

Make-A-Wish®
NORTHEAST NEW YORK

Wishmaker

VOL 31 ISSUE 2 / FALL/WINTER 2022



With Immense Gratitude

*Longtime CEO
Bill Trigg Departing
Page 4*

With our gratitude

To Our Valued Donors and Volunteers,

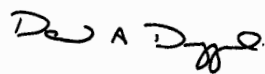
Transitional changes ... on steroids. That pretty much sums up what we at Make-A-Wish Northeast New York have been immersed in since the beginning of 2022. We welcomed four new members to our professional team or into new positions within; a new data coordinator position has been created; a new donor database conversion to Salesforce began in May; a new wish granting database conversion is currently underway; travel wishes were re-instituted (at least domestically); a new Board leadership team was elected in August, and the search for the next chief executive officer of the chapter began in the spring (see page 4 for related stories).

The Board of Trustees has also gone through transition, with new leadership as noted above. In addition, two Trustees, Andrew Weibrecht and Steven Kuring, finished their terms of six years and nine years, respectively. We are immensely grateful for their commitment to the mission. The Board also elected two new Trustees, Heather Hudson, vice president of AYCO Personal Financial Management, and Jesse Tomczak, executive vice president and chief banking officer of Pioneer Bank.

The best transition was getting back to granting all domestic travel wishes and our success in making 67 magical wishes come true in the last year — an increase of 123 percent over the previous year! We are proud to share many of these recent wish stories in this issue, including some really amazing travel wishes! Our wish families join us in thanking you for your continued support and engagement as donors and as volunteers, especially during our 2022 Adopt-A-Wish Holiday Campaign throughout November and December.

We wish you and your families a safe and relaxing holiday season!

Best wishes always,



David A. Druzynski
Board Chair



William C. Trigg, III, Ph.D.
Chief Executive Officer



David A. Druzynski
Board Chair



William C. Trigg, III, Ph.D.
Chief Executive Officer



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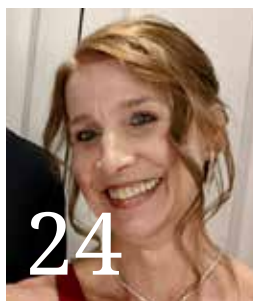
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ON THE COVER: William C. Trigg, III, (with wish kid Cole), CEO of Make-A-Wish Northeast New York, is leaving the position after nearly 17 years with the chapter.

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, Schoenectady, Schoharie, Warren and Washington counties in Upstate New York.

Bill Trigg: It Has Been All Our Privilege



William C. Trigg, III, Ph.D. — a much too formal name for the man known far and wide simply as Bill — is struggling with the question: *What does he hope will be his legacy after serving nearly 17 years as CEO of Make-A-Wish Northeast New York?*

Coming up with myriad accomplishments for the longest-tenured CEO in chapter history is easy. (See: box.) But the leader who has overseen more than 60 percent of the 2,000-plus wishes in Make-A-Wish Northeast New York history pauses when asked how he would like to be remembered. He starts, stops and starts again. He gets emotional — which, if you ever saw Bill speak in public about a wish or the Make-A-Wish mission, is not too surprising.

He never really answers the legacy question. Eventually, he circles back to a word that pops up again and again when discussing his long Make-A-Wish career:

Privilege.

“This is a great gift, this work that we do,” he says. “I don’t know if people realize it. Yes, we give the gift of a wish, but we get a gift back, knowing we were part of creating that joy. It’s an awesome privilege.”

As announced in the spring, Bill will be stepping down as CEO after a replacement is named following a nationwide search.

That replacement is expected to be announced in the near future.

When the St. Louis native arrived at Make-A-Wish in February 2006 after more than 20 years as head of the New York State Trooper Foundation — do

the math: 37 years, two jobs — he only knew the basics about the nonprofit, and shared the misconception held by many that it primarily served children facing a terminal illness. (To repeat: 80 percent of wish kids survive into adulthood.) But Bill quickly learned the intricacies, and as he oversaw the day-to-day and long-term operations he built upon the foundation of the Foundation.

Soon, Bill became the face of Make-A-Wish Northeast New York, whether in a suit meeting with donors or standing at a podium, jumping out of an airplane as a fundraiser, getting slimed at a wish reveal or donning a cutoff T-shirt for a motorcycle rally. He is comfortable with the smallest of wish kids and the largest of benefactors.

“Bill’s passion for the Make-A-Wish



17 years



leader



Privilege

mission is unmatched,” Board Chair David A. Druzynski says. “His sustained level of energy and enthusiasm toward granting the wishes of children battling critical illness has led to life-changing experiences for over 1,200 children and families during his tenure with our chapter. Because of his leadership, these children were given hope, they were given strength, and they were given memories to last a lifetime.”

When he is not working for the chapter, Bill is volunteering as a wish granter. He sees the Trooper Foundation and Make-A-Wish as sharing an important trait: “helping people in crisis.” He says the enormity of that mission, and its positive effects, is one of the reasons he tends to get choked up speaking publicly and privately about Make-A-Wish.

“It’s immensely humbling, to have that sacred duty, to help these kids and families — but it’s one I and the team embrace,” he says. “It’s a great privilege to have.”

And there is that word again: *Privilege.*

Bill is moving on so someone else can offer a “fresh perspective.” Whatever the 68-year-old does next, it will probably involve “helping people in crisis. That is probably my purpose in life.” He plans on continuing to serve Make-A-Wish and its mission in some capacity.

The power of a wish will always be a powerful draw.

“Just to witness the happiness that child has on their face, and the gratitude of the family ... it is our privilege,” he says.

Again ... *privilege.*

Bill, you have been ours.

legacy

A TRANSFORMATIVE LEADER

Over nearly 17 years as CEO, Bill Trigg transformed the lives of wish kids, families, volunteers, donors, staff and other stakeholders in numerous ways. Among his accomplishments:

- Overseeing more than 60 percent of the 2,000 wishes the chapter has granted since 1987;
- A significant increase in the number of wishes granted per year;
- Annual contributions have doubled over his tenure;
- The start of the chapter’s Walk For Wishes®;
- The establishment of a 12-member pediatric Medical Advisory Council at Albany Medical Center;
- The creation of three large wish endowments;
- The opening of the Workshop of Wishes;
- Stewardship of Make-A-Wish Northeast New York through the coronavirus pandemic;
- 2019 Nonprofit Executive Leadership Award winner (Capital Region Chamber);
- 15 wishes as a volunteer wish granter.



