



## 2015 SURVEY RESULTS

# GLOBAL FINANCIAL RESULTS

### COMBINED TOTALS

GROSS REVENUE (\$USD)

**\$55,030,364**

VALUE IN KIND (\$USD)

**\$4,185,893**

NETT REVENUE (\$USD)

**\$44,163,891**

OTHER EXPENSES

**\$631,051**

### USA TOTALS

GROSS REVENUE (\$USD)

**\$51,389,730**

VALUE IN KIND (\$USD)

**\$3,649,259**

NETT REVENUE (\$USD)

**\$41,211,848**

OTHER EXPENSES

**\$563,643**

### CANADA TOTALS

GROSS REVENUE (\$USD)

**\$2,885,319**

VALUE IN KIND (\$USD)

**\$356,748**

NETT REVENUE (\$USD)

**\$2,260,768**

OTHER EXPENSES

**\$39,823**

### INTERNATIONAL TOTALS

GROSS REVENUE (\$USD)

**\$755,315**

VALUE IN KIND (\$USD)

**\$179,886**

NETT REVENUE (\$USD)

**\$691,275**

OTHER EXPENSES

**\$27,585**



# 2015 SURVEY RESULTS

## COMBINED TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$2,696,365	\$1,550,039
CASH DONATIONS	
Gross (\$USD)	
\$1,667,267	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$2,366,342	\$1,939,747
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$1,352,787	\$883,106
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$1,811,302	\$1,767,539
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$885,826	\$756,590
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$197,815	\$175,958

WORKPLACE GIVING	
Gross (\$USD)	
\$432,477	
SPONSORSHIPS	
Gross (\$USD)	
\$5,735,451	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$24,559,988	\$18,700,089
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$1,264,643	\$1,026,979
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$1,364,029	\$1,276,229
RED ROBIN	
Gross (\$USD)	Nett (\$USD)
\$655,950	\$643,326
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$10,371,701	\$8,000,517



# 2015 SURVEY RESULTS

## USA TOTALS

### REVENUE BREAKDOWN

#### MERCHANDISE SALES

Gross (\$USD)	Nett (\$USD)
\$2,483,433	\$1,434,883

#### CASH DONATIONS

Gross (\$USD)
\$1,489,929

#### TORCH RUN EVENTS

Gross (\$USD)	Nett (\$USD)
\$1,958,213	\$1,566,790

#### OVER THE EDGE

Gross (\$USD)	Nett (\$USD)
\$1,309,525	\$840,526

#### TIP A COP

Gross (\$USD)	Nett (\$USD)
\$1,776,476	\$1,709,963

#### TRUCK CONVOY

Gross (\$USD)	Nett (\$USD)
\$686,640	\$604,137

#### KRISPY KREME

Gross (\$USD)	Nett (\$USD)
\$197,815	\$175,958

#### WORKPLACE GIVING

Gross (\$USD)
\$247,984

#### SPONSORSHIPS

Gross (\$USD)
\$5,654,659

#### POLAR PLUNGE

Gross (\$USD)	Nett (\$USD)
\$24,147,864	\$18,361,286

#### PLANE PULL

Gross (\$USD)	Nett (\$USD)
\$1,239,031	\$1,011,107

#### COP ON TOP

Gross (\$USD)	Nett (\$USD)
\$1,220,863	\$1,154,938

#### RED ROBIN

Gross (\$USD)	Nett (\$USD)
\$655,950	\$643,326

#### OTHER EVENTS

Gross (\$USD)	Nett (\$USD)
\$8,652,927	\$6,707,783



## 2015 SURVEY RESULTS

### CANADA TOTALS

#### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$179,461	\$98,555
CASH DONATIONS	
Gross (\$USD)	
\$156,364	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$125,483	\$115,610
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$34,826	\$57,576
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$198,578	\$151,845
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0

WORKPLACE GIVING	
Gross (\$USD)	
\$45,257	
SPONSORSHIPS	
Gross (\$USD)	
\$43,380	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$411,460	\$338,138
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$25,612	\$15,872
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$104,863	\$94,953
RED ROBIN	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$1,560,035	\$1,143,218



## 2015 SURVEY RESULTS

### INTERNATIONAL TOTALS

#### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$33,471	\$16,600
CASH DONATIONS	
Gross (\$USD)	
\$20,974	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$282,647	\$257,347
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$43,262	\$42,580
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$608	\$608
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0

WORKPLACE GIVING	
Gross (\$USD)	
\$139,236	
SPONSORSHIPS	
Gross (\$USD)	
\$37,412	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$664	\$664
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$38,303	\$26,338
RED ROBIN	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$158,738	\$149,515