



Make-A-Wish®
NORTHEAST NEW YORK

Wishmaker

VOL 27 ISSUE 1 / SPRING/SUMMER 2018

**MEET THE GRINCH
- AND FRIENDS**

Volunteers Honored

**SUPPORT MAKES THE
DIFFERENCE**

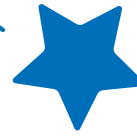
*Lace Up for
Walk for Wishes*

Serving children in the 15 counties of the 518 and 838 area codes since 1987

Albany, Clinton, Columbia, Essex, Franklin, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, and Washington counties in upstate New York

with gratitude

from the Board Chairman and CEO



To Our Valued Donors and Volunteers,

As we write this letter to you, we are preparing for the celebration of World Wish Day 2018 on April 29th. World Wish Day commemorates “the wish that started it all” on that date in 1980 when 7-year-old Christophe Greicius became an Arizona State Trooper for a day. Chris had leukemia and he passed away three days after his wish was granted. World Wish Day honors the memory of Chris, whose wish led to the founding of the Make-A-Wish Foundation; and it celebrates the nearly 400,000 wishes that have been granted worldwide during the last 38 years!

We are proud to introduce this issue of *Wishmaker* as a fitting extension of World Wish Day – celebrating the remarkable wishes and fundraising activities in our chapter these past six months which illustrate the impact of our great mission. It begins with one of the finest examples of community involvement in the Make-A-Wish experience – helping to make Hayden’s wish to have a Grinchmas celebration with his family and friends come true in December 2017. Other noteworthy wishes featured include Colby’s wish to visit the FUNimation Studio in Texas, Brayden’s wish to meet the New York Giants football team, Kacey’s wish to visit Hawaii, and Cayden’s wish to visit the NIKE Campus in Oregon – all of which were made possible thanks to the creativity of the Wish Granters, the dedication of our Mission Delivery Team, and the generosity of our donors.

We also enjoyed remarkable fundraising accomplishments. Last December, we celebrated the incredible efforts of two Wish Alumni, Justice White and Luke Hoag, who collectively obtained more than 80,000 letters to Santa as part of Macy’s annual *Believe* Campaign, resulting in a donation of \$160,000 to Make-A-Wish from our generous retail partner. Our Spring Wish Gala in late March resulted in three firsts for the chapter – the presentation of the inaugural Wish Champion award to Joanne Porter, M.D. for her 25 years of service to the chapter as Medical Advisor; the first granting of a wish at the gala (namely, Sebastian’s wish for a high-tech computer system to play his favorite video game, Minecraft); and the most money raised from our Wish Gala to date, including a record \$160,000 in Fund-A-Wish gifts to our wish program!

We hope that you also notice the new look to this issue, which reflects the Make-A-Wish’s new logo, new mission statement, and new tagline - *We transform lives, one wish at a time!* Shortly after 2018 got underway, the Make-A-Wish “Brand Refresh” project concluded with the official, nationwide unveiling of our new look and messaging.

As this issue of *Wishmaker* goes to press, our planning for the 5th annual Walk for Wishes on August 11, 2018 is generating an incredible groundswell of support from the business community, from wish families, and from volunteers. We are proud to welcome back the Upstate Chevy Dealers Association as our Presenting Sponsor of the 2018 Walk. Wish Family teams and corporate teams are signing up quickly this year in anticipation of our biggest Walk yet!

We are proud to share this exciting progress, as well as the stories of wishes granted in the past six months and the ways we are engaging our donors and the community to partner with us **in granting the wish of every eligible child in our chapter**. We and our Wish Kids are immensely grateful for your support, as donors and as volunteers. **Thank you for helping us to transform lives, one wish at a time!** We wish you and your families a safe and relaxing summer season!

Best wishes always,



Brian V. Hannafin
Chairman of the Board



William C. Trigg, III, Ph.D.
Chief Executive Officer



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ON THE COVER: The story of Hayden meeting the Grinch at a special holiday party made lots of hearts grow several sizes! Dozens of volunteers helped make it a very special day, and one which Hayden will never forget!
Photos by Keyselle's Canvas at www.keysellescanvas.com

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NORTHEAST NEW YORK

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Community joins Make-A-Wish to bring Whoville and the Grinch to life for local boy's holidays



“Of all the books he’s read and all the people he’s met, the most beloved character in the mind of 12-year-old Hayden is someone who’s as cuddly as a cactus and as charming as an eel. Meeting the Grinch made Hayden’s heart real!”
– Whoville’s Mayor, Bill Trigg

THERE IS NOTHING HAYDEN LOVES MORE THAN THE GRINCH AND CHRISTMAS. His original wish was to visit the Grinchmas show at Universal Studios in Florida, however, travel was too difficult due to his pulmonary and neurological conditions which place him in a wheelchair. So Make-A-Wish, with Ballston Spa Middle School and dozens of volunteers, came up with the perfect solution to bring the show to him.

Hayden arrived by limo at 4 pm to Ballston Spa Middle School with his family to an experience he’ll never forget. Hayden thought he was going into his school’s gymnasium, but to his surprise he actually went to Whoville! As he arrived wearing his favorite Grinch hat, he was an instant celebrity, having his picture taken and TV cameras filming his every move. The school gym was decked out with all the holiday trimmings: Christmas trees, green and blue lights, fake snowballs, a photo booth, painted backdrops, cotton candy and even a hot cocoa bar, “The look on his face when he pulled his chair in here is just priceless,” said Hayden’s dad. “I love it.”

Around 4:30 pm food was served in the cafeteria, and at 4:45, Santa arrived with presents for Hayden and family, as well as for Hayden’s classmates participating in the event.

This event couldn’t have happened

without the Ballston Spa community, said Make-A-Wish chapter CEO Bill Trigg. “The response was heart-warming, to put it mildly,” he said.

Middle school drama club director and producer Joe Shaver said that the kids from Hayden’s school really stepped up. “I put out an email to all of the kids in drama club, saying ‘I’m looking for 25 volunteers,’ and within 20 minutes I got all of the responses I needed,” said Shaver. “It’s something I’ll never forget. Watching him come in and then wheel around to everybody and see everybody and then to watch him and his mom and his family watching the performance was really special.”

