

TOGETHER,
WE RESTORE HOPE
ANNUAL REPORT
FISCAL YEAR 2021

20 21

*I wish to have
a goldendoodle
puppy*

Maelin-Kate, 6
blood disorder

Photo: Sweet Roots Photography

Make-A-Wish®



*I wish to have
high tea on
the beach*

Nia, 4
rare disease

Photo: JR Photography



9,511

WISHES GRANTED
FISCAL YEAR 2021



Together, We Restore Hope

FOR CHILDREN WITH CRITICAL ILLNESSES

Nine thousand, five hundred, eleven.

That's 9,511 children who found light in the darkness of their circumstances last year. Countless more lives were transformed, because just one wish has the power to restore hope for an entire community. Each of these wishes is a testament to your steadfast support of the Make-A-Wish® mission, and the tireless dedication of our volunteers and staff. All accomplished in a year marked with significant change, an unwavering ambition to grant more wishes, and incredible resilience.

You inspired us to pursue our investment in mission sustainability; wish innovation; diversity, equity and inclusion; and wish alumni engagement. We have so much to celebrate from this past year, and so much to look forward to in the years ahead.

Much of our success over the past year comes from our shared commitment to fostering an organization that is accessible and welcoming. It is only through our mosaic of different cultures, perspectives and experiences that we can grant life-changing wishes to every eligible child. That is why our areas of focus in FY21 included working to ensure that all eligible children have access to an impactful and equitable wish experience, starting with our further reach into rural communities. Also last year, our friends at Disney granted the first wish entirely in Spanish. Learn more about María's wish on Page 10.

We have also expanded our plans to deepen the engagement with our cherished wish alumni community. The newly created Alumni Network Taskforce is supporting chapters to manage a program that ensures every wish alumni and family, wherever their wish is granted, has the opportunity for a rich, impactful alumni experience. Tyler's wish is a beautiful example of the lifelong impact of our mission, and you can read more about his experience and the taskforce on Page 9 of this Report.

Your continued belief in our mission, along with the hard work of the Reemergence Task Force established in FY20, also led to more wishes coming true in FY21. I am thrilled to share that your support also helped us to grant the 500,000th wish globally, with Karina's wish to give kids a day to forget they are sick, which you'll read about on Page 8.

None of this would have been possible without you. A wish begins with hope – and hope begins with you. You are the reason that Make-A-Wish has many exciting initiatives under way, and your support will continue to transform our organization. Thank you for walking alongside us, and for restoring hope for children with critical illnesses when they need it most.



Richard Davis
President and CEO
Make-A-Wish America

*I wish to
have a
Bengal kitten*

Cruz, 5
cancer



I wish to have
a bedroom
makeover

Madeleine, 11
neuromuscular
disorder

MAKE-A-WISH FOUNDATION®

Financials



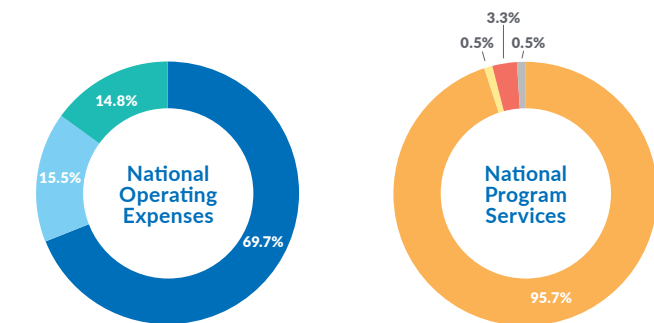
National Office Only

Year ended August 31, 2021

Total Revenue	\$228.4M	Total Net Assets	\$51.9M
Total Expenses	\$223.5M		

Operating Expenses*

● Program Services	\$81.1M
● Wish Granting	\$0.4M
● Chapter Support	\$77.6M
● Training & Development	\$0.4M
● Public Information	\$2.7M
● Fundraising	\$18.0M
● Management and General	\$17.2M



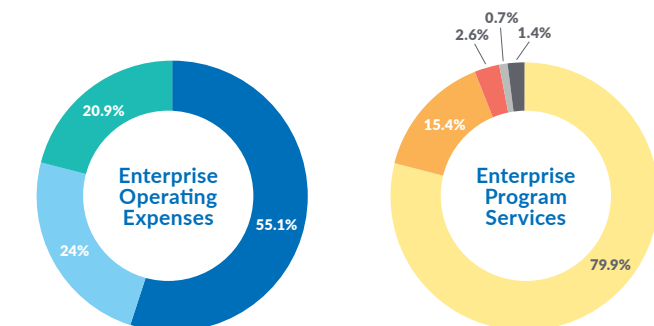
Combined Enterprise

Year ended August 31, 2021

Total Revenue	\$452.9M	Total Net Assets	\$484.0M
Total Expenses	\$356.1M		

Operating Expenses*

● Program Services	\$136.0M
● Wish Granting	\$108.7M
● Chapter Support	\$20.9M
● Program Related Support	\$1.9M
● Training & Development	\$0.9M
● Public Information	\$3.6M
● Fundraising	\$59.1M
● Management and General	\$51.5M



*Excluding donated advertising and media

Copies of our audited financial statements for the year ended August 31, 2021, are available on our website at wish.org/about-us/making-a-difference/managing-funds.