It Indeed Has Been a Privilege

By Bill Trigg
CEO, Make-A-Wish Northeast New York

For nearly 17 years, I have been richly blessed to be part of an extraordinary endeavor to make magical wishes come true for local children dealing with a critical illness.

I was given an opportunity to lead the Northeast New York chapter of the Make-A-Wish Foundation in early 2006 and to build on its 20-year tradition (at the time) of granting the heartfelt wish of every eligible child throughout the 15-county region we serve. Today, that now 35-year tradition of magical wish granting is stronger than ever. I am humbled by the healing power, the joy and the hope every granted wish generates for all who are touched by the wish experience.

I have come to learn, and appreciate, over the years that it is the combined energy, dedication and generosity of our volunteers, Board members, donors, and professional staff that make all of that possible for our wish kids and

their families. I will be forever grateful for the privilege to have met and befriended so many of you during this amazing journey. But if I have learned one thing well about being a nonprofit executive, it is the lesson of knowing when it is time to make way for new leadership to take the organization and the mission to even greater heights.

That time has come for me as CEO of Make-A-Wish Northeast New York.

I hope that I have served all of you well during my blessed tenure with the chapter. I know that all of you have certainly inspired me to do my very best to protect and build upon the Make-A-Wish brand; to be a good steward of the money, goods and services you so generously provided to grant more than 1,200 wishes during my watch; to tell whomever would listen just how compelling and wonderful all of our wish stories are; to support and inspire all of my work colleagues in their efforts to make a difference for our wish kids; to learn from and appreciate the wisdom



of my Board members; and especially, to be a beacon of hope for our wish children and teens as they face their illnesses and medical conditions and realize that they can, indeed, be more and do more with their

lives than they or anyone else ever thought possible.

Together, we have done a lot of good work to improve the quality of life for our wish kids. How wonderful is that?! I will tell you what it is — an immense privilege.

I told a fellow Make-A-Wish chapter CEO not too long ago that I thought the job would get easier over time as I became more proficient with fulfilling my responsibilities as a chapter CEO. While I think I did improve over time with most of my responsibilities (with the possible exception of mastering technology), the job did not get easier. But the joy of helping wish families get through a very, very difficult challenge has carried me through and made me ever grateful for how all of you have enriched my life.

And I thank you for the privilege of your love and friendship.



New York State Correctional Officers
& Police Benevolent Association, Inc.

"Keeping New York Safe"

The Stars Are Coming Out

The annual Adopt-A-Wish Holiday Campaign, Make-A-Wish Northeast New York's longest-running fundraiser throughout the 15 counties we serve, kicks off this month, featuring many of its familiar elements and returning Presenting Sponsor NYSCOPBA. Plug Power joins the campaign as the Star Sponsor.



This campaign will mark the chapter's 35 years of wish granting.

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.

Unique among the 58 Make-A-Wish® America chapters, this vitally important fundraising campaign marking its 30th year runs through the holidays. For the fifth year it will include a Day of Wishes Telethon in partnership with CBS6 Albany and B95.5. The telethon will be held at Colonie Center, and run from noon to 7 p.m. on Thursday, Dec. 8.

"The Adopt-A-Wish Holiday Campaign has endured into its fourth decade thanks to the generosity of the community we serve, from Columbia and Greene counties to Cobleskill through the Capital Region all the way to the North Country," Make-A-Wish Northeast New York CEO William C. Trigg, III, said.

Stars will be available at Crossgates Mall, Colonie Center, Wilton Mall, Aviation Mall and Champlain Centre, Wintertime Wonderland at Via Port Rotterdam and various businesses and schools throughout the region. You will also be able to donate directly to the campaign via adoptawishnyny.org.

VOLUNTEERS NEEDED

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 visit adoptawishnyny.org and click on the volunteer link, or contact Director of Development Jaymee Keller at jkeller@nyny.wish.org or 518-456-9474.

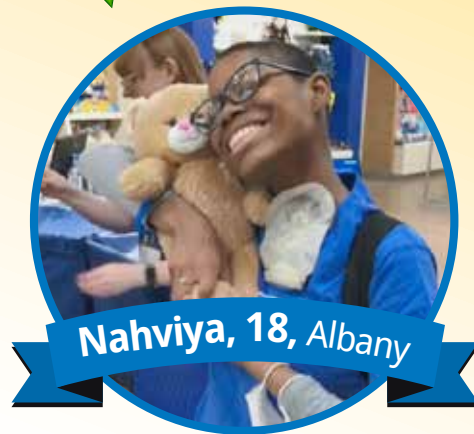
The Ambassadors Featured On This Year's Stars

Wish kid **Nahviya** broke up her shopping spree wish into two parts: a virtual component and an in-person shopping excursion. She approached each one differently.

"For the virtual shopping spree, I planned it out," the teen said. But for the in-person shopping?

"I just went all out," she said excitedly. "I didn't know what stores I was going to. I just spent money!"

Nahviya said her favorite purchases were pillows and a MacBook Air for studies. She was especially thankful to the donors and sponsors who make wishes possible.



Nahviya, 18, Albany

I wish to go on a shopping spree



Drew, 11, Johnstown

I wish to go to WrestleMania

In the middle of the elegance that was the Make-A-Wish Northeast New York *Spark Joy!* Gala, two professional wrestlers burst into the Hall of Springs.

One growled for 11-year-old **Drew** to come to the stage, where the ICW wrestler then figuratively body-slammed the stunned wish kid with the news that his wish, to attend WWE *WrestleMania*, would be coming true the next week.

Drew, his brother EJ and their parents flew to Dallas, where they were feted by WWE, met star wrestlers and had prime seats for the two-night event.

"It was the best and so amazing," Drew said.

"I was so happy. The best part was watching the shows and meeting the wrestlers. They were so nice in real life."



Finn, 6, Fort Ann

I wish to have a hot tub

Emily's Make-A-Wish Northeast New York wish proved unique, but not unexpected.

"She started watching videos of the Northern Lights when she was 2," wish mom Melissa said. "Since then, she has always loved them."

So Emily's family headed to Fairbanks, Alaska, as a base. They went to an ice museum, and dog sledding, and saw the famed lights — a different experience than on TV. More incredible was the impact the wish had on Emily.

"The best part was Emily was so care-free: She absolutely soared!" the mom said. "She gained so much strength from it."



Emily, 11, East Schodack

I wish to go see the Northern Lights

Finn initially wanted to go to the South Pacific for his Make-A-Wish wish. Instead, a touch of the islands was brought to him — and along with it daily benefits.

"Finn wanted to go to Hawaii, but due to Covid we decided travel wasn't best right now," wish mom Miranda said. "So, he decided he wanted a hot tub and wanted it to be decorated like Hawaii — the best of both worlds!"

