



Make-A-Wish[®]
NORTHEAST NEW YORK

An Invitation to Serve

Considering Candidacy to The Board of Trustees

***“We make a living by what we get, but we make
a life by what we give.”***

— Winston Churchill

Our Mission

A wish experience can be a game-changer for a child with a critical illness.

This one belief guides us in everything we do at Make-A-Wish. It inspires us to grant life-changing wishes for children going through so much. It compels us to be creative in exceeding the expectations of every wish kid. It drives us to make our donated resources go as far as possible. Most of all, it's the founding principle of our vision to grant the wish of every eligible child.



This is our mission:

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

This is our vision:

To grant the wish of every eligible child.

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



“We grant the wishes of children with critical illnesses to enrich the human experience with hope, strength and joy.”



Make-A-Wish® America was founded in 1980. It all began because of a 7-year-old boy named Chris. A small group of people in Phoenix helped him live his one true wish: to be a state trooper. Since then, Make-A-Wish has grown into one of the world’s best recognized and most respected charities. Make-A-Wish is the largest and most respected wish granting organization in the world, with 59 chapters in the U.S. Make-A-Wish grants more than 15,000 wishes in the U.S. annually, and has granted more than 500,000 wishes worldwide since 1980.



Make-A-Wish® Northeast New York was founded in 1986. Since then, the chapter has granted nearly 2,000 wishes. The chapter typically grants 90-100 wishes every year. While the chapter follows the policies of Make-A-Wish America, it operates as a separate 501(c)(3) organization. All funds raised by the chapter are used to fulfill the mission in the 15 counties it serves, comprising the 518 and 838 area codes.



This fiscal year, the chapter’s annual budget is \$2.1 million, with a goal of granting 98 wishes.



POSITION SUMMARY

To assist in raising funds to support the chapter's wish granting program and operations; to establish policies, procedures, and regulations for the conduct of the organization; to raise public awareness of the mission; and to monitor organizational performance.

TERM

Initial term is one year, followed by a two-year term.

Trustees can serve two additional three-year terms consecutively, for a total of nine years of Board service.

COLLECTIVE RESPONSIBILITIES

1. To promote and advance the mission of the Make-A-Wish® Northeast New York chapter.
2. To raise the funds necessary to support the chapter's wish granting program and administrative operations.
3. To establish policies and procedures for the administration of the wish granting program and for the general operations of the chapter.
4. To hire, oversee, and work with the chief executive officer of the chapter.
5. To establish the policies and strategic direction of the organization on a periodic basis; and to monitor the organization's performance, especially with respect to prudent and ethical stewardship of the revenues and assets of the organization, in accordance with generally accepted accounting principles and through careful review of timely budgets, financial statements, and audits.
6. To identify and recruit qualified candidates for the Board of Trustees and to engage in an ongoing process of leadership development.

INDIVIDUAL RESPONSIBILITIES

1. To make an annual, minimum personal donation to the Make-A-Wish Foundation of Northeast New York of \$2,500 or more.
2. To work with the CEO and Development team to raise gifts from other individuals, corporations, foundations, and civic organizations.
3. To work with the CEO and Development team to identify and cultivate major gift prospects for financial support of the organization's program, operations, and endowment fund.
4. To render professional support to the Foundation by serving on one of the board's standing committees (Finance, Resource Development, Board Governance, Marketing & Brand Advancement or Mission Delivery Policy), as well as on *ad hoc* committees (e.g., Audit Task Force), as required.
5. To participate actively in the policy making and planning process by attending at least four of the six regular Board meetings, the annual meeting in August, and the annual Board retreat.
6. To represent the organization at community events, volunteer functions, and fundraisers, and to speak proudly and positively of the mission of the Make-A-Wish Foundation.





A FINAL NOTE ON YOUR CANDIDACY TO THE BOARD OF TRUSTEES OF MAKE-A-WISH NORTHEAST NEW YORK

To be an effective trustee, you should be able to answer yes to each of the following questions:

- Am I committed to the mission of the Make-A-Wish Foundation of Northeast New York?
- Can I contribute the time necessary to be an effective Trustee?
- Am I comfortable with the approach and tone of the organization's fundraising efforts? Can I contribute to the chapter's efforts to build a culture of philanthropy in support of the Make-A-Wish mission?
- Can I contribute financial support consistent with the organization's expectations of trustees and with my own means and priorities?
- Can I place the organization's purposes and interests above my own professional and personal interests when making decisions as a Trustee?
- Can I make a meaningful contribution to advancing the mission of the organization consistent with my own philanthropic and community interests and priorities?
- Can I offer functional support to the professional team with respect to my professional background and expertise?

