

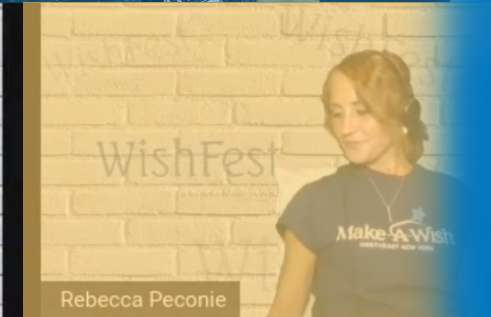
Make-A-Wish®
NORTHEAST NEW YORK

Wishmaker

VOL 29 ISSUE 2 / FALL/WINTER 2020



When stars align
VIRTUAL
GALA



Rebecca Peconie

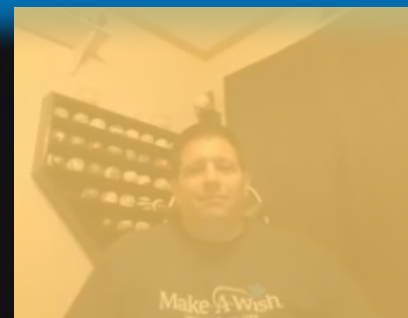
Virtually
a New
Reality



Bill Trigg



Jocelyn & Chris



Make A Wish

With our gratitude

To Our Valued Donors and Volunteers,

While it is difficult not to feel discouraged and worn down by the challenges of the coronavirus pandemic, now in its tenth month in the U.S., all of us who are engaged in the mission of Make-A-Wish know that hope is essential — essential for our wish kids and their families as they face the ordeal of critical illnesses, and essential for all of us as we respond to the continued threat of COVID-19. Just as practicing safe health habits like social distancing is essential to our hope of ending the pandemic, wishes are essential to providing hope to our wish kids that better health and better days are ahead for them. And so we continue to persevere to make the magic of wishes possible ...

... And to adapt. From virtual fundraisers to a shift toward granting more “*I wish to have*” wishes, we have, and continue, to adapt our business practices to better support our wish families, volunteers, donors and other stakeholders in keeping the magic of Make-A-Wish alive and well. In some instances, such as the development of our Workshop of Wishes initiative (see page 9), we have taken a major step forward to expand the magical quality of the wish experience for our wish families. In other instances, we have shifted these past seven months toward granting more above-ground swimming pool, camper, treehouse and backyard playset wishes, as well as shopping spree and pet wishes. But in all cases, we remain true to our commitment to granting every wish child’s heartfelt wish.

This past August, we celebrated the completion of Sarah McKinney’s term as Board Chair and her leadership of the chapter during the past two years. We welcome Lisa Clifford as our new Board Chair and Robert Roemer as our new Vice Chair. Jennifer Boll, Esq., continues as Board Treasurer, and David Druzynski as Board Secretary. (See page 15.) This leadership transition took place in the midst of a national health crisis that has impacted our work in ways we could never have imagined. But our Board leaders and the entire Board of Trustees remain firmly committed to strengthening our ability to grant the heartfelt wish of every eligible child in our chapter.

As this issue of *Wishmaker* goes to press, we are planning our 28th annual Adopt-A-Wish Holiday Campaign that will launch in the Capital Region on Nov. 12 and in the North Country on Nov. 19. We are grateful to Trustco Bank for renewing its support as our Presenting Sponsor of the campaign, as well as to WRGB CBS6 Albany returning as our television media sponsor, and Albany Broadcasting Company as our radio media sponsor.

We are proud to share with you the stories of wishes granted in the past seven 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. Our wish families join us in thanking you for your support and engagement as donors and as volunteers. We wish you and your families a safe and relaxing holiday season!

Thank you for being partners with us to make life-transforming wishes come true for local children with critical illnesses! Please remain safe and well.

Best wishes always,



Lisa M. Clifford
Board Chair



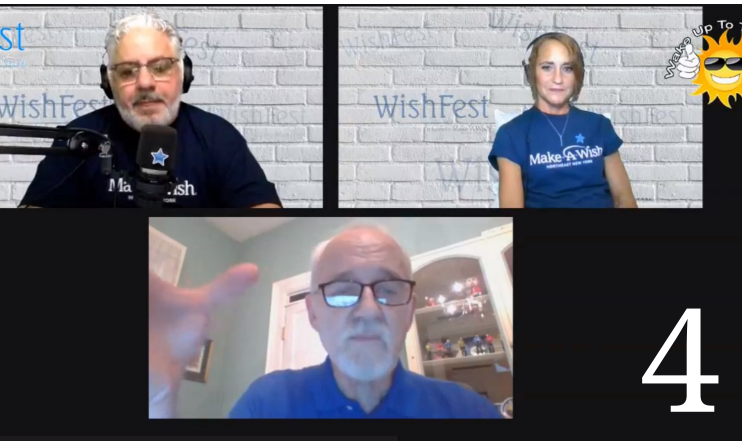
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Chief Executive Officer



Lisa M. Clifford
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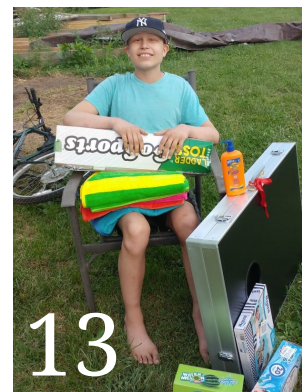
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ON THE COVER: 2020 and the coronavirus pandemic has compelled Make-A-Wish® Northeast New York to rethink how it operates. Coverage begins on Page 4.

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.



Virtually a New Reality

In the span of weeks, the way Make-A-Wish Northeast New York had done business for much of its 33 years had been upended, rendered irrelevant, at least in the near-term. A new way had to be found, and fast.

So that's what the chapter did: It found a way. From the early days of the coronavirus pandemic onward, Make-A-Wish Northeast New York revisited how it raised funds, granted wishes and operated as a non-profit.

There was no playbook, and little time to plan such an overhaul. But there could be no excuses; the stakes were too high to fail — wish kids and families were waiting on wishes. With that in mind, a new, more flexible Make-A-Wish operation arose.

It all happened so fast.

