

BEAR HUG CATTLE COMPANY

RANCHING FOR VETERANS
2022 ANNUAL REPORT





MESSAGE FROM CEO

As we look back on 2022, let me first just say thank you. Thank you to the veterans who have trusted us to usher them into their next phase of life. Through firsthand experience, I understand how difficult it is to leave the team that you have spent your whole life working with. Transitioning out of the military is the hardest thing that many of us ever do, and it is critical to seek passion and purpose afterwards. Thank you to the ranchers who have opened up their homes and businesses to help us learn. Thank you to the donors whose support is the fuel for this program. Thank you to the volunteers who put in countless hours to make sure the program runs smoothly. Truly, the selflessness that everyone has put into this past year has been breathtaking.

This past year, we took a group of veterans who had no experience around any part of the ranching industry and over the course of 10 weeks helped them learn the skills necessary to find meaningful employment. We traveled hundreds of miles, worked on some of the most iconic ranches in the west, and spent time with amazing people. We rode in the rain and snow. We saddled our horses on cold mornings and spent scorching hot days covering big country. We crossed rivers, climbed mountains, gathered cattle, shared meals, slept outside and learned a lifetime's worth of knowledge. We built a team and gave veterans a new community and a new set of skills that reinvigorated their passion and purpose. Everyone learned what it means to ride for the brand and "Never Weaken".

Thank you for being a part of this journey. The impact we are having on the veteran community and agricultural community is unparalleled - and it would not be possible without your support.

Ben Minden, Founder and CEO



VISION

Enable Veterans to join a new community and pursue meaningful work after their service

MISSION

Provide Veterans with the skills, resources, and connections to get a job in the ranching industry

APPROACH

Teach veterans the fundamental skills required during a 2 week intensive training period. After this, we spend the next 7 weeks traveling to ranches across Montana, Wyoming, and Colorado while honing these skills and learning from industry experts in real work environments.

TESTIMONIALS

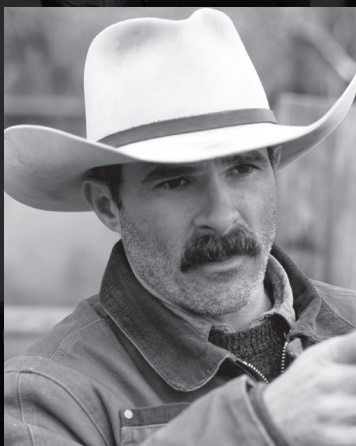


"Bear Hug Cattle Company was integral in my successful transition from the military. Being surrounded by like-minded people who are extremely hard working and passionate gave me the feeling of pushing myself for a purpose greater than my own. I know I wouldn't be where I am now without Bear Hug Cattle Company and the phenomenal training I had last summer."

- Jake Croxdale,
US Army Ranger, BHCC 2022

You see guys get out and they don't know anything else. They don't know how to be anything other than a team leader or squad leader and they miss that family they built."

- Andrew Mullikin,
US Army Ranger, BHCC 2022



"Bear Hug Cattle Company is paving the way for veterans to find new and meaningful careers in agriculture and ranching. We are so proud to support such an outstanding organization."

- Greg Putnam, Navy SEAL,
Co-Founder and Manger of Little Belt Cattle Company

VETERAN TRAINING

Veterans Trained: 3

Total training hours: 840

Total On-the-Job training hours: 3440

RANCHING & AGRICULTURE

Ranch Partners: 7

States: Montana, Wyoming, Colorado

Hours of help provided to ranches: 4090

AWARENESS & MEDIA

90,000 social media followers

14,657,500 video views

COMMUNITY IMPACT

Volunteers: 75

Volunteer Hours: 2274

PARTNERSHIPS

YETI

SCHAEFER
RANCHWEAR
EST. 1982



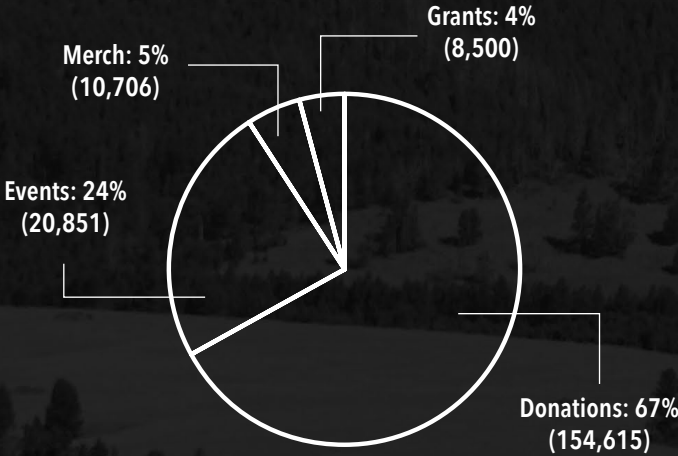
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MONTANA
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2022 FINANCIALS

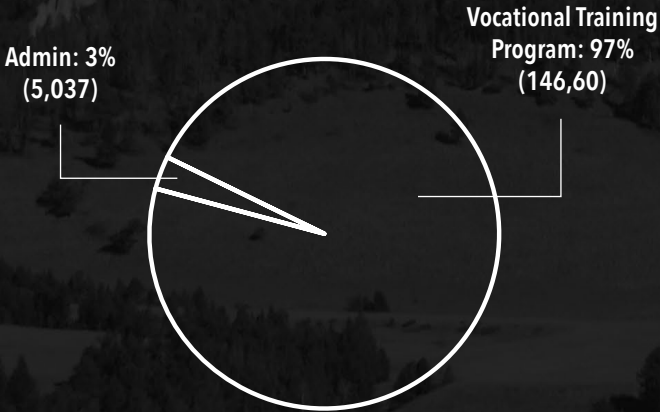
OVERVIEW

REVENUE:	\$194,672
EXPENSES:	\$151,648
NET ASSETS:	\$43,024

REVENUE HIGHLIGHTS



EXPENSE SUMMARY





LOOKING AHEAD

**We will train 2.5
times the number of
veterans this year**

**We will pilot a 4
week accelerated
program**

**Establish offseason
volunteer program**

**Publish a 5 year
growth plan**

THANK YOU