His wish granters and many others went above and beyond to make the perfect Whoville experience for Hayden. Hayden buzzed around the gym with a huge smile on his face. There were classic Whoville songs, time with Santa, and even hear the famous Seussical rhymes from the Whoville mayor. But, what really had Hayden excited was meeting the Grinch – the character that makes him smile!

Students, volunteers, and community members were all part of the process of making this wish come true. “This is the best wish or gift that he could have had,” said Susan Bernd, Hayden’s special education teacher. “He’s super friendly and social ... It’s the other kids that make him happiest.”



A boy's dream came true, and it was all thanks to his family, classmates, wish granters and other volunteers of the Ballston Spa community. Hayden's mom explained, "It's amazing. I couldn't thank the Make-a-Wish people enough for what they've done for him. It's just amazing. You can't even put it into words, all of this. It's awesome." ★





Wish Kids Set Historic Mark in Macy's *Believe* Campaign

For Wish Kids Justice White and Luke Hoag, the Christmas holiday season is not about what others can do for them. It is about what they can do for others.

Using the annual Believe campaign, in which Macy's gives Make-A-Wish nationally \$1 for every letter to Santa dropped at Macy's stores from coast-to-coast throughout the holiday season, White and Hoag each met with countless volunteers and did scores of interviews with media to increase awareness of the unique corporate giving opportunity and to maximize the total number of letters generated.

Thursday, December 8, was National Believe Day, with a focus on the campaign, and a commitment by Macy's to double their donation for letters received that day. At Macy's in Colonie Center, White and her family and Hoag and a large delegation of family members and friends from his school, arrived in a school bus and large convoy of vehicles led by a NY State Police escort.

Greeted by a team of Macy's associates, Hoag and White delivered nearly 79,000 letters to Santa's mail box. In total, the

delivery represented nearly \$158,000 for the national campaign. In addition, television reports on the two aired throughout the region, as well as being picked up and re-broadcast nationally on CNN.

For White, this will probably be the last time she recruits letters to Santa as part of the Believe campaign. Having started a decade ago, White's efforts resulted in recognition far beyond the local Make-A-Wish chapter. For her efforts, several years ago White was selected to appear with Make-A-Wish President David Williams on Good Morning America. She leaves this volunteer effort as she takes up nursing studies at Utica College.

While only in his third year of collecting letters for the Believe campaign, Hoag has already garnered national attention as reports of his efforts were picked up around the country. As to why this initiative means so much to him, Hoag commented to reporters, "Make-A-Wish did so much for me and my family at a time when we really needed a break. I want other kids to have that experience too," he said.

"We are so grateful to these two extraordinary young people for what they have done for Make-A-Wish," stated Make-A-Wish NENY CEO William C. Trigg III.

"Through their efforts, Justice and Luke have set an example, throughout the nation, of the passion of our wish kids. We wish Justice well as she moves on to the next phase of her life and we look forward to working with Luke for years to come," Trigg said. ★





Adopt-A-Wish campaign marks 25th year with continued local support

The Holiday season was the giving season for Make-A-Wish supporters again this year, as the chapter marked its 25th year of the Adopt-A-Wish campaign, which raised more than \$130,000 for local wishes.

The campaign started with a mid-November kick-off event at Crossgates Mall, then the volunteers went to work. All season, at area malls and businesses, volunteers sold paper star ornaments (each with a photo and story of a local Wish Kid) to raise funds to help make wishes come true for kids and teens facing critical illnesses.

The volunteers include supporters who have helped for years, teams from local businesses and community groups, and even wish kids and families. With support of these volunteers, as well as businesses such as Presenting Sponsor Trustco Bank, the annual Adopt-A-Wish Campaign is one of the most well-known and successful fundraising efforts in the Capital Region.

This latest campaign featured eight Wish Ambassadors: From the Capital area



are: Katelyn, 3, of Valley Falls; Arianna, 5, of Scotia; Jesse, 4, of Queensbury; Gianna, 8, of Esperance; Dawson, 11, of Amsterdam; and Ben, 6, of Voorheesville. From the North Country are: Ben, 15, of Jay; and Anthony, 7, of Lewis. "We thank our Wish Ambassadors, our sponsors, and our volunteers for making the campaign a success again this year," said CEO William Trigg.

Local schools also participated in helping raise funds through March, giving kids and teens a chance to get involved and learn about the mission of Make-A-Wish, and how they can help. Schools raised more than \$17,000 this year.

"Our volunteers, sponsors, and supporters across the chapter help to make sure that we raise the funds needed to help grant every eligible local child's wish," said Kirsten Brochinsky, Director of Annual Giving. The funds raised are critical in granting the 80-90 wishes that are granted by the chapter yearly. ★



Upcoming Make-A-Wish events



MARK YOUR CALENDAR

June 2018

- 6/2** Make-A-Wish Night
Fonda Speedway
- 6/3** Ryan's 20th Annual Make-A-Wish Fishing Contest
6 Mile Waterworks, Albany
- 6/4** Kingsway Community Annual Golf Tournament
Mohawk Golf Club, Schenectady
- 6/5** Walk For Wishes Team Captain Kick-Off
Dave & Busters, Crossgates
- 6/14** Volunteer Appreciation Dinner
Hilton Garden Inn, Troy
- 6/30** Team Dame Golf and BBQ
Fairways of Halfmoon



Hannaford, with Bags 4 My Cause, helps support local nonprofits and reduce needless paper and plastic use. In the Hannaford Helps program, when a customer purchases a Cause bag at \$2.50, Hannaford donates \$1 to the benefiting Cause for that month. Make-A-Wish Northeast New York has been selected by several area stores in the past year, generating more than \$400.

