

2021

ANNUAL REPORT

*I wish to be a St. Louis
Firefighter*

Connor, 7
nervous system disorder



*I wish to have a unicorn
rainbow party*

Addie, 5
cancer



200+

..... WISHES GRANTED

..... FISCAL YEAR 2021

.....

.....

.....

Together, We Restore Hope

FOR CHILDREN WITH CRITICAL ILLNESSES

Hope is Essential.

Those three words guide us and inspire us in all we do here at Make-A-Wish® Missouri & Kansas. We firmly believe that the wish experience has the ability to replace fear with confidence, sadness with joy and anxiety with hope. With the support of our amazing community, we were able to grant the heart-felt wish of 220 children facing critical illnesses. That is 220 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 were accomplished in a year marked by significant change, an unwavering ambition to grant more wishes, and incredible resilience. You inspired us to pursue our investment in mission sustainability; wish innovation; 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.

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 underway, and your support will continue to transform our organization and the children we serve.

From your Make-A-Wish Missouri & Kansas family, thank you for believing in our mission and for transforming lives, one wish at a time.



A handwritten signature in black ink that reads "Caroline Schmidt".

Caroline Schmidt
President & CEO
Make-A-Wish® Missouri & Kansas

*I wish to go to Cardinals'
Spring Training*

Calvin, 12
genetic disorder



I wish to have a shopping spree

Tia, 18
blood disorder



Financials

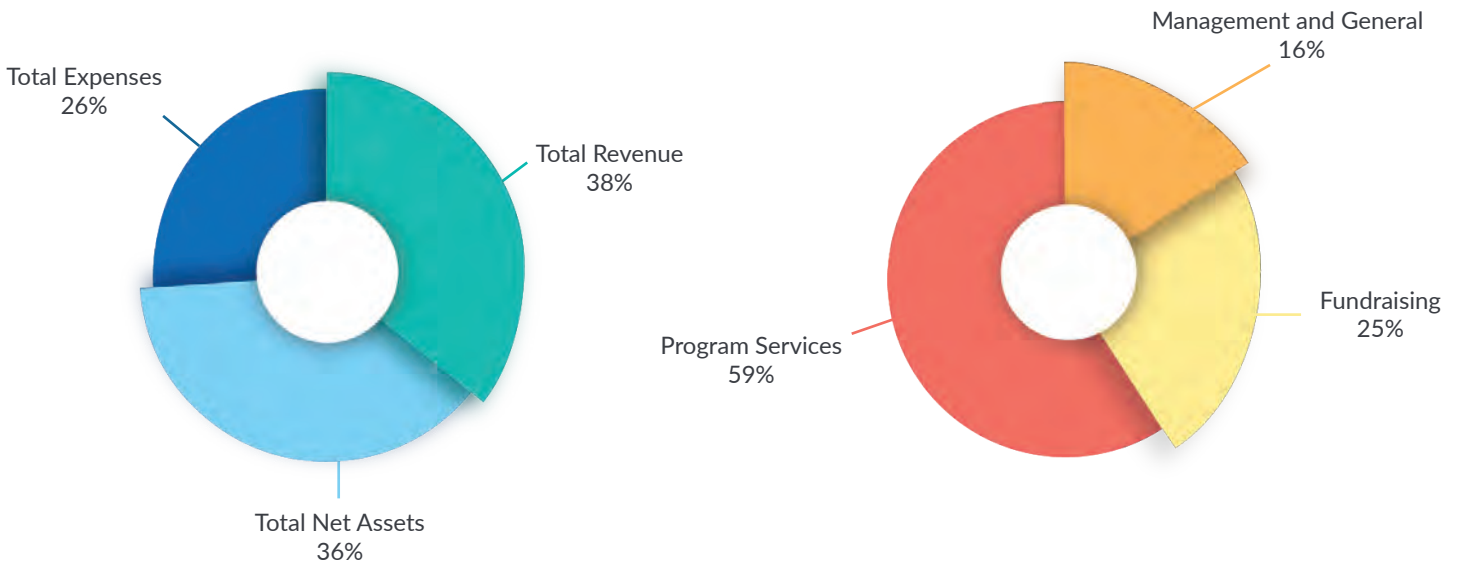
Fiscal Year 2021

Year ended August 31, 2021

Total Revenue	\$6,474,389	Total Net Assets	\$6,128,748
Total Expenses	\$4,543,013		

Operating Expenses*

Program Services	\$2,665,455
Fundraising	\$1,154,053
Management and General	\$723,505



**In a typical year, the program service expense ratio for Make-A-Wish Missouri & Kansas is approximately 75%. Due to COVID-19 and widespread health and safety restrictions in place since March 2020, wish granting operations have been impacted with travel wishes and wishes involving large groups largely postponed. With wide availability of vaccinations, we anticipate granting more wishes and a greater expense ratio in fiscal year 2022.*

Powerful Impact

THAT LAST 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.



