

**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

**2013 Operations Review**

January 6, 2014

Wow! Once again I have a wonderful report to give you all! As we end our 9<sup>th</sup> year of fundraising I am thankful to report we have completed our 9<sup>th</sup> consecutive record donation. This year we donated \$9,500 which brings our nine year total to \$46,000 (over \$26,000 coming in the last 3 years). The money raised this year will be donated again to Children's Hospital of Wisconsin, the Wisconsin chapter of ALS Association (ALS is also known as Lou Gehrig's Disease), and our two *Cheese Wheel Achievement Scholarships* awarded by the Beaver Dam High School Scholarship Program.

Our events were very prosperous this season with a bunch of new faces competing in our rallies. First on the list was our C-Dub Challenge in May; a Time-Speed-Distance rally with 5 stages covering over 200 miles. Teams had a blast trying not to miss any directions given to them as they travelled on some great Wisconsin backcountry roads! They started in Beaver Dam and ended in Appleton. We also had a great turnout for our second year running the Swan City Car Show in June. The 20<sup>th</sup> anniversary trophies were perfect and cars came from all over the state. Spectators packed Swan Park for a fun day in the sun! Our Cheese Wheel Road Rally held in August was our first ever day-long Scavenger Hunt event. Participants had a great time tracking down several secret check points as they drove from Sheboygan to La Crosse!

The 2014 season is already in motion at Cheese Wheel, Inc. This year marks our 10<sup>th</sup> anniversary of our Cheese Wheel Road Rally so we are pumped for what is in store for you! We are also excited to announce our first ever winter/night rally coming up on February 1<sup>st</sup> called "Cheese Freeze Competition Rally." This Time-Speed-Distance rally will cover various miles of wintery roads. You will also want to keep an eye out for the launch of some new merchandise!

Additional support from individuals and sponsors is always needed to help run and organize our events. If interested in getting involved please contact us!

Fiscal responsibility continues to be a priority for our organization. Each year we are faced with new financial challenges so your continued support in our cause is greatly appreciated. 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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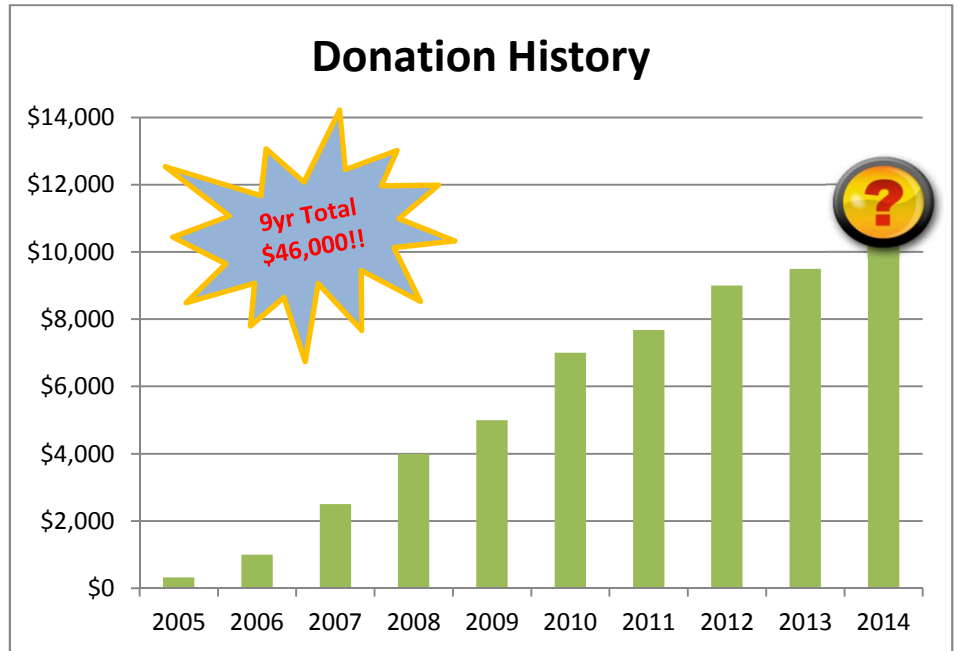
Proudly supporting Wisconsin through charitable automotive events since 2005