On an unusually warm March 9 afternoon, a group of Make-A-Wish Northeast New York staffers led by CEO

William C. Trigg, III, filed into a conference room for a call with select Board of Trustees members, including then-Chair Sarah A. McKinney. The topic that Monday: The chapter's *When Stars Align* Gala, slated for 19 days out at the Hall of Springs in Saratoga Springs.

The questions before the assembled: *Should we go on with the Gala as planned? Cancel? Postpone?* "At that moment," Trigg later said, "I was hoping we would still be able to pull it off."

In a matter of days the Make-A-Wish contingent decided to postpone the gathering until June 4. But you know the rest: The Gala soon pivoted to a virtual event.

"We had no choice but to go forward with the virtual option," Trigg said. "Much

of life was put on hold, but not the hopes and dreams of our wish kids. Our mission did not and will not change, but we had to adapt to the new reality."

A virtual one.

By the end of March, wishes ground to a halt. And when they resumed in the summer, they were limited primarily to "have" wishes, such as *I wish to have a pool, or have a shopping spree*. Travel wishes to locales such as Walt Disney World® Resort, a staple selection of wish kids, were not viable.

Neither were events put on by supporters, whether it be a golf tournament, motorcycle rally or even the



annual skydive, Wish Jump. Like the Gala, the chapter's annual Walk For Wishes®, an August event that normally draws more than 600 to Joseph L. Bruno Stadium in Troy, pivoted to a virtual affair. As expected, revenue was off from previous years.

Now we have embarked on another major fundraising event, our 28th Annual Adopt-A-Wish Holiday Campaign, in which paper stars featuring wish kid ambassadors are “sold” for a donation at area malls, businesses and schools. We won’t be having our traditional event kickoff at Crossgates Mall, and there will be more virtual elements and other fundraising streams, such as a Wish Heroes component. What else will be different? We will have to see.

“With Gala, we were forced to adjust very quickly. The speed was jarring for all of us,” Director of Development Kirsten Broschinsky said. “As an organization we are now much better positioned to adapt quickly to a variety of scenarios.”

Make-A-Wish now more than ever must be flexible and ready to transform at a moment’s notice.

So, what does that mean?

That means coming up with new ways to do standard events in the age of COVID-19, such as our Gala, Walk, Adopt-A-Wish Holiday Campaign all the way through our 2021 Ski For Wishes in Lake Placid and Gala in March.

It means making sure our immediate Make-A-Wish community and beyond realize that while some wishes are on hold, the hopes and dreams of kids waiting on wishes are not, and that hope is essential. We must do all in our power to continue to raise necessary funds (while keeping costs as low as possible).

It means granting the wishes we can grant today, whether it be a pool or a shopping spree or an iPad or even a virtual chat with a celebrity. Not every child has a wish to go to Disney or Hawaii.

“Our mission and our vision, to grant the heartfelt wish of every eligible child in the 518 and 838 area codes, will not be sacrificed to the pandemic,” Trigg said. “We are adapting and will continue to do so. Because wish kids and families are counting on us.”

The pandemic will end, hopefully

soon. But its impact will linger.

Wishes on hold will have to be granted as soon as possible.

Revenue for those wishes will have to be raised; thankfully, the broad community of Make-A-Wish supporters has been generous even during this historically challenging moment.

Some safety protocols may remain in place long after the “all-clear” sign is given.

But even amid the turmoil, so much has **not** changed:

- The hope, strength, joy and confidence a wish provides not only to a child, but to a family and even entire communities.
- The commitment to ensuring every eligible child in our 15-county region receives a wish.
- The dedication of our volunteers, sponsors, donors, the medical community and staff, a resolve that allows Make-A-Wish Northeast New York to meet virtually every challenge.

Strike that: That’s one aspect that hasn’t gone virtual.

Make-A-Wish *will* meet every challenge, period.



A Holiday Tradition Endures

The 28th annual Adopt-A-Wish Holiday Campaign, Make-A-Wish Northeast New York's longest-running fundraiser and an annual tradition throughout the 15 counties we serve, kicks off this month, featuring many of its familiar elements along with a few new wrinkles.

This year, stars featuring wish kid ambassadors — six from the Greater Capital Region and two from the North Country — will be sold for a single suggested donation amount of \$5 per star.

This vitally important fundraising campaign runs through the holidays. For the third year, it will include a Day of Wishes Telethon in partnership with CBS6 Albany and B95.5, followed by an Evening of Giving, at Colonie Center on Thursday, Dec. 3.

Trustco Bank (TrustcoBank.com) has generously renewed its role as the Presenting Sponsor and will have stars available at all area Trustco branches. In addition, NYSCOPBA returns as a Wish Champion Sponsor. We are thankful to all our sponsors for their continued support.

Along with Trustco branches, stars will be available at Crossgates Mall, Colonie Center, Wilton Mall, Aviation Mall, Champlain Centre and various businesses and schools throughout the region. You will also be able to donate directly to the campaign via aawc.givesmart.com.

"The Adopt-A-Wish Holiday Campaign is unique among Make-A-Wish chapters, most notably for its longevity and the generosity of the volunteers, donors and sponsors in the region we serve," Make-A-Wish Northeast New York CEO William C. Trigg, III, said. "This campaign is especially critical this year, as the chapter is counting on it to raise the vital funds needed to grant the backlog of life-changing wishes on hold due to the pandemic."

This campaign is made possible by the hundreds of volunteers throughout the chapter who generously donate their time to staff our booths. If you are interested in volunteering, please contact Director of Development Kirsten Broschinsky at kbros@neny.wish.org or 518-456-9474.

Scan and Donate



The Ambassadors Featured on This Year's Stars

Madison, 4, Ballston Spa
"I wish to go to Walt Disney World® Resort"

Sydney, 4, Clifton Park
"I wish to go to Walt Disney World® Resort"

Laney, 9, Latham
"I wish to go to Walt Disney World® Resort for Halloween"

Evan, 14, Brunswick
"I wish to meet the Boston Red Sox at spring training"

Elijah, 6, Hudson
"I wish to go to Morgan's Wonderland"

Jaden, 16, Troy
"I wish to go to Los Angeles, California"

Aubrey, 14, Tupper Lake
"I wish to go to Paris Fashion Week"

Tyler, 18, Malone
"I wish to meet the Pittsburgh Steelers"

CAPITAL REGION

Madison

When Madison was deciding on her wish, the 4-year-old Make-A-Wish Northeast New York wish kid knew what she wanted: to visit "Minnie's castle."

