



May, 2019

Dear Wisconsin Veteran,

Thank you for your service to our Country and the many sacrifices that entails. It is our deep respect and gratitude that drives Hogs For Heroes.

We appreciate your interest in our organization and application process. We started Hogs For Heroes as a unique way for a grateful public to support, and honor, all of our Veterans by assisting one Veteran at a time. Since starting this journey we've learned many amazing things about the Veteran community; perhaps the most important is that few Veterans consider themselves to be "heroes". That is a revered title we chose because we find you, and the sacrifices you have made, heroic. We've learned Veterans also tend to be humble and selfless and typically don't want to put themselves ahead of others, especially other Veterans. While we respect and appreciate this honorable sentiment, we ask that it not hold you back from applying for an opportunity that could enhance your healing.

Let us be clear... we are not here to give someone an award. We are here to help change the life of someone in need. The gift of a Harley provides the means by which a Veteran rider can regain the therapeutic benefits of motorcycling. And if you've ridden before, you know exactly what we are talking about. While it is true we can only choose one Veteran at a time, we hope our continued growth will allow many more to regain the freedom of the road over the years to come.

Our fundraising efforts demonstrate that a grateful public is eager to assist our Veterans heal in this unique way. Additionally, our many conversations with Supporters across the state, including family members, Brothers and Sisters in Arms and friends, tell us they genuinely want you to regain the therapeutic benefits that owning and riding a Harley can provide. Please consider this encouragement as you weigh your decision to apply.

Admittedly, the following pages offer great detail to an involved application process. The application itself is detailed and requires time and effort to both complete and share your story. We don't do this to be difficult; instead, we believe we owe it to our supporters to gather as much information as we can in an effort to make the best decision possible. Our supporters trust us with their hard earned donations and we take that very seriously.

There is no gain in chances left untaken. Take the chance and do this for yourself and the many who support you. You are deserving.

Ride free,

Kevin & Audra Thompson and Craig & Michelle Thompson
Founding Family Members
HOGS FOR HEROES



APPLICATION REVIEW & SELECTION PROCESS

OVERVIEW:

Hogs For Heroes has a simple mission: we purchase Harley-Davidsons for Wisconsin Veteran riders, injured during the course of active duty, in an effort to enhance their healing and readjustment by reconnecting them with the benefits of motorcycling. We believe the freedom of the road, the collegiality of riders and the pride and peace found in ownership can support the healing for those who have long enjoyed the passion for riding and now find themselves without means or ability to do so any longer.

Once sufficient funds are available to purchase a motorcycle, and in conjunction with Wisconsin's riding season, we will work with state and veterans organizations, social media, mailing lists and contacts to announce our ability to accept Veteran's applications for consideration in our gifting process. A specific and limited submission period will be communicated and the application materials will be made available on our website during this time only.

We expect that information provided will accurately reflect your current situation, time in service, achievements and personal life history. While we encourage nominations, we request a shared approach as we do require signatures, factual information and documentation from the Veteran him/herself, as well as personal answers to the essay question. For purposes of application verification, we *may* consult various sources including, but not limited to:

- Department of Veterans Affairs
- Department of Defense
- Veterans Health Administration
- Wisconsin Department of Justice
- Wisconsin Department of Revenue
- Wisconsin Department of Transportation
- Criminal background check/Circuit Court Access Program (CCAP)
- All references and personal contacts provided

Once all applications have been received by the designated date and reviewed by the Hogs For Heroes Advisory Board, a candidate recommendation will be made to the Founding Board for final determination. All involved will be notified electronically of our decision and planning for the public gifting ceremony will begin.

Recognizing the effort involved in submitting an application, *we will now hold a qualified application for consideration in every gifting we are able to offer within the calendar year of submission.* A candidate is welcome to resubmit or add to their application on file, if desired, during each application period we open that year. We will

equally consider existing applications along with new applicants for each. A new submission is required for every calendar year following.

GOALS OF APPLICATION PROCESS:

The application process is intended to solicit information that establishes an understanding of a candidate's life history, achievements and personal need. The information will be reviewed by members of both the Founding Board and Advisory Board for the sole purpose of candidate selection. We understand the sensitivity of the information and will respectfully and confidentially manage all materials.

Information in the following areas will be assessed and reviewed:

- Demographic Profile
- Wisconsin Residency
- Military Service and Credentials
- Service-Connected Mental and/or Physical Injury/Disability
- Existence of Financial Need
- Motorcycle Enthusiasm and Ownership History
- Community Contributions
- Personal Reflection

Let us be clear, we are not giving an award; we are working to help change the life of someone in need. This is an involved process, purposefully designed to gather as much information as possible. We feel we owe it to our supporters to make the best decision possible. Every Veteran has a story; and in the course of service, and in the time after discharge, some will have set themselves apart differently. Our task will be to review the information shared and select the next recipient.

CANDIDATES:

We assist injured Wisconsin Veteran riders— someone with a passion and license for motorcycling—who now find themselves without the means or ability to have a bike in their life.

We know most, if not all, Veterans do not like the term “hero”. It is a revered term we use to describe those who serve on our behalf. 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 a branch of our U.S. Military and honorably defended our country and freedoms, you are heroic.

The Veteran Candidate considering this opportunity must meet the following criteria:

- Have established Wisconsin residency;
- Have served on active duty in the U.S. armed forces, or in forces incorporated as part of the U.S. Armed Forces, for 90 days or more;

- Have been honorably discharged from the U.S. armed forces and are not under any current military obligation;
- Have been awarded a service-connected disability rating from the U.S. Department of Veterans Affairs;
- Have a valid, Wisconsin-issued driver's license with motorcycle endorsement indicated;
- Have an established history of motorcycle ownership/passion/riding experience; and
- Demonstrate established hardships (i.e. financial, employment, dependents, etc.) that prevent one from owning their own motorcycle.

