

EQUIPMENT DONATIONS: **\$69,000**

Ariens Company donates Ariens® and Gravelly® outdoor power equipment to non-profit organizations, community groups or deserving individuals. These mowers, snow blowers, and utility vehicles are used by the organizations in a variety of ways. Some use it directly as part of their mission and some use it to reduce the cost of day-to-day operations. Many others use the product as a way to raise money through raffle or auction. In any case, the equipment is put to good use.

Safe and Fast Extrication (SAFE)

The donation of an Ariens 5,000-watt generator was put to good use when the organization Safe and Fast Extrication (SAFE) hosted an Advanced Vehicle Extrication learning symposium for firefighters, paramedics, and extrication specialists from Northern Illinois and throughout Wisconsin. The organization provides opportunities for participants to spend time with top vehicle extrication specialists in the country and bring back a wealth of information and new skills to better serve their communities.

People Who Inspired Us

Ariens Company hears lots of stories about people using our products to do a lot of inspiring things on a daily basis. Some of them even move us to make an unsolicited donation of a new piece of equipment on their behalf:

85-year-old **Albin Hoffman** of Chicago had cleared all of the driveways and walkways in his neighborhood for 35 years – until his snow thrower broke down and he was not able to purchase a new model. When Ariens Company learned the spry senior was disappointed that his neighborhood snow clearing days were over, the company presented him with a much-deserved upgraded model that included heated hand-grips.

Gary Kellermeier has been wheelchair-bound since 1991. So when a local police officer posted a photo online of him clearing snow with a vintage Ariens Sno-Thro® after a large storm, it got the attention of Ariens Company. The company, along with the local dealer presented Gary with a new unit.



DONATIONS TO COMMUNITY ORGANIZATIONS: (non-profit community, health, wellness) **\$151,000**

Ariens Company provides donations to support community organizations with varied missions. Donations are concentrated in communities where the company employees live and organizations that support niche customer segments of Ariens Company brands.

Wall of the Fallen

Ariens Company presented a donation of \$10,000 to the International Towing and Recovery Hall of Fame and Museum's Survivor Fund. The funds will provide financial support to families of service vehicle operators lost in the line of service. More than one road service professional per week is killed while assisting stranded motorists on the side of busy roadways or performing their duties in towing and recovery. The donation was made through AW Direct, the Ariens Company brand that provides equipment, products and gear for professionals who own and operate service vehicles.



Supporting Entrepreneurship

Ariens Company provided a donation to Dubois Strong™, on behalf of the Stens brand with offices located in Jasper Ind. Dubois Strong is Dubois County, Indiana's economic development source for innovative entrepreneurs and thriving businesses. Dubois County is home to two publicly traded corporations and numerous other homegrown businesses that were born out of local entrepreneurship.



Nature Explore Classroom

A donation of \$25,000 helped residents of Auburn, Neb. complete a long-time dream of an interactive learning garden that offers opportunity for both play and education. The new 7,000-sq.ft. Ariens Company Nature Explore Classroom garden is divided into designated learning centers that include a rain garden, nature art area, building area, and climbing & crawling area.

Auburn Public Schools was one of the lead partners on the project and the garden is located near the local elementary school, as well as pre-schools, for teachers to easily incorporate related curriculum. Ariens Company Auburn employees helped with creating the garden and will also assist with on-going projects and activities there.



DONATIONS TO HIGH SCHOOLS, COLLEGES & UNIVERSITIES: **\$152,000**

Support for high schools, colleges and universities has been a cornerstone of Ariens Company and its Foundation for generations.

Real World Application

Giving in this area focuses on providing students with "real world" experience to enhance their education and get them energized about applying their skills in the world of work, regardless of the occupation they ultimately choose. On-going support of the Ariens Technology & Engineering Education Center at the Brillion (Wis.) High School has helped create a national model in Science, Technology, Engineering & Mathematics (STEM) education. New projects with students at Michigan Technological University and Milwaukee Institute of Art & Design (MIAD) are giving students the opportunity to focus on real-life applications of their skills.



HIGH SCHOOL & COLLEGE SCHOLARSHIPS: **\$16,000**

Ariens Company awards scholarships directly to a number of high school and college students. Most of the scholarships help students cover academic costs while some are directed specifically to summer academic camps.

Ben Meadows, the Forester, would be Proud

Ariens Company brand Ben Meadows distributes equipment, gear and supplies for forestry, natural resources, and fire and rescue professionals. The Ben Meadows Natural Resources Scholarships provides two \$2,500 awards, one for leadership and one based on academic achievement to college students enrolled in Natural Resources curriculum. The scholarships are administered by the Society of American Foresters (SAF) – an organization for which Ben Meadows himself once served as Chairman.

The Academic Scholarship was awarded to **Hannah**, who attends West Virginia University (WVU). Hannah is pursuing a degree in Wildlife and Fisheries Resources, with minors in Conservation Ecology, Biology and English. She is currently the President of the WVU student chapter of the Society for Conservation Biology and Secretary of the WVU student chapter of The Wildlife Society.



The Leadership Scholarship was awarded to **Ashlee**, who attends Michigan Technological University. Ashlee is pursuing a double major in Forestry and Applied Ecology & Environmental Science. She is currently the Alumni Relations officer of the Society of American Foresters student chapter at Michigan Tech, and the former Treasurer of the school's Wildland Fire Club. She is also the President and founding member of the first student chapter of the Forest Guild at Michigan Tech.



WELCOME

Welcome to our First Annual Giving Report summarizing the charitable activities of Ariens Company and the Ariens Company Foundation. In conjunction with our Core Values, you will see a strong emphasis on education in this summary. Fostering intellectual curiosity has been at the core of the Ariens Company culture since our inception and our giving plan reflects that focus.

Although we receive requests from many deserving organizations every year, we have concentrated our giving on education, on the communities where we operate and on efforts that support some of our professional customer segments such as landscape contractors, foresters, or service vehicle operators.

Our total giving through the company and the Foundation in the fiscal year of 2015 was \$422,000. This number is nice to share but I like to gauge the impact of our contributions on the stories that show how we directly touch the lives of many people through giving outreach. While we can't share all of the stories, we have highlighted a few in this report.

We feel very fortunate to be in a position to make even a small impact within the communities and the markets in which we operate. Thank you for allowing us to share some of these stories with you.



Sincerely,

Dan Ariens
Chairman and CEO

IN-KIND HOURS: **\$34,000** (VALUE)

This year, employees logged more than 1,000 volunteer hours working on outreach and community projects on behalf of Ariens Company. This year's projects included helping build a Disc Golf course and outdoor classroom in Auburn, Neb., assisting in high school High Mileage Vehicle competitions, participating in a national Student Career Days event for college students interested in green industry careers, and landscape beautification projects through the National Association of Landscape Professionals.

Renewing Arlington National Cemetery

Ariens Company employees were proud to participate in the National Association of Landscape Professionals' (NALP) Renewal and Remembrance event at Arlington National Cemetery on behalf of the company's Gravely® brand of landscaping equipment. The annual event draws 400 landscape and lawn care professionals from across the country to Arlington National Cemetery to spend the day mulching, cabling and installing lightening protection for trees, pruning, planting, and liming and aerating more than 200 acres of the site's 600+ acres.



Passionate People. Astounded Customers.



Ariens Company ANNUAL GIVING REPORT

July 1, 2014 - June 30, 2015