As in Minnie Mouse. As in Walt Disney World® Resort.

Madison was excited. But wish parents Brenda and Mike had concerns. Madison was a year removed from her last heart surgery, and this was the family's first major trip together. How would their little girl hold up?



Wish kid Jaden shoots Adopt-A-Wish Holiday Campaign commercial.

The trip, mom said, amounted to “letting go of that fear.” And one look at Madison’s face on her wish pretty much accomplished that for mom and dad.

“Seeing her face light up with seeing the different characters, seeing it through her eyes ... she still talks about it,” Brenda said, who also gushes about the joys of Give Kids The World Village®. “To put everything behind us and to see her reaction was incredible.

“This trip was not a one-time thing. It will be with us forever,” she continued. “It gives us a lot of hope.”

Jaden

The worst part of Jaden’s Make-A-Wish Northeast New York wish to go to Los Angeles was leaving.

“When it was time to leave he didn’t want to,” wish mom Elizabeth said.

“He wants to live there in the future.

“He could do everything that was planned. It was so exciting.”

And there was so much to do in the City of Angels for the 16-year-old. He took in Universal Studios, Hollywood, and Go Kart World. And Santa Monica, Six Flags and so much more.

“We appreciate everything that Make-A-Wish gave,” Elizabeth said. “It felt like a dream. Make-A-Wish made my son the happiest I have seen. This wish made all my wishes come true for him.

“It made us bond and grow closer,” she continued. “This trip was the greatest. I would not change a thing.”

Laney

Like so many girls her age, Make-A-Wish Northeast New York wish kid Laney wanted to go to Walt Disney World® Resort for her wish.

Unlike so many girls her age, Laney — who turned 9 during her fall wish — had no interest in meeting princesses.

“She is not into the whole princess thing,” wish mom McKenzie said. “Never was.”

“Of course not,” Laney huffed. “I like Halloween.”

Going to Disney was not about the cuteness, but the spookiness, and “Mickey’s Not-So-Scary Halloween Party.”

Laney went as Alice from “Alice In Wonderland” — and even met Disney’s Alice along the way. During her wish she also took in the rest of the resort, and The Wizarding World of Harry Potter™ (she loved the rides), Universal Orlando Resort™, Epcot and more.

Her wish took place while she was still undergoing cancer treatments. Even before going on her wish, Laney said having a wish made a difference as she began to count down the days before leaving for Orlando.



“It made me happy because then I didn’t have so much stuff to worry about,” Laney said. “I had something fun to look forward to.”

Evan

When it came time to picking his wish, Make-A-Wish Northeast New York wish kid Evan had three strong ideas — but one stood out.

“I’ve always loved the Red Sox,” the teen said. That idea, he added, “just worked.”

So Evan and his family traveled to Fort Myers, Florida, and JetBlue Park, the spring training home of his Boston Red Sox, where the teen got to meet some of his favorite players, including Rafael Devers, Mitch Moreland and Andrew Benintendi.

“I didn’t know Jackie Bradley Jr. was going to give me his bat!” said Evan, who also went fishing and to the Everglades on his wish.



Sydney

It took going away for the real Sydney to return.

Sydney’s wish was to go to Walt Disney World® Resort. She loves princesses, especially Ariel, the Little Mermaid. So when it came time for the 4-year-old’s wish reveal, what better place to hold it than VIA Aquarium, where she got to meet real mermaids before heading to Orlando?

On her wish Sydney and her family not only found joy at Walt Disney World, but also where they stayed, Give Kids the World Village®.

“There were so many things Sydney and the whole family did while staying: Horseback riding, swimming, playing, meeting characters, dancing at the parties, ice cream, movies, rides, the splash pad!” wish mom Malinda said.

The mom added, the wish was transformative for the entire family, especially Sydney.

“We bonded as a family,” she said. “And there’s a newfound happiness in our daughter. She’s back!”

Elijah

Wish mom Dayna had heard of Morgan’s Wonderland, a San Antonio, Texas, theme park designed for kids of different abilities, and thought it would be perfect for her son, Elijah.

And that was before she knew he would be eligible for a Make-A-Wish Northeast New York wish.

“I kept thinking to myself, ‘What would I do for Elijah?’” Dayna said. “I did



not think [a wish] it was in the realm. I [mistakenly] thought it was just for kids who were terminal.”

Elijah, 6, who has a nervous system disorder and is in a wheelchair or stroller, loves the wind in his face while going fast, as well as swimming. Morgan’s Wonderland, with its adaptive rides and waterpark, was perfect.

“Their staff was all over the place helping you,” said mom, who was accompanied on the wish by her son’s “Grammy” and “Grampy.”

“Elijah just adored the waterpark,” the mom said. “It is a really, really sweet idea.”

NORTH COUNTRY

Aubrey

Aubrey’s Make-A-Wish Northeast New York wish impacted the teen before, during and after her unforgettable trip to Europe for Paris Fashion Week.

“Aubrey has had a rough couple of years,” wish mom Meaghan said of her 14-year-old daughter, who battles cystic fibrosis. “I feel having this trip of a lifetime to look forward to helped get her through it all.”

“Aubrey had a wonderful time at the fashion shows, and our family trips to see the sights were phenomenal,” mom said. “Aubrey has been looking forward to seeing the twinkling lights on the Eiffel Tower at night. We went and it was truly magical.

“It was such a tremendous gift and blessing after everything we have been through with our daughter. ... We will be forever grateful for this amazing experience.”



Tyler

Make-A-Wish Northeast New York wish kid Tyler was not in awe when he met his heroes on the Pittsburgh Steelers after watching the team practice at the UPMC Rooney Sports Complex in Pittsburgh.

The 18-year-old was smiling, laughing, interacting with the team — and the players were smiling and laughing with him.

These Steelers connected with the charismatic teen.

“Meeting all the team was really nice,” said the 18-year-old Tyler, of Malone. “They were all friendly. They’re all down to earth — really nice guys.”

That Monday night, the teen, who is battling chronic kidney disease, went to the Steelers-Cincinnati Bengals game at Heinz Field, and visited the radio broadcast booth. He even later danced with the Steelers’ mascot!

“Make-A-Wish and this weekend meant a lot because I know I went through a lot,” Tyler said. “It really did.”



