



## 2016 YEAR-END REPORT

# GLOBAL FINANCIAL RESULTS

### COMBINED TOTALS

GROSS REVENUE (\$USD)

**\$56,277,287**

VALUE IN KIND (\$USD)

**\$4,493,723**

NETT REVENUE (\$USD)

**\$45,188,732**

OTHER EXPENSES

**\$1,213,382**

### USA TOTALS

GROSS REVENUE (\$USD)

**\$51,642,306**

VALUE IN KIND (\$USD)

**\$4,329,346**

NETT REVENUE (\$USD)

**\$41,572,336**

OTHER EXPENSES

**\$1,027,316**

### CANADA TOTALS

GROSS REVENUE (\$USD)

**\$3,719,461**

VALUE IN KIND (\$USD)

**\$17,576**

NETT REVENUE (\$USD)

**\$2,814,522**

OTHER EXPENSES

**\$173,588**

### INTERNATIONAL TOTALS

GROSS REVENUE (\$USD)

**\$915,519**

VALUE IN KIND (\$USD)

**\$146,800**

NETT REVENUE (\$USD)

**\$801,873**

OTHER EXPENSES

**\$12,478**

### COMBINED TOTALS

### REVENUE BREAKDOWN



# 2016 YEAR-END REPORT

## MERCHANDISE SALES

Gross (\$USD)	Nett (\$USD)
\$2,248,498	\$1,177,917

## CASH DONATIONS

Gross (\$USD)
\$1,307,831

## TORCH RUN EVENTS

Gross (\$USD)	Nett (\$USD)
\$2,755,539	\$2,134,595

## OVER THE EDGE

Gross (\$USD)	Nett (\$USD)
\$1,259,834	\$697,457

## TIP A COP

Gross (\$USD)	Nett (\$USD)
\$2,121,365	\$2,010,493

## TRUCK CONVOY

Gross (\$USD)	Nett (\$USD)
\$941,106	\$772,759

## KRISPY KREME

Gross (\$USD)	Nett (\$USD)
\$153,289	\$150,731

## WORKPLACE GIVING

Gross (\$USD)
\$379,282

## SPONSORSHIPS

Gross (\$USD)
\$6,592,502

## POLAR PLUNGE

Gross (\$USD)	Nett (\$USD)
\$24,929,868	\$19,060,439

## PLANE PULL

Gross (\$USD)	Nett (\$USD)
\$1,269,723	\$1,045,556

## COP ON TOP

Gross (\$USD)	Nett (\$USD)
\$1,586,828	\$1,454,698

## RED ROBIN

Gross (\$USD)	Nett (\$USD)
\$670,808	\$661,539

## OTHER EVENTS

Gross (\$USD)	Nett (\$USD)
\$9,967,276	\$7,649,395



# 2016 YEAR-END REPORT

## USA TOTALS

### REVENUE BREAKDOWN

#### MERCHANDISE SALES

Gross (\$USD)	Nett (\$USD)
\$2,043,661	\$1,087,975

#### CASH DONATIONS

Gross (\$USD)
\$1,028,660

#### TORCH RUN EVENTS

Gross (\$USD)	Nett (\$USD)
\$2,227,254	\$1,675,562

#### OVER THE EDGE

Gross (\$USD)	Nett (\$USD)
\$1,259,834	\$697,457

#### TIP A COP

Gross (\$USD)	Nett (\$USD)
\$2,025,194	\$1,940,524

#### TRUCK CONVOY

Gross (\$USD)	Nett (\$USD)
\$711,424	\$606,183

#### KRISPY KREME

Gross (\$USD)	Nett (\$USD)
\$153,289	\$150,731

#### WORKPLACE GIVING

Gross (\$USD)
\$188,796

#### SPONSORSHIPS

Gross (\$USD)
\$6,442,432

#### POLAR PLUNGE

Gross (\$USD)	Nett (\$USD)
\$24,207,506	\$18,479,675

#### PLANE PULL

Gross (\$USD)	Nett (\$USD)
\$1,242,475	\$1,030,357

#### COP ON TOP

Gross (\$USD)	Nett (\$USD)
\$1,513,235	\$1,391,488

#### RED ROBIN

Gross (\$USD)	Nett (\$USD)
\$670,808	\$661,539

#### OTHER EVENTS

Gross (\$USD)	Nett (\$USD)
\$7,834,202	\$6,097,420



# 2016 YEAR-END REPORT

## CANADA TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$171,652	\$75,311
CASH DONATIONS	
Gross (\$USD)	
\$235,177	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$204,415	\$170,897
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$96,172	\$69,969
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$229,682	\$166,576
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0

WORKPLACE GIVING	
Gross (\$USD)	
\$34,465	
SPONSORSHIPS	
Gross (\$USD)	
\$92,002	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$603,890	\$470,189
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$27,248	\$15,199
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$73,593	\$63,210
RED ROBIN	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$1,951,165	\$1,421,527



# 2016 YEAR-END REPORT

## INTERNATIONAL TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$33,185	\$14,631
CASH DONATIONS	
Gross (\$USD)	
\$43,994	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$323,870	\$288,135
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0

WORKPLACE GIVING	
Gross (\$USD)	
\$156,021	
SPONSORSHIPS	
Gross (\$USD)	
\$58,068	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$118,472	\$110,576
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
RED ROBIN	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$181,909	\$130,448