July 2018

- 7/13** Wish Fest – Sentinel Sunset in the Park
Bridge Street, Amsterdam
- 7/14** Make-A-Wish Night
Airborne Speedway, Plattsburgh Saratoga National
- 7/18** Tech Valley Charity Golf Tournament
Saratoga National
- 7/18** Naked Turtle Golf Tournament
The Barracks Golf Course, Plattsburgh
- 7/21** Wish Jump 2018
SkyDive the Ranch, Gardiner, NY
- 7/25** NYS Laborers' Charity Golf Tournament
- 7/26** SP Livingston Golf Tournament
Winding Brook Country Club, Valatie
- 7/28** Annual Wack's Ride
Queensbury
- 7/28** American Legion Post 337 Golf Tournament
Broadalbin
- 7/29** Wish Family Picnic and Game
Joe Bruno Stadium, Troy

August 2018

- 8/11** Walk for Wishes
Joe Bruno Stadium, Troy
- 8/11** Charity FunFly Airshow
Washington County
- 8/16** Play it Forward 518 Golf Tournament
Van Patten Golf Course
- 8/18** Bobbie Arsenault Memorial Family Day
Butler Park, Averill Park
- 8/25** Adirondack Shelby Mustang Club 24th Dealer Day Car Show
Metro Ford, Schenectady

Chapter Facts and Figures



HISTORY

Make-A-Wish® traces its beginning to one boy's wish. In 1980, 7-year-old Christopher James Greicius from Arizona was being treated for leukemia. Every day, he dreamed of becoming a

police officer. Thanks to the generosity of some caring individuals, Chris was sworn in as the first honorary patrolman in the history of Arizona. Thus, the Chris Greicius Make-A-Wish Memorial – which later became the Make-A-Wish Foundation of America – was born.

WISH GRANTING

Volunteer Wish Granters are assigned to a child after medical eligibility has been determined. Wish Granters work in teams of two and visit the child and family to determine the child's heartfelt wish. Once the wish is approved, the volunteers work with the chapter staff to make the wish come true. Our chapter grants 90-100 wishes each year and has granted nearly 1,800 wishes since 1987.

FUNDING

Make-A-Wish Northeast New York is a non-profit, tax exempt organization under Section 501(c)(3) of the IRS code and does not receive any state or federal funding. All funding comes from individuals, corporations, grants and special events. The average cost of a wish is \$12,000.

HOW TO GET INVOLVED

There are several different ways that individuals and companies can contribute to the Foundation. Individuals can become Wish Granters, volunteer at fundraising events, help in the chapter office or serve on a committee. Both individuals and companies can organize a special event or make a financial contribution to the chapter.

For more information please visit our website at www.neny.wish.org, our Facebook page at www.facebook.com/makeawishnortheastnewyork, or follow us on Twitter @MakeAWish_NENY! ★



Make-A-Wish®

2018 WALK FOR WISHES®

NORTHEAST NEW YORK

Where do fun, family, and a great cause all come together? It's at the Fifth Annual Walk For Wishes event, set for Saturday, August 11 at Joseph L. Bruno stadium in Troy!

Join us and help top last year's turnout of 550 people, raising an amazing \$94,537 for future wishes. Sign up now, tell your friends and family, start a team, and help make a difference in the lives of local kids with critical illnesses. The goal for this year's event is \$115,000, and walk teams are already working hard to help reach that number.

The local walk serves a threefold purpose: to raise funds to support the mission of Make-A-Wish Northeast New York; to raise awareness in the community of that mission; and to engage Wish Families, volunteers, corporations, schools and community groups to celebrate the Power of a Wish. "Walk For Wishes is a fun family event where community members can learn about the impact Make-A-Wish has on families in our area, as well as support our efforts. It's an opportunity for us to celebrate the lives of our wish kids and families here in the Capital Region," said Chapter CEO Bill Trigg.

The walk will officially step off at 10 am, with same-day registration beginning at 8 am, opening ceremonies at 9:45 am, and other activities starting at 10:30 am. This family-

friendly, handicap-accessible event covers a three mile route that begins with a "Victory Lap" of the ball field. A one mile optional route is also available. The walk through the neighborhood around Hudson Valley Community College ends back at the stadium where games, activities, and awards will be held to keep the fun going! Participation is free, but walkers are encouraged to raise funds or make donations to help support local wishes.

Walkers can register for the event at the Walk For Wishes 2018 website: <http://site.wish.org/walknyny>. Participants can set up teams and solicit donations, or just make their own donations. Those who raise at least \$100 will receive a Walk For Wishes event T-shirt, and other fundraising prizes will be available. By participating and fundraising, you can help bring the life-changing impact of a wish to children in our community who are battling life-threatening medical conditions. It will be a fun-filled day for a great cause – and it all starts with a walk in the (ball) park! ★





Hope. Dream. Wish. Gala



The 20th annual Make-A-Wish Gala, held Saturday, March 24, was a success in every way!

The event marked 31 years since the local chapter was founded, 20 years for this very special event, and it was the most successful fundraiser for the chapter to date. In addition, a highlight was the awarding of the inaugural Wish Champion award to Dr. Joanne Porter of Albany Medical Center, who has been involved with the chapter for nearly 25 years.

Having served as a board member and medical advisor, among other roles, Dr. Porter has helped share the Make-A-Wish mission with physicians and referral sources. She has been instrumental in helping hundreds of children and teens being granted their wishes over the years.

Finally, the 400+ attendees not only enjoyed a fun evening with dinner, dancing, and auctions, but they also got to be part of the granting of a wish, as Wish Teen Sebastian received his wish for a high powered gaming computer! ★





It's No Bake Sale –

These Wish Supporters Raise Money with a Real Leap of Faith

Did you ever want to scratch skydiving off your bucket list?! If the answer is YES, well here's an opportunity to have fun while donating to an outstanding cause! Wish Jump 2018, will be the EIGHTH annual skydiving fundraiser for Make-A-Wish Northeast New York! This is the only annual skydiving fundraiser for a Make-A-Wish chapter in the country, and it's planned for Saturday, July 21.

It all started back in 2011, when Mary Kenney finished her first year as a volunteer wish granter with Make-A-Wish Northeast New York, "I decided I wanted to organize a fundraiser for the local chapter. I really wanted to do something with a little more adrenaline than a bake sale. Having gone skydiving in 2003 while in Hawaii, this seemed like the perfect alternative to cookies and bundt cake" said Kenney.

Each year a team of Wish Jump participants ("Wish Jumpers") spend a few months fundraising,

and then all come together to spend an exciting day at Skydive the Ranch in Gardiner, NY, while family, friends, and spectators watch and cheer from the ground. Since 2011, nearly 100 Wish Jumpers, including chapter CEO Bill Trigg, have participated in this event. Jumpers have raised more than \$200,000 to help grant wishes to local children and teens with critical illnesses.