PROCEDURE FOR CANDIDACY

Interested individuals should contact Make-A-Wish Northeast New York. Electronic inquires and submissions are strongly encouraged and should be made to:

Dave Druzynski, Jr.
Chair, Board of Governance Committee
Make-A-Wish Northeast New York
3 Washington Square
Albany, NY 12205
dadruz@gmail.com





Frequently Asked Questions From Trustee Candidates



MISSION STATEMENT

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

VISION STATEMENT

To grant the wish of every eligible child.

We appreciate your careful consideration of a leadership role with the Make-A-Wish® Foundation of Northeast New York. Leadership opportunities exist with the Board of Trustees, select standing committees, and specific fund-raising event committees.

Chapter leaders will meet with you to discuss your interest in and expectations about becoming involved with the Make-A-Wish Foundation. They will want to learn about the skills and experience you can bring to a leadership role. They will explain the goals of the chapter and how they relate to your own needs and expectations. And they will describe both the time and financial commitments that will be expected of you, depending on the type of leadership role you are interested in. To assist you with this process, we have developed a series of frequently asked questions. The questions are categorized according to the major aspects of our business.

MISSION DELIVERY

1. Whom does the organization serve?

Children between the ages of 2 ½ and 18 with a critical illness who live in the 518 and 838 area codes.

2. How does the program relate to the mission?

We are part of the largest wish-granting charity in the world, with 59 chapters nationwide and more than 43 international affiliates spanning five continents. The Make-A-Wish Foundation has granted more than 500,000 wishes worldwide since its inception in 1980. Our local chapter has granted more than 2,000 wishes since its founding in 1986. Currently, we grant 90-100 wishes annually.

3. Can I visit the organization to observe a wish firsthand?

You may visit our office in Albany and talk with our staff at any time. But the actual granting of wishes occurs out in the community. The best way to see the wish program firsthand is to attend wish granter training and then participate in the granting of a wish. Being a wish granter, however, is not a prerequisite for becoming a Trustee or serving on a committee.



FISCAL MANAGEMENT

4. What is the organization's financial condition?

We will be glad to provide you a copy of the current budget and most recent audited financial statements. Our current financial condition is sound, with more than 24 months of liquidity. Our



functional allocation of expenses is typically 78% to program services, 15% to fundraising, and 7% to general administration. Every eligible wish is granted; none are turned down or postponed because of fiscal constraints.

5. Does the board discuss and approve the annual budget?

Yes. The budget is developed by the Finance Committee, in cooperation with the CEO, and submitted for approval at the annual meeting in August (the last board meeting of the fiscal year).

6. How often do Trustees receive financial reports?

Monthly.

BOARD GOVERNANCE

7. What is the role of the Board of Trustees?

The essential role of the Board of Trustees is to ethically govern the Make-A-Wish Foundation of Northeast New York as a public trust. As the governing body of the organization, the Board's primary responsibility is to raise the necessary funds and resources, in cooperation with the CEO and development staff, to carry out the mission. The Board is also responsible for (a) setting the strategic direction for the chapter's key business components; namely, mission delivery, resource development, talent management, and organizational development; (b) establishing appropriate policies and procedures for every aspect of the business; and (c) serving as ambassadors for the organization to the wider community

8. How is the Board of Trustees structured?

The Board has four officers who are elected to a two-year term: Board Chair, Vice Chair, Secretary, and Treasurer. The Board Chair appoints the chairs of the board standing committees, of which there are six: Executive, Finance, Resource Development, Board Governance, Marketing & Brand Advancement and Mission Delivery Policy.

9. What is the role of the Board's standing committees?

The role of the Board's standing committees generally is to carry out the strategic and operational objectives set by the Board. There are six standing committees: Executive, Finance & Audit, Resource Development, Mission Delivery Policy, Marketing & Brand Advancement and Board Governance.

