



## 2018 YEAR-END REPORT

# GLOBAL FINANCIAL RESULTS

### COMBINED TOTALS

GROSS REVENUE (\$USD)

**\$60,624,609**

VALUE IN KIND (\$USD)

**\$4,644,651**

NETT REVENUE (\$USD)

**\$48,926,453**

OTHER EXPENSES

**\$1,004,179**

### USA TOTALS

GROSS REVENUE (\$USD)

**\$55,380,655**

VALUE IN KIND (\$USD)

**\$3,642,929**

NETT REVENUE (\$USD)

**\$44,670,655**

OTHER EXPENSES

**\$870,791**

### CANADA TOTALS

GROSS REVENUE (\$USD)

**\$4,085,101**

VALUE IN KIND (\$USD)

**\$811,629**

NETT REVENUE (\$USD)

**\$3,219,342**

OTHER EXPENSES

**\$67,838**

### INTERNATIONAL TOTALS

GROSS REVENUE (\$USD)

**\$1,158,853**

VALUE IN KIND (\$USD)

**\$190,093**

NETT REVENUE (\$USD)

**\$1,036,456**

OTHER EXPENSES

**\$65,550**



# 2018 YEAR-END REPORT

## COMBINED TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$2,642,160	\$1,603,870
CASH DONATIONS	
Gross (\$USD)	
\$1,068,548	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$3,334,917	\$2,523,563
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$919,495	\$549,898
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$2,399,855	\$2,263,390
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$1,154,918	\$958,101
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$5,473,392	\$4,480,766

WORKPLACE GIVING	
Gross (\$USD)	
\$441,449	
SPONSORSHIPS	
Gross (\$USD)	
\$7,967,670	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$25,103,108	\$18,986,128
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$1,699,237	\$1,442,707
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$2,257,351	\$2,062,448
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$16,899	\$14,507
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$6,145,611	\$4,563,408



# 2018 YEAR-END REPORT

## USA TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$2,327,812	\$1,430,770
CASH DONATIONS	
Gross (\$USD)	
\$722,056	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$2,770,011	\$2,035,040
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$919,495	\$549,898
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$2,360,350	\$2,231,036
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$815,604	\$698,171
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$4,732,833	\$3,885,686

WORKPLACE GIVING	
Gross (\$USD)	
\$205,390	
SPONSORSHIPS	
Gross (\$USD)	
\$7,758,817	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$24,145,480	\$18,199,405
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$1,658,238	\$1,410,761
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$2,125,084	\$1,948,340
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$16,899	\$14,507
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$4,822,585	\$3,580,778



# 2018 YEAR-END REPORT

## CANADA TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$234,611	\$130,450
CASH DONATIONS	
Gross (\$USD)	
\$278,396	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$211,120	\$168,890
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$39,504	\$32,354
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$339,314	\$259,930
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$516,602	\$400,521

WORKPLACE GIVING	
Gross (\$USD)	
\$41,513	
SPONSORSHIPS	
Gross (\$USD)	
\$119,254	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$886,258	\$724,811
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$40,844	\$31,791
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$132,266	\$114,108
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$1,245,416	\$917,323



# 2018 YEAR-END REPORT

## INTERNATIONAL TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$79,737	\$42,649
CASH DONATIONS	
Gross (\$USD)	
\$68,096	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$353,786	\$319,633
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
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$223,957	\$194,559

WORKPLACE GIVING	
Gross (\$USD)	
\$194,546	
SPONSORSHIPS	
Gross (\$USD)	
\$89,599	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$71,369	\$61,913
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$155	\$155
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$77,609	\$65,307