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ASHLEY FOR THE *Arts*

Ashley Furniture Community Relations

Ashley for the Arts

The non-profit 501c3 organization provides the entire family with world-class entertainment, art, exercise and fun. The annual music and arts festival was conceptualized and established by Ashley Furniture Industries in 2009 and takes place in Arcadia, Wisconsin’s Memorial Park.

\$5M

Donated since
2009

\$70+

Nonprofit
organizations
including schools,
children’s charities
and medical
research

\$735K

Donated in 2026
alone



\$735,000 IN 2026 TO SUPPORT 70 NON-PROFIT ORGANIZATIONS

- Alma Schools
- Alma Center-Humbird-Merillan Schools
- Amanda's Academy of Dance
- Aquinas Catholic School
- Arcadia Ambulance Service
- Arcadia Fire Department
- Arcadia Lion's Club
- Arcadia Public Library
- Arcadia Schools
- **Ashley's Angels**
- Avalanche Hockey
- Black River Falls Schools
- Blair-Taylor Schools
- Breckenridge School of Highland Dance
- Centerville Community Development Foundation
- Chaseburg Area Cancer Walk
- Cochrane-Fountain City Schools
- Cotter Schools
- Cyclones Girls Hockey
- Do GooDeed Food Pantry
- Dodge Fire Department
- Eleva-Strum Schools
- Eleva-Strum Youth Association
- Frenchville Cloverleaves 4-H
- Gale-Ettrick First Responders
- Galesville-Ettrick-Trempealeau Schools
- GET Knights of Columbus
- Glencoe 4-H
- **HeartWorks**
- Holmen Schools
- Holy Family Catholic School
- Hope Lutheran School
- **Hope to Dream**
- Independence Schools
- Jackson County DHHS
- La Crosse Schools Central & Logan
- Mondovi Schools
- Onalaska Schools
- Osseo-Fairchild Schools
- Potosi
- Saint Boniface Catholic School
- Saints Peter & Saint Paul Catholic School
- Sparta Schools
- Strings in Motion
- Titans Wrestling
- Tomah Schools
- Trempealeau County Ag Society
- Trempealeau County Humane Society
- United for a Dream
- University of La Crosse – Wisconsin
- Viterbo University
- Waumandee Lions
- West Salem Schools
- Whitehall Schools
- Whitehall Lions Club
- Winona Schools
- Winona State University
- & more!

Ashley's Angels

The organization has benefited more than 20,000 children across five states.

Ashley's Angels is an all-volunteer, non-profit organization that provides food, clothing, essential items and special gift requests for children in need each year. The organization has generated over \$4,500,000 in donations and benefited more than 20,000 children in Mississippi, Wisconsin, Pennsylvania, North Carolina and Florida since 1997.

The community patrons of Ashley's Angels, including local businesses and volunteers, partner with area schools to provide necessities to children who need it most.



Hope to Dream

Since inception, **over 200,000** children have received a brand-new bed.

Hope to Dream believes that every child deserves a good night's sleep. Founded in 2010 on that guiding principle, the Hope to Dream organization provides beds to children in need across the U.S. and Canada.

Every mattress purchased from a participating Ashley retail location helps Hope to Dream fulfill its mission to provide every child with a good night's sleep.



HeartWorks

Leading the way since 2010 to strengthen hearts, expand treatment options, and improve outcomes for people living with congenital heart disease (CHD).

Why CHD?

- Impacts 1 in 100 people
- Most common, yet most under funded birth defect

How HeartWorks Builds Hearts

- Leads and operates FDA-approved clinical trials
 - **519 pioneering families** have participated in HeartWorks trials
- Increasing manufacturing capabilities **by 10X** with 2026 expansion + developing a congenital-first Training & Innovation Center
- Advances surgical innovation like the **Wanek Circulation Breakthrough**
 - A precisely placed mechanical pump designed to improve blood flow to the lungs and circulation in patients with complex CHD.