A #GalaForAll



Go to WishGala20.givesmart.com
Text WishGala20 to 76278



Go to WishGala20.givesmart.com
Text WishGala20 to 76278

For the first time, the annual Make-A-Wish Northeast New York Gala was “attended” not by hundreds, but thousands.

Due to the coronavirus pandemic, Make-A-Wish Northeast New York switched its 22nd Annual *When Stars Align* Gala, originally slated for the Hall of Springs in Saratoga Springs on March 28, to a rescheduled online-only affair held more than two months later.

The virtual program aired on Facebook and YouTube on June 4. The video, which can still be viewed on our channels, reached more than 3,000 on the platforms and raised more than \$212,000 for the chapter.

“Instead of a ballroom, our Make-A-Wish family joined us in their living room to celebrate the power of a wish and help transform the lives of children,” chapter CEO William C. Trigg, III, said. “The pandemic prevented us from having an in-person event, but nothing will stop us from serving wish kids and families.”

The Virtual Gala featured co-hosts Benita Zahn of WNYT NewsChannel 13 and

Chad O’Hara of B95.5 FM, and two wish alumni: Hannah Hughes and Dante Gallucci. Two wishes were highlighted: Cameron’s custom computer build — in a video he made himself with his wish — and Isla’s to swim with dolphins, as told by her mom, Noelle Gentile. Wish kids were featured throughout, including special cameos by wish alum Brady to open and close the show.

Due to the fact that the event could be viewed for free, (and there was no cost to register for the online auction, wine/liquor pull, raffle or to donate), this event was tacked with the hashtag #GalaForAll. The chapter saw a significant increase in first-time donors and smaller donations — and every single dollar was greatly appreciated.

Preparations are already underway for the 2021 Gala on March 27. Stay tuned!

Thank You, Sponsors!

Make-A-Wish Northeast New York would like to thank the following *When Stars Align* Gala sponsors:

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WISH BENEFACTORS



WISH MENTORS

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- Tri-City ValleyCats

The Workshop of *Wishes*

'A Whole New Realm of Possibility'

A wish is sparked largely by the imagination of the Make-A-Wish kid. It often evolves, growing bolder and better, until it is finally realized.

So it has gone with The Workshop of Wishes. The initiative will transform portions of the Make-A-Wish Northeast New York office space into a very unique setting in which children and teens who qualify for a wish will be invited to think about their wish (or wish options) in ways that will excite their imaginations and fill them with joy at the beginning of their wish journey.

Work inside the chapter office is slated to begin soon, and when the first wish child is welcomed to the Workshop — the target date is World Wish Day, April 29 — the project will have been 4½ years in the making.

Chapter CEO William C. Trigg, III, said The Workshop of Wishes evolved over time, with the addition of a Library of Wishes, improvements to an Anticipation Hall and other changes. These redesigns came about as staff and partner Adirondack Studios, a world-renowned scenic design company out of Argyle, New York, discussed the wish granting experience through the perspective of a child.

When a child arrives to The Workshop, they will be greeted by a costumed representative called The Storyteller, who will have the child or teen sign in via special book. If the child has not yet determined their wish, they will be led to The Library of Wishes, where they can contemplate and discuss wish options.

If they know what they want for a wish, they will be led down a hallway known as Anticipation Hall with instructions to find The Workshop of Wishes. (There's a trick involved.) Once inside the ornate room featuring moving portraits of wish alums seemingly reacting to the child, the wish kid will produce a ticket given to them on their first visit with wish granters. The child will put the ticket in a



special cabinet, which in return gives them a message — their wish will be granted! Special effects (which are confidential until the unveiling) will capture the moment in a magical way. Even the wish alums in the portraits will applaud!

“We want them to feel from the very first visit that something special is going on here,” Trigg said. “We want them to know there is a whole new realm of possibility for them to experience through their wish being granted.”

The Workshop will also have remote access so children who are hospital-bound or live on the outskirts of the chapter's 15-county region can participate.

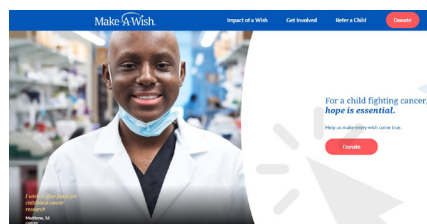
The transformation of our chapter office into this mission-centric, magical setting has the potential to inspire not only our wish families, but also many other key stakeholders in our mission — from donors to vendors, wish granting and fundraising volunteers to the media, and the pediatric medical community to the greater business community.

The Workshop of Wishes came to life by the generosity of Northwestern Mutual Life, the Tronco Group of NML of Latham, New York, and its president Alex Tronco. Sponsorship opportunities for The Workshop of Wishes are still available.



Redesigned Website Arrives

Make-A-Wish Northeast New York will unveil a redesigned website this month, with an emphasis on new graphics and enhanced ease of use. The website, part of a national Make-A-Wish redesign, will have a new URL — wish.org/neny — but you can still use the existing neny.wish.org to get to the revamped site. Take it out for a spin!

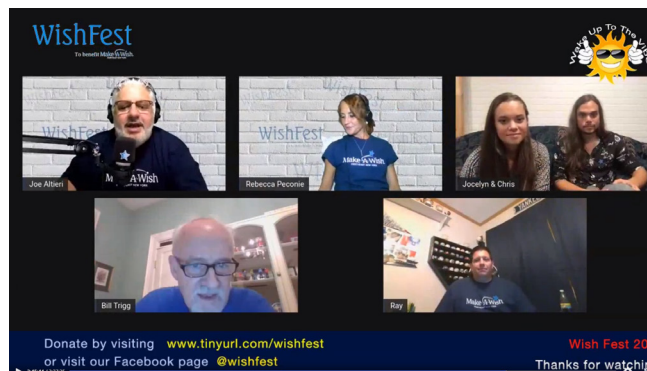


Wish Fest Rocks Online

Rather than cancel when the third annual Wish Fest could not be held in Amsterdam, organizers, including Ray Gawlak, decided to take the event online.

The three-hour event, which streamed live on Facebook on the Wake Up to the Vibe, Wish Fest and Make-A-Wish Northeast New York channels, featured interviews and musical performances by national recording artists Madison VanDenburg (“American Idol”), Jocelyn & Chris, Flame and the Rock Junkies, The show raised more than \$16,000 for local children battling critical illnesses!