Photo: Brandon Sullivan Photography

Powerful Impact

THAT LASTS A LIFETIME

The Fiscal Year 2021 Report represents the hard work, progress and transformational initiatives we have taken on to restore hope for wish kids and their families. We prioritized the health and safety of wish families while we innovated more than ever to fulfill our mission. Because of you and an incredibly caring community of supporters, even more wish kids have been given renewed motivation to persevere – and the opportunity to envision a brighter future. The wish experiences we created last year will forever nurture children’s emotional strength and restore hope for a lifetime.



AMINA'S WISH

Expanded Sickle Cell Eligibility

Since she was only a few days old, Amina has been battling sickle cell disease, a genetic red blood cell disorder affecting hemoglobin.

According to the Centers for Disease Control and Prevention, sickle cell disease currently affects approximately 100,000 people in the U.S. – predominantly certain ethnic groups. It is estimated that one in 13 African Americans carries a sickle cell gene.

For Amina, that has meant giving up much of her childhood for countless treatments to help manage the symptoms of the disease that caused severe pain in her legs, making it difficult to walk at times and leading to several ER visits. Amina’s diagnosis qualified her for a wish – and her wish to have a princess-themed birthday party gave her a piece of her childhood back as she experienced a carefree day with her friends and created everlasting joyful memories.

Research shows that a wish can help improve a child’s emotional and physical quality of life, giving them a better chance of recovering. That’s why in FY21, the Make-A-Wish National Medical Advisory Council reviewed and expanded the medical eligibility criteria for children with sickle cell disease. The new changes took effect immediately and enabled Make-A-Wish to deliver the hope and joy of a wish to even more children battling sickle cell disease like Amina.



KARINA'S WISH

Celebrating 500,000+ Lives Transformed

Throughout the past year, even at a time of continued safety precautions, Make-A-Wish was able to effectively grant even more wishes than the year prior. This is in large part thanks to the Reemergence Task Force that was established in FY20 to ensure mission sustainability while prioritizing the health and safety of our wish kids.

Early in the fiscal year, we celebrated the granting of the 500,000th wish globally – a wish that harnessed the power of virtual connection at a time when it was needed most. Karina’s wish to give sick kids a day to forget they are sick was both innovative and exceptionally heartwarming for everyone involved. A vast team of wish granters developed a virtual summer camp-like event called Kamp Karina, complete with storytime, a magic show, a piano concert and more – all hosted by Karina and other young wish alumni. Children even received a drawing lesson from Walt Disney Animation Studios animator Hyun Min Lee (“Frozen 2,” “The Princess and the Frog”) and a sweet Disney fireworks show to cap off the program..

This unique event transformed Karina’s life, and the lives of children around the world who participated in her wish online. “My wish went beyond my expectations and gave me a chance to feel truly hopeful and excited for the future,” Karina said.



TYLER'S WISH

The Lifelong Impact of Make-A-Wish

The majority of wish kids survive their illness, and they often credit their wish with giving them the emotional and physical strength they needed to fight. Last year, Make-A-Wish took a refreshed focus on the Wish Journey to further explore the lifelong impact of our mission as wish kids grow into adulthood.

Tyler, 31, remembers his wish as a turning point in his medical journey. Throughout his life, Tyler has faced a critical illness, bullying, gun violence and poverty. His wish to go to the *Walt Disney World*® Resort, granted in 2004, was a turning point for him. “My wish gave me reasons to dream and built me up as a person,” Tyler said. “Having a wish granted continuously inspires me to give back and be the change I wish to see in the world.” Years later, Tyler’s wife, Justus, was so inspired by the impact Make-A-Wish had on her husband that she joined the Make-A-Wish team to help create even more transformational wishes.

Thanks to Disney’s significant investment in our strategic alumni network efforts, Make-A-Wish implemented an Alumni Network Task Force in FY21. This enterprise-wide strategy focuses on how Make-A-Wish can create a meaningful transition from the wish experience to the alumni community through communication that celebrates the lasting power of a wish and inspires wish alumni and their families to stay engaged with our mission, share the impact of their wish experience and help even more children receive a life-changing wish.

SUCCESSFUL CAMPAIGNS. LIFE-CHANGING

Partnerships.

Our corporate partners understand that a wish empowers a child to reclaim their childhood, and experience transformative joy. It is because of these important partnerships that we are able to open doors to exciting possibilities for wish kids. Thank you to all of our corporate partners for your dedication to advancing the Make-A-Wish mission in our most innovative year yet. We are thrilled to share exciting highlights from our two mission champions: Disney and Macy's.