"Finn has used the hot tub almost daily and looks forward to us getting in it as a family daily," said the mom, who spoke at the 2022 *Spark Joy!* Gala, for which Finn was an ambassador. "It has also helped his pain tremendously!"

Gabe's Make-A-Wish Northeast New York wish to go to Walt Disney World® Resort had to be delayed almost two and a half years, first by a death in the family, then by the pandemic. Instead of going as a 3-year-old, the Delmar boy had turned 6 by the time he left.

"It was really hard having to wait and not knowing," wish mom Melissa said.

The wish parents, Melissa and Michael, are both avid Disney World fanatics. And when they finally got to take Gabe and his 8-year-old brother Caleb to the Magic Kingdom for the first time, they saw their happy place in a whole new way.

"It was a lot of fun through them," said Melissa, noting Gabe wanted to do everything at the theme park — and nearly did. "It was worth the wait!"



Gabe, 6, Delmar

I wish to go to Walt Disney World® Resort



Amelia, 6, Catskill

I wish to have a camper

Amelia knew she was going to Albany Med for treatment. What the Catskill 6-year-old didn't know was her family was stopping first at Diederich's RV Mart for her wish reveal — and her new camper!

Even her parents didn't realize beforehand that the Slaters at Diederich's had worked with vendors and local businesspeople to throw in a whole host of extras.

Amelia beamed — "We got a camper!" — as her 2-year-old sister Kimber fished through all the goodies inside (including Disney fishing poles). Amelia's 4-year-old sister Hayden said, "Best day ever!" over and over.

"This is her dream come true," wish mom Casie said. "We want to take it wherever we can make memories."

Make-A-Wish Northeast New York wish kid **Karson** traveled down from the North Country for an overnight stay in the Capital Region, under the impression the trip was primarily a school shopping expedition.

The next day, he was told the family would also stop by the chapter's Walk For Wishes® at Joseph L. Bruno Stadium in Troy, where Karson would say a few words about his pending gaming computer wish.

"I always really liked gaming," Karson, 10, told host Chad O'Hara of B95.5 FM and the crowd. "It makes me not think about what I've been through. It takes my mind off of it."

O'Hara directed attention to the ballpark videoboard. With growing shock, Karson watched a video of workers installing a gaming computer system — his gaming computer system — in his home.



Karson, 10, Jay

I wish to have a gaming computer



Eloise, 6, Plattsburgh

I wish to go to Walt Disney World® Resort

When **Eloise** learned she was eligible for a Make-A-Wish Northeast New York wish, she was only 3 — and had one question she would ask over and over: "When am I going to Disney? When am I going to Disney?"

That was 2019. Then Covid struck, and her wish was put on hold.

Fast forward to 2022. Eloise was 6 when she went on her wish. In the end it turned out for the best to go a little bit older. "She was able to say, 'We can do this'," wish mom Lauren said. The family went to the Magic Kingdom, and Animal Kingdom, but spent a lot of time at Give Kids the World® Village, especially its pool.

"She just loves swimming," mom said. "She was in heaven."



Wyatt Goes to Work

Wyatt's Make-A-Wish Northeast New York wish experience included the dream of many an 8-year-old – and that part wasn't even his wish!

W Wyatt wished for a game room makeover. But in order to install it as a surprise, his parents Mark and Madison had to get him out of the house.

So Wyatt's dad brought the 8-year-old to a Slingerlands site being worked by BBL Construction Services. Workers there had previously befriended the boy with gifts, but Wyatt was stunned when he was not only given a tour of the heavy equipment on site, but invited to take some for a (supervised) spin!

"This is so much fun ... really, really fun," he said after taking a turn in a paver, payloader and dump truck, and before he climbed into a bulldozer.

"This is every wish kid's dream, what Wyatt is experiencing today," Make-A-Wish Northeast New York CEO William C. Trigg said, watching Wyatt move from rig to rig. "This is not even his wish: This is what is called a wish enhancement. ...

This is absolutely incredible."

Linda and Michael Doyle served as the wish granters.

If there were anyone having as much fun as Wyatt on the site, it was the construction crew from BBL.

"This thing has been a lot of fun. We have looked forward to him getting here," said Superintendent Kevin Golas. "Look at the look on his face: That tells it all."

Dad Mark was equally thrilled.

"It's every grown man's dream, let alone a kid," Mark said, thanking Best Buy for the game room makeover, BBL and Make-A-Wish.

After the site visit then lunch, Wyatt was surprised yet one more time when he got home: With his wish.

"Holy moley! Oh, wow," he said walking into his game room. "This looks insane."

Yep, you can say Wyatt had a good day at work, and at home.



Connor Solves the Case

Moments after Schenectady Mayor Gary McCarthy swore in Make-A-Wish Northeast New York wish kid Connor as an honorary police officer, Police Chief Eric Clifford apologized to the teen a day shy of his 15th birthday. He had to get moving: He was needed on a case.

“But after you finish your breakfast,” he added.

Connor and his partner for a day, Sgt. Jeffrey McCutcheon, soon headed to Nott Memorial on the campus of Union College to investigate an “art theft.” Connor pored over the crime scene, finding a footprint and fragment of clothing. He took notes while being briefed by the first officers on the scene.

By lunch, the partners had cracked the case and apprehended the perpetrator.

How did they solve the crime so fast? “Evidence ... and good police work,” said Connor, sporting his own Schenectady Police uniform.

In the early afternoon, Connor returned the stolen art personally to Union College President David Harris, arriving back on campus in style: by State Police helicopter.

Connor’s wish to be a police officer had been waylaid for more than a year by the pandemic. To see it finally come true, and the dozens upon dozens of people who helped make it a reality, was overwhelming to wish mom Breanna.

“For me as a parent, to see my child’s wish be fulfilled and made real for them ... it’s so important. So important,” she said. “Every parent wants to see their



child’s wish be fulfilled.”

Mayor McCarthy presented Connor a proclamation naming the late August day in his honor in Schenectady. Rob and Theresa Roemer served as the wish granters.

Connor said the best part of the day was riding in the police cars and helicopters. For the officers — and there were dozens milling about Connor throughout the day — the wish highlighted why they became police officers in the first place: helping others.



At the end of his shift, Connor was told he would still be part of Schenectady Police.

“While your wish was to be an officer for a day, you’re now part of our family,” Chief Clifford said. “You’re going to forever be welcomed by our police department. It’s not ‘police officer for a day,’ it’s now, ‘You’re a police officer for life.’”