Despite Wish Fest going virtual, the City of Amsterdam declared the day of the event, July 11, Make-A-Wish Day.



A Wish a Long Time Coming

The activities that packed Cheyenne's fun-filled day were a ruse in order to complete the 15-year-old's wish — a new above-ground swimming pool — by the time she got back to her Cobleskill home.

But she says she figured it out.

"I knew it!" the teen squealed in delight as she entered her backyard, where she was greeted by cheering socially distanced family members, a DJ and confetti cannons.

Cheyenne's July 1 wish is the first granted by Make-A-Wish Northeast New York since mid-March and the early days of the coronavirus pandemic.



The day included a trip to Adirondack Animal Land in Vails Mills, lunch and shopping. Cheyenne, mom Amber, 8-year-old sister Danica and family friend and teacher Rhea returned to see not just a backyard pool, but a wish that will make a difference in the lives of Cheyenne, who has a nervous system disorder and cerebral palsy, and her family.

"It will be something to do together — family time," Amber said. "Hopefully, it will also be therapy. It will be good for her legs."

Volunteers James Cole and Ray Gawlak served as the wish granters. Special thanks go out to the Cobleskill and Middleburgh volunteer fire departments and Fred's Septic.

Nickolas Rolls With His Wish

Nickolas' original wish, to go to Walt Disney World® Resort, could not happen because of the coronavirus pandemic.

The Make-A-Wish Northeast New York wish kid rolled with it ... and ended up with an amazing next-best thing.

Wish parents Kristie and Sean led the blindfolded 11-year-old Amsterdam youth behind Albany RV for a surprise wish reveal: A loaded camper the youth could call his own.

"Oh, yeah," mom said, as a stunned Nickolas pulled off his blindfold to a round of applause.

"Today was a total surprise," wish mom Kristie told chapter CEO William C. Trigg, III. "We told him we were going to the mall.

"Thank you, thank you, thank you."

Technicians at Albany RV took the family through the ins and outs of the



camper. Wish granter Laurie Alberson, working her first wish (alongside Sandi Worona), translated via American Sign Language for the parents, who are deaf.

Nickolas and his two brothers explored every inch inside and out of the camper. It was not his first choice — but that is more than OK.

"It's really good. It's bigger than I thought it would be," he said. "I'm going to take it camping and use it at my house."

Officially Jacob's Day

This was officially Jacob's day.

Wish granters came to the Make-A-Wish Northeast New York wish kid's Schenectady home to give him his wish — an iPad with his accessories. But there was more.

The city's mayor, Gary R. McCarthy, was also on hand to present the family with a proclamation, stating this day was officially Jacob's day in Schenectady. In addition, the clock tower at City Hall would be lit in Make-A-Wish blue in his honor that night.

"It's always a pleasant side of the job," the mayor said of taking part in the wish.

And there was still more for this 8-year-old. His original transportation-themed wish — he loves everything involving wheels — had to be shelved due to the coronavirus pandemic.

So, the wheels were brought to him in the form of a surprise parade past his home involving police, fire and



sheriff's vehicles, a CDTA trolley bus, and volunteers in decorated cars.

"This is the first time we have ever done this type of parade," Make-A-Wish Northeast New York CEO William C. Trigg, III, said.

Jacob, whose favorite song is "Wheels On the Bus," grew excited as the parade rolled by, to the joy of grateful wish mom Laura.

"It made me cry. *He* made me cry," she said. "I knew he would jump up once he saw the bus. He loves the bus."

The mom said the wish and surprise parade made Jacob's day officially perfect.

"Thank you to Make-A-Wish for making this day happen and making him so happy," she said. "Thank you to the mayor, the police — everyone — thank you for all these blessings today."



Make-A-Wish Reaches Milestone 40 Years in the Making

Make-A-Wish celebrates 500,000 wishes granted worldwide

After 40 years of wishes, Make-A-Wish has reached its biggest wish granting milestone yet. In September, Make-A-Wish celebrated having granted 500,000 wishes worldwide since the organization's founding in 1980. The historic feat was commemorated with the granting of Karina's selfless wish "to give kids a day to forget they're sick."

Make-A-Wish partnered with Karina, a 16-year-old with lymphoma from Newman, California, to recreate her carefree days at summer camp by developing a virtual camp experience called "Kamp Karina," with several activities designed to put a smile on the faces of children in need.

Leading most of the activities as camp counselors were prior wish recipients who showed off their impressive skills and talents. Wish kid-led camp activities included: a magic show, a science class, a dance tutorial featuring dance phenom Leon "Kida" Burns, a couple of musical performances and story time. There were also a *Frozen*-inspired drawing class featuring one of the supervising animators of *Frozen 2*, Hyun Min Lee, and Josh Gad, the lovable voice of Olaf, courtesy of Walt Disney Animation Studios. Disney is a long-time supporter of Make-A-Wish and has granted more than 140,000 wishes dating back to the first official wish. In true Disney fashion, there were other magical surprises included throughout the Kamp Karina program.

Kamp Karina streamed live on the Make-A-Wish America YouTube page.

Spotting a Life-Changing Opportunity

By Linda Doyle



After a year of learning more about Make-A-Wish, I thought I would try my hand at wish granting. I quickly learned nothing could be more fulfilling!

Seeing the joy wishes bring to families is beyond compare! Sometimes people ask, *Why?* I say, *Why not?* Why would you not want to witness a child jumping for joy when hearing they're heading to Disney World with their family? Or screech with excitement when discovering they will join their friends on a trip to Europe? Or scurry through the mall on their own special shopping spree?

Why? Definitely why not?!

That question was also answered by my husband, Michael. He became so excited by what I was doing that he joined the wish granter ranks. We are now able to share many wish experiences together.

I have also served on fundraising committees, and still work in the office

Sometimes it pays to pick up your local weekly newspaper. It was in The Spotlight near the end of 2010 that I spotted a small piece requesting volunteers to serve for a few hours at a mall booth to raise money for the Make-A-Wish Foundation of Northeast New York. I had heard of Make-A-Wish but was not familiar with the ins and outs of the organization.

I volunteered for two shifts at Crossgates Mall and each time met mothers of wish alumni. The stories of their children and their experiences captivated. Shortly after this fundraising campaign, I received a call from Cindy, then the manager of volunteers, asking if I would be willing to volunteer at the office (then in Cohoes) to assist with filing, etc.



from time to time and help on events. But by far nothing is more rewarding than being part of joyous jumping, screeching and scurrying!

