

Impact Report 2022

*I wish to have
a cubby house*

Isabella, 6, Italy
cancer

Together,
we make
WISHES
COME TRUE



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OUR MISSION:
*Together, we
create life-
changing wishes
for children with
critical illnesses*

*I wish to be
a superhero*

John, 5, Germany
cystic fibrosis

Why wishes matter

Make-A-Wish creates life-changing wishes for children with critical illnesses around the world. A wish can help children build the physical and emotional strength they need to fight a critical illness. The experience can be a game-changer that brings joy and a sense of normalcy back into a family's life. Our belief in the power and impact of a wish is what guides us and inspires us to grant the wish of every eligible child.

Make-A-Wish grants the wishes of children living with critical illnesses. Children who are eligible for a wish are not necessarily terminal. The majority of wish kids go on to manage and even overcome their illness.

12-year-old Sofia was born with Rett syndrome, a rare genetic disorder that affects brain development and means that she cannot speak or walk. But Sofia's condition does not stop her from dreaming, and her family describe her as a wonderful little girl who loves fairy tales and the company of others.

When Sofia's mother learned about Make-A-Wish through another mom she met at the hospital, she almost did not believe at first that she could make her little girl's wish come true. With Make-A-Wish, Sofia and her family embarked on an extraordinary journey that led them to her wish to dance with Prince Charming. As her dad said, "Finally someone was just taking care of Sofia. It was beautiful; an incredible feeling."

Sofia's wish involved so many people: schoolmates, teachers, parents of other children, volunteers, city institutions and many friends. Our young princess, put on a beautiful dress, got onto a horse-drawn carriage and arrived at the Grand Ball at the Barbieri Palace in Verona. Welcoming her, amidst a roar of applause, was her Prince Charming who took her in his arms to dance in a magical atmosphere, full of joy and celebration.





Together,
we make
WISHES
COME TRUE

*I wish to dance
with Prince
Charming*

Sofia, 12, Italy
Rett syndrome

Why we do what we do

Each day, more children are living with the anxiety of a serious illness. As long as there are children fighting devastating illnesses, our work is not done.

The Wish Journey can be an important part of the healing process. Every child deserves a childhood, so all investments in Make-A-Wish move us closer to restoring hope for the children who need it most.

WISH JOURNEY

I wish to build sandcastles at the beach

Thalisson, 8, Brasil
Non-Hodgkin lymphoma

1

WISH CAPTURE

5

WISH EFFECT

2

WISH DESIGN

3

WISH ANTICIPATION

4

WISH REALISATION

A message from our CEO

These pages tell the story of Make-A-Wish's recovery from the biggest challenge in our history. It's a story from which everyone in our Make-A-Wish family should take immense pride. In the toughest of times we've protected our network of Affiliates, we've channelled our resources into re-emerging from the pandemic stronger than before, and we've been there to support thousands of children and families impacted by a critical illness.

In calendar year 2022 we reached a record of over 17,000 wishes granted around the world!

Reopened borders and reduced restrictions released wish granting demand as we put a priority on the wishes which had been pending due to the Covid restrictions. We had strong relationships and innovative solutions across the network which propelled us to great new heights!

As you will read in this Impact Report for FY22, from September 1, 2021 to August 31, 2022, we not only met the challenges, but surpassed them by staying on course, meeting promises year after year and building on progress. We built a strong track record around our strategic imperatives:

- Increase Fundraising
- Continue Digital Transformation
- Strengthen our Affiliates
- Improve Inter-connectivity

These were highlighted by our ambitions and our accolades and many Affiliate milestones:

17,000+

Wishes granted worldwide in calendar 2022 year – a record!



**Luciano Manzo,
President & CEO**

This past fiscal year was a turning point for our organization as we focused on investment and stability. We established a platform for growth, we made investments in order to reach our budgeted growth, strengthen our team, and reach our goals.

We put a stake in the ground with our ambition to reach an annual 25,000 wishes granted by 2025.

