

*I wish to sing on a
Broadway stage*

Allison, 8
congenital heart disease



Make-A-Wish®

METRO NEW YORK AND
WESTERN NEW YORK

IMPACT REPORT
FISCAL YEAR 2019

PRESIDENT'S MESSAGE

Phil Lussier, President & CEO & Wish Dad

Fiscal year 2019 was a successful and exciting year for Make-A-Wish Metro New York and Western New York. Thanks to our donors, volunteers, medical partners, board members and staff, we granted the wishes of 670 children and assisted in granting the wishes of another 257 from around the globe whose wishes took place in New York City. That's 927 children and families who experienced the healing power of a wish, because of your support.



Our continued success at Make-A-Wish is only achieved with great people and great relationships. It's through your generous support that we will fulfill our vision of reaching every eligible child. As you read through the information in the Fiscal Year 2019 Impact Report, please remember how important you are to all the progress we have made... and all that is yet to come. Your impact is profound and meaningful. Thank you for your commitment to our organization and the hundreds of lives we transform each year.

With gratitude,

A handwritten signature of Phil Lussier in black ink.

OUR MISSION

Together, we create life-changing wishes for children with critical illnesses.

TABLE OF CONTENTS

President's Message	pg 2
2019 in Review	pg 3
Impact in Action	pg 5
Program Highlight: Wish It Forward	pg 6
Philanthropy in Action	pg 7
Corporate Partners	pg 9
Community and Medical Partners	pg 10
Financials	pg 11
Board of Directors	pg 12

2019

IN REVIEW

MOVED CHAPTER HEADQUARTERS TO NYC

Just days before the start of FY19, we officially moved our chapter headquarters to the center of Manhattan. This strategic move was made to increase visibility in the competitive New York City philanthropic market. It also increased our accessibility to wish families, volunteers, staff, board members, community members, donors, volunteer events and hospital locations.

PROGRAM HIGHLIGHT: WISH IT FORWARD

Wish It Forward is an organization-wide initiative to increase engagement among wish families that provides a crucial pathway for families to stay involved. Developed on an alumni model, we engage with families throughout the wish process to identify interest in three opportunity funnels: fundraise or donate, share their story in content or speaking engagements, and volunteer opportunities.

927 WISHES GRANTED

Our chapter granted 927 wishes - but as our CEO likes to say, "We really granted one wish 927 times." Each wish is as unique as the child who makes it so we never round our wish count up or down. Each wish is a child that we celebrate.

We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness.

POWER OF A WISH GALAS

During the 2019 spring gala season, we held three successful Make-A-Wish galas in Rochester, Buffalo and Manhattan. The galas all highlighted the hope and joy that a wish can bring to a child and their families. Together, the three galas raised \$2.3 million and more than 1,600 guests celebrated the life-changing power of a wish. This revenue is not just a statistic; every dollar raised gets us closer to granting the wish of a child in our region.

A BETTER UNDERSTANDING

Although the needle is moving, 44% of Americans still misunderstand Make-A-Wish. We are not a 'last wish' or 'only for kids with cancer' nor are wishes paid for 'by celebrities and large organizations.' We have connected with you to tell you where your work helps through stories of resilience and hope. We will continue in the years to come to help you understand the lasting impact of a wish and let you know how you can be a part of it.

COMMUNITY PARTNERSHIP AND DIVERSITY

Our chapter has begun to implement critical initiatives around inclusion and diversity to better reflect the incredible multiculturalism of our communities. Our chapter grants wishes in the five boroughs of New York City, Nassau County, and 17 counties in the Buffalo and Rochester areas. We serve kids in communities ranging from highly populous Brooklyn to rural counties of western New York. We leveraged an inclusive community approach to be able to better serve our populations through more culturally competent outreach, language fluency and the use of tools like translation services.



IMPACT IN ACTION

WISHES GRANTED IN FY19



927

TOTAL

560

METRO

110

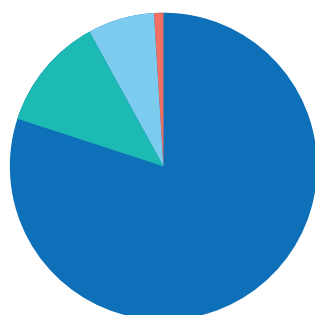
WESTERN

257

WISH ASSIST

FY19 CHAPTER METRICS

WISHES BY TYPE



- 80% I wish to GO
- 12% I wish to HAVE
- 7% I wish to MEET
- 1% I wish to BE

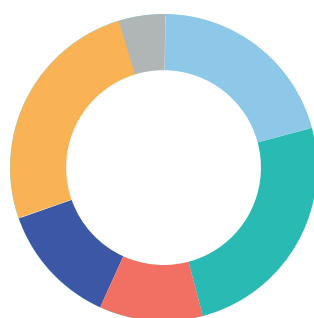


1,200+
VOLUNTEERS



30+
LANGUAGES SPOKEN
BY WISH KIDS AND
VOLUNTEERS

METRO NY WISHES BY BORO/COUNTY



- 116 (21%) Bronx
- 145 (26%) Brooklyn
- 59 (11%) Manhattan
- 71 (13%) Nassau
- 141 (25%) Queens
- 28 (5%) Staten Island

