



2021 YEAR-END REPORT

GLOBAL FINANCIAL RESULTS

COMBINED TOTALS

GROSS REVENUE (\$USD)

\$42,135,278

VALUE IN KIND (\$USD)

\$3,073,674

NETT REVENUE (\$USD)

\$34,871,718

USA TOTALS

GROSS REVENUE (\$USD)

\$39,689,828

VALUE IN KIND (\$USD)

\$2,671,808

NETT REVENUE (\$USD)

\$32,740,586

CANADA TOTALS

GROSS REVENUE (\$USD)

\$1,810,800

VALUE IN KIND (\$USD)

\$306,452

NETT REVENUE (\$USD)

\$1,509,400

INTERNATIONAL TOTALS

GROSS REVENUE (\$USD)

\$634,650

VALUE IN KIND (\$USD)

\$95,414

NETT REVENUE (\$USD)

\$621,731



2021 YEAR-END REPORT

COMBINED TOTALS

REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$1,769,975	\$1,028,049
CASH DONATIONS	
Gross (\$USD)	
\$584,952	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$2,661,407	\$2,169,241
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$598,370	\$328,539
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$871,868	\$821,667
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$1,167,638	\$1,137,036
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$4,044,136	\$2,973,686

WORKPLACE GIVING	
Gross (\$USD)	
\$544,977	
SPONSORSHIPS	
Gross (\$USD)	
\$7,362,491	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$16,741,049	\$13,365,152
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$970,725	\$851,762
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$317,604	\$231,549
DUNKIN DONUTS	
Gross (\$USD)	Nett (\$USD)
\$1,003,099	\$874,091
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$3,496,987	\$2,598,524



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USA TOTALS

REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$1,606,710	\$901,276
CASH DONATIONS	
Gross (\$USD)	
\$505,638	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$2,226,513	\$1,785,464
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$598,370	\$328,539
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$871,868	\$821,667
DUNKIN DONUTS	
Gross (\$USD)	Nett (\$USD)
\$1,167,638	\$1,137,036
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$3,836,740	\$2,814,109

WORKPLACE GIVING	
Gross (\$USD)	
\$198,975	
SPONSORSHIPS	
Gross (\$USD)	
\$7,203,513	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$16,191,485	\$12,903,450
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$970,725	\$851,762
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$317,604	\$231,549
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$726,607	\$658,277
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$3,267,444	\$2,399,331



2021 YEAR-END REPORT

CANADA TOTALS

REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$148,086	\$111,661
CASH DONATIONS	
Gross (\$USD)	
\$68,711	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$211,555	\$174,864
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
DUNKIN DONUTS	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$207,396	\$159,577

WORKPLACE GIVING	
Gross (\$USD)	
\$54,656	
SPONSORSHIPS	
Gross (\$USD)	
\$115,000	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$509,834	\$425,470
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$276,493	\$215,814
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$219,069	\$183,646



2021 YEAR-END REPORT

INTERNATIONAL TOTALS

REVENUE BREAKDOWN

MERCHANDISE SALES	
Gross (\$USD)	Nett (\$USD)
\$15,179	\$15,112
CASH DONATIONS	
Gross (\$USD)	
\$10,603	
TORCH RUN EVENTS	
Gross (\$USD)	Nett (\$USD)
\$223,339	\$208,913
OVER THE EDGE	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TIP A COP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
DUNKIN DONUTS	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
SIGNATURE EVENTS	
Gross (\$USD)	Nett (\$USD)
\$0	\$0

WORKPLACE GIVING	
Gross (\$USD)	
\$291,346	
SPONSORSHIPS	
Gross (\$USD)	
\$43,978	
POLAR PLUNGE	
Gross (\$USD)	Nett (\$USD)
\$39,730	\$36,232
PLANE PULL	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
COP ON TOP	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
TRUCK CONVOY	
Gross (\$USD)	Nett (\$USD)
\$0	\$0
OTHER EVENTS	
Gross (\$USD)	Nett (\$USD)
\$10,474	\$15,547



2021 YEAR-END REPORT

USA TOTALS

LETR / SO INTERACTION

DEDICATED LETR LIAISONS

Number of Programs with a dedicated LETR Liaison	42
Average number of Full Time Employees dedicated to LETR	16.3

PERCENTAGE OF SO PROGRAM REVENUE FROM LETR

Number of Program Responses	31
Average percentage of SO Program Revenue derived from LETR	81%

CANADA TOTALS

LETR / SO INTERACTION

DEDICATED LETR LIAISONS

Number of Programs with a dedicated LETR Liaison	8
Average number of Full Time Employees dedicated to LETR	12.7

PERCENTAGE OF SO PROGRAM REVENUE FROM LETR

Number of Program Responses	4
Average percentage of SO Program Revenue derived from LETR	25%



2021 YEAR-END REPORT

INTERNATIONAL TOTALS

LETR / SO INTERACTION

DEDICATED LETR LIAISONS

Number of Programs with a dedicated LETR Liaison	5
Average number of Full Time Employees dedicated to LETR	15.1

PERCENTAGE OF SO PROGRAM REVENUE FROM LETR

Number of Program Responses	2
Average percentage of SO Program Revenue derived from LETR	83%