Thank you all for making our mission possible! Without your support of time, treasure and talent, we could not fulfil the mission of creating life-changing wishes for children living with critical illnesses. Together, we will keep aiming high to one day, reach our vision of granting the wish of EVERY eligible child.

Best wishes,

**Luciano Manzo
President & CEO
Make-A-Wish International**

Latin America

Make-A-Wish Peru and Make-A-Wish Colombia granted the highest number of wishes since they were founded!

EMEA

Re-emergence from the pandemic meant most Affiliates in this region increased their number of wishes for the year, with strong growth in Disney wishes, among others!

Asia/Pacific

Make-A-Wish Philippines achieved more than 186% growth in revenue and increased wish numbers by over 300%.

Affiliate milestones



CEO Deepak S Bhatia accepting the Carole Hakko Volunteer Award on behalf of Make-A-Wish India volunteers

AWARDS
2022

We would like to extend our heartiest congratulations to the following winners for the Make-A-Wish Affiliate awards which were presented at our leadership conference in Orlando, Florida.

Diversity, Equity and Inclusion Award, Make-A-Wish Israel

Carole Hakko Volunteer Award, Volunteers of Make-A-Wish India

Ghandar Joshi Unsung Heroes Award, Juliana Soares and Rodrigo Ribeiro, Make-A-Wish Brasil

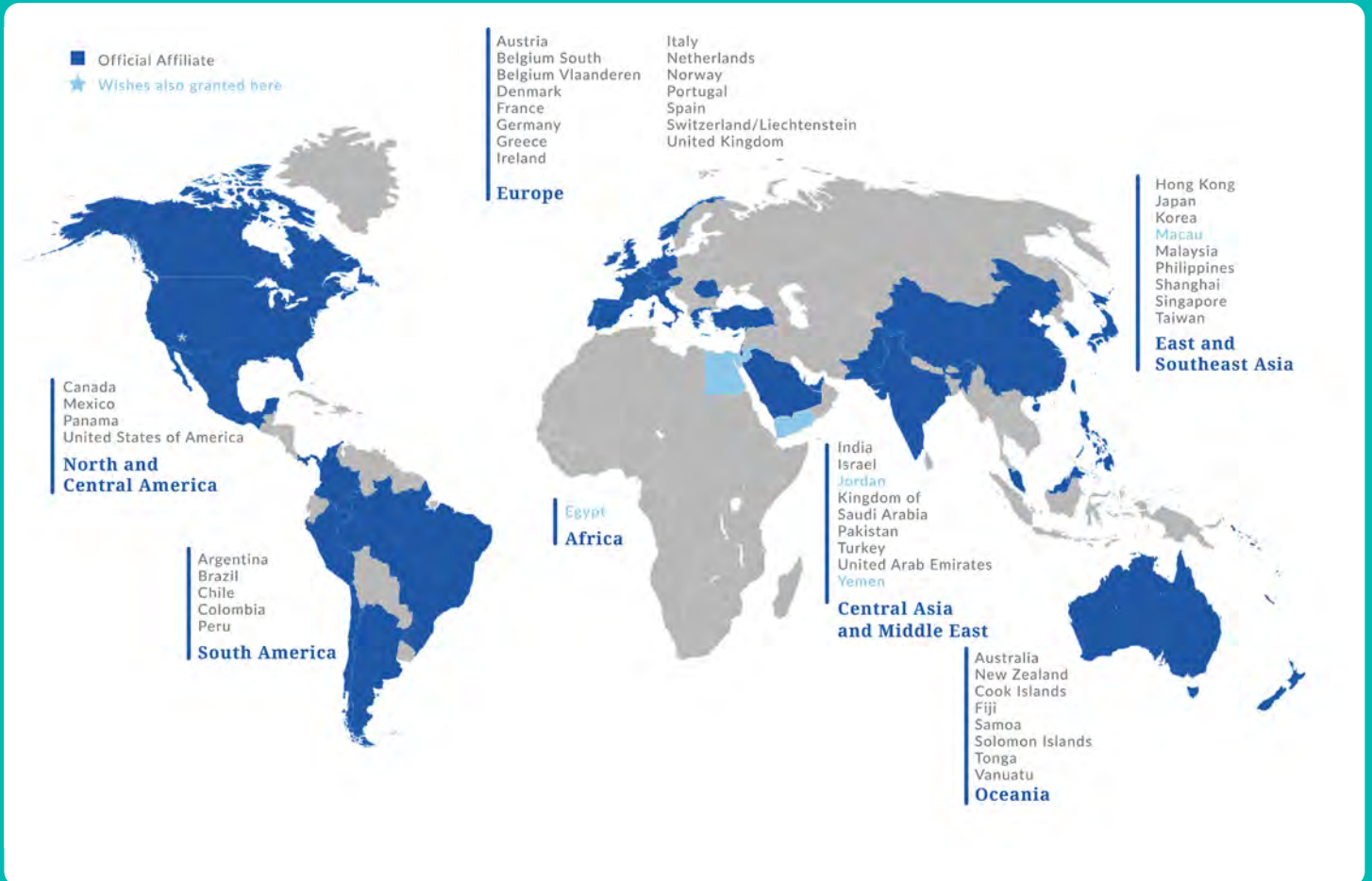
Best in Covid Re-emergence, Make-A-Wish Philippines

