

# 2020

*Don't Wait For Hope. Create It.*



*I wish to meet  
the Seattle  
Seahawks*

**Ashton, 12**  
cancer

..... BRINGING

# *Hope for Today - And Tomorrow.*

The Fiscal Year 2020 Report represents all the progress and initiatives that we have worked on this past year to positively impact lives. We worked tirelessly every day to create wish experiences for children and their families while also keeping their health and safety our top priority. No matter the circumstances, we are ever-focused on our vision of granting the wish of every eligible child.

## **The Make-A-Wish Mission Remains Strong**

Fiscal Year 2020 was a year of unexpected challenges. The world came to a halt and we all got a glimpse of what it feels like to have to wait for hope. But FY20 was also a year of resilience, strength and innovation. The global pandemic challenged the core of our mission, as wishes that involved travel or large gatherings were no longer safe. In such challenging times, our mission has never been more essential. For Make-A-Wish, FY20 was not defined by the pandemic. It was defined by your ongoing commitment to creating life-changing wishes for children with critical illnesses.

Despite the challenges of Fiscal Year 2020, wishes continue to be granted daily. Make-A-Wish also continues to invest in the people, products and processes that will allow us to grant as many wishes as possible as fast as possible as soon as it is deemed safe.

Thank you for being there for wish kids, no matter the circumstances. Thanks to caring people like you, the innovation we pursue today lays the foundation for delivering continued hope and joy tomorrow. We wouldn't have been able to navigate the past year with such strength and innovation without you. As one Make-A-Wish community, we should all be proud to look back on FY20 and say: We didn't wait for hope. We created it.

*Thank you for standing with wish kids in FY20 and beyond.*

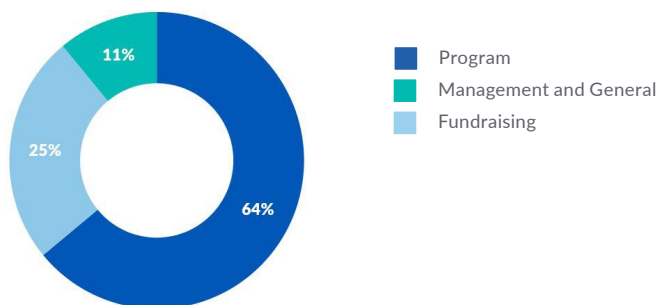


# Financials

## Statement of Activities

*Year ended August 31, 2020*

Total revenue	\$2,429,883
Expenses	
Program services	
Wish granting	\$1,628,373
<i>Total program services</i>	<i>\$1,628,373</i>
Support services	
Fundraising	\$634,217
Management and general	\$282,195
<i>Total support services</i>	<i>\$916,412</i>
<i>Total program and support expenses</i>	<i>\$2,544,785</i>
Change in net assets	(\$)114,902
Net assets, beginning of the year	\$1,082,488
Net assets, end of the year	\$967,586
Total liabilities and net assets	\$1,275,475



VOLUNTEERS PROVIDE LONG-LASTING

# strength



## Volunteer Impact

As an organization founded by volunteers, the tremendous impact a volunteer can have on the life of a child is never far from our minds at Make-A-Wish Greater Virginia. Volunteers make our mission possible, and we are deeply grateful for our volunteers' generous donations of time and talent. Because of their unwavering dedication, we have been able to grant more than 5,200 wishes since we were founded in 1987. We are so fortunate to have enthusiastic and committed volunteers by our side as we work towards achieving our vision of granting every eligible child's wish.



Together with our dedicated volunteers, we granted **112 life-changing wishes** for children in Virginia.



**89 percent** of healthcare professionals surveyed believe a wish experience can influence a wish kids' physical health.



We coordinated **3 wish assists**, where wishes bring kids to our community from other chapters.



We welcomed **59 new volunteers** during Fiscal Year 2020.



**263 dedicated volunteers** generously gave **1,675 hours** of their time to transform the lives of local children.



Hours contributed by volunteers equates to a **monetary contribution of \$45,560**.



# Wish Champion



We are so grateful for all of the volunteers who help make our mission possible. Granting wishes is only possible with dedicated volunteers like Liz, and we are forever grateful!

"I started my wish volunteer journey in 2015 simply from an ad I saw on VolunteerMatch asking if I wanted to volunteer to make children's wishes come true--who wouldn't respond to that!? I've done other volunteer work with children, but had never done anything as rewarding as granting the wishes of children who deserve it the very most.

The best part of being a volunteer with Make-A-Wish is seeing the joy that you bring to the journey. These kids, and really the entire family, are on such a difficult journey in their lives--even those that have made it through their treatment chapter--so being able to see their faces alight with joy is truly a gift.

My volunteer work with Make-A-Wish actually helped me get my current job, as I work for a nonprofit for families battling pediatric cancer, and that experience was what sold them on my ability to handle their needs. The beauty part of the volunteer granter structure is that when your everyday life gets too hectic, you can pull back a little and only do a few wishes, and then jump right back in when you're ready. I think the biggest hazard of volunteering is that you will want to take on too many wishes (raises hand guiltily) at one time and need to pace yourself. I highly recommend volunteering with Make-A-Wish, honestly what could be greater than being a child's fairy godmother?"

***"If you're considering volunteering for Make-A-Wish, I would say what are you waiting for?! Do it! I have met incredible kids that will inspire you, parents who can become your friends, other granters who are tireless in their dedication to these kids and making their wish the very best ever."***

***- Liz, wish granter volunteer***





# BUILDING OUR *future*

## Investors in our Mission



Each of our donors makes a profound, life-affirming impact through wishes for local children battling critical illnesses. We understand that there are many worthy organizations for donors to consider when making gifts of hard-earned dollars and precious time, and we are proud of the way we manage and safeguard the generous contributions we receive to fulfill our mission.