Trustees serve on one or more of these six committees.

There are opportunities for other business and professional leaders to be engaged with the chapter in a meaningful but **non-fiduciary capacity** by serving on the Finance, Resource Development, Marketing & Brand Advancement, and Mission Delivery Policy Committees.

In addition, business and professional leaders can serve on the planning committees for the chapter's major fundraisers, such as Wish Gala and Walk For Wishes.

10. Are there descriptions of board committee functions and responsibilities?

Standing committees of the board have functional descriptions. *Ad hoc* committees and task forces have functional descriptions as well.

Trustees are appointed to committees by the Board Chair, based on their expertise and interest.

11. What is the board and committee meeting schedule?

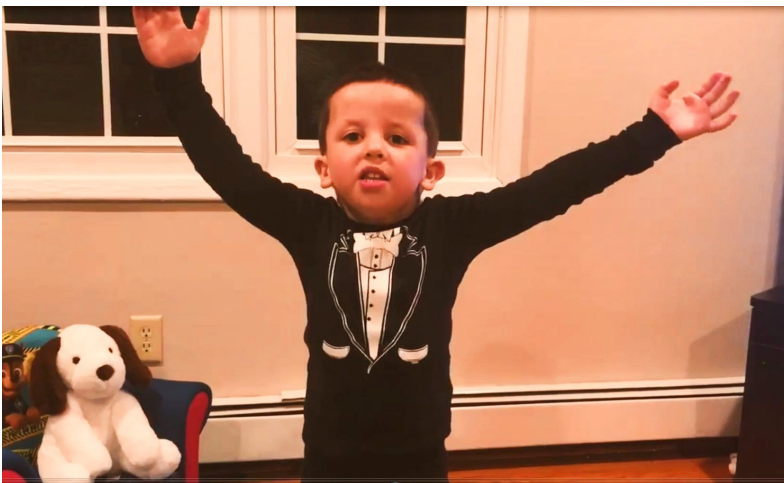
There are seven regular meetings annually, which are generally held on the third Thursday of January, March, May, July, August, September, and November. The annual Board retreat is a half-day off-site meeting, typically held in October.

Committee meetings and special meetings

of the Board are scheduled on an as-needed basis.

12. Is there a system of checks and balances to prevent conflicts of interest between Trustees and the organization?

Yes, Trustees must sign a Conflict of Interest & Confidentiality Statement annually, and they are expected to disclose any potential conflict of interest (e.g., ownership of or employment with a company that does business with the Foundation).





13. What is the time commitment expected of Trustees?

Over the span of a year, the time commitment will be 40-60 hours, depending on committee assignment and special events attended. This averages about 1.5 hours per week. The time commitment is calculated as follows:

- a. Seven board meetings at 90-120 minutes each **14 hours**
- b. Annual board retreat in October **5 hours**
- c. Four to eight committee meetings/teleconferences at 90 minutes each **6-12 hours**
- d. Presence at special events (e.g., Gala) **4-12 hours**
- e. Occasional breakfast/lunch meetings with CEO/donors **12 hours**

14. Does the organization have directors and officers liability coverage?

Yes, we have D&O liability coverage through Brown & Brown Insurance, which insures all Make-A-Wish chapters nationally.

15. What orientation and board development activities are planned?

We have a detailed orientation program for new Trustees which includes: meetings with the CEO and staff to learn about operations and to review historical background, current issues, finances, and key documents like the certificate of incorporation and bylaws, and; meetings with a Board mentor to introduce you to the other members of the Board, the governance process, standing committees, and Board meetings.

16. Does the organization have a strategic plan that is reviewed and evaluated on a regular basis?

Yes, the Board of Trustees sets three-year strategic goals and objectives for the organization, and the staff develops an operational plan to accomplish these goals and objectives. Our current strategic goals include identification, cultivation, and solicitation of major gifts prospects (\$10,000+ gifts), a refocusing of our medical outreach plan to increase referrals from pediatricians, family physicians, and acute care specialists, and a DE&I initiative to impact our medical outreach to eligible families and our recruitment of Trustees, wish granting volunteers, and staff.