Best in Digital Fundraising, Childhood Cancer Awareness Month, Make-A-Wish Greece

Best in Corporate Fundraising, Be-Kind Nuts Bar and HKTVMall, Make-A-Wish Hong Kong

Community Wish Innovation Award, Wish App, Make-A-Wish Singapore

Chris Greicius Most Creative Wish Journey Award, Make-A-Wish Spain



We want to say happy anniversary and congratulations to the following Affiliates celebrating their milestone anniversaries last year. Thank you for all that you do for the Wish Children in your country.

★ CELEBRATING 30 YEARS ★

Make-A-Wish Ireland

Make-A-Wish Japan

★ CELEBRATING 25 YEARS ★

Make-A-Wish Austria

★ CELEBRATING 20 YEARS ★

Make-A-Wish Argentina

Make-A-Wish South Korea

Make-A-Wish Switzerland

Make-A-Wish UAE

Make-A-Wish Singapore

★ CELEBRATING 10 YEARS ★

Make-A-Wish Mexico

Make-A-Wish Singapore CEO Hazlina Abdul Halim presenting the 'Best in Re-emergence Award to Make-A-Wish Philippines Executive Director Aleah Ortiz



I wish to have a shopping spree

Ingrid, 8, Denmark
cystic fibrosis

Innovations

Rise

In FY22, we set up a brand new e-learning platform, Rise, a programme of Affiliate training made possible by generous funding from Disney. We have 250 users on Rise, with Affiliates, Make-A-Wish International staff and Boards already actively participating. We have various interactive toolkits available for the Affiliate network to access. We rolled out 48 different training modules, including, sessions on the wish journey, wish referrals, fundraising, finance and governance. In addition, Disney's funding in this area enabled various think tank initiatives, including the wish academies and a wish anticipation program for different categories of wishes. This has resulted in toolkits and assets available again on the Rise platform, for the whole network to easily adopt and implement.



Gaming and streaming communities

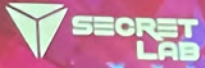
FY22 saw the first year of an organized fundraising program around the gaming and streaming communities of Twitch, YouTube and other online platforms. This past year featured Affiliate education in the space, including modules on the Rise platform now available for training and adaptation to local programs. A global community and the tools to manage it were launched with content creators around the world joining the community of fundraisers. The tools needed by fundraisers were also created and shared, including evergreen assets for year-round fundraising and specially branded assets for global campaigns. The top highlight of the year was our World Wish Month fundraising event which raised over \$125,000 globally.

Wish re-emergence / post Covid wishes

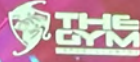
The Centre of Excellence (15 participating Affiliates) commissioned a 24-month long research programme with 'Research for Impact', based in Singapore. This is to develop a Global Theory of Change Outcome Model and to provide Prevalence and Incidence Data for all 40 International Affiliates. This research has been kindly funded by Disney.