While Wish Jumpers both raise money and test their bravery, those who prefer to keep their feet on the ground can also help, by sponsoring a jumper, or simply making a donation. Many of the Wish Jumpers also organize events to raise money for their individual fundraising goals, while a donation of \$150 or more makes the donor an "honorary wish jumper" and gets their name listed on the web site.

For more information, to donate, or to sign up, go to wishjump.com, or contact Mary at wishjump@gmail.com. ★

I wish to go to Walt Disney World® Resort



Anai, 6, From Troy

Wish Granters: Karen Pelland and Brenda Fitting
Wish Sponsored by Regeneron Pharmaceuticals

Regan, 6, From Clifton Park

Wish Granters: Linda Tepper and Amy Zounes
Wish Sponsored by Tech Valley Charity Golf Tournament 2017

Charles, 3, From Schenectady

Wish Granters: Joleen Bruyette and Nina Benvenuto
Wish Sponsored by Kingsway Charity Golf Tournament 2017

Madison, 4, From Amsterdam

Wish Granters: Debbie Karius and Frank Valiante
Wish Sponsored by Kristy Pollack Memorial Lights Display 2018

Gregory, 7, From Brandt Lake

Wish Granters: Maura Fox and Zach Ogden
Wish Sponsored by Wack's Ride 2017

John, 17, From Medusa

Wish Granters: Sandi Worona and Jessica Gallo
Wish Sponsored by Tech Valley Charity Golf Tournament 2017

Charlotte, 5, From Ballston Lake

Wish Granters: Debbie Greenbaum and Cary Hickey
Wish Sponsored by Price Chopper/Market 32 staff 2018

Nevaeh, 10, From Schenectady

Wish Granters: Bonnie DiGirolamo and Lori DeBrino
Wish Sponsored by Kingsway Charity Golf Tournament 2017

Verbena, 6, From Hudson

Wish Granters: Kathy Ventura and Allison Smith
Wish Sponsored by Hudson River Bank and Trust Foundation

Noah, 6, From Schenectady

Wish Granters: Toni and Peter Cowie
Wish Sponsored by Callanan Industries

Brianna, 4, From E. Caroga Lake

Wish Granters: Sabra Venezia and Pam Chase
Wish Sponsored by Tech Valley Charity Golf Tournament 2017

Carter, 4, From Peru

Wish Granters: Martin Relation, Lori Relation, and Renee Elsinger
Wish Sponsored by Knights of Columbus and Plattsburgh Bridal Show 2018

Heavenly, 10, From Watervliet

Wish Granters: Nicole Morgan and Jessica Joseph
Wish Sponsored by Tectonic Engineering and the Crisafulli Memorial Fund

Danaisha, 12, From Fort Plain

Wish Granters: Ray Gawlak and Nicole Embt
Wish Sponsored by Hope Yeager

Mary, 10, From Lake George

Wish Granters: Scott Liloia and Maura Fox
Wish Sponsored by Wack's Ride 2017

James, 9, From Saranac Lake

Wish Granters: Kathy and Tim Riley
Wish Sponsored by Na Code and Finch Paper Employees

Carter, 6, From Granville

Wish Granters: Jesse Matteson and Eileen Dashnaw
Wish Sponsored by Tonto Memorial Charity Golf Tournament and Wack's Ride 2017

Olivia, 17, From Albany

Wish Granters: Joel Cantiello and Nicole Pickel
Wish Sponsored by Fund-A-Wish Donors

Azalea, 3, From Gloversville

Wish Granters: Nicole Embt and Frank Valiante
Wish Sponsored by the Adopt-A-Wish Campaign

the power of a wish

I wish to go...

TO DOLPHIN EXPERIENCE IN FLORIDA

Paige, 6, From Canajoharie

Wish Granters: Megan Eglin and Nathan Pyne

Wish Sponsored by Beckman and the Adopt-A-Wish Campaign

ON A CRUISE

Ormondo, 18, From Schenectady

Wish Granters: Karen Pelland and Maryann Riviello

Wish Sponsored by Kingsway Charity Golf Tournament 2017

TO HAWAII

Kacey, 19, From South Glens Falls

Wish Granters: Jesse Matteson and Eileen Dashaw

Wish Sponsored by Price Chopper/Market 32 staff

ON A DISNEY CRUISE

Natasha, 17, From Clifton Park

Wish Granters: Mary Beth Dufort and Chrissy Shumate

Wish Sponsored by Wish Jump 2017

TO THE SET OF THE WALKING DEAD

Mya, 16, From Ballston Spa

Wish Granters: Debbie Greenbaum and Mary Ellen Olenyk

Wish Sponsored by the Adopt-A-Wish Campaign 2018

TO FUNIMATION STUDIOS

Colby, 16, From Ghent

Wish Granters: Christopher Fain and Tanya Haas

Wish Sponsored by Capital Communications Federal Credit Union 2018

TO THE AMERICAN MUSIC AWARDS

Aubrie, 16, From Plattsburgh

Wish Granters: Diane Duquette-Burl and Renee Elsinger

Wish Sponsored by Plattsburgh Bridal Show 2017 and Softball on Snow 2018

TO ANY GIANTS GAME AND MEET THE PLAYERS

Brayden, 18, From Amsterdam

Wish Granters: Frank Valiante and Alison Dowdy

Wish Sponsored by Kristy Pollack Memorial Lights Display 2018

I wish to meet...

THE SINGER KHALID

Brittney 18,

From Ballston Lake

Wish Granters: Kelly Ayotte and Lauri Mullen

Wish Sponsored by NYS Laborers' Charity Golf Tournament 2017 and Southwest Airlines



I wish to have...

A FORMULA 1 EXPERIENCE

Anthony, 7, From Lewis

Wish Granters: Pat MacMannis and Amy Patnaude

Wish Sponsored by Naked Turtle 2017 Golf Tournament



AN ELECTRONICS SHOPPING SPREE

Jordan, 18, From Albany

Wish Granters: Christine Hyatt and Pam Moore

Wish Sponsored by PIA 2018



ELECTRONICS

Shyann, 18, From Niskayuna

Wish Granters: Caryn Anatriello and Lisa Duggan

Wish Sponsored by Blue Shield of Northeastern New York 2018

A "GRINCHMAS" THEMED PARTY

Hayden, 12, From Ballston Spa

Wish Granters: Jeffery Avella and Steven Shaw

Wish Sponsored by NYS Laborers' Charity Golf Tournament 2017



A GAMING LAPTOP COMPUTER

Sebastian, 14, From Gloversville

Wish Granters: Nathan Pyne

Wish Sponsored by Bristol-Myers Squibb

Become a *Wish Warrior* through a Simple Monthly Giving Program

If you could easily ensure that Make-A-Wish NENY has the necessary financial resources *to provide every eligible child with a heartfelt wish*—and you could do it easily and without much thought, would you? That's exactly what a small but forward-thinking group of donors have done to lead the charge to grow the ***Wish Warrior Monthly Giving Program***.