“The reality we all face as adults is that there is a seemingly endless line of what are all arguably very worthy causes that one encounters in our personal and professional lives. And it does not matter if one has millions or hundreds of dollars to share; the desire to help is real, but the need is endless. How to give, to whom, and when.

Amy and I are passionate about our careers, family, and community. We strive to the best of our abilities to help others through gifts of time, money, and service. We are very driven to make a difference in our community and love investing in organizations that demonstrate lasting ROI — inspiring both growth and hope.

For Amy and me, Make-A-Wish Greater Virginia checks all those boxes. At any given time, the chapter has more than 250 kids waiting to receive a wish in our region. Often, nearly 30 of those children are from the area we call home near Roanoke. What compels us to try hard for this cause is that the power of Make-A-Wish is not in the *WISH*. Granted, the new puppy, family trip, or new computer (which are just a few of the hundreds of unique wishes we encounter each year) are nice for the kids.

*But the very real — and medically documented reality — is that the wishes don't just give the kids a break; the wishes give kids HOPE. Hope that often plays a tangible role in medical outcomes for these kids. Make-A-Wish Greater Virginia is not just changing a day for a kid. They are often changing their lives. What could be more powerful? What cause could be more worthy?” - Amy and Tony Pearman*



# SIGNATURE EVENTS THAT *inspire*

## Night Under The Stars and W.I.S.H. Circle



We hosted our first Night Under The Stars event in November 2019, and it was an evening to remember, thanks to all who attended. Through this event, we also celebrated our Richmond W.I.S.H. (Women Inspiring Strength and Hope) Circle Honorees for their commitment to Make-A-Wish Greater Virginia, and successful fundraising campaign!

Our 2020 W.I.S.H. Circle Richmond honorees included Kelly Blumenthal, Erin Bohannon, Anne Byrne, Kerri Carter, Kristen Cavallo, Gauri Gulati, Jenny Maraghy, Hunter Ross, and Tunstall Bagley Willis. We were thrilled that Kristen Cavallo was crowned the 2020 W.I.S.H. Circle Richmond Fairy Godmother! Thanks to each of our incredible honorees and guests who attended Night Under The Stars, we raised more than \$160,000 to grant life-changing wishes.

We also held our second W.I.S.H. Circle Blue Ridge. The honorees were Joey Beck, Sherry Dillon, Keri Garnett, Robyn Lewis, Liz Lively and Lisa Chappell Miller. These dedicated women raised more than \$50,000 to help grant wishes! Joey Beck was crowned the W.I.S.H. Circle Blue Ridge Fairy Godmother during the event.



Kristen Cavallo



Joey Beck



## Walk For Wishes

In August 2020, we hosted our Seventh Annual Walk for Wishes. Though the event shifted to a virtual celebration of wishes due to the Covid-19 pandemic, we were thrilled to have supporters from throughout Virginia join us virtually!

Participants enjoyed an inspiring program broadcast live through our social media channels, and formed teams to compete in our virtual scavenger hunt.

Together, participants and sponsors raised more than \$100,000 to grant the wishes of local children.

DONORS HELP GRANT WISHES THAT

# *transform*



## Individuals and Family Foundations (\$1,000+)

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AmazonSmile Foundation	Freedom First Federal Credit Union	Occasionally Made, LLC	Therapy Resources, Inc
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Car Donation Foundation	Industrial Control Specialties, Inc.	Richmond Window Corp.	We Promise Foundation
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Costen Floors, Inc.	Markel Corporation	Sheetz Family Charities	ZM Sheet Metal, Inc.
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Dominion Energy Charitable Foundation	Merrill Lynch	Stafford Parents Gymnastics Association	
Ethos Properties LLC	Motorsports Charities, LLC	GE Foundation	
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		The NewMarket Foundation	

## In-Kind Donors (\$1,000+)

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## Cornerstone Society

Membership in the Cornerstone Society provides the opportunity to directly support making wishes come true, fund unrestricted giving, or assist a specific area within our chapter. Membership is pledge-based and requires a five-year commitment. We are deeply grateful to our Cornerstone Society members:

*Transformation Level (\$50,000)*

Ms. Rennie Mitchell McAllister

*Joy Level (\$40,000)*

Maria A. Curran, The Main Street Group

*Hope Level (\$20,000)*

Dr. John Perkins and Dr. Karen Perkins

*Star Level (\$10,000)*

Carol A. McCoy, Jennifer Sictor

*Partner Level (\$5,000)*

The Aprahamian Family, Mr. and Mrs. Chris Cavanagh, Jay and Lara Davenport, Mr. David Forster, Mr. and Mrs. Michael Gallagher, Julia Blair and William Hunter, Sheri and Rodney Lambert, Elizabeth H. Long, Ian and Courtney Orensky

## Fairy Godmother Society

The Fairy Godmother Society was created and inspired by those who have raised the most support through previous W.I.S.H. Circle events. Membership is pledge-based and requires a five-year commitment. We would like to recognize our Fairy Godmother Society members:

*Gold Star Member (\$100,000)*

Barbara and James McCarthy

*Silver Star Member (\$50,000)*

Cathy and Lee Keiger

*Blue Star Member (\$25,000)*

Mrs. Julia H. Anderson, Beth Pretty - Pretty Real Estate Group, LLC,  
Meredith Sanderlin Thrower, Courtney Wetzel Worrell

*Crystal Star Member (\$10,000)*

Melissa Ann Alexy, Sarah B. Andrews, Erin Bohannon,  
Misty Reed, Mr. and Mrs. Anthony L. Pearman

*I wish to be  
a pop star*

**Kaylin, 8**  
gastrointestinal  
disorder



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