Crypto

In FY22, the infrastructure was created for International and all Affiliates to be able to accept cryptocurrency donations. For the first time ever, we partnered as the charity of choice on various NFT projects and began interacting with the Web 3.0 community. This fledgling fundraising stream will continue to be a learning experience as we develop the policies and practices to ensure brand integrity and authentic experiences for donors.



Make-A-Wish.
SINGAPORE



JOVAN'S FUNDRAISING TOURNAMENT



*I wish to organise
a charity gaming
tournament*

Jovan, 17, Singapore
acute myeloid leukemia

DE&I

DIVERSITY, EQUITY AND INCLUSION

Make-A-Wish and its Affiliates made significant steps in their Diversity and Inclusion journey. We worked closely with a Diversity & Inclusion Specialist: Global Diversity Practice (GDP) to design, develop and implement a robust Global DE&I Strategy.

In June 2022, GDP was invited to our CEO Summit in Amsterdam, where they raised awareness, and presented the compelling global organisational, social and ethical case for Diversity, Equity & Inclusion (DE&I) within the third sector.

After this session, together with our Affiliate network and GDP, a thorough and in-depth diagnostic process of gathering data, designing interventions, delivering ideation workshops and collating relevant outputs have been utilised to inclusively design the build and identify the four pillars that underpin the Global DE&I Strategy. The strategy has been constructed to embed DE&I at all levels of the organisation, globally and locally, whilst focusing on making significant and lasting changes that will benefit everyone, from our employee and partners, to wish children and their families.

Our Vision For Diversity, Equity & Inclusion

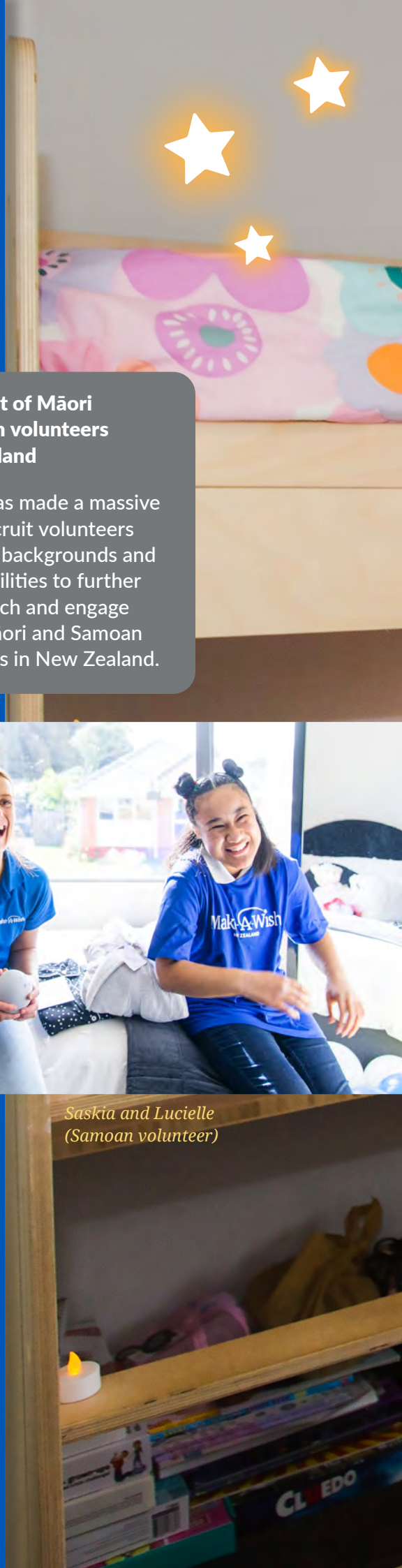
Together, we are committed to building an inclusive and diverse culture that celebrates and values all the voices and cultures of our children and our communities worldwide. We know that our wish children and the wishes we grant are unique, and we promote our colleagues, volunteers, and communities to embrace their own uniqueness so they can be their authentic self, empowering them to grant the wishes of every eligible child.