Linda Doyle was the 2020 recipient of the Make-A-Wish Northeast New York Wish Champion Award for her volunteer work for the chapter.

In Memoriam



Pete Cowie: Part of a Legendary Wish Granting Team

Peter Cowie's relationship with Make-A-Wish Northeast New York began as a tag-a-long with his wife, Toni, a wish granter since 1997. In 2010, the husband and wife officially paired up to create one of the most legendary wish granting teams in chapter history.

"Working with Toni is great," Pete said in 2014, "as we both enjoy the challenges, and complement each other's strengths."

Pete Cowie passed away in early September after a short illness. He was 72. The retired engineer was a man of many interests — an avid woodworker, runner, golfer, banjo player, fisherman and fan at his grandkids' events. Usually, where there was Pete, there was Toni, his wife of 48 years. And many times, there was also a wish kid and family: Together, the Rotterdam couple worked to grant 19 wishes. They were working on their 20th and 21st together at the time of his passing.

For a man with many passions, Make-A-Wish and wish granting held a special place.

"We get to see how much the wish means to them, and to share this special time and create memories for a lifetime," he once said. "This is one of the best and most rewarding things anyone could do."

Toni, of course, summed up her husband best: "He was such a kind person loved by all."

Wishes Granted

'I wish to HAVE'

I Wish to Have an Above-Ground Swimming Pool **Cheyenne, 15, from Cobleskill**

Wish Granters: James Cole and Ray Gawlak

Wish sponsored by WishFest 2020

Gabriel, 13, from Altamont

Wish Granters: Dave Perritano and Kelly Stang

Wish sponsored by The Poore Foundation

Lincoln, 7, from Crown Point

Wish Granters: Russell Matteson and Jesse Matteson

Wish sponsored by Adopt-A-Wish Campaign 2019

I Wish to Have an Online Shopping Spree

Alexis, 16, from Queensbury

Wish Granters: Tim Riley and Kathy Riley

Wish sponsored by Adopt-A-Wish Campaign 2019

Makaila, 7, from Troy

Wish Granters: Christopher Fain and Erin Oliver

Wish sponsored by Sean and Michele Doolan

I Wish to Have a Room Makeover

Wilvielys, 14, from Amsterdam

Wish Granters: Melissa Hally and Regan Jobin

Wish sponsored by WishFest 2020

I Wish to Have Sensory & Therapy Equipment

Isabella, 3, from Gansevoort

Wish Granters: Linda Tepper and Steve Shaw

Wish sponsored by Kyle and Danielle Kinowski

I Wish to Have an iPad with Accessories

Jacob, 8, from Schenectady

Wish Granters: Deb Karius and Brenda Fitting

Wish sponsored by Kingsway Community Charity Golf Tournament 2020

I Wish to Have a Camper

Nickolas, 11, from Amsterdam

Wish Granters: Sandi Worona and Laurie Abelson

Wish sponsored by Fund-A-Wish donors 2020



NOTE: Due to the coronavirus pandemic, fewer wishes than usual have been granted this period.

the power of a wish

Above and Beyond

Laborers Working for Make-A-Wish

For going on two decades, the New York State Laborers Union, part of the Laborers' International Union of North America (LIUNA), has worked without fail to raise funds on behalf of Make-A-Wish Northeast New York. Highlighting those efforts has been the annual NYS Laborers' Make-A-Wish Golf Classic, a fun and fruitful day held at the renowned Saratoga National Golf Club.

When the coronavirus pandemic hit, many events such as the Golf Classic had to be canceled and taken off the Make-A-Wish calendar. But what never disappears is the union's commitment



to the Make-A-Wish mission, and to wish kids and families.

This summer, the tee boxes may have been empty but the union's giving spirit remained full, as the NYS Laborers and the New England Laborers' Tri-Funds combined to donate \$26,000 to the chapter that will go toward creating life-

changing wishes for children with critical illnesses.

"Strong unions build strong communities, and Make-A-Wish is an integral part of this community," said Armand E. Sabitoni, LIUNA general secretary-treasurer and New England regional manager. "For nearly two decades, we've been honored to support Make-A-Wish's mission to improve the lives of children who are struggling, and were heartbroken when COVID-19 forced us to cancel our annual golf outing."

Make-A-Wish Northeast New York CEO William C. Trigg, III, said the donation is especially meaningful given the circumstances.

"Our relationships with the Laborers Union and its Golf Classic participants, and their commitment to our mission, are bonds we honor and cherish," he said. "In a time of great need, the union and its members came through for wish kids and families. We are eternally grateful, and will never forget this act of generosity."

The union is already looking forward to teeing it up for wishes in 2021.

"We recognized that our canceled event was one of many for Make-A-Wish, and doubled down on our commitment to continue to support their unparalleled work," said Frank Marchese, Jr., executive director of the New York State Laborers Health and Safety Trust Fund. "We're humbled by Make-A-Wish's gratitude, and look forward to meeting up on the links next summer for an incredible cause."



Kingsway Still Tees Up Wishes

The coronavirus pandemic forced Kingsway Community this past summer to cancel its annual Charity Golf Tournament to benefit Make-A-Wish Northeast New York. But Kingsway and its partners were not going to walk away from helping create wishes for local children battling critical illnesses.

Despite not having its tournament at the Mohawk Golf Club, Kingsway Community still donated \$40,000 to the chapter — enough to grant more than three life-changing wishes!

"In a year like 2020, when each of us is dealing with quite a few unknowns, it was especially meaningful to see that even the cancellation of the tournament could not deter the generosity and commitment of our business partners and friends," Kingsway Community President/CEO Michael McPartlon said.

"In the 29 years of hosting the Kingsway Community Annual Tournament, I have personally witnessed the power and benefits that come from the granting of wishes, not just for the child who is battling an illness, but also the parents, siblings and extended family," McPartlon continued. "Each year we've been so proud to host a wish child and family and the highlight is learning their story. Hearing about their challenges, but also their aspirations, really drives home the message and the purpose of Make-A-Wish to each of our tournament attendees."

Make-A-Wish Northeast New York CEO William C. Trigg, III, said it is partners such as Kingsway Community that have sustained the chapter through this harrowing period.