Mission Champions – \$5 Million+



For more than 40 years, Disney has been providing hope to wish kids and their families when they need it most, helping to make more than 145,000 wishes come true. The entire Disney family works with Make-A-Wish to grant life-changing wishes, including theme park and resort vacations, cruises, shopping sprees, studio visits, talent meet-and-greets and sports-themed experiences. Throughout FY21, Disney and Make-A-Wish remained committed to finding innovative ways to create hope for children, no matter the circumstances. For wish kid María, hope arrived at her home when Disney granted her wish to be a princess. While in the hospital, María took comfort in watching her favorite Disney Princess, Belle, in "Beauty and the Beast." After transforming into a princess herself, María received a life-changing virtual royal visit by Princess Belle speaking in Spanish – María's native language. It marked the first Disney wish granted entirely in Spanish. Other exciting highlights from the year included: The Disney Cruise Line reveal of its newest ship, the *Disney Wish*, on World Wish Day® in a special virtual event; The Walt Disney Company launch of a seven-episode interview series, "The Wish Effect," spotlighting Disney wish alumni and how their wish experience has impacted their lives; and the debut of Disney's Wishes Come True Blue Color Collection, which raised \$500,000 to grant even more wishes. Disney also found creative ways to let 8,000 children and families worldwide know that we are looking forward to granting their wishes as soon as it's safe to do so. Thank you, Disney, for your vital partnership, and for all you do for wish kids.



I wish to be a princess

María, 6
leukemia



Since 2003, Macy's has been an essential partner to Make-A-Wish, donating more than \$137 million and granting more than 16,000 wishes. Last year, Macy's was instrumental in granting wishes for Mateo, who saw an entire community rally around his wish to be a delivery driver; and Elizabeth, who wished to design a dress and show it off during an in-store fashion show. Macy's also made the stars align for wish kid Harry, who selflessly wished to give pillows and care packages to patients and health care heroes at his local hospital. Even in an uncertain economic climate, Macy's and its colleagues raised more than \$5.7 million for Make-A-Wish through the April Register Round-Up and annual Believe campaigns, helping to grant more than 515 life-changing wishes last year. Thank you, Macy's, for being an invaluable partner. Your continued support empowers us to create hope and joy for wish kids and their families when they need it most.



I wish to be a delivery person

Mateo, 6
leukemia

Photo: Caroline Photography

Wish Champions – \$1 Million+



Cause Champions – \$500,000+



Fundraising Advocates – \$250,000+

- | | | | |
|-----------|------------------|--|--------------------|
| Keebler | Lokai | Service Experts Heating, Air Conditioning & Plumbing | Sugarwish, Inc. |
| Genentech | Marquis Hot Tubs | | UnitedHealth Group |
| IT'SUGAR | NCAA Division II | Sleep Number | |

Corporate Advocates – \$50,000+

- | | | | |
|-----------------------|-------------------------------|---|------------------------------|
| Aetna | Fujitsu General America, Inc. | Master Class | The Harvey Hubbel Foundation |
| American Freight | Funko | Mt. Olive Pickle Company | Trusted Choice® |
| BioTrust Nutrition | Great Wolf Lodge | Petland, Inc. | Universal Studios Hollywood |
| Build-A-Bear Workshop | Helzberg Diamonds® | PuppySpot Group, LLC | Wayfair Inc. |
| City Electric Supply | Jewelers for Children | Rusk Industries Inc. | Zales, Inc. |
| Discover® | Maggiano's Little Italy® | Saputo Cheese USA Inc. (Frigo Cheese Heads) | Zurich North America |
| FabFitFun, Inc. | Malouf | | |
| Forbes Travel Guide | | | |

*I wish to have
a power
wheelchair*

Austyn, 17
nervous system
disorder



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Speaker, Business Leadership
Coach, New York Times
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Longtime Associate Editor
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to the Organization for
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A Wish Begins With Hope —

AND HOPE BEGINS WITH YOU

We are so grateful for your unwavering dedication to the Make-A-Wish mission. As we celebrate the innovation that created 9,511 life-changing wishes last year, we look forward to the incredible transformation that will continue to move our mission forward in the years ahead. Such initiatives include:

- **Building better systems and technologies** to streamline collaboration and resource-sharing across our 59 local chapters.
- **Leveraging new insights and technologies** to enhance wishes, serve more children and provide lifelong value.
- **Continued dialogue and partnership with people living and working in communities that we are not yet reaching** to listen to perspectives, learn about their needs and hear ideas for how to achieve our mission there.

More than 500,000 wishes have been granted around the world, but our work is not done. For every wish we grant, there are three more children in crisis who still need the hope of a wish – and they need our support now. The Wish Journey can be an important part of the healing process.


Thank you for everything you do to help make every wish come true.



Photo: Riley McDougall

I wish to have a drum set

Jacob, 4
Kidney disease



“My wish gave me reasons to dream and built me up as a person. It inspired me to keep pushing forward during a time when I really needed something positive to hold onto ... Having a wish granted continuously inspires me to give back and be the change I wish to see in the world.”

- TYLER, WISH GRANTED 2004



Join the Conversation!



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