Recruitment of Māori and Samoan volunteers in New Zealand

The team has made a massive effort to recruit volunteers with similar backgrounds and language abilities to further their outreach and engage with the Māori and Samoan communities in New Zealand.



*Saskia and Lucielle
(Samoan volunteer)*



*I wish to have a
bedroom makeover*

Melody, 11, New Zealand
severe aplastic anemia



Hope

Hope changes everything.

Every day, a family hears the devastating news that their child is diagnosed with a critical illness. This distressing diagnosis turns their lives upside down, leaving them feeling hopeless. Make-A-Wish shines a light of hope in these dark times. In fact, many of our wish kids say their wish was a turning point in their fight to get better, and go on to lead healthy lives.

550,000 + wishes have been granted, but more children living with a serious illness need hope.

Make-A-Wish has the unique ability to transform a child and family's life during some of their most difficult trials – as a wish creates an opportunity for hope and the ability to experience life beyond illness.

Wishes have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival. And wishes not only help these children – they also have far-reaching, positive impacts on their families and communities.

*I wish to have
a motorcycle*

Yasmin, 4, Portugal
cancer



4-year-old Yasmin was shy when first meeting Make-A-Wish volunteers. But during the visits, the volunteers noticed that Yasmin really liked to play with motorcycles and cars. She told them she loves motorcycles because her Dad has one. Yasmin said she would love to have one of her own size.

On the day of her wish, Yasmin was so excited that as soon as she put on her helmet and climbed on the bike, she started accelerating! Yasmin quickly gained confidence on the bike and she was so excited to be able to bring it home.

As one of the volunteers said, "it's amazing how something so simple can mean so much to a child."



Corporate Alliances

We're delighted to partner with international companies, who support our life-changing wishes, and engage as a business in the most unique ways!



We are proud of our long-standing relationship with Disney, helping us to grant life-changing wishes around the world. This past year, as the pandemic restrictions started to ease, we were delighted to grant more Disney wishes, including back in its theme parks. We had wonderful moments to celebrate granting magical wishes together during the year too, including for the launch of a new holiday campaign 'From Our Family To Yours', in support of Make-A-Wish.

“Our wonderful and enduring relationship with Make-A-Wish gives us a chance to grant thousands of transformational wishes each year, and share the magic of Disney with wish children and families from all around the world. Disney takes great pride in our ability to deliver moments of joy to so many families, and we are delighted to work with Make-A-Wish International to make that possible.”

Jennifer Cohen, Executive Vice President,
Corporate Social Responsibility

*Thank you,
Disney for
your continued
support!*

*I wish to go to
Disneyland Paris,
where my favourite
princesses live*

Livia, 4, Belgium
lymphoblastic leukemia



FENDI KIDS

FENDI Kids created a limited edition co-branded t-shirt which was sold in 8 countries and donated 100% of the sale price to Make-A-Wish – it was sold out in just a few months!

Wishes START *Here.*

Fairmont

Make-A-Wish



FAIRMONT

“Fairmont and Make-A-Wish have enjoyed a wonderful relationship, hosting many families and their inspiring children for nearly twenty years. We have been honored to do more than just offer an exciting place to stay, and have worked with the fantastic teams at Make-A-Wish in many of our locations to create unique experiences that turn dreams into a reality for so many children. The magic of one wish can change a life and we're absolutely delighted to extend this important partnership to our Fairmont hotels globally.”

Mansi Vagt, Global Brand Leader & Vice President Fairmont Brand, Accor

Fairmont Hotels & Resorts announced its first global partnership with Make-A-Wish, with the plan to grant more than 500 wishes and donate €1 million over the next three years!

2,400 Robert Half employees across 18 countries raised \$170,000 USD online, during a fantastic 30-day fundraising challenge – a unique way to connect teams worldwide around one purpose!

“We’ve been fortunate to partner with Make-A-Wish through fundraising and volunteer efforts in 18 countries around the world. Robert Half employees are passionate about supporting Make-A-Wish children and their families – regardless of culture, language, or location – and are proud to bring light and happiness to critically ill children.”