"I signed up on the web (www.neny.wish.org) and began to make monthly payments for two reasons. First and foremost, I wanted to make sure that I was able to give enough to really make a difference to a child with a life-threatening illness. I am unable to write a check for hundreds of dollars at a time, so this made it possible," said Joe Sicko. "Secondly, I am saving Make-A-Wish resources by not having to give through direct mail appeals. It has been a win/win all the way around."

A monthly gift of \$84 will become a leadership gift of \$1,000 in twelve short months. Combined with others who ***believe in the Power of a Wish***, your monthly donation will directly support life-affirming, hope-giving wish experiences to children between the ages of 2 ½ and 18 years of age, year-in and year-out.

As we focus beyond the greater Capital Region to the rest of our 15 county service area, Make-A-Wish Northeast New York is identifying more and more qualifying children for whom a wish can make all of the difference. Monthly giving through the Wish Warrior Program is one way to help us make these miracles happen—one child at a time.

It's simple: go to www.neny.wish.org, call 518/456-9474, or email neny@neny.wish.org for more information or help to get started today. ★



YOU SUPPORT. YOU INSPIRE.

**You are a Hero
to Wish Kids.**

Volunteers like you transform lives
for kids like Charlotte.

Thank you, today and always.

Make-A-Wish

National Volunteer Week

shines the spotlight
right where it's
most deserved

**NATIONAL VOLUNTEER WEEK,
CELEBRATED OFFICIALLY APRIL 15-21,
IS TRULY WORTH REMEMBERING
ALL YEAR LONG!** Each day during this week,
the chapter recognized and thanked volunteers that
have stood out throughout the year! "Volunteers
are the backbone of our chapter," said Manager of
Volunteer Engagement Erin Goodfellow. "We could
not grant wishes without you!"

Every 34 minutes across the country, Make-
A-Wish grants a wish for a child living with a
critical illness. Behind each one of those wishes
are volunteers who donate their time and talent to
make the impossible possible.

Make-A-Wish volunteers transform the lives
of wish kids and their families. Thank you, to all
our chapter volunteers, for granting 87 wishes last
year, and nearly 1,800 in all since the chapter was
founded. Whether you served as a board member,
hosted an event, met with a child, volunteered in
the office, or put your specialized skills to use – we
appreciate you!



**Above &
Beyond**

CHRISTOPHER FAIN became a wish granter in May 2013, and
has granted more than 16 wishes in his five years as a volunteer. Not
only is he quick to say yes to every wish, he brings a special skill set
in working with children that are non-verbal and discovering their
heartfelt wish. He is patient, kind and genuine in his desire to make
each wish special. Although we try to assign wishes that are "close
to home," Christopher doesn't hesitate when a wish is further away.
Christopher is meticulous completing paperwork, and takes his time to
determine the child's heartfelt wish.

In addition to wish granting, Christopher is also quick to volunteer
for an airport greet very early in the morning. One particular airport
greet started at a brisk four in the morning with many obstacles in
the family's way. Not only did the limo have problems on the way to
the airport, but the family was located quite far away and needed
to transport themselves to the airport. Christopher immediately
responded, making sure airport employees were aware, personally
parked the family's car, and got them to the gate with minutes to spare
before their flight took off!

We are very lucky to have such dedicated wish granting volunteers,
but we are especially grateful for Christopher's immense passion for
Make-A-Wish Northeast New York. Beyond wish granting, Christopher
hosted a Set Sail for Wishes fundraiser last May that raised close to
\$10,000 for local wishes!

Wish granters are the heart of what we do and we simply wouldn't
be able to grant 80-90 wishes a year without our incredible base of
volunteers. But we are especially appreciative of such a compassionate
volunteer like Christopher. Thank you for all that you do!

**Fundraiser
Extraordinaire**



"This ain't no bake sale" In 2010, **MARY KENNEY** became a wish
granter and after granting her first wish, she experienced first-hand
the "power of a wish." She decided to organize a unique fundraiser,
one that would involve "a little more adrenaline than a bake sale."
Having gone skydiving in 2003 while in Hawaii, a fundraiser built
around skydiving "seemed like the perfect alternative to cookies and
bundt cake" said Kenney. Wish Jumpers not only willingly jump 13,000
feet out of a perfectly functioning airplane, they fundraise to help grant
wishes for children with critical illnesses right here in the local area.

Wish Jumpers spend an exhilarating day jumping out of an
airplane at Skydive the Ranch in Gardiner, NY while family, friends,
and spectators watch and cheer (from the ground). Last year alone,
the Wish Jump raised over \$41,655. Now in its 8th year, with nearly
100 jumpers (including chapter CEO William Trigg), and over \$200,000
raised, the event keeps growing! Wish Jump is a unique and exciting
fundraiser, and the only ongoing skydiving fundraiser for Make-A-
Wish in the country!

We're so thrilled and grateful Mary continues the Wish Jump
legend, enticing adrenaline junkies and first timers all around.



Rookies of the Year



This category goes to two individuals that equally share the spotlight for being outstanding new wish granters who not only jumped right in without hesitation, but made the wish process smooth and without bumps.

MARY ELLEN OLENYK has been a delight to work with from the very beginning. Her willingness to learn, positive attitude and natural ease with families have made her a standout volunteer. She makes the extra effort to ensure that the wish experience is positive and enriching for all of her wish families. Her attention to detail, reliability, flexibility and understanding throughout the planning process makes her particularly lovely to work with. Mary Ellen is a model wish granter, and we are so lucky to have her at Make-A-Wish Northeast New York!