WESTERN NY WISHES BY REGION



- 58 (53%) Buffalo
- 52 (47%) Rochester



6
CONTINENTS
VISITED BY
WISH KIDS

31
INTERNATIONAL
TRAVEL
DESTINATIONS

2019 PROGRAM HIGHLIGHT



Alumni have had transformative experiences and therefore are the most excited, empowered and passionate about our mission and future. Many families look for ways to stay engaged and give back after their child's wish is granted. They are our most important storytellers and advocates.

In FY2019, we launched **Wish It Forward**, an alumni engagement program that benefits both wish families and the organization. Alumni and families can Wish It Forward in a variety of ways:

- **Content and Storytelling:** Sharing their story helps people outside the organization understand the true impact of a wish, which can inspire them to give.
- **Volunteering:** Some families volunteer to play an active role in making other children's wishes come true.
- **Donating/Fundraising:** Some families want to give back. Sometimes donating is simple. For others, fundraising is a better fit. This can include hosting a fundraiser through work, school or church, getting matching gifts through work or making in-kind donations.

The program also provides alumni the opportunity to build a lasting relationship with our organization and to create new relationships with a network of wish families, like them. This happens through:

- **Facebook Family and Alumni Group:** This closed group is only for wish families and alumni and is a great place to find out about events, ways to volunteer, and opportunities for involvement.
- **Mentor Program:** An older wish alum can mentor a younger wish child, and their family, to share similar experiences of health challenges and the hope of a wish.
- **Newsletter:** All wish families receive our monthly newsletter "Wishful Thinking" to keep them updated and provide a resource should they want to get involved in the future.

2019 WISH IT FORWARD MEASURES OF SUCCESS



462

Wish It Forward Calls



11

Event Speakers

24

Event Participants



282

WIF Donations

\$217,084 Total Donated



1,676

Newsletter Recipients



90

Photo/Video Submissions

10

Testimonials Shared



110

WIF Facebook Group Members

PHILANTHROPY IN ACTION

JUNIOR BOARD

The Junior Board of Metro New York is a group of professionals under the age of 40 who are dedicated to supporting and promoting the Make-A-Wish mission. Every member is a wish-granting volunteer and their focus is to provide leadership support for fundraising efforts, recruit prospective leaders, help in the strategic planning efforts of the organization and increase awareness of the Make-A-Wish Metro New York community in which the members live and work.

In 2019, the Junior Board created and rolled out a new membership model for the chapter, the Young Professional Program (YPP). The YPP allows individuals to join a new Make-A-Wish community while having the opportunity to grow their networks, socialize and volunteer. In addition to assisting the Junior Board with their initiatives, the YPP has quarterly networking gatherings and hosts small events to support our mission.

WOMEN'S COUNCIL

The Women's Council is comprised of wish granters, wish moms and professional women who are dedicated to helping Make-A-Wish achieve its mission to create life-changing wishes for children with critical illnesses.

In FY 2019, the Council hosted its inaugural Runway to Wishes at Kleinfeld Bridal, partnering with the largest luxury bridal retailer in the world while raising critical funds to advance our capacity to grant wishes.

THE NEW YORK REAL ESTATE COUNCIL

The New York Real Estate Council is a group of executives and leaders in the NYC real estate industry making wishes come true for kids in NYC and Nassau County. The Real Estate Council has raised substantial funds for Make-A-Wish and helped grant more than a dozen construction related wishes.

In 2019, the group hosted their fourth annual holiday cocktail party and have raised over \$350,000. They have secured an additional \$200,000 in in-kind support that is applied directly to the construction wishes the group is granting first-hand.



PHILANTHROPY IN ACTION

METRO NEW YORK GALA

The 2019 Power of a Wish Gala, the chapter's largest and most important fundraiser of the year, was held on June 6 at Cipriani Wall Street. The black-tie affair, hosted by *Saturday Night Live* star, Kenan Thompson, was attended by over 700 guests and raised over \$1.8 million. Special guests included Tony Award nominee, and former wish kid, Ashley Park, who spoke movingly about the life-changing impact of her wish over ten years ago.

