

**Mission Statement:**

*We are committed to organizing one of a kind, high quality, automotive experiences with the sole purpose of raising money for those in need.*



www.cheesewheelinc.com

**2012 Operations Review**

December 1, 2012

Thank you, Thank you, Thank you! With the conclusion of our 2012 season there is so much to report and be excited about. As we end our 8<sup>th</sup> year of fundraising it is with great honor that I can report our 8<sup>th</sup> consecutive record donation. This year topped \$9,000 and it is an increase of \$1,320 from 2011. This brings our eight year total to \$36,500 (over \$23,000 coming in the last 3 years).

With such a special year it is important to reflect on how we made it happen. This year started very different from any other year that Cheese Wheel, Inc. has had. We humbly accepted the offer to run the Swan City Car Show. A very successful and long running show held in Beaver Dam every Father's Day. Our team was small but effective in keeping this important community event thriving. We were able to maintain most of the previous year's sponsors and had over 350 cars show up. The day was perfect! Out of the car show came two \$500 scholarships that were awarded to recent BDHS graduates. Plans are well under way to give more community support out of the car show's earnings in 2013. Stay tuned!

Our road rallies were also very successful. Although attendance was lower than most years participants still generated over \$1500 in pledge money. Event sponsorships were also very strong. As we plan our 2013 routes you will see the C-Dub Time-Speed-Distance event on May 11<sup>th</sup> and the Cheese Wheel Road Rally event on August 2-4. More information on these events will continue to pop up online over the next few months.

2013 looks to be another bright year for Cheese Wheel, Inc. We are revising our marketing/fundraising in efforts to offer more visibility for our sponsors. We continue to look for additional support from individuals that are interested in helping organize our events. If interested in getting involved please contact us for more information.

Fiscal responsibility continues to be a priority for our organization. As a new year starts, we want to thank you all for your continued support in our cause. Your generosity, enthusiasm, and partnership have helped our benefactors in ways we cannot imagine all over Wisconsin. Thank you so much!

Best Regards,

Aaron Guell  
President  
Cheese Wheel, Inc.

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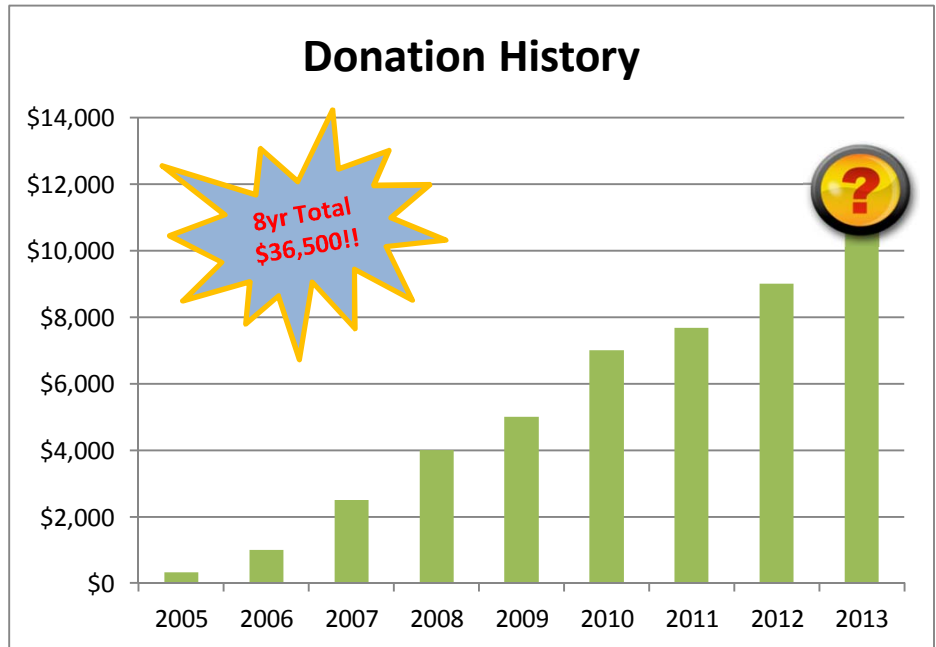
Proudly supporting Wisconsin through charitable automotive events since 2005

Cheese Wheel, Inc. -- P.O. Box 651, Beaver Dam, WI 53916 -- [cheesewheelinc@gmail.com](mailto:cheesewheelinc@gmail.com)

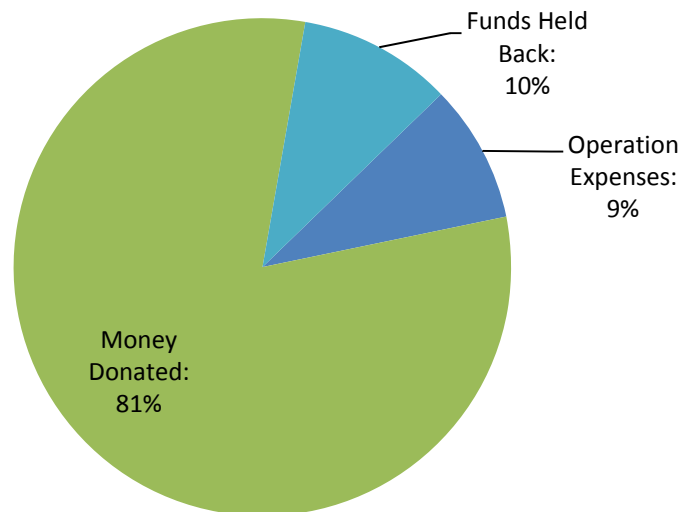
# Cheese Wheel, Inc.