Greg Scileppi, President of International Staffing at Robert Half

**SHANGRI-LA
HOTELS GROUP**

Thanks to a new partnership with Shangri-La Hotels and Resorts, Angel's wish to have a VIP experience at the Shangri-La The Shard, London, just like the ones she imagined when she admired the view from the hospital balcony, became reality.

*I wish to have a
VIP experience
at The Shard*

Angel, 14, UK
proximal femoral focal
deficiency

VALUED PARTNERS

Make-A-Wish International is lucky to be supported by generous corporate partners who fundraise and raise awareness of our work around the world.

AXA	Jewelers for Children
Benevity	JustGiving US
Celonis	K22 Global Traders
Chiesi	Kaizen Gaming
Farmaceutici SpA	LinkedIn
Claire's Stores	Locals.org
Club Med	Mattel
E-Sports Awards	Orion Worldwide
Famosos Inc.	Playtika
Fanatics	Porsche
FatBitFun	Scentsy
Five 9	Sony Playstation
Funko	Tenable
Grab	The Ballman Project
Humble Bundle	Twitter
IGG	WWE
Iland Internet Solutions	

I wish to meet sea turtles

Sum Sum, 14, Hong Kong
rhabdomyosarcoma



Individual supporters

There are many reasons why hundreds of people choose to support Make-A-Wish International every year via different donation platforms. Here is what our current donors say as to why they have chosen to support our work:

“

Thank you for the magnificent work you do to help children all over the world. Children’s happiness, safety and welfare should always be our priority.

MARTIN

”

“

Love to be a part of making a child’s wish come true!

ARIANA

”

“

Make-A-Wish helped me when I was a kid and I want to be able to do the same for other young people.

JEMMA

”

“

It has been a privilege to be able to support an organisation with such a beautiful mission as Make-A-Wish. Not only is the cause so touching and impactful, but it is run to an exemplary standard. We have been beyond impressed by the dedication and true love that all the team have for this great organisation. Our foundation is humbled to be a small part of it.

THE DAHAN FAMILY FOUNDATION

”

“

THE TABONY FAMILY

Cierra Tabony reached out to Make-A-Wish with a simple and generous proposition – to ask friends and family to grant wishes in lieu of gifts last holiday season.

Thanks to her initiative, the Tabonys raised \$6,000 to support critically ill children in Peru and Argentina to receive their one true wish.

As parents ourselves, we know there’s nothing more precious than childhood, when every child should be free to dream big and discover their interests.

It really pulled at our heartstrings to know there were kids out there who were facing real health challenges that put their imagination on hold and their dreams in jeopardy.

We chose to support Make-A-Wish International in the hopes that we could give some of those dreams back to children who had to grow up too fast. **Cierra Tabony**

”

MAKE-A-WISH GLOBAL HIGHLIGHTS

550,000

Make-A-Wish has granted more than 550,000 wishes worldwide since 1980.

30,000

More than 30,000 volunteers help us grant thousands of wishes each year around the world.

27,000

Make-A-Wish granted nearly 27,000 wishes globally last year.

17,000

The 40 Affiliates of Make-A-Wish International granted 17,000 wishes in 50 countries.

50

Make-A-Wish grants wishes for children living with critical illnesses in 50 countries on six continents through 40 international Affiliates.

I wish for a tablet to watch my favourite princess cartoon

Nayleah, 7, Peru
Wilms tumor

Together,
we make
WISHES
COME TRUE

Snapshot

ENTERPRISE (Make-A-Wish International and Affiliates)

Prior year

\$76M

Last year

\$87.3M

Growth

14%

Make-A-Wish International Revenue and Expenses Fiscal year 2022
(September 1, 2021 – August 31, 2022)