NICOLE EMBT is a new wish granter to our chapter but has been wish granting in the Metro and Western NY chapter for several years. She is especially important to our chapter because she has taken on six wishes in the short year she has been welcomed to our chapter. Nicole doesn't hesitate to take on a wish, even two at a time, and is always willing to make a child's heartfelt wish come true. The Amsterdam area is a region we sometimes struggle to cover with wish granters, but Nicole has stepped up and has granted some wonderful and special wishes!

We want to take some time to thank these newer wish granters that have jumped right in and really been amazing! Thank you!

Outstanding Board Member



In addition to our wish granting volunteers, event volunteers, office volunteers, and fund-raising volunteers, we also have volunteers who have a very different role – serving on the Board of Trustees that provides direction and leadership expertise to the chapter overall.

JUDI GABLER joined the Make-A-Wish Northeast New York Board of Trustees just one year ago – and immediately jumped in with both feet! Shortly after joining the Board, she jumped into helping with the Walk for Wishes – by becoming a sponsor and starting a team within her business – Gabler Realty. She uses her social media skills to spread the word about Make-A-Wish, the power of wishes, and the opportunities to get involved.

She does this, effectively, by stepping up and setting the example! She even sent out a Facebook Live video when she and her team volunteered at the Adopt-A-Wish booth at Crossgates! But one of the most amazing things about Judi is that during the time that she was enthusiastically supporting and participating in the Walk for Wishes, Adopt-A-Wish Campaign, and even the Annual Gala, Judi was also in the midst of starting her own independent real estate group, completing a renovation of new office space, and cementing her place among the leading Young Professionals of the Capital Region!

We are lucky to have a passionate, fun, and driven volunteer like Judi Gabler to be a part of our Board of Trustees!



Dynamic Duo



JESSICA GALLO AND SANDI WORONA were strangers before they were paired together on their first wish.

Jessica, a newly-trained wish granter, accepted her first wish assignment excitedly and eagerly as she was paired with veteran Sandi Worona. Wish granting as a pair can be a match-making process, one made the easiest by two warm and easygoing individuals.

Sandi and Jessica hit it off right away and made every effort to get to know their wish child, whose wish was to go to Disney. Their second wish took patience and understanding as medical complications put the wish on hold for some time. Not deterred, the duo took on another wish with the same enthusiasm and dedication as their first. Working as a pair and alongside staff, Sandi and Jessica make the process easy, engaged in straightforward communication and it's clear they both have a passion working with children with critical medical conditions. As a retired teacher, and a speech language pathologist, this dynamic duo has special skills we are grateful for. Their collaboration together and with the wish families makes an extra-special experience all around. We can count on them to bring a smile and enthusiasm on every wish.

Thank you Sandi and Jessica for being wonderful wish granters!

Thank you!

*"Life's most persistent and urgent question is,
"What are you doing for others?"*

— Martin Luther King, Jr.

Thank you for choosing to volunteer with Make-A-Wish. We appreciate all the work you do!

Thank you to all our volunteers who support our chapter with such heart and dedication! Whether you have hosted an event on our behalf, volunteered at a special event or sold Make-A-Wish stars, your hard work does not go unnoticed. We appreciate the time you spend transforming the lives of wish kids and their families.

Brand refresh brings tweaks to logo, new focus to mission

Just like a home, a product, or even an individual, a brand sometimes can benefit from a bit of a makeover...a chance to update, tweak, and refocus.



Old logo



New logo



For Make-A-Wish, one of the most well-recognized and respected brands in the non-profit world, the time for a refresh is right now, as a new global rebrand is underway.

For most people the update will be first noticeable in the logo, which is starting to be rolled out, in this publication, online, and in other materials as they are created and updated. The new logo, now more “approachable” with upper and lower case letters, a softer-edged star and a different “swirl,” still is unmistakably the same brand as always,

**Tagline: Transforming lives,
one wish at a time**

just with a softer and perhaps “younger” feel.

What seems like an easy change is actually a result of two years of work, surveys, focus groups, and internet discussions, getting ideas and opinions. And while the logo is the most visible

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

update, thought also went into other key components of the brand, such as the mission and tagline. The new versions are more straightforward, and are designed to be clearer and easier to understand.

As an example of the thought process involved, changing from the former language of *life-threatening medical conditions* to the new term *critical illnesses* is simpler and easier for the general public to understand, though in the sense of medical eligibility is unchanged.

Along with the fresh logo and key positioning statements, Make-A-Wish (working with agency Rule 29) created new brand guidelines that explored all facets of the new brand – messaging, visual storytelling, and design elements. This included an expanded

and brightened color palette, updated typography, new design elements (including a catalogue of over 100+ icons) and refreshed guidelines for photos and videos.

The overall reception to the new brand has been overwhelmingly positive. Josh deBerge, Director of National Communications & PR at Make-A-Wish America stated that the team involved “was able to synthesize all of that feedback and develop a logo and design system that was energized and fresh, yet paid homage to the logo and system that served us for the past 18 years.” ★



Helping donors make a difference – right in YOUR hometown

The local presence of Make-A-Wish® Northeast New York is unique – donations raised throughout the 518 and 838 area codes are applied to wishes granted in these same area codes. And Make-A-Wish often takes that local presence a step further. Should the donor request it, wish-granting dollars can even be directed to a specific county or community. This regional deployment is both a benefit to the donor and local wish families, allowing for more local stewardship and making local connections between the donor and the wish families. When it comes to philanthropy, it doesn't get much better than that!

To further improve regional service beyond Albany, Schenectady, and Rensselaer Counties, the chapter is phasing in a new initiative where staff are “assigned” to specific regions across the 15-county service area, even as the full team gives attention to the tri-cities area because of the larger population. “We believe this new approach will help develop more regional expertise and will strengthen important local relationships,” said Michele Brumsey, Director of Philanthropy.

This regional perspective has additional benefits, she added. “Volunteers can be recruited and deployed closer to home, giving these important players in the Wish Granting process greater access to local businesses and donors.”

Many donations to Make-A-Wish are in-kind, rather than monetary, such as gifts of goods and services. “Outreach by someone local is often more successful,

and makes a strong connection between the wish, the volunteer, and the donor,” she said. Local individual and corporate volunteers can also get involved in other aspects of the wish, such as building a dream tree house or helping plan a special event. Even local media is more easily tapped when approached by someone who has a stake in that community, she added.