## 2012 Company Integrity

<u>Year</u>	<u>Amount</u>
2005	\$320
2006	\$1,000
2007	\$2,500
2008	\$4,000
2009	\$5,000
2010	\$7,000
2011	\$7,680
2012	\$9,000
2013	



<b>Beginning Balance:</b>	<b>\$2,193.05</b>
<b>Funds Raised:</b>	<b>\$11,111.86</b>
<b>Operation Expenses:</b>	<b>\$999.01</b>
<b>Money Donated:</b>	<b>\$9,000.00</b>
<b>Funds Held Back:</b>	<b>\$1,112.85</b>
<b>Ending Balance:</b>	<b>\$3,305.90</b>



Proceeds from Cheese Wheel, Inc. benefit the following charity organizations who are dedicated to improving the quality of life! For more information please go to [www.cheesewheelinc.com](http://www.cheesewheelinc.com)

Previous benefactors include:



Children's Hospital  
of Wisconsin®

*A member of Children's Hospital and Health System.*



Beaver Dam H.S. Scholarship Program

# CHEESE WHEEL, INC. SUPPORTER ACKNOWLEDGEMENT

Thank you once again to all of our  
supporters in 2012!



<u>Company</u>	<u>Location</u>
Kohl's	Beaver Dam, WI
Kwik Trip	Beaver Dam, WI
Fleischman Excavating	Lomira, WI
All-Lift Systems	Appleton, WI
Faith Technologies, Inc.	Menasha, WI
Lindsley Construction	Campbellsport, WI
Parker Coatings, Inc.	Green Bay, WI
Precision Concrete	Oshkosh, WI
Crystal Creek Dairy	Beaver Dam, WI
Super 8 Motel	Beaver Dam, WI
WilDo Holliday	Beaver Dam, WI
MMC Enterprise LTD. - Taco Bell	Beaver Dam, WI
Morry's Bar LLC	Beaver Dam, WI
Horicon Bank	Beaver Dam, WI
Hammes Fire and Safety LLC	Beaver Dam, WI
Dodge Central Credit Union	Beaver Dam, WI
Casey's General Store	Beaver Dam, WI
A1-Tri County	Beaver Dam, WI
Falbe AutoBody	Beaver Dam, WI
B.D. Chiropractic LLC	Beaver Dam, WI
Good Karma Broadcasting LLC	Beaver Dam, WI
Precision Stripping & Tires, Inc.	Reeseville, WI
Charlie Browns	Beaver Dam, WI
National Exchange Bank	Beaver Dam, WI
Bassett Furniture	Beaver Dam, WI
Verlo Mattress	Beaver Dam, WI
Koepsell Funeral Home Inc.	Beaver Dam, WI
Banes Auto Sales & Service	Beaver Dam, WI
Lidtke Motors, Inc.	Beaver Dam, WI
The American National Bank	Beaver Dam, WI
Hometown Glass	Beaver Dam, WI
Gene's Floral	Beaver Dam, WI
Kornely's Craft & Hobby	Beaver Dam, WI
Beaver Plumbing & Heating	Beaver Dam, WI
Reed Chrysler	Beaver Dam, WI
Contree	Beaver Dam, WI
Gordy's Auto Body	Randolph, WI
Autoworx Unlimited LLC.	Beaver Dam, WI
McCallum Electric	Beaver Dam, WI

<u>Company</u>	<u>Location</u>
Griswold Automotive	Beaver Dam, WI
Chapel of The Archangels	Beaver Dam, WI
Fred's Service Center	Randolph, WI
Shepys Auto Body	Beaver Dam, WI
Inter-Quest Corp.	Beaver Dam, WI
Mattress Firm	Beaver Dam, WI
Piggly Wiggly	Beaver Dam, WI
M.W. Tighe Roofing Inc.	Fond Du Lac, WI
Culvers	Beaver Dam, WI
Caine Transfer	Lowell, WI
Edith's	Beaver Dam, WI
Flemming Custom Woodshop	Beaver Dam, WI
WI Car Show Guide	Beaver Dam, WI
Beaver Dam Lock & Security	Beaver Dam, WI
Hankes Decorating LLC	Beaver Dam, WI
Coyote Enterprises, LTD.	Beaver Dam, WI
DH Express, Inc.	Burnett, WI
Tim Patrick Transmissions & Auto Repair	Beaver Dam, WI
Dos Gringos	Beaver Dam, WI
Bullfrogs & Butterflies	Beaver Dam, WI
Dance Now Dance Studios, LLC	Beaver Dam, WI
Beaver Dam Mobil	Beaver Dam, WI
Char Haus Pub & Grill	Beaver Dam, WI
John's Bar	Beaver Dam, WI
Design Plus	Beaver Dam, WI
Twisted Sisters	Beaver Dam, WI
Rechek's Food Pride	Beaver Dam, WI
Edward A. Grebe, P.E.	Elm Grove, WI
Get Fit Club, LTD.	Beaver Dam, WI
Kenrich Industrial	Waukesha, WI
Design's For You Bridal	Beaver Dam, WI
Ken Kelm Painting	Beaver Dam, WI