Honoring Our Heroes

Ashley is proud to honor those who have served our country through a variety of initiatives and annual events:

Soldiers Walk Memorial Park

- Located in Arcadia, WI, this 500-meter walk captures all U.S. wars with over 30 monuments.

Flag Raising Ceremonies

- Each year, employees gather for flag raising ceremonies around the country to reflect on Memorial Day.

Wreaths Across America

- Since 2017, Ashley has hauled 54 loads of 326,000+ wreaths to over 325 cemeteries through the Honor Fleet, and hosts an annual wreath laying ceremony in Arcadia, WI.

Operation Shut Eye

- Ashley has pledged to donate a total of 25,000 Tempur-Pedic mattresses by 2029 to our U.S. Special Operations Forces.



Crisis Response

Dedicated to providing the resources that communities need to not only recover but thrive.

January 2025

Ashley provided 250 mattresses and Hope to Dream provided 200 beds following the Los Angeles fires.

July 2025

Ashley provided 200 mattresses and 200 beds sets and Hope to Dream provided 100 beds following the Texas flooding.

January 2026

Ashley provided employee and community support to those impacted by the winter storms in Mississippi.



Education

Ashley has impacted over 65,000 students through support of STEM education:

- Career Day
- VEX Robotics
- FIRST Robotics
- Post-Secondary Partnerships



Brand Exposure

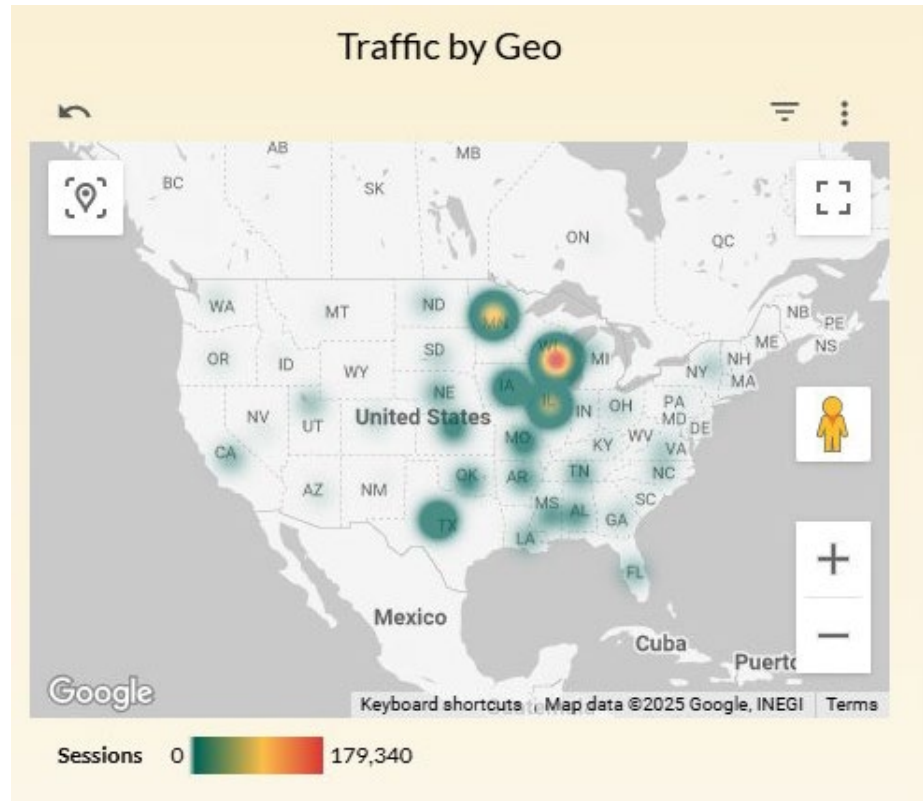
Ashley Zone

Exposed Ashley brand to tens of thousands of attendees through activation booth set-up.

Promoted philanthropy efforts and job opportunities through recruiting.



Audience Reach



*August 2024-August 2025 (eTix Dashboard)

35,100,000+
Total Marketing
Impressions



ASHLEY
FOR THE ASST

Thank You!