APPLICATION PROCESS:

Once funds reach a point where purchase is possible, and in conjunction with Wisconsin's riding season, notification of the open enrollment period, along with specified start and closing dates, will be communicated throughout the state electronically via different media methods.

Our website will include the process overview, application and required consents and waivers, accessed through individual PDF links. The application materials will only be activated during our open application periods.

Individuals may either self-nominate or be nominated by another using a shared approach. Regardless, all required information and supporting documentation must be accurately conveyed, include the Veteran's responses where indicated, and be signed by the named Veteran.

Candidates are required to print off each of the three required components noted as PDF Attachments on our website, complete them manually and mail them to us along with the required supporting documentation/verification materials. We are not set up for electronic submission. You are encouraged to keep a photocopy of your entire packet for your records and/or to apply again in a future year's offerings.

For verification purposes, *photocopies* of the following supporting documents are required to be sent with the application packet:

- All DD 214s, amended DD 215s, discharge papers and separation documents within your possession,
- V.A. Disability Compensation Award Letter(s), in their entirety, showing proof of all service-connected disabilities, ratings and allowances,
- Valid Wisconsin drivers license showing motorcycle endorsement,
- Most recent W2 and/or Personal Income Tax Return filed with the IRS in the previous tax year.

Completed application packets must be received and/or postmarked within the time period communicated. Late arriving applications will not be considered.

Qualifying applications will be reviewed and evaluated by the Hogs For Heroes Advisory Board. All information and documentation provided are subject to verification processes. The Advisory Board will establish a timetable for its determinations. The Advisory Board may also request an in-person interview when making its final determination.

Once an applicant decision has been made, the selected candidate will be notified of the decision. We will work with the Veteran to choose a dealership to work with. An allotted \$20,000 will be available for the organization's purchase of the Veteran's selection, new or preowned. Plans for communications and the motorcycle's gifting event will follow.

All other applicants will be notified of the organization's decision and have their applications reconsidered as applicable in the calendar year received. Applications will not be returned.

We communicate electronically with email. An acknowledgement will be sent when we receive your mailing, followed by another upon decision making. Add us to your contacts list and be sure your filters are set up to receive communications from info@hogsforheroeswi.org.

The selected candidate will be gifted the motorcycle at a public celebratory event, including the possibility of media presence, that will both honor the candidate and promote the organization. Attendance will be required. It will be the recipient's responsibility to take full ownership of the bike that day and comply with all applicable state regulations.

Selected Candidate Responsibilities:

As part of receiving the motorcycle gift, the Selected Candidate consents to and will:

- 1) attend the gifting ceremony,
- 2) agree to the use of name, photo, and general background information on any future media communications and charity promotions,
- 3) agree to participate in media events, interviews and future fundraising events as reasonably requested,
- 4) agree to purchase and maintain full motorcycle insurance as required by Wisconsin state law,
- 5) agree to maintain active motorcycle drivers licensure and registration,
- 6) agree to pay all future registration fees, gift taxes, service, repair and customization expenses accrued after the date of gifting,
- 7) agree to not sell the motorcycle for personal financial gain within a 5 year period of receiving it, or return it to Hogs For Heroes for future gifting to another Wisconsin Veteran. Returning the motorcycle will be considered a donation by the individual recipient and they will be allowed the tax benefit of such donation. Any

monetary funds received in its potential sale will be allocated back to Hogs For Heroes as a donation. And,

8) agree that upon taking delivery of the motorcycle and the processing of the vehicle's title and registration, all claims of ownership and issues of liability rest with the selected candidate and owner of said gift.

MISCELLANEOUS:

For consistency and clarity, definitions for the following terms will be used from the U.S. Department of Veterans Affairs and the Wisconsin Department of Veterans Affairs. (www.dva.state.wi.us or www.va.gov):

Wisconsin Military Veteran
Wisconsin State Resident
Discharge Document (DD Form 214)
VA Disability
Honorable Discharge
Defined Active War Time

If, within the past 5 years, you have received a gift of more than \$5,000 in value as a direct result of your Veteran status from another support organization, we request that you disclose this information in your application.



CHECKLIST FOR APPLICATION:

_____ Entire **Application** printed off from the website, completed legibly, in full, and in ink, with signatures on the first and last pages

_____ **Photocopies** of each of the following are required:

- All DD 214s, amended DD 215s, discharge papers and separation documents within your possession,
- V.A. Disability Compensation Award Letter(s), in their entirety, showing proof of all service-connected disabilities, ratings and allowances,
- Valid Wisconsin drivers license showing motorcycle endorsement,
- Most recent W2 and/or Personal Income Tax Return filed with the IRS in the previous tax year.

_____ **Consent Form** printed off from website and signed

_____ **Waiver/Release of Liability Form** printed off from website and signed

_____ We suggest you make a photocopy of your application packet for future reference.

_____ **Send all of the above** in an envelope with sufficient postage addressed to:

**Hogs For Heroes, Inc.
822 Ondossagon Way
Madison, Wisconsin 53719**

The mailing must be postmarked on/before the last day of the specified application period to be considered.

_____ **Add info@hogsforheroeswi.org to your email contacts** to help your server recognize and accept our email communications. You will receive an email confirming your application's receipt and an email informing you of our decision.

Reminder: Qualified applications will remain active and considered for any subsequent gifting we offer in 2019. We will notify you electronically each time. A new application submission is required for every calendar year.