TOAST TO WISHES

Toast To Wishes 2019 was an incredible success thanks to our Host Committee, our sponsors and everyone who attended. This sold out event - the party of the season for young professionals - raised nearly \$300,000, bringing the event's eight-year total to over \$3 million. In fact, over \$15,000 was raised in just 10 minutes during the text-to-donate challenge.



WESTERN NEW YORK GALAS

The Buffalo and Rochester Galas were enjoyed by nearly 900 wish supporters, raising more than \$470,000 combined. The events, held at the Seneca Niagara Casino & Resorts and Oak Hill Country Club, celebrated the life-changing impact of a wish and the many wish heroes of the WNY community. Both evenings included live and silent auctions, signature wish sponsorships and live entertainment along with wish kid testimonials.

97 ROCK RADIOTHON

The 24th Make-A-Wish Radiothon on 97 Rock inspired the Greater Buffalo region to tune in for wishes, raising more than \$120,000 for upcoming wishes in the WNY region. This adds to the more than \$3 million raised in two decades for children with critical illnesses. Funds were raised through live auction items, silent auction items online, donations to request a song and dozens of outside community fundraisers to support the Radiothon.

CORPORATE PARTNERS



Since the very first wish in 1980, Disney and Make-A-Wish together have granted more than 140,000 life-changing wishes for children with critical illnesses. Today, one out of every two wishes granted in the U.S. is a Disney wish. Last year, The Walt Disney Company provided more than \$20 million directly to Make-A-Wish in cash and in-kind donations, including theme park passes, private movie screenings, and other VIP perks. Disney wishes not only create priceless memories, but they also help kids believe anything is possible.



In 2019, a record \$3.6 million was donated to Make-A-Wish America thanks to the generous support from their Share the Love Event. Since 2011 Subaru has donated more than \$20 million to Make-A-Wish, helping to grant more than 2,200 life-changing wishes.



Make-A-Wish was a national beneficiary of the 2019 Macy's Thanks For Sharing program, which raised \$8 million for Make-A-Wish in 2018. Macy's also supports Make-A-Wish through its annual Believe campaign and by helping to enhance wishes through makeovers, personal shoppers and other unique in-store experiences. We're beyond grateful for the generosity shown by Macy's as their hometown chapter and the unique wishes that are granted for children around the world at Macy's flagship location, Herald Square and beyond.



Brooks Brothers

Brooks Brothers has been a sponsor of Make-A-Wish since 2000 and has raised more than \$6.1 million through its promotional efforts. In FY2019, Brooks Brothers donated more than \$600,000 to Make-A-Wish through their April campaign and Well-Dressed Wishes Program. Whether it's a shopping spree, a big event or any other wish that needs a special outfit, Brooks Brothers associates are always there to help. Last year, Brooks Brothers

granted enhancement experiences for wishes to meet a U.S. president and to be an animator for the day, just to name a few!



COMMUNITY AND MEDICAL PARTNERS

LONG BEACH POLAR BEARS

Sunny skies and mild temperatures brought thousands to the boardwalk and waves on February 3, 2019 for the annual Long Beach Polar Bear Super Bowl Splash. The 2019 event, held in honor of young Paulie Bradley, raised almost \$500,000. Since its inception as a fundraiser in 2000, the Splash has raised \$7 million for Make-A-Wish Metro New York, making it one of our most important events of the year.

11 DAY POWER PLAY - WNY

Buffalo's 11 Day Power Play Community Shift has grown to more than 2,300 pairs of skates hitting the ice, in three hour shifts over an 11-day marathon hockey game, to raise money in support of all those fighting cancer in WNY. Make-A-Wish Western New York was named one of the event's primary beneficiaries and has received \$215,000 to date in support of Make-A-Wish children fighting cancer.

COMMUNITY COUNCILS

We are proud to count both the Community Affairs Team from NYPD and the Family Assistance Unit from FDNY, among others, as community partners. We're deeply grateful to our Brooklyn Community Council and our Bronx Community Council for their much-needed support of wish kids in their boroughs through volunteer recruitment and engagement programs.

TOP REFERRING HOSPITALS

Our medical partners are responsible for two-thirds of wish referrals to our chapter. Top medical institutions, including **Cohen Children's Medical Center** and **Golisano Children's Hospital at Strong**, refer hundreds of children for wishes every year. With their continued partnership, we aspire to achieve our vision of reaching every child eligible for a wish.

METRO NEW YORK TOP REFERRING HOSPITALS

- Cohen Children's Medical Center
- Memorial Sloan Kettering Cancer Center
- Morgan Stanley Children's Hospital
- Mount Sinai
- NewYork-Presbyterian/Weill Cornell Medical Center
- NYU Langone Medical Center
- The Children's Hospital at Montefiore

WESTERN NEW YORK TOP REFERRING HOSPITALS

- Golisano Children's Hospital at Strong
- John R. Oishei Children's Hospital
- Roswell Park Comprehensive Cancer Center

FINANCIALS

MAKE-A-WISH FOUNDATION® OF METRO NEW YORK AND WESTERN NEW YORK, INC.