The professional units within Make-A-Wish Northeast New York continue to work granting the wishes of every eligible child or youth throughout the 15 counties, and current relationships and teams remain in place. The targeted approach to specific areas will help better meet their local needs, make stronger connections and make it easier for volunteers, supporters, and donors to contact the best person to help.

To donate or support wishes in your local community, contact Michele Brumsey at mbrumsey@neny.wish.org ★



COUNTIES	2016 POPULATION
Albany	308,846
Clinton	81,073
Columbia	60,989
Essex	38,102
Franklin	50,409
Fulton	53,828
Hamilton	4,542
Greene	47,508
Montgomery	49,276
Rensselaer	160,070
Saratoga	227,053
Schenectady	154,553
Schoharie	31,317
Warren	64,567
Washington	61,800
TOTAL	1,393,933



Price Chopper/Market 32

team connects with Charlotte to make her Disney wish come true



“We are forever grateful to Make-A-Wish Northeast New York and Price Chopper/Market 32 for their incredible generosity in granting Charlotte’s wish. We had the most magical week as a family. Seeing the constant joy on Charlotte’s face was the best part of our journey. We’ve never seen her so happy, relaxed and excited.”

– Charlotte’s mom

Five-year-old Charlotte is in kindergarten, and loves to sing, dance, play piano and write her own songs and stories. Her dream, depending on the day, is to be a police officer, a surgeon/doctor, a firefighter, or perhaps President when she grows up.

Charlotte has a quick smile and a ready laugh, but that’s backed up with strength and a good attitude that has been important, especially in the past year. She had a brain tumor removed at Boston Children’s Hospital in February of 2017, and she goes for follow-up visits at the Dana-Farber Cancer Institute, as well as to Albany Medical Center, where she was diagnosed.

For more than 20 years, Price Chopper/Market 32 has supported wishes and events for Make-A-Wish Northeast New York. In 2016, they expanded their support to a new level, raising \$10,000 from their associates to fund their first wish, sending Kasey and her family to Hawaii. Building on that success, and having seen the power of a wish firsthand, the team did it again, raising money through donations to fund Charlotte’s wish to go to Walt Disney World and meet her favorite princesses.

Charlotte and her parents visited Price Chopper/Market 32 headquarters during

the corporate fundraising campaign, and graciously received lots of attention and well wishes from teammates.

According to Charlotte’s mom, Mary, the family was touched by how caring and compassionate the Price Chopper/Market 32 team members are. “They made a real effort to get to know Charlotte, and we will always have a wonderful bond with them. Charlotte also met a new friend with a huge heart, the son of a member of the Price Chopper/Market 32 Leadership Team — Anthony — who was very proud to tell her that he helped to give her this trip.”

With a big smile, Charlotte shared the joy saying, “It was a great time — I had so much fun!” As for a highlight, she said that her dream came true when she got to ride the “Mount Everest” roller coaster at Disney’s Animal Kingdom. “And we can’t forget ice cream — Charlotte loved eating ice cream for breakfast at Give Kids the World,” she said.

“Charlotte’s wish changed our lives because, after such a serious diagnosis and surgery, we experienced such life-altering kindness through this wish. From

our amazing volunteer wish granters, Cary and Debbie, to the generous people at Price Chopper/Market 32, and the volunteers at Give Kids the World and the staff at Walt Disney World and Universal Studios, Charlotte feels incredibly special and loved. Charlotte is very, very proud to be a Wish Kid, and we couldn’t be more proud of her for being such a brave, kind, loving and joyful little girl,” said her mom.



The wish also had an impact on those who helped make it come true, according to members of the Price Chopper/Market 32 team. Kimberly Mazzone, Community Relations Specialist, said “It has been my honor and privilege to lead the fundraising drives for our two wish kids. As a mom, I know and understand the power of a child’s dreams and wishes. Being part of the effort to grant them for critically ill children is life-changing for the child, and also for me and my fellow teammates.” Pam Cerrone, Director of Community Relations, added, “We’re so honored to be a part of the Make-A-Wish organization and to be able to make Charlotte’s dream come true.” ★

PEAK Partners: celebrating the joy in making wishes come true

What better way to both raise awareness and provide financial support for a worthy non-profit than to host a family-friendly festival. At least, that's what the PEAK Partners Real Estate Team at Keller Williams thought when they came up with the event called PEAKFest.



Each fall, the PEAK Partners Team selects a local charity to receive the proceeds from the festival. In the past, Double H Ranch, Malta Veteran Appreciation Programs, and To Life have benefitted from the hard work and creative energy of the PEAK Partners Team. In 2018, Make-A-Wish Northeast New York is honored to be the beneficiary. "When an organization takes time from their own busy schedules to pull off something as significant as PEAKFest, to benefit those in their community, it says a lot about those people," said Make-A-Wish chapter CEO Bill Trigg. "They are inspiring, as are so many of our external event organizers."

Built on the foundation of giving back with every home they sell, the PEAK Partners Team set up their own not-for-profit organization called the PEAK Giving Tree in 2015. Through this entity, the PEAK Partners have been able to donate,

support and highlight local organizations for more than three years.

The PEAK Partners Team works to support local charitable organizations while also inspiring others to join them in creating stronger communities throughout the Capital Region. Hosted at the Saratoga County Airport to accommodate the expected crowd of over 500, the PEAK Partners have been able to distribute over \$35,000 throughout the community. "We are proud of our connection to the community," said Leah Slocum of the PEAK Partners Real Estate Team. "It gives our work greater meaning on so many levels." She added that the choice of Make-A-Wish to be the beneficiary of this year's event was inspired by a wish granted to a local child known to the PEAK Partners Team.

The festival, this year on Sunday, Oct. 14,

from noon to 4 pm, is free and open to the public. It's a fun-filled day featuring a variety of activities such as face painting, a photobooth, live music, kid's games, pumpkin painting, hay rides, helicopter rides and much more. Families are also invited to shop at local vendor stations or grab a bite to eat from one of the many food trucks at the event. Festival goers can also purchase raffle tickets for one of the many beautiful baskets that have been generously donated by local businesses, family and friends.

