateful Americans, none of whom served, who wanted to do something meaningful and impactful in the life of a Veteran. We like to think of ourselves as good people and would hope others who know us would share in that same assessment.

Trust lies in your gut. Every day we place it blindly in people, services and things. Knowing that scams and thieves exist is disheartening, but we still have to do what each of us believes in or needs. We hope to earn your trust and we hope our data and track record will speak for themselves.

Q: Is my donation tax deductible?

Yes, if you would like it to be! We are an established 501(c)(3) non-profit charitable organization with all the right credentials and a Federal Employer Identification Number. We will provide you with an official receipt of your donation should you wish to claim it as a tax deduction.

Q: What happens to your funds if you don't raise enough to gift another Harley or you shut down?

Outside of the fact that we would be really disappointed, we would also find comfort and pride in knowing that we, along with our grateful Wisconsin public, were able to make a dramatic difference in the lives of many Veterans.

Our goal is to gift one bike every year. In the event we are unsuccessful after a reasonable amount of time, or choose to discontinue our organizational efforts for any reason, funds accumulated and unused will be shared equally with the Wisconsin Chapter(s) of the national organization, Combat Veterans Motorcycle Association. They are a community and family centered Veterans motorcycle club whose focus lies in assisting fellow Veterans with life needs involving food, shelter and care/comfort items. It is important to us that funds raised in Wisconsin stay in Wisconsin for our Wisconsin Veterans.

Q: Are you working with corporate Harley-Davidson or with another larger non-profit organization?

No, nor is that our current intent. We are a small grass-roots operation and want our efforts to stay simple and focused locally, without over-arching requirements or costs, and waste, affiliated with larger businesses or non-profit organizations. We want your full donation going directly to that next motorcycle and Veteran rider.

That having been said, we will partner with individually owned Wisconsin Harley-Davidson dealerships to raise awareness and funds, purchase a motorcycle and host our gifting ceremony. And if the right opportunity avails itself and allows for advanced growth and support while staying true to our mission, of course we will consider it.

Q: Are you a political group?

No. We are unified simply as grateful Americans. Right or left views have no impact here unless you're talking turn signals. Our neutral focus is on making a difference in the life of a Veteran by extending a message of support and gratitude to those who served on our behalf.

**Have another question not answered or addressed, please contact us at:
www.info@hogsforheroeswi.org**