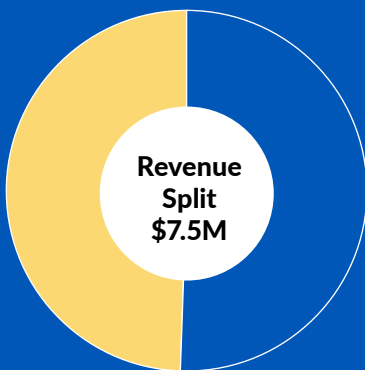
TOTAL REVENUE

\$7.5M

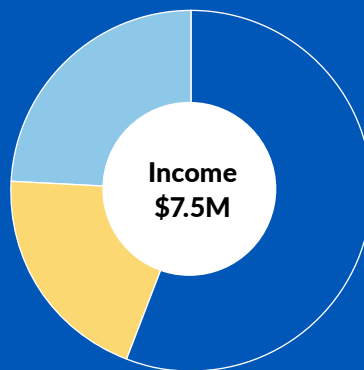
\$7.5M

TOTAL EXPENSES

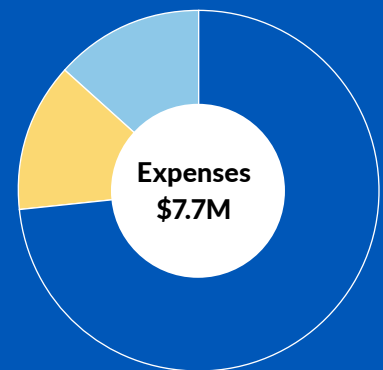
\$7.7M



○ Distributed to Affiliates \$3.8M
● Revenue International \$3.7M



○ Cash contribution \$4.2M
● In-Kind \$1.5M
● Other \$1.8M



○ Program \$6.2M
● Fundraising \$0.7M
● Management and General \$0.7M

Calendar year 2022

WISHES GRANTED

17,000+

↑ 39.4% *increase from 2021*

WISHES PENDING

9,826

VOLUNTEERS

6,625





*I wish to have an
electric bicycle*

Qhaliff, 7, Malaysia
leukemia

Finances

As the awarded 'best-in-class stewards' of your financial support, we are able to carry out the mission of Make-A-Wish.

In May 2021, **Charity Navigator** awarded Make-A-Wish International with another consecutive year at a 4-star rating.



Covid Fund

The Covid fund (C-fund) was created as an emergency fund during the pandemic by the Crisis Management Unit, to support Affiliates so that they can increase their resilience in a moment of crisis and be ready to continue the journey toward fulfilment of Make-A-Wish International's global vision, mission and goals. We raised \$330K and distributed \$290K to help our Network.

In April 2022, we considered that we were not focused on 'emergency' status anymore so the fund was converted into a D-Fund (Development fund) to support actual development activity across the network. The D-fund seeks to provide funds to Affiliates with innovative ideas, in order to support the efforts of these Affiliates to grow and develop, toward fulfilment of Make-A-Wish International's global vision, mission and goals.

To date, we have almost \$50K available for the Affiliate Network.

Fiscal Year September 1, 2021 through August 31, 2022*

	US\$
Support and Revenue	
Contributions and Grants	\$5,735,308
Affiliate Member Dues	\$1,698,238
Investment Income	-\$102,977
Other Income	\$176,684
Total Gross Support and Revenue	\$7,507,253
Less: Designated Funds to Affiliates	-\$2,340,947
Total Net Support and Revenue	\$5,166,307
Expenses	
Program Services	\$3,870,776
Supporting Services	
Management and General	\$746,820
Fundraising	\$715,477
Total Expenses	\$5,333,072
Change in Net Assets	-\$166,766
Cash and Cash Equivalents	\$2,859,780
Investments	\$614,929
Receivables, Other	\$121,495
Contributions Receivable, Net	\$2,263
Due from Affiliates	\$820,739
Prepaid Expenses	\$135,004
Equipment, Net of Accumulated Depreciation	\$71,458
Total Assets	\$4,625,666
Accounts Payable and Accrued Expenses	\$257,831
Due to Affiliates	\$872,463
Deferred Affiliate Member Dues	\$604,084
Notes Payables	\$74,712
Total Liabilities	\$1,809,090
Unrestricted	\$2,530,361
Temporarily Restricted	\$286,216
Total Net Assets	\$2,816,577
Total Liabilities and Net Assets	\$4,625,666

*I wish to be a
pastry chef*

Eunsu, 12, South Korea
malignant lymphoma

*There are
no limits
TO A CHILD'S
IMAGINATION*

A message from the Chairman



Markos Tambakeras
Chairman of the Board

Let me begin by saying how fortunate and privileged I feel to have had the opportunity to serve this organization, as well as the 40 member countries of this global mission.