The public is welcome to donate or volunteer at the event. If interested, or for more information about PEAKFest, contact Leah Slocum at leah@peakrealtyny.com or Michele Brumsey at mbrumsey@neny.wish.org. ★

Tectonic Engineering makes a local child's wish come true in memory of a colleague



Out of tragedy can come something beautiful.

When Nicole Crisafulli lost her battle with cancer in December of 2016, her colleagues at Tectonic Engineering in Latham wanted to find a way to honor her memory.

After discussing ideas as a team, they reached out to Make-A-Wish Northeast New York. Nicole's favorite place was Disney World Resort. She loved all things Disney and found great happiness in time spent at Disney with friends and family, especially her sister, Colette.

According to Ed Frawley at Tectonic, "We were talking when the idea came to us to reach out to Make A Wish to send a child to Disney World. Make-A-Wish met with us, gave us the parameters, and helped us every step of the way. By all accounts, Nicole would have loved that we were given this child and her family to help us memorialize Nicole and her love of life!"

Phil Cocca added that "by teaming up with Make-A-Wish, we found a way to share one of Nicole's favorite things with another very special girl. The Make-A-Wish experience was a great way to bring together the different parts of Nicole's life and created a very special bond between all of us. Granting this wish created memories that I will carry with me forever."

They had one goal, to raise the funds to grant a child's wish to visit Disney World. As our most requested wish, we knew this was something we could work together to accomplish!

Over the next year, Tectonic reached out to friends and colleagues to raise the funds, but it wasn't until Nicole's own father, Gene, decided to become more involved that their goal came into sight.

After much discussion with Tectonic and Nicole's family, we were able to pair them with Heavenly, a 10-year-old from Watervliet with a wish for Disney World! They were happy to invite Heavenly to the Tectonic offices for a send-off party all about the Disney Princesses, then invite her to return to tell them all about her wish and enjoy an ice cream social in her honor!

It was a fitting memorial to Nicole, who had loved Disney since she was a young girl herself. ★



Top: Nicole's sister Colette, Wish Kid Heavenly, and Nicole's father Gene Crisafulli. Bottom: Steve Matthews, Phil Cocca, Jean Marie Frawley, Tony Sorrano, Lauren Palermoro, and front, Jane Mealey, and Heavenly



helps keep wishes rollin'

Your old car (or truck, boat, RV, or even motorcycle) can help make local wishes come true, when you donate your vehicle to benefit Make-A-Wish Northeast New York.

Avoid the hassle of storing, selling, or junking your unwanted vehicle, by contacting Wheels for Wishes, a program that handles vehicle donations, and which benefits Make-A-Wish Northeast New York. For every vehicle donated within our region, the chapter will receive the proceeds to help fund wishes. Vehicles are accepted in any condition, running or not, and Wheels for Wishes will arrange

to have your vehicle picked up from your garage, home, or barn at no cost to you.

Donating is quick, easy and free. After the vehicle is picked up, they will also follow up with you to ensure you receive appropriate paperwork to apply for the maximum tax deduction on your donation.

To donate, just call 1-855-501-9474 (WISH) or visit www.wheelsforwishes.org to find out more and to fill out a quick online form to get the donation process started. ★

Raising funds locally for local wishes

We thank the following individuals, groups and organizations for the wide range of fundraisers they conducted to benefit our wish program.

COMMUNITY FUNDRAISERS

Kristy Pollack Memorial Holiday Lights Display	\$10,171
All American Classics Auctions	\$4,764
Annual Clam Bake in memory of Anda Cooper	\$4,517
Plattsburgh Bridal Show	\$3,112
Bunzl Distribution's Opening Day Fundraiser	\$2,500
Adirondack Shelby Mustang Club 26th Annual Dealer Day Car Show	\$2,252
2nd Annual Hudson Zumba Fundraiser	\$1,823
Tribute to Elvis Fundraiser	\$1,402
Headless Horseman Pub Crawl	\$1,085
8th Annual Schmitz Memorial Golf Tournament	\$1,000
Bayside Clam Bar and Grill Annual Fundraiser	\$650



KIDS FOR WISH KIDS® and WISHMAKERS ON CAMPUS EVENTS



Sam Robinson's NHS Legacy Project in memory of Nathan Wood	\$2,705
Catholic Central High Winter Classic staff-student basketball game	\$2,203
James Bulay's Eagle Scout project (funds and Wish Kid Travel Kits)	\$1,601
Rocky's Music Studio Winter Jam in memory of Tyler Coyne	\$1,550
Salmon River Elementary School Bake Sale	\$614
New York State Council on Leadership Conference	\$350
Mater Christi School's Casual Day	\$318
Claire Tolan's Bake-A-Wish Fundraiser	\$300
Christ The King Early Childhood Education Center's Service Project	\$188
Charlie Rhodes' 3rd Birthday	\$145
Shannon Vallee's 1st Grade Class	\$108
Wheelerville Union Free School in honor of Briana Bush	\$105
The Mathison Family	\$100



From top to bottom:
James Bulay's Eagle Scout project; Tribute to Elvis fundraiser in Malone; Catholic Central High's hoop event; Annual Plattsburgh Bridal Show





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Macy's helps Wish Families travel in style



Wish families from throughout the 15 counties served by Make-A-Wish Northeast New York will have an easier time on their travels, thanks to Macy's.

For wishes involving travel, families often find themselves without enough luggage to handle everything for the whole family. The solution has been "loaner" luggage from the chapter, helping add needed capacity to travelling Wish Families. But over the past few years, increased travel has taken a toll, leaving less luggage available.

Through Macy's at Colonie Center, Make-A-Wish connected with the Macy's foundation, which agreed to help. In addition to the foundation grant, the Colonie Center Macy's tasked several associates to work with the chapter to select some great luggage (with some terrific sales!) that will help families for a long time to come. In the end, Macy's support enabled the purchase of a dozen pieces of luggage valued at more than \$4,000.

"This gift from Macy's will provide much-needed support to many of our wish families" said Make-A-Wish chapter CEO Bill Trigg. "This donation from Macy's will allow us to send families off in style," he continued, "which will clearly enhance their wish experience right from the start."

He concluded by thanking Macy's for their consistent support. "Throughout the year, Macy's is always with us from the holiday Believe campaign to support of our chapter's annual gala. We could not be more grateful to our local Macy's representatives for all that they do for us," he said. ★