

2019 Make-A-Wish® Wisconsin Annual Report



Make-A-Wish®
WISCONSIN

★ CELEBRATING 35 YEARS OF WISHES ★

What A Wish Can Do...

Throughout Fiscal Year 2019, Make-A-Wish® Wisconsin celebrated its 35th Birthday. We've come a long way since 1984, when a handful of individuals came together to make a single child's wish come true. Today, over 530 volunteers and more than 14,900 donors span the state. While many things have changed since the Chapter's founding, the impact a wish can have on a child's emotional and physical health has not.

As you'll see in these pages, a wish can spark imagination and encourage children to see life beyond illness. It can deliver strength and provide respite to a family coping with seemingly endless medical needs. It can touch the hearts of donors who witness the impact of their gift, and it can inspire the friends, neighbors, volunteers and medical partners who all play important roles along the journey of a wish.

That's why our vision is to grant every eligible child's wish – to ensure more kids have joyful experiences and some of the best days of their lives. Because wishes aren't just nice – they are necessary. This is why wishes matter. It is only with the help of our friends in the community that we are able to provide life-changing experiences to the children and families we serve. Thank you for all you do to bring joy into the lives of children.



Kara Kaiser
Board Chair, FY 2019



Patti Gorsky
President and CEO





2019 Board of Directors

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





Wishes go beyond the experiences — they bring healing

A wish experience can be a game-changer for a child with a critical illness. This one belief guides us in everything we do at Make-A-Wish® Wisconsin. It inspires us to grant wishes that change the lives of the kids we serve. It compels us to be creative in exceeding the expectations of every wish kid. It drives us to make our donated resources go as far as possible. Most of all, it's the founding principle of our vision to grant the wish of every eligible child.

Wishes go beyond the experiences — they bring healing. And they are far more than gifts, or singular events in time. Wishes impact everyone involved - wish kids, volunteers, donors, sponsors, medical professionals and communities. The impact varies. For wish kids, just the act of making their wish come true can give them the courage to comply with their medical treatments. Parents might finally feel like they can be optimistic. And still others might realize all they have to offer the world through volunteer work or philanthropy.

Whatever the odds,
whatever the obstacles ...
wishes find a way
to make the world better.