STATEMENT OF ACTIVITIES

YEAR ENDED AUGUST 31, 2019

REVENUES, GAINS AND OTHER SUPPORT	Without Donor Restrictions	With Donor Restrictions	Total
Public Support:			
Contributions	\$ 9,474,997	\$ 3,557,806	\$ 13,032,803
Grants	176,476	—	176,476
Total Public Support	9,651,473	3,557,806	13,209,279
Internal Special Events	2,991,631	—	2,991,631
Less Costs of Direct Benefits to Donors	(731,983)	—	(731,983)
Total Internal Special Events	2,259,648	—	2,259,648
Investment Income, Net	188,896	174,120	363,016
Other Income	109,700	—	109,700
Net Assets Released from Restrictions	1,031,780	(1,031,780)	—
Total Revenues, Gains, and Other Support	13,241,497	2,700,146	15,941,643

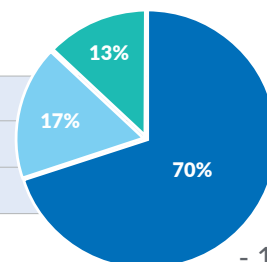
EXPENSES

Program Services:			
Wish Granting	9,166,558	—	9,166,558
Program-Related Support	794,120	—	794,120
Training and Development	341,562	—	341,562
Public Information	228,275	—	228,275
Total Program Services	10,530,515	—	10,530,515
Support Services:			
Fundraising	2,558,445	—	2,558,445
Management and General	1,947,086	—	1,947,086
Total Support Services	4,505,531	—	4,505,531
Total Expenses	15,036,046	—	15,036,046

CHANGE IN NET ASSETS	(1,794,549)	2,700,146	905,597
Net Assets - Beginning - Before Change in Accounting Policy	2,590,048	8,378,093	10,968,141
Change in Accounting Policy	6,814,403	—	6,814,403
Net Assets - Beginning of Year - As Adjusted	9,404,451	8,378,093	17,782,544
Net Assets - End of Year	\$ 7,609,902	\$ 11,078,239	\$ 18,688,141

OPERATING EXPENSES

Program Services	\$ 10,530,515	(70%)	●
Fundraising	\$ 2,558,445	(17%)	●
Management and General	\$ 1,947,086	(13%)	●





Chapter Leadership

Phil Lussier
President & CEO

Rosemary Conder, CFRE
Chief Development Officer

Anika Daughtry
Vice President, Metro Mission Delivery

Tom Flaherty
Chief Financial Officer

Gina Florescu
Chief Brand Officer

Ben Marchione, CFRE
Regional Director, Buffalo

2019 Board of Directors

Stephen Thomas, Chair
Managing Director
Bain Capital, LLC

Jackie Cohen
Partner, Mergers & Acquisitions
Weil, Gotshal & Manges, LLP

Sarah Pontius
Real Estate Consultant

Stephanie Alger
Global Head of Equity Client
Solutions Platform
Bank of America

Zach Coopersmith
Managing Partner – New York City
Building Industry Partners

Michael Russo
Managing Partner
Hawkins Webb LLC

William Brilliant
Partner
Global Infrastructure Partners

Brian Donaghy
Chairman & President
ST Equities, LLC

Susan Wallerstein Scherr
Wish Parent

Julia Bunyatov Goddard, Treasurer
President, Sirmio Inc.
Executive Director, Armstrong
Wolfe - New York

Emma Fine
Philanthropist

Anne Schnitzer, Secretary
Philanthopist

Sari Chang
Partner
Jacobs Chang Architecture

James Galowski
Partner – Co-Head of
Global Structured Credit
Apollo Global Management, LLC

Rabia Sheikh
Vice President
Visa Inc.

E. Randall Clouser
Founder
Clouser Strategic Advisors, LLC

Bret Leas
Partner
Apollo Global Management, LLC

Ivan Taback
Partner, Trusts and Estates
Skadden, Arps, Slate, Meagher
& Flom LLP

Contact Us

HEADQUARTERS

Make-A-Wish® Metro New York and
Western New York
500 Fifth Avenue, 29th Floor
New York, NY 10110
(212) 957-9474

Make-A-Wish® Western New York
100 Sylvan Parkway, Suite 101
Amherst, NY 14228
(716) 810-9474
Toll Free (888) 336-9474

Make-A-Wish® Western New York,
Rochester Regional Office
3025 Monroe Avenue, Suite 200
Rochester, NY 14618
(585) 272-9474
Toll Free (888) 336-9474

Follow Us



www.metrony.wish.org | www.wny.wish.org