



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 from our Founding Board donations for operational costs. It's had a balance of \$314 for over two years as our expenses (i.e. pins/patches, brochures, technology, travel, renewal fees, etc.) are covered by "in-kind" donations from our Founders who personally incur the expense for us as their financial contribution. 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 and discounted services to help us achieve our current success. And personally touching to us, our shirts and hats are completely donated to us for use in fundraising. *To be clear, no public dollars or donations have been 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 2022, we bought NINE Harleys for NINE Veterans! No joke, folks: 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 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 April, we kicked off our eighth year of gifting bikes by placing Veteran #41 on the road. And when we wrap up our 2024 gifting season this summer, we will have returned #50 back to The Road. That will make TEN bikes this year alone, one more than planned, and ten more struggling lives changed, if not saved, simply because a motorcycle reentered them.

Far too many struggling Veterans are still taking their lives in suicide. 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 healing peace and support. Additionally, our gift is NOT an award for service: it is intended to redirect a struggling, at-risk Veteran's life...some of whom have acted out in despair, and are simply trying to forge ahead in life. We believe our gift can help; and thankfully, every one of our Recipients will tell you their bike has changed their lives, if not saved them.



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 2025’s gifting opportunities and the chance to change more lives next year; and with all of you at our side, we will certainly do our best to affect as many as feasible. Remember, you can always read about each Veteran we’ve gifted a Harley-Davidson to on our website’s “News” page. Should you have any questions about our approach or finances, please feel free to contact us.

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.

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	6/2024 YTD
Administrative Donations	\$4,182	\$30	\$20	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Administrative Expenses	\$3,728	\$17	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ADMIN BALANCE	\$453	\$466	\$286	\$286	\$286	\$286	\$286	\$314	\$314	\$314
Bike Donations RECEIVED	\$22,990	\$40,050	\$73,209	\$68,018	\$88,151	\$149,688	\$235,992	\$290,955	\$227,337	\$47,117
Bike Expenses	0	\$38,354	\$55,865	\$42,649	\$63,617	\$110,372	\$136,715	\$222,126	\$232,987	\$191,169
BIKE BALANCE	\$22,990	\$24,686	\$42,030	\$67,399	\$91,934	\$131,250	\$230,528	\$299,357	\$293,708	\$137,676 (we have 2 more bikes to buy and are now building funds for 2025 gifts)