*I wish to go to
the Walt Disney
World® Resort*

Wynter, 5
congenital anomalies

Make-A-Wish Foundation® of Wisconsin

Statement of Activities

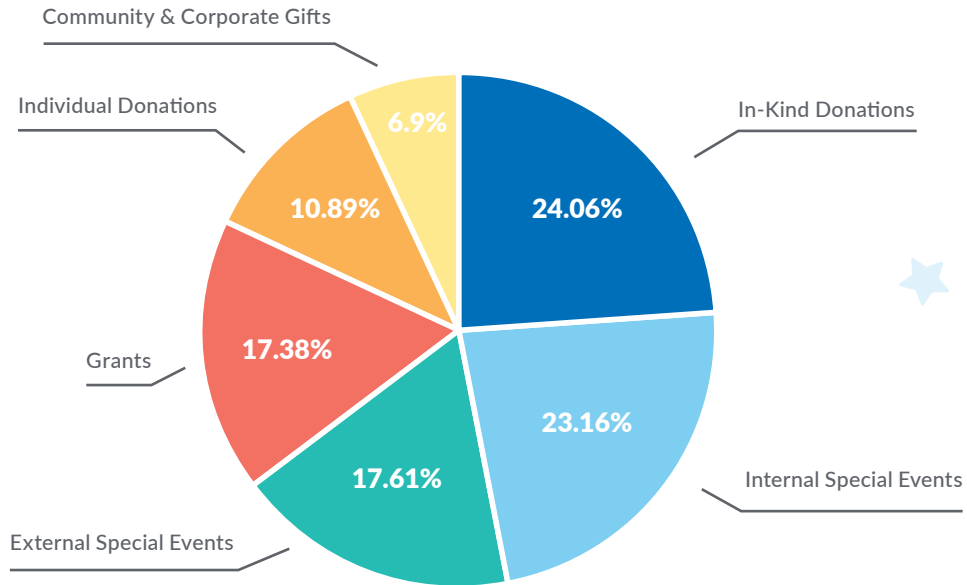
YEAR ENDED AUGUST 31, 2019

With Summary Totals For Year Ended August 31, 2018

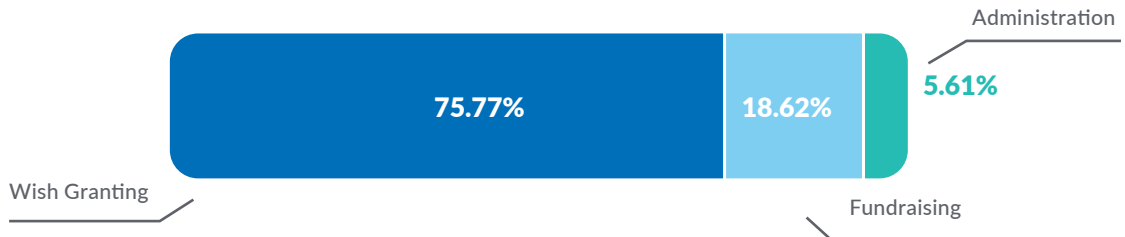
	Without Donor Restrictions	With Donor Restrictions	2019 Total	2018 Total
REVENUES, GAINS, AND OTHER SUPPORT				
Public Support:				
Contributions	\$ 5,222,835	\$ 883,729	\$ 6,106,564	\$ 6,902,401
Grants	513,864	—	513,864	470,165
Total Public Support	5,736,699	883,729	6,620,428	7,372,566
Special Events:				
Internal Special Events	3,011,570	181,145	3,192,715	2,706,745
Less: Costs of Direct Benefits to Donors	(1,027,178)	—	(1,027,178)	(861,246)
Total Special Events	1,984,392	181,145	2,165,537	1,845,499
Investment Income, Net	49,455	—	49,455	1,297,305
Other Income	7,500	—	7,500	5,648
Net Assets Released from Restrictions	636,530	(636,530)	—	—
Total Revenue, Gains, and Other Support	8,414,576	428,344	8,842,920	10,521,018
EXPENSES				
Program Services:				
Wish Granting	6,504,359	—	6,504,359	6,928,848
Support Services:				
Fundraising	1,598,133	—	1,598,133	1,440,787
Management and General	481,949	—	481,949	420,060
Total Support Services	2,080,082	—	2,080,082	1,860,847
Total Expenses	8,584,441	—	8,584,441	8,789,695
CHANGE IN NET ASSETS	(169,865)	428,344	258,479	1,731,323
Net Assets - Beginning- Before Change in Accounting Policy	10,177,138	1,086,674	11,263,812	9,532,489
Change in Accounting Policy	2,425,514	—	2,425,514	—
Net Assets - Beginning of Year - As Adjusted	12,602,652	1,086,674	13,689,326	—
NET ASSETS - END OF YEAR	\$ 12,432,787	\$ 1,515,018	\$ 13,947,805	\$ 11,263,812


Funding

WHERE DOES IT COME FROM?



WHERE DOES IT GO?



A photograph of a young man in a wheelchair sitting on a glider swing at a park. He is wearing a light blue shirt and dark pants, and is smiling with his mouth open. A woman in a pink shirt with a cartoon pattern and black pants stands next to him, also smiling. A red ribbon is stretched across the scene. In the background, there are green trees, a blue balloon, and a building. The image is framed by a large white star on a light blue background.

The benefits of a wish fulfilled extend far beyond the child's dream.

A wish experience affects the mental and emotional well-being of the child, it can help improve the quality of life and result in an improvement in the child's overall physical health and strength. A wish is empowering to a child. It gives them a sense of control and provides them with a sense of being normal again.

*I wish to have an
Outdoor Accessible
Glider Swing*

Nathaniel, 14
nervous system
disorder



Types of Wishes

I wish to be . . .

I wish to have . . .

I wish to go . . .

I wish to meet . . .