This year marks the end of my chairmanship. I can confidently say that in my seven years on the board, with the last four as Chairman, I witnessed some historic changes, including our most astounding growth of wishes granted in this past year. The resilience and tenacity of each of our Affiliates during the most challenging time has left me awed and proud. We were able to pivot and rise above the headwinds of the global pandemic. Our collective efforts were unsurpassed and unified us as a global family.

I am grateful for this opportunity to be part of this amazing family and truly feel that my years here have been both fulfilling, as well as given me the opportunity to also learn about the workings of international nonprofits. Furthermore, I learned from all of you – from your passion and dedication – to focus on granting the wish of every eligible child.

I witnessed a commitment to exercise our growth mindset with humility, curiosity, compassion, and the recognition that, while none of us will ever be perfect, we can always be better than we are today, *and ultimately... each of us can create HOPE.*

The hope that one gains from a Make-A-Wish experience is life-changing for anyone involved. I have also said in order to give hope to so many we need oxygen, and the Make-A-Wish oxygen is our ability to raise funds which is an area in which we can continue to learn and grow.

As I leave my position as Chairman, I reflect on this record-breaking year, where we raised \$76M collectively and granted a record of 17,000 wishes!

Please review this impact report. I'm confident that we are positioned to continue record growth in the next few years.

The wonderful Make-A-Wish family will always be in my heart.

A handwritten signature in brown ink, appearing to read 'Markos Tambakeras', with a horizontal line underneath it.

Markos Tambakeras
Board Member 2015-2022
Chairman 2018-2022

“ I’ve always said that we are in the ‘business’ of HOPE. ”

Board of Directors

Good governance requires right mix of board members and a chairperson to provide leadership and accountability, and careful mixing and navigating of candid discussions, transparent practices, and thoughtful governance policies.

Here is our International Board:



Markos Tambakeras
Chairman of the Board
USA



Jayne Millard
Vice Chairman of the Board
USA
Chairman of the Board and CEO,
Turtle & Hughes, Inc.



Gilli Sinclair
Board Secretary,
New Zealand
Manager Health &
Detox. Auckland
City Mission



Javier Irrarázaval A.
Board Member,
Chile
President, Socio en
Trabajo con Sentido
SpA



Arik Hybloom
Board Member,
Israel
Chief Financial
Officer at
BELKIN Vision



Ishtiaq Baig
Board Member,
Pakistan
Founder,
Make-A-Wish
Pakistan



Howard Prince-Wright
Board Treasurer,
United Kingdom
Director,
Basil Capital Limited and
Non-Executive Director
Hellenic Petroleum
Finance Plc



Barb Hambly
Board Member,
Canada



Dr. Kevin CH Lau
Board Member,
Hong Kong
Founder and Medical
Director of Trinity
Medical Centre



Tasia Filippatos
Board Member,
United Kingdom
SVP, Consumer
Products, Publishing
and Games, The Walt
Disney Company



Mike Densmore
Board Member,
USA
Head of Growth &
Innovation, United
Talent Agency



Jonathan Polin
Board Member,
United Kingdom
Group Chief
Executive Officer
of Sanlam UK



Victor Nichols
Incoming Chairman
for FY23
USA
Director of Bank of
Hawaii, Revlon and
Zovio



Matt Lewis
Board Legal
Counsel,
USA
Partner,
White & Case

OUR VISION:
*To grant the
wish of every
eligible child*

*I wish to be
a fireman*

Neria, 3, Israel
leukemia

Make-A-Wish[®]
INTERNATIONAL

 @MakeAWishIntl

 @MakeAWishIntl

 makeawishintl

 Make-A-Wish International

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