

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.



2010 Operation Review

February 3, 2011

We continue to be amazed at the amount of support received from individuals, clubs, and area businesses over the years. 2010 was no exception as we saw steady growth and strength in all areas of our operations. This organized growth allowed us to reach a donation amount of \$7,000 this year. Comparing it to our \$5,000 donation last year this is a great step in the right direction. As we wrapped up the sixth year our collective dollar amount was just shy of \$20,000. Of this total over 80% of our donation given has come within the last three years and an impressive 60% in the last two. The growth seen is a testament to the dedication in helping out our two benefactors of Children's Hospital of Wisconsin and the Wisconsin chapter of ALS Association (ALS is also known as Lou Gehrig's Disease).

Although aggressive, our growth strategy moving into 2010 was quite simple:

1. Continue to deliver a top-notch drive with increased support from businesses, clubs, and individuals.
2. Increase Cheese Wheel visibility by offering new merchandise for supporters.
3. Produce the highest donation possible by controlling our event and operational spending.

The first task of 2010 was to launch a new Cheese Wheel Inc. hoodie. We started to show hints of our new event logo with the addition of our General CW t-shirt (offered in 5 different colors) and it proved to be an instant hit. Being mindful of our spending and still holding a healthy inventory we managed to generate over \$2,000 of income.

The winter charity banquet account was slightly higher in generating funds when compared to 2009. Fundraising in general was strong for us and also showed growth (\$1,200 in 2009 to \$1,600 in 2010). These two accounts are combined and split 50/50 between covering operation costs (\$1,000 in 2010) and going into our donation account. We saw an increase in our operation costs because of having to carry insurance for our events. Although this was unplanned at the time it is absolutely necessary moving forward.

The CW450 was a memorable one on many levels. We had a handful of participants come from out of state. Over \$600 was generated through drivers collecting pledges. Our raffle items continue to be strong which was attributed to a record level of sponsorship support. Once again the bar is raised for 2011!!

Strategically this year we have the following plans:

1. Continue to build on Cheese Wheel branding and merchandise
2. Introduce a new drive that is shorter but organized to be more competitive
3. Reduce the overall number of fundraising events while focusing on making the ones that contribute the most, more effective.

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 struggling families and suffering children all over Wisconsin. Thank you so much!

Best Regards,
Aaron Guell
President
Cheese Wheel, Inc.



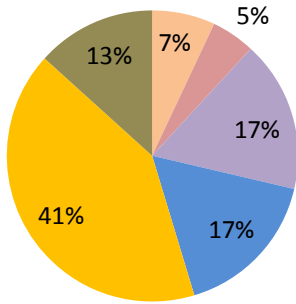
www.cheesewheel450.com

Cheese Wheel, Inc.

2010 Company Integrity

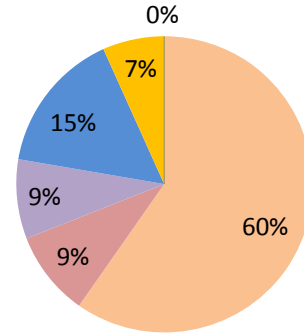
2010 Beginning Balance	2010 Income	2010 Expenses	2011 Starting Balance
\$1,529.76	\$12,037.11	\$11,617.21	\$1,949.66

2010 Yearly Income



- Monetary Donation
- CW Banquet
- CW450 Income
- Grants and Corp. Match
- General Merch.
- Fundraising

2010 Yearly Expenses



- Charity Donation
- CW Banquet
- CW450 Expense
- CW, Inc. Operations
- General Merch.
- Fundraising

Actual 2010 Yearly Income	
Mon. Donation	\$838.63
Grants/Matches	\$585.00
CW Banquet	\$2,020.00
Merchandise	\$2,015.10
CW450 Event	\$4,977.04
Fundraising	\$1,601.34
'10 Total Income	\$12,037.11

Actual 2010 Yearly Expenses	
Charity Donation	\$7,000.00
CW, Inc. Operations	\$994.48
CW Banquet	\$1,010.13
Merchandise	\$1,823.44
CW450 Event	\$789.16
Fundraising	\$0.00
'10 Overlays	\$11,617.21

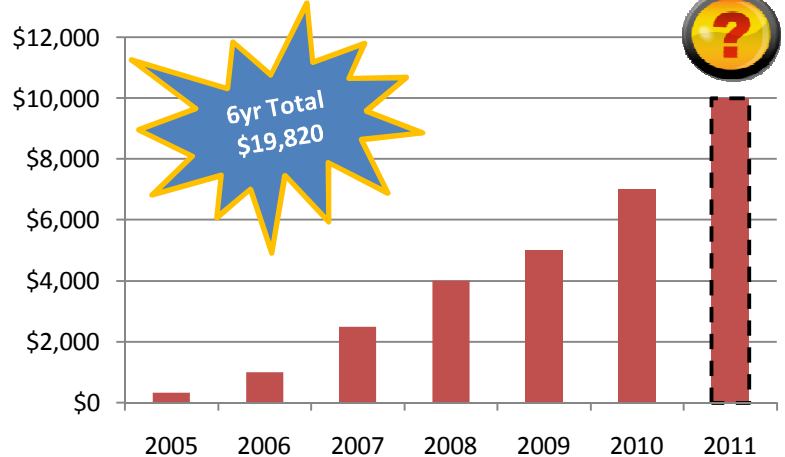
Proceeds from CW, Inc. benefit the following charity organizations who are dedicated to improving the quality of life!



Children's Hospital of Wisconsin®

A member of Children's Hospital and Health System.

Donation History



SUPPORTER ACKNOWLEDGEMENT 2010



Children's Hospital
of Wisconsin

Supporting Since 2005

BUSINESS Support

Gold Level:

Level A:

- ▶ Burgess-Norton Mfg. Co.
- ▶ John Deere
- ▶ Eagle One
- ▶ Kohl's

Level B:

- ▶ SuperLube

Level C:

- ▶ Mary Kay - Becky Herman
- ▶ O'Reilly Auto Parts
- ▶ Six Flags Great America
- ▶ Texas Roadhouse
- ▶ Mayville Engineering Co.
- ▶ Road America
- ▶ Strafe Motorsports

Additional Support:

Tower Lanes, Papa Murphy's, Mothers, Berghammer Int'l

CLUB or ORGANIZATION Support

Gold Level:

Silver Level:

Bronze Level:

- ▶ Madison Sports Car Club
- ▶ Road Rally Charities

Additional Support:

Wisconsin Z Crew, Rally North America

INDIVIDUAL Support

Gold Level:

Silver Level:

Bronze Level:

- ▶ Tony and Stacey Groeschl

Additional Support:

Greg Angeli, Sandy Brooks, Josh Champeau, Robby DeGraff, John and Paula Dinse, Cory Catlin, Josh Kircher, Chelsey Kohn, Gary Schultz, Duane Zabel



Thank you once again to all of our supporters in 2010!