Wishes Granted

'I wish to HAVE'

I Wish to Have a Hot Tub

Finn, 6, from Fort Ann

Wish Granters: Maura Fox and George Sicard
Wish sponsored by Tech Valley Charity Golf Tournament 2021

I Wish to Have a Virtual Shopping Spree

Nicholas, 5, from Athens

Wish Granters: Bob Bullock, Jessica Liburdi and Scott Liloia
Wish sponsored by Gala Fund-A-Wish 2022

I Wish to Have an Above-Ground Swimming Pool

Finnegan, 10, from Salem

Wish Granters: Kimberly Crofut and Jesse Matteson
Wish sponsored by Wack's Ride 2021

Casey, 12, from East Chatham

Wish Granters: James Cole and Jim Giordano
Wish sponsored by The John Legere Family Foundation

Mila, 15, from Morrisonville

Wish Granters: Dawn Boulерice and Loretta Cappiello
Wish sponsored by Naked Turtle Golf Tournament 2022

I Wish to Have a Camper

Judah, 4, from Northville

Wish Granters: Teresa Bush and Michelle Iannacone
Wish sponsored by FPI Mechanical, JE Dunn and The C.J. Kolbe Memorial Wish Endowment Fund

Hunter, 7, from Amsterdam

Wish Granters: Teresa Bush, Michelle Iannacone and Rob Iannacone
Wish sponsored by Wish Fest 2021

Brant, 3, from Cobleskill

Wish Granters: Melissa Hally and Jessica Liburdi
Wish sponsored by Tech Valley Charity Golf Tournament 2021

Ariel, 3, from Albany

Wish Granters: Jim Bettini and Jessica Liburdi
Wish sponsored by BuzzRX

I Wish to Have a Virtual Shopping Spree

Blaine, 11, from Schenectady

Wish Granters: Michael Atkinson, Bonnie DiGirolamo and Chelsey Watroba
Wish sponsored by Kingsway Golf Tournament 2021

I Wish to Have a Virtual and In-Store Shopping Spree

Nahviya, 18, from Albany

Wish Granters: Kelly Mitchum and Dave Perritano
Wish sponsored by Banner Industries



I Wish to Have a Shopping Spree in Maryland

Jazmine, 19, from Troy

Wish Granters: Pam Dutcher and Maria Vooris
Wish sponsored by Adopt-A-Wish Holiday Campaign 2021

I Wish to Have a Gaming Room

Wyatt, 8, from Glenmont

Wish Granters: Linda Doyle and Michael Doyle
Wish sponsored by World Wide Professional Solutions

I Wish to Have a Gaming Computer

Daniel, 12, from Willsboro

Wish Granters: Kimberly Clark and Diane Duquette Burl
Wish sponsored by Gala Fund-A-Wish 2021

I Wish to Have a Seizure Alert Dog

Olivia, 7, from Schenectady

Wish Granters: Pam Dutcher and Alison Shuler
Wish sponsored by Coldwell Banker Prime Properties Golf Tournament 2021

I Wish to Have a Backyard Makeover

Annabelle, 16, from Greenwich

Wish Granters: Eileen Dashnaw and Justice White
Wish sponsored by Tech Valley Charity Golf Tournament 2021

I Wish to Have a Playset

Carter, 6, from Hoosick Falls

Wish Granters: Eileen Dashnaw and Michael Dashnaw
Wish sponsored by Wish Jump 2021

I Wish to Have a Spa Day and Tea Party

Jade, 14, from Scotia

Wish Granters: Rachel Dymond and Dave Perritano
Wish sponsored by The Druzynski Family

I Wish to Have a Fishing Boat

Dorian, 13, from Clifton Park

Wish Granters: Jeff Avella and Kristle Mathison
Wish sponsored by Kingsway Golf Tournament 2021

the power of a wish

'I wish to GO'

I Wish to Go to Pearl Harbor in Hawaii

James, 16, from Troy

Wish Granters: Jim Bettini and Sabra Venezia

Wish sponsored by Coldwell Banker Prime Properties Golf Tournament 2022

I Wish to Go to Hawaii

Jenna, 18, from Schenectady

Wish Granters: Karen Shultheis and Sue Weiss

Wish sponsored by Kingsway Golf Tournament 2022

Sara, 20, from Lake Placid

Wish Granters: Jess Herzog and James Moser

Wish sponsored by NYS Laborers Golf Tournament 2022

I Wish to Go to Alaska

William, 17, from Clifton Park

Wish Granters: Heidi Eustis and Bill Trigg

Wish sponsored by Swagelock

I Wish to Go to a New Kids on the Block Concert

Willow, 15, from Plattsburgh

Wish Granters: Dawn Boulerice and Renee Elsinger

Wish sponsored by Adopt-A-Wish Holiday Campaign 2021

I Wish to Go to Puerto Rico

Roark, 13, from Scotia

Wish Granters: Bonnie DiGirolamo and Nathan Pyne

Wish sponsored by Kingsway Golf Tournament 2022

I Wish to Go to Discovery Cove to Swim with Dolphins

Annabelle, 6, from Schenectady

Wish Granters: Lori DeBrino and Debbie Greenbaum

Wish sponsored by NYS Laborers Golf Tournament 2022

'I wish to BE'

I Wish to Be the Subject of an Art Exhibit

Esme, 11, from Troy

Wish Granters: Ray Gawlak and Mark McGuire

Wish sponsored by The Hinkle and Guelcher Families

I Wish to Be a Police Officer

Connor, 14, from Ballston Spa

Wish Granters: Rob Roemer and Theresa Roemer

Wish sponsored by the Employees of Price Chopper/Market 32

These wish granters also participated on wishes that cannot be publicized: Michael Atkinson, Joleen Bruyette, Francesca Casaregola (2), James Cole, Rachel Dymond, Ray Gawlak, Jessica Liburdi, Jesse Matteson, Russell Matteson, Lauren Schlenker, Leah Slocum and Chelsea Watroba.

'I wish to go to Walt Disney World® Resort'

Schulyar, 8, from Troy

Wish Granters: Jim Bettini and Sabra Venezia

Wish sponsored by Pioneer Bank

Eloise, 6, from Plattsburgh

Wish Granters: Kirsten Broschinsky, Diane Duquette Burl and Pete Luzinas

Wish sponsored by Naked Turtle Golf Tournament 2022

Lillian, 11, from Greenwich

Wish Granters: Jesse Matteson, Russell Matteson and Eileen Dashnaw

Wish sponsored by Washington County Tractor Pull for Kids 2022

Audrey, 11, from Syracuse

Wish Granters: Courtney Boland and Donna Maxwell

Wish sponsored by Wish Exchange Program

Allison, 7, from Fulton

Wish Granters: Katie Forth and Brittany Streeter

Wish sponsored by Wish Exchange Program

'I wish to MEET'

I Wish to Meet Dude Perfect

Luis, 16, from Troy

Wish Granters: Jim Giordano and Mike Smith

Wish sponsored by The Novak and O'Leary Families



The Story of Esmé's Stories

Wish mom Hillary said her daughter Esmé's Make-A-Wish Northeast New York wish is a story of patience, of waiting until her non-verbal daughter could communicate what she truly wanted.