WISHES THIS YEAR



Disney-Related

43.7%



Travel

24.5%



Shopping

4.8%



Celebrity

7.3%



Cruise

3.0%



Room Makeovers

2.8%



Trailer/Camper

2.5%



Electronics

1.8%



Playhouse/Playset

1.5%



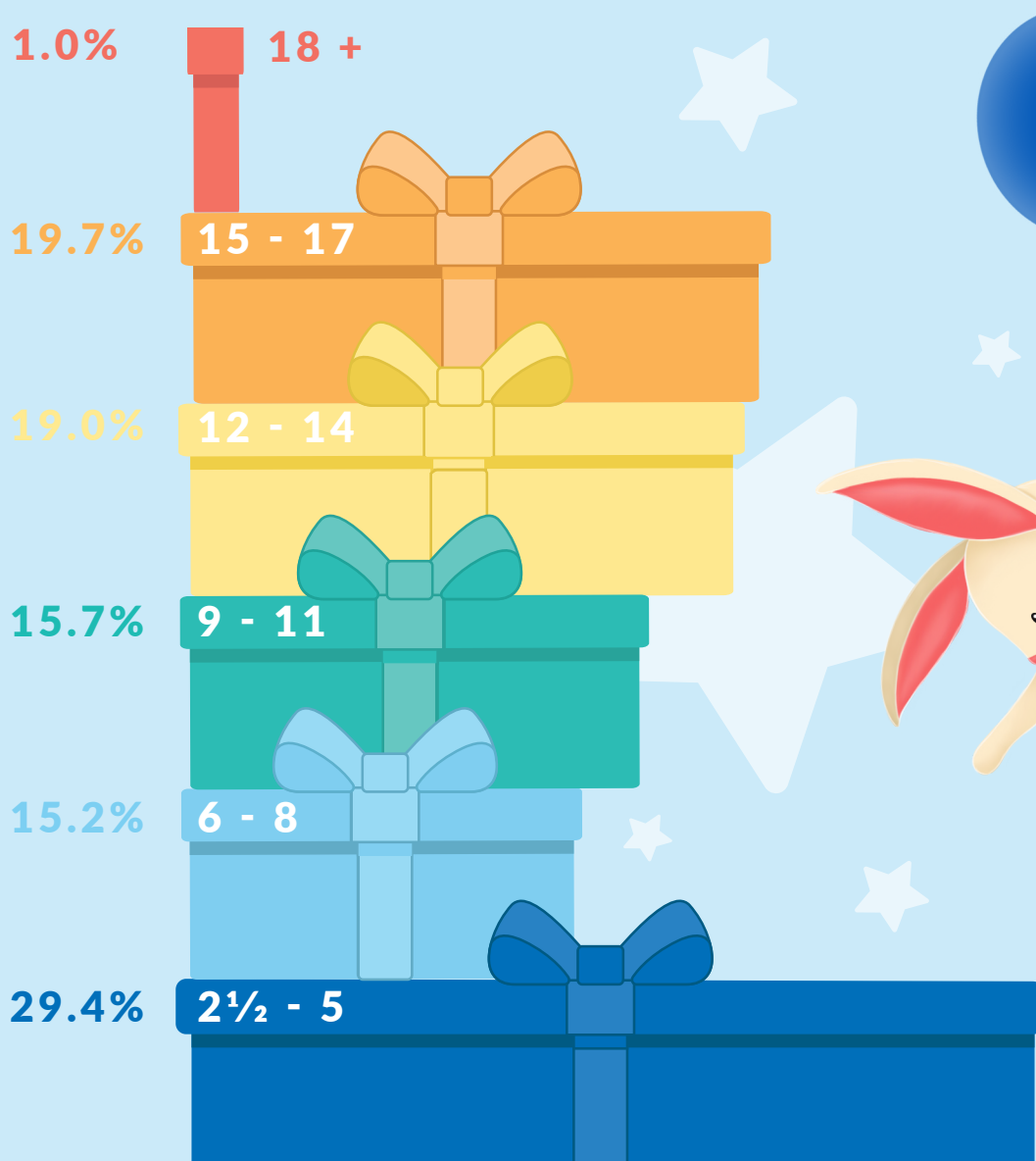
Other

8.1%

*I wish to meet
the Green Bay
Packers*

Ben, 14
congenital anomalies

Wishes by Age

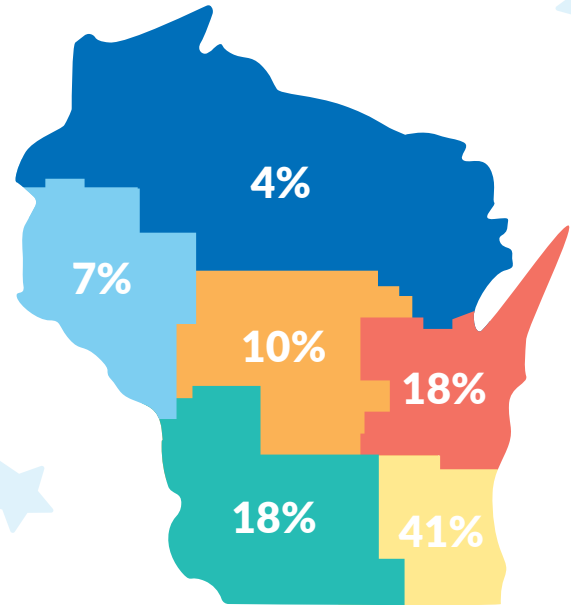




*I wish to go on
Disney Cruise
Line®*

Hope, 8
blood disorder

Wishes by Region



Southeastern	41%
Northeastern	18%
Southwestern	18%
Western	7%
Central	10%
Northern	4%
Out of Territory2%

*When a wish comes true,
it creates strength, hope
and transformation.*



*I wish to go
to Greece*

Kinzie, 17
gastrointestinal
disorder

Wishes by Diagnosis

Neoplasms	37.9%
Congenital Anomalies	19.2%
Nervous System & Sense Organ Diseases	18.2%
Blood/Blood Forming Organ	5.6%
Endocrine/Nutritional/Metabolic/Immunity Disorders	4.5%
Transplants & Other Health Factors	3.5%
Circulatory System Diseases	3.5%
Genitourinary Diseases	1.8%
Digestive System Diseases	1.5%
Respiratory System Diseases	1.5%
Musculoskeletal & Connective Tissue Diseases	1.3%
Infectious and Parasitic Diseases	0.8%
Other	0.7%

FY2019 (SEPT. 2018 - AUG. 2019) SNAPSHOT

396 wishes
GRANTED IN FISCAL YEAR 2019

534
Trained Volunteers

 **76%**
of funds raised went directly to
GRANTING WISHES

14,900+
donors 
PARTICIPATED IN MAKING WISHES COME TRUE

 **442**
Qualified referrals



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