

## EQUIPMENT DONATIONS: **\$81,450**

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.

### Keep on Moving

Volunteers at the Rotary Botanical Gardens in Janesville, Wis. mow six acres of grass on the 20-acre public property every week. As a way to recognize the important work done by the staff and the corps of volunteers at the gardens, Ariens Company donated a new Ariens® Max Zoom mower, along with a donation of anvil pruners and watering wands through Ben Meadows®. The mower was especially appreciated by two volunteers in their 70s and 80s who mow the grounds on a regular basis.



### Home Ownership Means...Yard Maintenance

Partnering with low-income families working toward home ownership, Habitat for Humanity brings people together to build homes, communities and hope. But home ownership also requires home and yard upkeep. That's why all of the families receiving assistance with new homes in the Fox Valley region of Wisconsin this year also had their choice of an Ariens® Sno-Thro® or walk-behind mower for their garage.



### Rigged for Firefighters-In-Training

The Gravelly® brand partnered with the Ben Meadows® brand to help enhance the hands-on training of firefighters. Ariens Company donated a Gravelly® Atlas JSV™ utility vehicle outfitted with wildland firefighting gear to Fox Valley Technical College (FVTC) located in Appleton Wis. FVTC operates one of the premier Public Safety Training Centers in the country. The vehicle, designed for heavy-duty work, will assist students with trench training, prescribed burn exercises and accessing congested or confined locations. Ben Meadows® staff mounted \$5,000 worth of firefighting accessories to the vehicle including a fire pump, sprayer, front-mounted work lights and a forest fire shelter.



### Snowblower Fundraiser

The Auburn, Neb. facility donated a Sno-Tek™ snowblower to the Nemaha County Sheriff department. The donation is being put to good use as a fundraiser for the department's "Shop with a Cop" event during the holidays.



## DONATIONS TO COMMUNITY ORGANIZATIONS: (non-profit community, health, wellness) **\$715,654**

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.

### Row, Row, Row for a Win, Win, Win!

Stens employees found a way to have some fun – and raise funds for two local charities – by participating in the Cardboard Boat Regatta, a community-wide event in Jasper, Ind. Employees volunteered their time to design, build and then row a cardboard boat for the regatta, and participate in a local parade. Entry fee donations helped raise money for a local school. Then, Stens added another fundraising element by having employees vote for which leader they'd like to see on the rowing team. Voting was conducted by donation to the manager's charity of choice and an additional \$343 was raised for St Jude's Children's Hospital, electing Mike Sorgius, Director of Stens Sales, to row during a preliminary regatta race heat.



### Supporting Families of Towing Fatalities

Ariens Company presented a donation of \$10,000 to the International Towing and Recovery Hall of Fame and Museum's Survivor Fund. The funds, donated on behalf of AW Direct, will provide financial support to families of service vehicle operators lost in the line of service. On average, about 60 road service professionals are killed each year while assisting stranded motorists on the side of busy roadways or performing their duties in towing and recovery. The fund is working to build a level of investment that will support the industry on a perpetual basis.

### World Vision Finds New Uses for Old Items

Ariens Specialty Brands donated approximately \$451,000 worth of discontinued and aged inventory to World Vision. The rainwear, pants, shirts, coveralls, footwear, fasteners, tools, safety items, and lighting products will be put to good use worldwide. World Vision serves those in need who suffer from economic issues, natural disasters, malnutrition, and more. Their global distribution network allows the items donated by Ariens Company to assist more people than could be reached locally.



## DONATIONS TO HIGH SCHOOLS, COLLEGES & UNIVERSITIES: **\$95,781**

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

### STEM Elementary

Elementary school students in Brillion, Wis. will soon be learning about science, technology, engineering and math (STEM) in a newly-configured 5,000 square foot STEM Center. The Ariens Foundation made a ten-year commitment, for a total of \$400,000, to help re-purpose an area within the school that will be designed with dynamic and engaging spaces for learning activities. A discovery lab, a wonder room, idea lab, catwalk, gravity deck and collaboration room will provide a truly hands-on learning environment. Like the Ariens Technology and Engineering Education Center at the Brillion High School, the Elementary STEM Center will be a national model for elementary education, hosting educators, policymakers and visitors from around the country.



## HIGH SCHOOL & COLLEGE SCHOLARSHIPS: **\$16,550**

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.

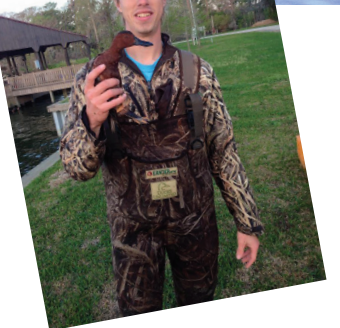
### The Future of Forestry

The Ben Meadows® Natural Resources Scholarships provide two \$2,500 awards 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 2015 Academic Scholarship was awarded to Thomas H., who attends North Carolina State University, Raleigh. Thomas is pursuing a degree in Forest Management with minors in Plant Biology and Biological Sciences. The 2015 Leadership Scholarship was awarded to Owen B., who attends Stephen F. Austin State University. Owen is pursuing a degree in Forest Wildlife Management with a minor in Biology.



### NEW Scholarship Opportunity for Children of Employees

The Ariens Foundation has been providing Brillion area students with college scholarships since 1967. Last year, the Foundation expanded its scholarship eligibility to include the children of any employee who resides in the U.S. beginning with the 2016-17 academic year. These scholarships are available to students attending a four-year college, as well as those pursuing a technical education. In 2016, a total of nineteen students received college scholarships through this expanded initiative.



# WELCOME

Our Second Annual Giving Report summarizing the charitable activities of Ariens Company and the Ariens Foundation comes at a time where the business year ultimately turned out to be challenging. Every year we budget financial support to the many local organizations we feel are vital to our communities. Ariens Company is an important member of our local communities and the surrounding environment. Even in years where the weather and business conditions do not work in our favor, we remain committed to offering the many talents of our team members and our financial support where we can.

Although we receive requests from many deserving organizations every year, we continue to concentrate our giving on educational support in the communities where we live. We also lend aid to areas which align with our company business; from botanical gardens, to forestry preservation, and service vehicle operators. Our most exciting news this year was the expansion of the college scholarship program to children of Ariens Company employees.

Our total giving through the company and through the Foundation in the fiscal year of 2016 was \$909,435. The total this year includes a donation of \$451,000 of aged inventory that was donated to the World Vision organization by Ariens Specialty Brands. The amount of giving 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 generous outreach. While we can't share all of the stories, we have highlighted a few in this report. I'd also like to recognize our employees who volunteered their time and talent on behalf of the company for various events - thank you all for making an impact in our communities.

We are fortunate to be in a position to make even a small impact within the communities and the markets in which we operate. A change in our fortunes in the business years ahead will allow us to continue in our community outreach. Thank you for allowing us to share some of these stories with you.

Sincerely,

  
**Dan Ariens**  
Chairman and CEO



## IN-KIND HOURS:

Many employees log volunteer hours working on outreach and community projects on behalf of Ariens Company. This year's projects included helping at community organizations, assisting in high school High Mileage Vehicle competitions, and participating in a national Student Career Days event for college students interested in green industry careers.

### Special Delivery for Seniors

Employees in Auburn, Neb. volunteered their time during the month of April delivering hot meals to 35-40 seniors per day in the community. The program is part of the Meals on Wheels program coordinated by the local Senior Center.



### Arlington National Cemetery Renewal Day

Ariens Company employees were, once again, 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 Gravelly® 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, 2015 - June 30, 2016