When the now-11-year-old expressed that for her wish she wanted to be the subject of a museum exhibit — and that exhibit would result in her writings being displayed in sculpture, song and even cake art at The Arts Center of the Capital Region in Troy — it was clear the wish four years in the making was worth the wait.

“When we started Esmé’s wish journey, her communication with her talker was still very limited, and it was incredibly important that Esmé be given the time and opportunity to articulate her wish,” wish mom Hillary said. “When she wished for an ‘Esmé Museum,’ it was the first time Ez used communication to share a creative vision of how she wanted something to be, and from there, with the support of her communication team, her creativity exploded.

“Esmé has a lot to teach this world about magic, love, jokes and fun — and why we must always presume the competency of individuals who communicate differently and support them in finding their own voices!”

“Esmé’s Stories: A Magical Journey”

drew its inspiration from autobiographical tales sprinkled with fantasy penned by the Troy pre-teen.

Born with intractable epilepsy and a genetic gene mutation that impact her ability to speak, walk and eat, Esmé uses eye gaze technology to write her stories. Her short stories start out recounting her true adventures — going on a surfboard and dogsledding, for example — then take wondrous turns.

The exhibit, curated by Belinda Colon, the center’s curator of exhibitions and public art, was a first-of-its kind for both the chapter and the Arts Center. Not only did it include sculpture and an ornate cake made by The Sagamore, but also a new song, “Esmé’s Secret Recipe,” recorded by Jocelyn and Chris.

The duo debuted the single live at The Arts Center on the day originally slated to be a celebration of the wish. Since Esmé was hospitalized at the time in Boston, the performance was livestreamed to her. (The celebration was rescheduled to the last day of the exhibit.)

“I’m honored to present such an inspirational, rewarding and amazing



▶ *Watch the video*

**“Esmé’s Stories:
A Magical Journey”**

on the Make-A-Wish Northeast New York Facebook or YouTube pages (@MakeAWishNortheastNewYork).



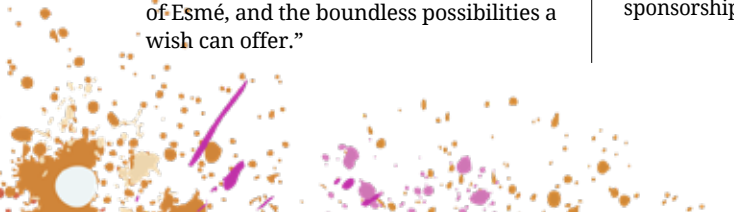
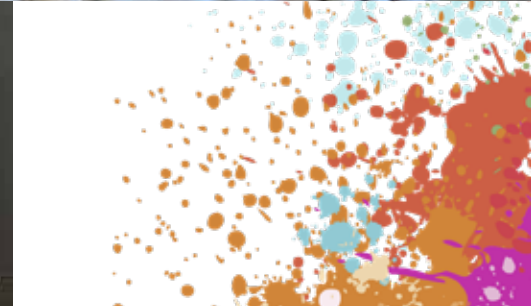
experience to Esmé, her family, friends and our community,” Colon said. “Thank you, Make-A-Wish Northeast New York, for granting wishes.”

Make-A-Wish Northeast New York CEO William C. Trigg, III, said Esmé’s wish for an exhibit is both highly unique and representative.

“Wishes, whether they are to go on a trip to Walt Disney World® Resort, have a backyard playset, meet a celebrity or any of the other nearly endless options, all have one thing in common: They are driven by a child’s imagination,” Trigg said. “This exhibit, the first of its kind for the chapter, illustrates the beautiful mind of Esmé, and the boundless possibilities a wish can offer.”



Artists Royal Brown, Toast Halasz and Shanelle Carter-Maddox (an Arts Center Board member) were featured in the exhibit, with contributions by artists Jing Agunzo, Isabella Burnett, Cynthia Fiorini and Kim Tateo. Ray Gawlak and Mark McGuire served as the wish granters. The Sagamore Chef Emily Petersen and team provided a catering sponsorship for this wish.



COMMUNITY EVENTS



KINGSWAY
COMMUNITY GOLF
TOURNAMENT

We are always humbled as a chapter by the hundreds if not thousands of people who are so generous with their time to organize and participate in community fundraisers to benefit Make-A-Wish Northeast New York.

We are grateful to all the organizers, sponsors, volunteers and supporters who make these events a success. Here are scenes from some the past several months that supported our mission. Thank you, all!



WISH JUMP



PLAY IT FORWARD
GOLF TOURNAMENT



COLDWELL BANKER PRIME PROPERTIES
GOLF TOURNAMENT



ROBERT LEE WALSH
AMERICAN LEGION POST
337 GOLF TOURNAMENT



THE MILL ON
ROUND LAKE



NAKED TURTLE GOLF
TOURNAMENT



ADIRONDACK
NATIONALS
CAR SHOW



NEW YORK STATE
LABORERS GOLF
TOURNAMENT



WILLIAM B. TECLER
ELEMENTARY SCHOOL
PIE THE TEACHER

Tech Valley Back in Full Swing

After a 2020 sidelined by the pandemic, and a slightly curtailed 2021, the Tech Valley Charity Golf Tournament teed off again in full force in September to benefit Make-A-Wish Northeast New York, raising approximately \$150,000 for wishes!

Held at the prestigious Saratoga National Golf Club, the 13th annual installment featured 212 golfers, raffles, a ball drop, prizes and some fine golf, held on a day that began bathed in fog and ended in glorious sunshine. Wish kids William and Wyatt spoke, and Chad O'Hara from B95.5 FM emceed.

The tournament is a tentpole event for Make-A-Wish Northeast New York, notable for the commitment and enthusiasm organizers, sponsors and participants exhibit for the tourney and Make-A-Wish mission.



Chris Walton is the director of the tournament and a member of the Make-A-Wish Northeast New York Board of Trustees. He has been involved with the Tech Valley tourney since its inception.

