



## 2017 YEAR-END REPORT

# GLOBAL FINANCIAL RESULTS

### COMBINED TOTALS

GROSS REVENUE (\$USD)

**\$58,617,297**

VALUE IN KIND (\$USD)

**\$5,066,168**

NETT REVENUE (\$USD)

**\$47,571,218**

OTHER EXPENSES

**\$1,210,057**

### USA TOTALS

GROSS REVENUE (\$USD)

**\$53,807,246**

VALUE IN KIND (\$USD)

**\$4,105,110**

NETT REVENUE (\$USD)

**\$43,812,798**

OTHER EXPENSES

**\$1,100,486**

### CANADA TOTALS

GROSS REVENUE (\$USD)

**\$3,891,137**

VALUE IN KIND (\$USD)

**\$669,736**

NETT REVENUE (\$USD)

**\$2,991,301**

OTHER EXPENSES

**\$88,664**

### INTERNATIONAL TOTALS

GROSS REVENUE (\$USD)

**\$918,914**

VALUE IN KIND (\$USD)

**\$291,322**

NETT REVENUE (\$USD)

**\$767,119**

OTHER EXPENSES

**\$20,907**



# 2017 YEAR-END REPORT

## COMBINED TOTALS

### REVENUE BREAKDOWN

#### MERCHANDISE SALES

Gross (\$USD)	Nett (\$USD)
\$2,325,447	\$1,248,060

#### CASH DONATIONS

Gross (\$USD)
\$1,047,599

#### TORCH RUN EVENTS

Gross (\$USD)	Nett (\$USD)
\$3,008,449	\$2,261,308

#### OVER THE EDGE

Gross (\$USD)	Nett (\$USD)
\$1,043,725	\$651,994

#### TIP A COP

Gross (\$USD)	Nett (\$USD)
\$2,867,403	\$2,702,788

#### TRUCK CONVOY

Gross (\$USD)	Nett (\$USD)
\$1,052,922	\$858,359

#### SIGNATURE EVENTS

Gross (\$USD)	Nett (\$USD)
\$4,929,696	\$3,906,847

#### WORKPLACE GIVING

Gross (\$USD)
\$349,610

#### SPONSORSHIPS

Gross (\$USD)
\$7,134,542

#### POLAR PLUNGE

Gross (\$USD)	Nett (\$USD)
\$24,658,919	\$19,026,769

#### PLANE PULL

Gross (\$USD)	Nett (\$USD)
\$1,472,662	\$1,228,295

#### COP ON TOP

Gross (\$USD)	Nett (\$USD)
\$1,848,005	\$1,694,811

#### KRISPY KREME

Gross (\$USD)	Nett (\$USD)
\$93,636	\$93,182

#### OTHER EVENTS

Gross (\$USD)	Nett (\$USD)
\$6,784,683	\$5,367,054



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## USA TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$2,120,928	\$1,128,303
CASH DONATIONS	
Gross (\$USD)	
\$743,220	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$2,534,410	\$1,855,972
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$1,043,725	\$651,994
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$2,750,768	\$2,609,386
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$760,984	\$637,950
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$4,053,116	\$3,241,344

WORKPLACE GIVING	
Gross (\$USD)	
\$154,600	
SPONSORSHIPS	
Gross (\$USD)	
\$6,968,367	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$23,831,887	\$18,392,624
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$1,459,209	\$1,215,915
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$1,766,238	\$1,622,921
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$93,636	\$93,182
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$5,526,159	\$4,497,021



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## CANADA TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$171,520	\$95,639
CASH DONATIONS	
Gross (\$USD)	
\$267,312	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$206,460	\$170,169
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$116,634	\$93,402
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$291,937	\$220,409
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$657,320	\$488,360

WORKPLACE GIVING	
Gross (\$USD)	
\$33,917	
SPONSORSHIPS	
Gross (\$USD)	
\$100,286	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$729,083	\$594,337
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$7,454	\$6,381
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$81,766	\$71,890
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$1,227,448	\$849,200



# 2017 YEAR-END REPORT

## INTERNATIONAL TOTALS

### REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$33,000	\$24,118
CASH DONATIONS	
Gross (\$USD)	
\$37,067	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$267,578	\$235,168
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)
\$219,260	\$177,143

WORKPLACE GIVING	
Gross (\$USD)	
\$161,093	
SPONSORSHIPS	
Gross (\$USD)	
\$65,889	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$97,949	\$39,808
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$6,000	\$6,000
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
KRISPY KREME	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$31,077	\$20,834