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

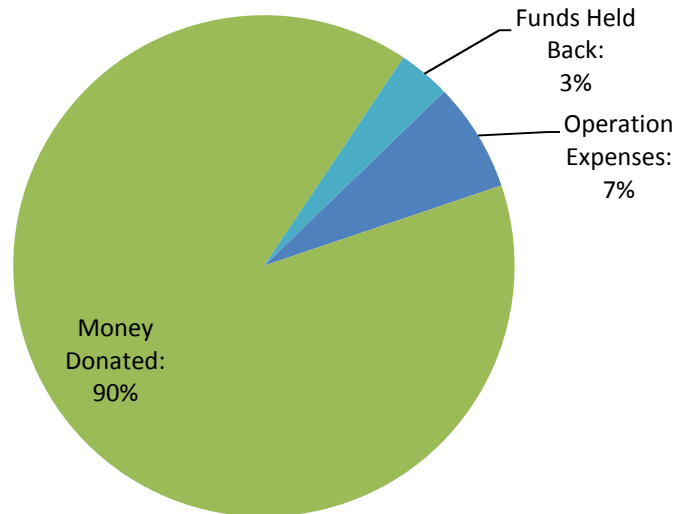
# Cheese Wheel, Inc.

## 2013 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	\$9,500
2014	



<b>Beginning Balance:</b>	<b>\$3,305.90</b>
<b>Funds Raised:</b>	<b>\$10,603.79</b>
<b>Operation Expenses:</b>	<b>\$744.18</b>
<b>Money Donated:</b>	<b>\$9,500.00</b>
<b>Funds Held Back:</b>	<b>\$359.61</b>
<b>Ending Balance:</b>	<b>\$3,665.51</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:



Kids deserve the best.



Beaver Dam H.S. Scholarship Program

# CHEESE WHEEL, INC. SUPPORTER ACKNOWLEDGEMENT

Thank you once again to all of our  
supporters in 2013!



<u>Company</u>	<u>Location</u>
KWIK TRIP, INC.	LA CROSSE
CAINE TRANSFER INC	LOWELL
LOCALEBEN	BEAVER DAM
FLEISCHMAN EXCAVATING	LOMIRA
LINDSLEY CONSTRUCTION	CAMPBELLSPORT
BURGESS NORTON	BEAVER DAM
CONTREE SPRAYER & EQUIPMENT CO	BEAVER DAM
FAITH TECHNOLOGIES	APPLETON
MCCALLUM ELECTRIC	BEAVER DAM
TACO BELL	BEAVER DAM
PRECISION CONCRETE FLOORS, INC	OSHKOSH
ALL - LIFT SYSTEMS	APPLETON
AMERICAN NATIONAL BANK	BEAVER DAM
BANES AUTO SALES & SERVICE	BEAVER DAM
BASSETT FURNITURE SUPERSTORE	BEAVER DAM
BEAVER DAM LOCK & SECURITY	BEAVER DAM
BEAVER DAM CITGO	BEAVER DAM
BEAVER DAM SELF STORAGE, LLC	BEAVER DAM
BEAVER PLUMBING & HEATING	BEAVER DAM
CHARLIE BROWN'S TAVERN	BEAVER DAM
CHIPPY'S KETTLE CORN, LLC	BEAVER DAM
CRYSTAL CREEK DAIRY	BEAVER DAM
CULVERS	BEAVER DAM
MAYVILLE ENGINEERING COMPANY	MAYVILLE
EDITH'S CAKES & CATERING	BEAVER DAM
FALBE AUTO BODY LTD.	BEAVER DAM

<u>Company</u>	<u>Location</u>
GOOD KARMA BROADCASTING	BEAVER DAM
GORDY'S RANDOLPH AUTO BODY INC	RANDOLPH
GREAT CAR DEALS	BEAVER DAM
HOLLIDAY FOOD & SPORT	BEAVER DAM
INTERQUEST CORPORATION	BEAVER DAM
JOHN'S BAR & RESTURANT	BEAVER DAM
LIDTKE MOTORS INC	BEAVER DAM
M.W. TIGHE ROOFING INC.	FONDDULAC
NATIONAL EXCHANGE BANK	BEAVER DAM
PARKER COATINGS, INC.	GREEN BAY
PAUL GRISWOLD AUTOMOTIVE	BEAVER DAM
QUALITY IMPRESSIONS	BEAVER DAM
REED CHRYSLER DODGE JEEP	BEAVER DAM
SEARS	BEAVER DAM
SLUMBERLAND	BEAVER DAM
SUPER 8 MOTEL	BEAVER DAM
DOS GRINGOS	BEAVER DAM
AHERN GROSS PLUMBING	FOND DU LAC
BEAVER DAM LAKE IMPROVEMENT	BEAVER DAM
BULLFROGS & BUTTERFLIES	BEAVER DAM
COYOTE GAS & LIQUOR OASIS	BEAVER DAM
D. H. EXPRESS INC.	BURNETT
DESIGN PLUS INC	BEAVER DAM
FLEMMING CUSTOM WOOD SHOP	BEAVER DAM
WISCONSIN CAR SHOW GUIDE	BEAVER DAM
WINNEBAGOLAND MUSKY CLUB	FOND DU LAC