"Make-A-Wish is a great mission to support, and we are thrilled this tournament can contribute to the creation of wishes," he said. "We work

hard to ensure sponsors and golfers want to generously participate year after year."

And Make-A-Wish and its wish kids and families are thankful for everyone involved.

"The Tech Valley Charity Golf Tournament is a model for community events, drawing on the generosity of corporate sponsors and the general public to create life-changing wishes for local wish kids and teens," Make-A-Wish Northeast New York CEO William C. Trigg, III, said. "Everyone involved is truly making a difference in the lives of our wish families."

Special thanks go out to all the sponsors, including Presenting Sponsor **Banner Industries** and Wish Sponsors **PCI, Kim Industries, FPI Mechanical, Gross Electric, Inc., World Wide Professional Solutions, Swagelok, JE Dunn, Exyte** and **Banner Industries**.



CREATING HOPE TOGETHER



Make-A-Wish.

2022 **WALK
FOR WISHES**®

The Make-A-Wish Northeast New York community once again gathered as one at Joseph L. Bruno Stadium in Troy for the chapter's ninth annual Walk For Wishes, raising more than \$85,000 for wishes for local children battling critical illnesses.



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B95.5 fm
Today's Hits and
Yesterday's Favorites





This year's event featured 381 participants and 36 teams who walked with us, some remotely. We thank them all, from wish families to sponsors, corporate teams to other supporters.

The opening ceremony included moving testimonials and a special recognition for outgoing Director of Development Kirsten Broschinsky on her last day with the chapter.

Thank you, Sponsors! A special thank you to all our Walk sponsors who made this event possible, including: Presenting Sponsor: **Upstate Chevy Dealers**; Strength Sponsors: **Adirondack Beverages** and **SEFCU/CAP COM, Divisions of Broadway**; Hope Sponsors **Saratoga National Bank & Trust Company, MetzWood Insurance** and **The Property Shop**; and Star Sponsors **Alpin Haus** and **Coldwell Banker Prime Properties**. Sincere thanks also go out to **Albany Broadcasting Co.** and our hosts, the **Tri-City ValleyCats**. Thank you, all!

The highlight proved to be a surprise wish reveal, as the chapter presented 3-year-old Ariel her wish — a new camper — right on the field!

We'd once again like to thank Presenting Sponsor **Upstate Chevy Dealers** and all our sponsors, as well as our media partner **Albany Broadcasting Company** and our host, the **Tri-City ValleyCats**, for making the Walk such a success!

Top Fundraisers

Team Week Winner
Darin's Dream Team

Top Individual
Scott Liloia \$13,263.44

Top Team
Wishin' Is the Mission \$15,701.44

Top Company
Arrow Strong \$5,537.50



Road Tripping Over a Trip

When then-3-year-old Judah contemplated her upcoming Make-A-Wish Northeast New York wish with her family, there was much to consider, such as what would she remember, and the fact she did not like being in crowds all that much.

That is why her wish choice — a camper — proved perfect as opposed to, say, a trip.

“She just likes being with family,” wish mom Abby said. “It’s something we could take multiple places and have many, many memories — not just one.”

“We can tow it to Disney if we want!”

Judah has begun her adventures with her wish.

“We’ve already gone on a few camping trips, and she loves it,” wish mom Abby said. “It’s her own little house on wheels!”

MARCH
25

GALA: SAVE THE DATE

We had so much fun getting back together in person this year for our annual Make-A-Wish Northeast New York Gala we are going to do it again in 2023! Save the date: March 25, at the Hall of Springs in Saratoga Springs.

See you there!

It's the Holidays: Let's Party



The Make-A-Wish Northeast New York Holiday Party for wish kids and families presented by Southwest Airline will return on Sunday, Dec. 4, from 11 a.m. to 3 p.m. at The Hangar at 743 at Albany International Airport. The party will feature goodies, activities and, of course, Santa.

Wish families looking to register for free should either email neny@neny.wish.org or call 518-456-9474. Please include the wish child's name and how many total people you plan on bringing.

In Their Own Words ...

Nothing More Joyful ...

By Mary Beth Nichols

Mary Beth Nichols addressed wish granters at the chapter's Volunteer Appreciation event last spring. Her remarks have been edited for space.



I work in the Melodies Center for Childhood Cancer and Blood Disorders as a child life specialist. Child life specialists advocate, educate, prepare and support children and families in the hospital/healthcare system. I make the Make-A-Wish referrals on behalf of the Melodies Center.

For me, it is all about the timing. Part of my job as a child life specialist is to assess children as soon as I meet them. There are some real lows at times during their treatment and it is part of my job to find ways to make the fun happen. Or, as Make-A-Wish says, "Spark Joy."

After having the privilege of telling a child they will be receiving a Make-A-Wish, it is my job to build in the joy and the anticipation of meeting you, the wish granters.

I remember I was working with a teen on the inpatient unit that had leukemia and needed to be in the hospital for weeks on end for his chemotherapy treatment. Once I told him about his Make-A-Wish, we started building the wish. It started with, "Oh, I do not know," and we landed

at an in-home movie theater. I brought a pad of paper, ruler, and colored pencils and the designing began. As he started to draw and design, I would check in and we would think of new idea to add. *A popcorn machine! A candy station!* I was sparking joy in every encounter. I knew once he met the wish granters that his dream wish would soon start happening.

The impact of the wish can go further even after the wish is completed. For example, we get to hear about the Make-A-Wish trips, campers, room makeovers, movie theaters, new dog, etc. right from the wish child. There is nothing more joyful than to hear them squeal with excitement and laughter as they tell our Melodies team all of the details and share pictures they took.

At times, when things get hard for our Melodies kids, as they often do, I might take them back to that Make-A-Wish trip or adventure to get them through a blood draw or to give them something to think about as they are anticipating a procedure or surgery.

I searched the word "impact" and found "the power to change the path of an individual." That is what you do, so I will thank you from our entire team at the Melodies Center.



The Missing Ingredient In a Wish is a Referral

It takes the right ingredients to make a great wish. And the most important one is a referral.

Do you know of a child like Roark who may be eligible for a wish? Visit wish.org or contact Manager of Medical Referral Outreach Margaret Richards at mrichards@neny.wish.org or 518-456-9474.

Can You See the Resemblance?

Make-A-Wish Northeast New York wish kid Annabelle strikes a sweet pose here on her wish to swim with dolphins.

"We had so much fun and some much-needed uninterrupted time together," wish mom Ann Marie said.

"Annabelle's dolphin was named Titan. He's 6 years old, too – three days younger than Annabelle. They are practically twins!"