"What gives us hope — and, more importantly, what gives hope to wish kids and families — is the continued generosity and commitment of Kingsway Community and other donors like it," Trigg said. "Like hope, wishes are more essential than ever, and we are grateful to our partners for supporting our mission, and our vision of granting a wish to every eligible child in the 518 and 838 area codes."

Clifford Elected Board Chair



Lisa M. Clifford is the new chair of the Make-A-Wish Northeast New York Board of Trustees. The former vice chair, elected to a two-year

term at the Board's annual meeting this summer, replaces Sarah A. McKinney, who completed her tenure as chair and will stay on the board.



Robert Roemer was elected vice chair, while Jennifer M. Boll and David A. Druzynski were re-elected to the positions of treasurer and secretary,

respectively.

Ms. Clifford is senior vice president and a family wealth strategist and wealth advisor with Key Private Bank, Capital Region. She is responsible for building investment management and trust relationships in the Capital Region as part of Key's comprehensive wealth management services.

Ms. Clifford holds the Certified Private Wealth Advisor certification administered

by the Investments & Wealth Institute® and the Certified Merger & Acquisition Advisor® certification through the Alliance of Merger & Acquisition Advisors®. In addition to Make-A-Wish, she is vice president of the Wildwood Foundation.

"As she completes her two-year tenure as board chair, Sarah A. McKinney deserves our gratitude for the passion and insight she brought to the role," Make-A-Wish Northeast New York CEO William C. Trigg, III, said. "We are fortunate that she will be retaining her seat on the Board of Trustees for one more term of service to the chapter.

"Lisa Clifford is an accomplished Key Private Bank executive whose business acumen, nonprofit board experience and generous commitment to the Make-A-Wish mission will ensure her success leading the Board of Trustees through August 2022."

Mr. Roemer is CAP COM Federal Credit Union's senior vice president of systems delivery and was very actively involved with building the credit union's new headquarters. He currently oversees the Information Technology Software Engineering, Quality Assurance and

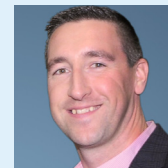
Project Management teams as well as the Administration and Facilities department.

In addition to supporting Make-A-Wish as a Trustee, he has also attained wish granter status and is actively granting wishes along with his wife, Theresa. In prior roles, Mr. Roemer volunteered for Literacy Volunteers of Rensselaer County and the Albany Police Athletic League Board.



Ms. Boll is a member of the law firm Bond, Schoeneck & King, PLLC. She has extensive experience handling a broad array of

corporate, tax and estate matters.



Mr. Druzynski is vice president of People and Culture at DealerSocket, a leading provider of software for the automotive industry.

He is responsible for the development of company culture, employee engagement and change management.

CHAPTER WELCOMES FALL INTERN

Margaret Richards, a senior studying remotely at the Jon M. Huntsman School of Business at Utah State University, is serving as a Development intern for the semester for Make-A-Wish Northeast New York.



The Kinderhook resident is a Presidential Scholar and honors student. She is part of the Huntsman Scholar Program at the university, and received a prestigious scholarship awarded to top business students based on academic performance, leadership qualities, service engagement and commitment to the university's principles.

"I'm thrilled to be here at Make-A-Wish," Richards said. "I'm looking forward not only to getting experience, but making a real difference in the community and lives of wish kids and families."

Richards also has a background in art history and architecture, and her interests include reading classics and snowboarding. In addition to working with the Development team, she has Marketing & Communications responsibilities.

NOTE FROM MAKE-A-WISH NORTHEAST NEW YORK



Make-A-Wish Northeast New York represents hope to every community. Our chapter covers a diverse area, committed to the common goal of creating life-changing wishes for children with critical illnesses. We are also dedicated to this principle:

We will stand against racism and discrimination in any form.

In these historic troubled times, we stand with the black community. We are listening. We believe every child deserves a childhood – a life – free of racism, injustice, oppression and violence.

Our core values and communities are part of what makes us Make-A-Wish. We stand by them, and with them.



A Virtually Different #WalkForWishes

Like so much of 2020, our 7th Annual Walk For Wishes had to be different — leading to our theme for the year “Walk Apart ... Wish Together!”

And that’s exactly what we did.

We still gathered with friends, sponsors, wish families and more at the Joseph L. Bruno Stadium — but only to shoot a kickoff video that aired on Facebook Live, and to hand out the Walk T-shirts and swag that participants worked so hard to earn by raising money. In fact, the Walk For Wishes teams averaged more than \$1,300 raised!

Teams still gathered to walk together on Aug. 1. But instead of assembling at The Joe, they mustered at parks and in neighborhoods, on mountains and even youth ball fields. Even when we can’t gather in one place, the communities of people that surround our wish kids continue to prove that the power of a wish extends far beyond the wish child, or even their immediate family.

To all those who supported the 2020 Walk For Wishes, we say: Thank You! Together, we raised more than \$55,000 for wishes!

These funds will be put to immediate use to grant the wishes that can safely be granted now, as well as to keep hope bright for those waiting for their wishes to be granted.



Make-A-Wish
2020 WALK FOR WISHES®



Shout-Out to Sponsors!

A special thank you to all of our sponsors who made this year's event possible, including: our Presenting Sponsor – **Upstate Chevy Dealers**; Joy Sponsors – **The Stewart's Dake Family Foundation** and **The Property Shop**; Strength Sponsors – **Adirondack Beverages** and **CDPHP**, and Star Sponsor – **Community Resource Federal Credit Union**. We also thank our Venue Partner, the **Tri-City ValleyCats**, Media Partner, **B95.5**, and **HIXNY** for their donation of water!



UPSTATE CHEVY DEALERS



Top Fundraisers

Team Week Winner
 Austin's All-Stars

Top Individual
 Crystal Aleschus \$2,790

Top Team
 Austin's All-Stars \$7,620



Stewart's DAKE FAMILY



Local Funds, Local Wishes

We thank these individuals, groups and organizations for their fundraisers on behalf of our wish program.