WISH IMPACT

When a child is battling a critical illness, so much of normal childhood is taken away from them – it is exhausting, both emotionally and physically. A wish is something that gives kids the opportunity to look outside their illness – it restores a sense of childhood back to the child and normalcy back to the family.

In 2021, Make-A-Wish® led a study that defined the impact of wishes on the children and families that are part of the wish journey. This research provided quantitative measures of the breadth and depth of the impact of the Make-A-Wish mission – previously supported by anecdotal knowledge and assumptions – that wish impact is not limited to the immediate emotional effects on wish children. Rather, Make-A-Wish broadly enhances the quality of life for children and their families by promoting resilience and increasing well-being.

A large majority of Make-A-Wish alumni, parents, and medical providers overwhelmingly agree that the wish experience contributes substantially to physical, mental, and emotional health. Wishes are a necessary part of the medical treatment journey, improve the odds of survival, provide a support system and better health outcomes, and give children a better chance of recovering from their critical illness.



90%

of medical providers said a wish increases a child's **compliance with treatment**.

92%

of wish alumni said the wish experience brought their family closer together.

94%

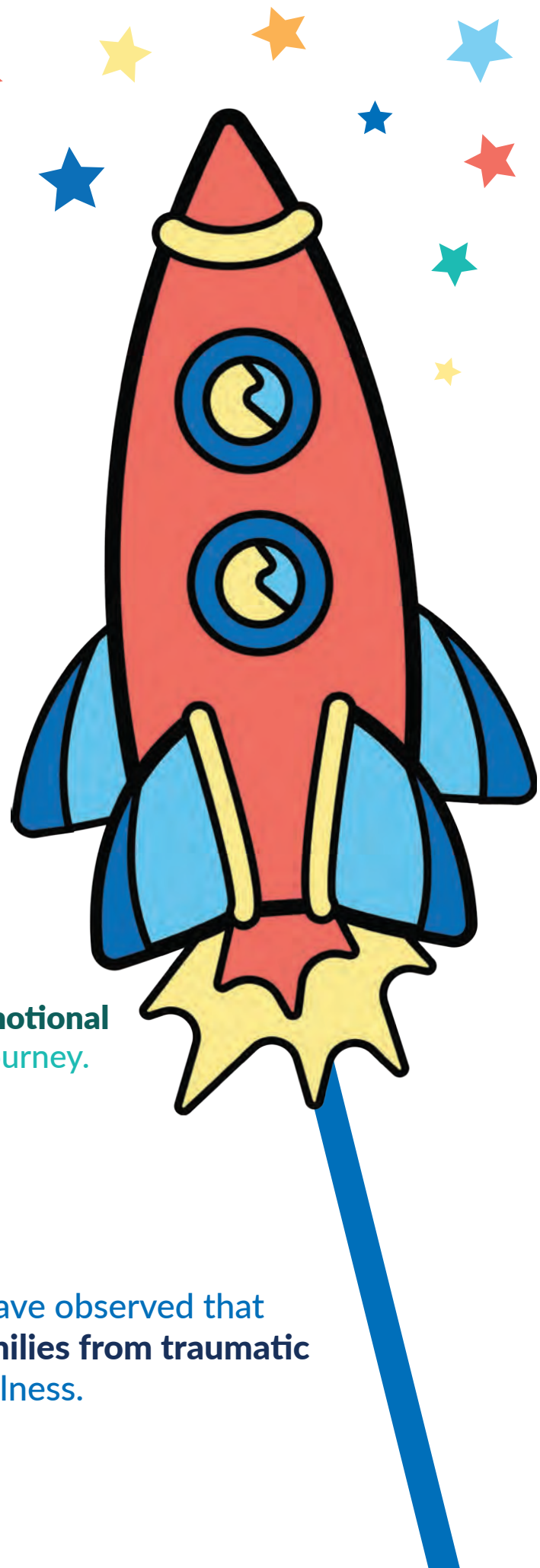
of wish alumni said that their wish made them feel more **joyful, confident** and **hopeful for their future**.

95%

of parents said they saw their child's **emotional well-being** improve through the wish journey.

98%

of **medical providers** said that they have observed that the wish experience helps **relieve families from traumatic stress** related to their child's critical illness.



*I wish to transform my
girls' sports team*

Ellie, 17
lymphoma



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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 over 200 life-changing wishes last year, we look forward to the incredible transformation that will continue to move our mission forward in the years ahead.

- ★ **Building better systems and technologies** to streamline collaboration and resource-sharing across our region.
- ★ **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 transforming lives, one wish at a time.



I wish to be a police officer

Chris, 7
leukemia



“It’s been more than 40 years since my son Chris received his wish, and I am still amazed and inspired by how one little boy’s dream to be a policeman has touched the lives of so many.”

- LINDA PAULING, THE FIRST WISH MOM & MAKE-A-WISH CO-FOUNDER

Join the Conversation!



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Make-A-Wish Missouri & Kansas
13523 Barrett Parkway Dr.
Suite 241
Ballwin, MO 63021