Multiple Changes to Board, Staff

In addition to the pending departure of CEO William C. Trigg, III, Make-A-Wish Northeast New York has seen other changes, arrivals and departures from its staff and Board of Trustees.

Board of Trustees



Dave Druzynski has been elected Chair of the Board of Trustees. He replaces Lisa Clifford, who remains on the Board. Druzynski is a human resources executive whose passion lies in company culture and employee engagement. He is senior vice president of People & Culture for Bestpass, a comprehensive payment platform provider and leader in toll management solutions for commercial fleets.

He joined the Make-A-Wish Board in 2015 after seeing the power of wishes on ESPN's "My Wish" series. Dave and his wife, Danielle, live in Ballston Lake with their daughters Riley and Reagan.



Andrew Guelcher has been elected Vice Chair of the Board of Trustees. He replaces Rob Roemer, who remains on the Board.

Guelcher, who joined the Board in 2020, is owner and dealer principal of Mohawk Chevrolet in Clifton Park. In addition to Make-A-Wish Northeast New York, Guelcher is involved as a volunteer with Special Olympics New York, which bestowed him its 2019 Game Changer award. He also volunteers as a youth basketball coach and works on various community service projects.

Guelcher and his wife, Jessica, have three children and live in Saratoga County.



RJ Long has been elected secretary of the Board, replacing Druzynski. Long is managing partner of Real Properties Group and its Coldwell Banker franchises. Long leads the 10th largest Coldwell Banker franchise in the country and the 103rd largest real estate brokerage in the United States.

Long lives with his wife and two children in Loudonville.



Heather Hudson has been elected to the Board. She is vice president, Family Office for Ayco, providing services to high net-worth families, primarily in the private equity and hedge fund space.

She provides counsel and execution on all financial matters, including income taxes, philanthropy, gifting, estate planning, cash flow and risk management. She also prepares gift,

personal, foundation, trust and entity tax returns.

Heather has a degree in finance from the University at Albany. She is the mother of four children ages 4-20, and her family resides in Saratoga Springs.



Jesse Tomczak has been elected to the Board. He is executive vice president and chief banking officer at Pioneer Bank with more than 25 years of financial experience, including commercial lending, retail branch banking and investment banking.

As chief banking officer and a member of executive management since 2013, Jesse is responsible for all

commercial development, retail network, insurance services and wealth management.

Jesse volunteers for many local charities and serves on multiple boards. Jesse lives in Saratoga Springs with his wife, Amanda, and four children.

Andrew Weibrecht and **Steven Kuring** have left the Board. The chapter thanks both for their tireless service.

Staff



Jaymee Keller has joined the Make-A-Wish Northeast New York staff as the chapter's new director of development.

She replaces **Kirsten Broschinsky**, who leaves the chapter after nine-plus years.

Jaymee comes to us from Habitat for Humanity in Northern Idaho, where she served as director of development. She moved East to be closer to family and friends, and is thrilled to be joining the Make-A-Wish mission.

Jaymee has three sons and one daughter, and resides in Cambridge, where she is restoring her 1880s farmhouse and barn.



Karla Famulare has been named development manager of Make-A-Wish Northeast New York. She replaces **Jen Cullen**, who left earlier this year.

Most recently, Famulare was employer relations office coordinator at Union College. She has also been very active in the nonprofit sector, serving many years as a board member and gala and auction chair at the Joan Nicole

Prince Home in Scotia, and chair of the annual gala and auction of Community Hospice of Schenectady.



Margaret Richards, a former intern and volunteer with Make-A-Wish Northeast New York who has served as the chapter's administrative coordinator since 2021, has been promoted to manager of medical referral outreach.

She replaces **Abby Connor**. Connor, herself a former chapter intern, departed the chapter after three-plus years for the non-profit Team IMPACT in Boston.



Raina von Zerneck has joined the chapter as administrative coordinator, replacing Richards.

von Zerneck comes to Make-A-Wish Northeast New York from the Capital Region Chamber, where she worked on Diversity, Equity and Inclusion initiatives under Make-A-Wish Northeast New York Board member Jason Benitez.

Brighten Wish Kids' Holidays, and Yours

If you order your holiday decorations this season from our friends The Christmas Guys and mention Make-A-Wish Northeast New York, they will donate 10 percent of the proceeds to our chapter! You will not only be brightening your home or business, but the lives of wish kids and their families! **Thank you, Christmas Guys and their customers! And don't forget to mention Make-A-Wish!**



518-712-9627

TheChristmasGuys.com



Five Questions for ... Diane Duquette Burl

Diane Duquette Burl of West Chazy is a key member of "The Ladies of the North," a group of North Country volunteers lauded by Make-A-Wish Northeast New York staff and others for their willingness to go above and beyond for the chapter. (The other LOTN are Loretta Capiello and Renee Elsinger.)

A chapter fundraiser since 1998 and wish granter since 1999, Burl has been a wish granter on 32 wishes, and alongside Capiello plays a large role in organizing the North Country Adopt-A-Wish Holiday Campaign. Duquette Burl has her hand in planning and/or promoting numerous other North Country events for the chapter, in addition to volunteering at them. By day she works as a sales planning advisor for FedEx Trade Networks. As part of a regular feature of Wishmaker, we had five questions for this do-everything volunteer:

Why did you first get involved with Make-A-Wish?

My best friend, who was a volunteer for Make-A-Wish Northeast New York, invited me to volunteer for the annual Adopt-A-Wish Holiday Campaign. She was moving out of the North Country and wanted to ensure her void was filled upon her departure. She knew it would be something I'd enjoy, and she was right!

You undertake so many roles for the chapter, from wish granting to organizing to volunteering. What gives you the most satisfaction?

It's the experience in its entirety: Volunteers and staff who are like family, the generosity and kindness of strangers, and the opportunity to meet real life superheroes – the wish kids! Meeting wish kids and their families and being welcomed into their homes and hearts ... their stories forever become a part of yours.

Is there a particular moment in your Make-A-Wish journey that gave you the most joy?

The most memorable just happened to be my first wish. Wish teen Rachel used a wheelchair, but while on her wish – and much to the surprise of her family – she walked! It was only a few steps, but the significance was much more than that!

How has your involvement with Make-A-Wish impacted or changed you personally?

It's an inexplicable feeling to be part of bringing hope and joy to a wish kid and their family, and witnessing the impact it has on a donor or community member. There are no adequate words to quite describe it effectively. It's been 20-plus years and that sentiment still resonates.

So ... Jeeps: Can you explain your passion for them? (Diane named her Wrangler "Pixie Dust.")