Community Fundraisers	Amount Raised
Kingsway Community Charity Golf Tournament/COVID Donation	\$40,000.00
NYS Laborers' Golf Classic/COVID Donation	\$26,000.00
WishFest 2020 Virtual Event	\$16,050.00
Community Auctions	\$14,638.00
Softball on Snow - Malone, NY	\$7,633.00
SP-Livingston Wish Hero Campaign	\$7,350.00
NY Spyder Riders' SpyderQuest	\$5,526.00
Primerica Fundraiser	\$4,750.00
Carson's Woodside Tavern Golf Outing	\$4,238.00
Coldwell Banker Prime Properties' 2019 Golf Tournament	\$4,000.00
Cooper Family Clam Bake	\$3,645.00
Adirondack Shelby Mustang Club Fundraisers	\$2,455.00
Zumbathon 2020	\$2,080.00
James Dupuis Memorial Golf Tournament	\$2,000.00
Bunzl Distribution Customer Event & Fundraiser	\$1,400.00
Coldwell Banker Prime Properties' Wish Hero Campaign	\$1,025.00
Schmitz Memorial Golf Tournament	\$1,000.00
Linda Mitchell's Elvis Fundraiser	\$950.00
Ryan's Fishing Tournament	\$870.00
Captured Light Photography - Photo Sales	\$810.00
WellNest Studios' Fundraiser	\$279.00

*Figures as of Oct. 26, 2020.

Kids for Wish Kids	Amount Raised
Farrell's Flowers	\$1,910
Rocky's Mini Jam 2019	\$1,150
North Greenbush Youth Make A Difference, Inc.	\$1,000
Saint Pius X School - Hoops for Make-A-Wish	\$585
Laurenzo Family Popcorn Stand	\$305
Mrs. Shannon Vallee's 1st Grade Class	\$260
Candice G.	\$100
Brianna B.	\$5



An Artful Idea to Raise Funds

This is Vincent and Maeve, two 11-year-old friends from Latham. To pass some late-summer time and make some coin, they decided to make some paintings and sell them to passersby for \$4 a pop. Good idea.

Then they decided they would donate the proceeds to Make-A-Wish Northeast New York.

GREAT IDEA!

You guys are wish heroes: Thanks!

Plant Yourself for This

If you watch one flowerpot commercial ... well, ever ... watch this one: The Farrell siblings Callen and Charlotte nailed their YouTube spot for their Fourth of July Weekend sale in Leeds, Greene County, that benefited Make-A-Wish Northeast New York. Part sales pitch, part comedy, a little surreal and 1,000 percent cute, the promo also proved effective, as the sale raised \$1,910 for the chapter!

Trust us: Google "Farrell's Flowers Commercial." ... Watched? You're welcome. And thanks, Farrells. That was awesome!



Your Referrals *Help the kids!*

We are on a mission to raise \$50,000 for Make-A-Wish Northeast New York. As you may know Make-A-Wish grants wishes to children with critical illnesses to enrich the human experience with hope, strength and joy. So Make-A-Wish depends on sponsorships and donations to grant nearly 100 wishes a year to deserving kids. We are committed to donating a portion of our income from real estate sales to this very worthy cause!

SO YOUR REFERRALS REALLY DO HELP THE KIDS...

Who do you know considering buying or selling a home you could refer to my real estate sales team? Not only will they benefit from our award winning service, they will be supporting a very worthy cause that benefits as well.

www.MakeAWishReferrals.com
Of Course You Can Always Call Me Directly as Well at 518-444-4183.



John Bevilacqua
Broker/Owner of The Property Shop
C: 518-444-4183
O: 518-396-5850

Your Home Sold
GUARANTEED
Or I'll Buy It!*



Room to Grow

In the span of an afternoon, Wilvielys' room was made over into a dream space that the teen deemed perfect.

"It's really cute. It's better than what I thought it was going to be," said the 14-year-old Make-A-Wish Northeast New York wish kid from Amsterdam. "It looks really different from before. I love everything!"

"Thank you, guys, so much for everything!"

And thank you to corporate partner Ethan Allen for transforming Wilvielys' room.

Diving Into a Wish

Yes, some wishes are waiting because of the pandemic, but some are still able to be granted — like Gabe's for a new pool!

The 13-year-old Make-A-Wish Northeast New York wish kid loved getting a pool this summer and all the toys and accessories that came with it, from the hammock to ladderball. (Yes, he won the first game fair and square against wish granters Kelly Stang and Dave Perritano.)



Donor Spotlight



An Above-Average Joe

The generosity of our community is an essential part of our ability to grant the wish of every eligible child. But our monthly donors, whose donations provide a continuous and reliable revenue source through each month of the year, are truly our lifeblood. One such donor is Joseph Arcate, a monthly donor since 2001!

Joe is a Brooklyn native who came to Upstate after spending 20 years working for the NYPD. He and his wife were looking for a beautiful place with a slower pace of life than the city, but a little less remote than their camp in Indian Lake. They settled on a house right on the Hudson River in Lake Luzerne, and Joe spent the next 17 years working for the International Paper Company. After his retirement, Joe says they were able to fully enjoy their family and their beloved Adirondacks.

When asked why he supports Make-A-Wish, Joe explained that for him, giving back is an obligation and a part of life — a responsibility he takes very seriously as he supports Make-A-Wish each month. Joe knows that a wish provides hope for a better, brighter day for kids battling critical illnesses, and is happy that he can provide a steady stream of donations so that Make-A-Wish can keep making wishes happen, even in times like these.

Thank you, Joe! We are truly grateful for your support and generosity throughout the years!



3 Washington Square, Albany, NY 12205

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Make your donation go further, with less effort!

A monthly donation means your generosity can be spread out over time to fit your budget.

Your sustaining donations help ensure wishes are granted as soon as we can make them happen!

Even a gift of \$5 per month can make a difference in the life of a child battling a critical illness. That's \$60 that could be used for lunch on a wish trip, a video game during a shopping spree, or pool floats for a swimming pool wish!

Sign up online by visiting neny.wish.org and click "Donate," then select "Monthly Gift." Your donation becomes automatic, and you'll be eligible to receive exclusive benefits!

For questions, call 518-456-9474 or email neny@neny.wish.org.

Wish You Could Get Some Great Gear?

The Make-A-Wish Northeast New York Wish Store is open!

Get yourself some high-quality, low-cost, limited-edition Make-A-Wish Northeast New York swag with proceeds going toward supporting local wishes! There is more than pictured here!

Start your holiday shopping now. Just go to <https://wickedsmartapparel.com/collections/make-a-wish>

