



## 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, 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. Most of our expenses, however, 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 for gifting during Wisconsin's riding season. 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 dealerships 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 to accomplish this. On plan, we gifted our first Harley in May 2016... and this May, our fifth year of gifting bikes, we placed our seventeenth Veteran rider back on the road, with a plan to return five more in 2021's riding season. One Harley was fully paid for by the 2020 fundraising efforts of the Wisconsin's International Union of Operating Engineers (IUOE) Local 139, and another by generosity of The Tavern League of Wisconsin whose industry was hard hit during the pandemic. The remaining funds came simply from grateful citizens who shared and organized events benefitting us throughout the past year. As we type this, three have already hit the road this year and we're gearing up to buy three more motorcycles to surprise three more Veterans this season still. And when we close 2021's gifting season, in just a little over 5 years of gifting healing freedom to those who fought for ours, we will have placed a total of 22 Veterans back on the road.

The number 22 is significant: 22 Veterans a day take their life in suicide. If our healing tool can provide an alternative therapy that prevents even just one more tragic loss, then our collective efforts have been worth it. Our gift is NOT an award for service; it is intended to redirect a struggling Veteran's life...and thankfully,



every one of our Recipients will tell you that their bike literally redirected their lives, if not literally saved their lives. It is the unbelievable generosity of our Supporters that has made these life-changing gifts possible.

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 in the mode of building for next year's, 2022, gifting plans. And with you all at our side, we will certainly do our best to change the lives of as many injured Veterans as possible. Remember, you can always read about each Veteran we've gifted a Harley-Davidson to on our website's "News" page.

We say this all the time, but it's absolutely true: WE GIFT MORE THAN JUST A MOTORCYCLE. We gift freedom, peace, control, pride, joy, brotherhood and support...all because a motorcycle reentered a struggling 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. 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	6/2021 YTD	
<b>Administrative Donations RECEIVED</b>	\$4,182	\$30	\$20	\$0	\$0	\$0	\$0	
<b>Administrative Expenses</b>	\$3,728	\$17	\$200	\$0	\$0	\$0	\$0	
<b>ADMINISTRATIVE BALANCE</b>	\$453	\$466	\$286	\$286	\$286	\$286	\$286	
<b>Bike Donations RECEIVED</b>	\$22,990	\$40,050	\$73,209	\$68,018	\$88,151	\$149,688	\$40,344	
<b>Bike Expenses</b>	0	\$38,354	\$55,865	\$42,649	\$63,617	\$110,372	\$96,298	
<b>BIKE BALANCE</b>	\$22,990	\$24,686	\$42,030	\$67,399	\$91,934	\$131,250	\$75,296	