Hmmm ... the Jeep thing: That began at the beginning of the pandemic. While working from home, my "Family" became my outlet, an escape. It also provided a sense of togetherness while being apart. As a group, we celebrated birthdays with Jeep parades, surprised a family under quarantine with Halloween treats and even hosted an event benefiting Make-A-Wish Northeast New York!



A Picnic at The Joe

Thanks to our friends the Tri-City ValleyCats, wish families got to enjoy a day at Joseph L. Bruno Stadium for the annual Make-A-Wish Northeast New York Wish Family Picnic. As a bonus, even though it was a stifling hot July afternoon, the team celebrated Christmas, down to holiday music, because ... well, just because!



A Wish That Had to Be Taken Now



William's Make-A-Wish Northeast New York wish to walk on a glacier was borne out of a love of the outdoors ... and a sense of urgency.

"Glaciers are not going to be around in the next 20-30 years," the teen said.

William's family did more than walk a glacier. They went salmon fishing on the Kenai River, and saw wildlife ranging from humpback whales to orca and moose, and went on a cruise, and ate fresh crab legs, and much more.

"Everything was checked off," wish dad Timothy said. "He was happy." William could not agree more.



Willow Travels More than a Block

Willow was willing to travel far and wide from the North Country to see her favorite band New Kids on the Block for her Make-A-Wish Northeast New York wish. So she did ... all the way to Hawaii!

The Wonder of the Workshop

We never tire of the joy on the faces of wish kids like Allie when they journey into our Workshop of Wishes and eventually discover their wish will be granted.



The Outdoors Life

Make-A-Wish Northeast New York wish kid Brant (left, with big brother Charlie) had his camper wish granted in the late spring, just in time for his family to really enjoy the outdoors life.





Catch This Wish

Congrats to Make-A-Wish Northeast New York wish kid Dorian on receiving his wish — a new fishing boat! Fishing with his grandfather and father has always been a big part of his life, and he can't wait to make more memories.

Thank you to CR's Marine Service Inc., Balloons By Celebrations, Cookie Designs by Ladylily at Ladylily's Place, U-Haul of Clifton Park, all who donated to the wish reveal and wish granters Jeff Avella and Kristle Mathison for making Dorian's wish so special.



Alright, ShopRite!

ShopRite supermarkets in our region raised more than \$12,000 for Make-A-Wish Northeast New York, with ShopRite of Hudson raising the most — more than \$2,500!

Presenting a check to (from left) then-chapter Director of Development Kirsten Broschinsky and CEO Bill Trigg were the three top fundraising associates, Dan Witkowski, Missy Hotaling and Amanda Intrieri; Store Director Jason Schuhay; Customer Service Manager Lori Swartz and Associate Relations Manager Sydney Stewart.

How committed was this ShopRite? Hudson store managers took pies to the face from associates in return for donations the final day of the campaign. How many? "More than my fair share," Schuhay said.

Trust us, it was worth it: The funds donated by ShopRite associates and its shoppers is enough to fund a full wish! Thank you, all!

You Can Be a Champion of Hope



At Make-A-Wish Northeast New York, we are proud of our business partnership program, the Corporate Champions of Hope. Over the past two-plus years, we've seen our community step up in ways big and small to help us continue granting wishes, even during a pandemic. The Corporate Champions of Hope program recognizes that your level of support and engagement is unique to you — just as each wish is unique to each child.

As a Corporate Champion of Hope, your commitment throughout the year will help make every wish come true, giving children with critical illnesses experiences of hope and joy when they need it most. You will also join a select group of philanthropic businesses who help us innovate rapidly to grant wishes in new ways now — and into the future.

Throughout the year, Make-A-Wish Northeast New York promotes activities that engage, educate and inspire our communities. As a Champion of Hope, your support can be a mixture of event sponsorship, Adopt-A-Wish support and unrestricted giving that enables the chapter to continue its outreach and make sure we reach every eligible child in our region. Our goal for you is to find the right giving and engagement level for your business and your employees. The levels of support and the associated benefits are just the beginning of a conversation that ensures your experience is meaningful and your impact is transformational.

Keep in mind, regardless of how you support Make-A-Wish Northeast New York, you are partnering with one of the most trusted non-profit brands in the nation, and one trusted to be wise stewards of your philanthropic support. In fact, on average, 75 cents of every dollar donated is directly spent on wish granting.

Together, we can continue to be a light of hope for today – and tomorrow.

To begin the conversation about becoming a Corporate Champion of Hope, please reach out to Director of Development Jaymee Keller at jkeller@neny.wish.org.

A Historical Wish

It was history that drove 16-year-old James to wish to go to Hawaii. When James was battling leukemia, his grandfather Edward Quirk, a Vietnam veteran and history buff, would come over to read to him at night. They soon began reading books on World War II; James started reading books on the era on his own.

James' initial wish was to visit Normandy, France, site of the D-Day invasion in 1944. But when those plans were scuttled by the coronavirus pandemic, he turned his attention to the Pacific Theatre, and Pearl Harbor.

James and his family visited all the sights surrounding Pearl Harbor, the site of the Dec. 7, 1941 Japanese invasion that would spark the United States' entrance into World War II.

With his grandfather and other family members at his side, James was able to take in history — not from a book, but in person.

"He had a great wish trip," wish mom Erin said.





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The Make-A-Wish mission is simple, yet powerful: Together, we create life-changing wishes for children with critical illnesses.

But that mission is only possible when people like you volunteer. Without you and people like you, Make-A-Wish Northeast New York could not fulfill its vision of granting wishes to every eligible child in the 15 counties we serve.

Volunteers serve in different capacities:

1. Wish Granter. Work with a child to determine their heartfelt wish. It's one of our most emotionally demanding volunteer positions, but also the most rewarding.

2. Airport Greeter. Meet and welcome wish families at the airport at the onset and conclusion of their wish experience.

3. Fundraising. Represent Make-A-Wish at various functions and community events, sharing the vision and mission of our chapter.

4. Special events. Work on committees, help on event day and participate in events.

5. Office volunteer. Assist with various projects in our office, from research and data to other duties.

Interested? Contact Manager of Volunteer Engagement Jessica Liburdi at jliburdi@neny.wish.org or 518-456-9474.

Give Gifts with Purpose

Freshen up your fall/winter wardrobe at the Make-A-Wish Northeast New York Wish Store! Get yourself some high-quality, low-cost, limited edition Make-A-Wish Northeast New York swag, with proceeds going toward supporting local wishes! These items also make for the perfect thoughtful holiday gifts.

You can do good, look good and give well at the same time. Just go to wickedsmartapparel.com/collections/make-a-wish

