

2022 Impact Report

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

Emma, 4
cancer

OUR MISSION

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



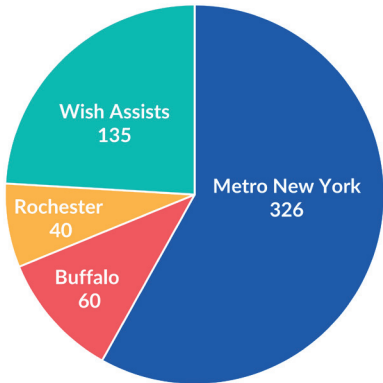
*I wish to go
to Montauk*

Jino, 8
leukemia

Wishes by the Numbers



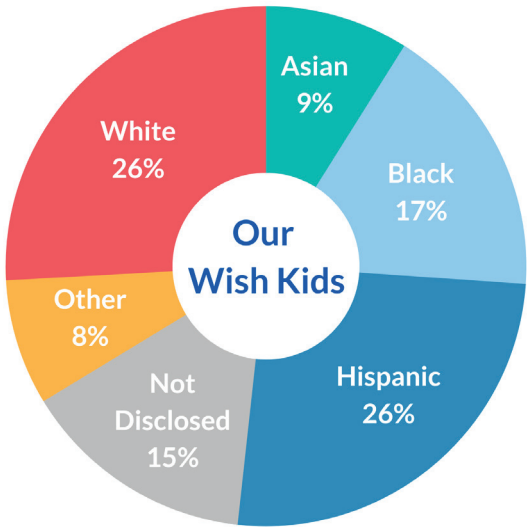
561
wishes granted



Our chapter serves one of the most culturally and linguistically diverse populations in the country.

It is only through a firm commitment to diversity, equity and inclusion (DEI) that we will fulfill our vision of reaching every eligible child. In FY22, we honored this commitment by:

- Broadening our medical outreach to find the kids where they are.
- Increasing community engagement to expand our network of supporters.
- Recruiting a more diverse and inclusive volunteer base to reflect our mission and our values.



2022 Wish Impact Study

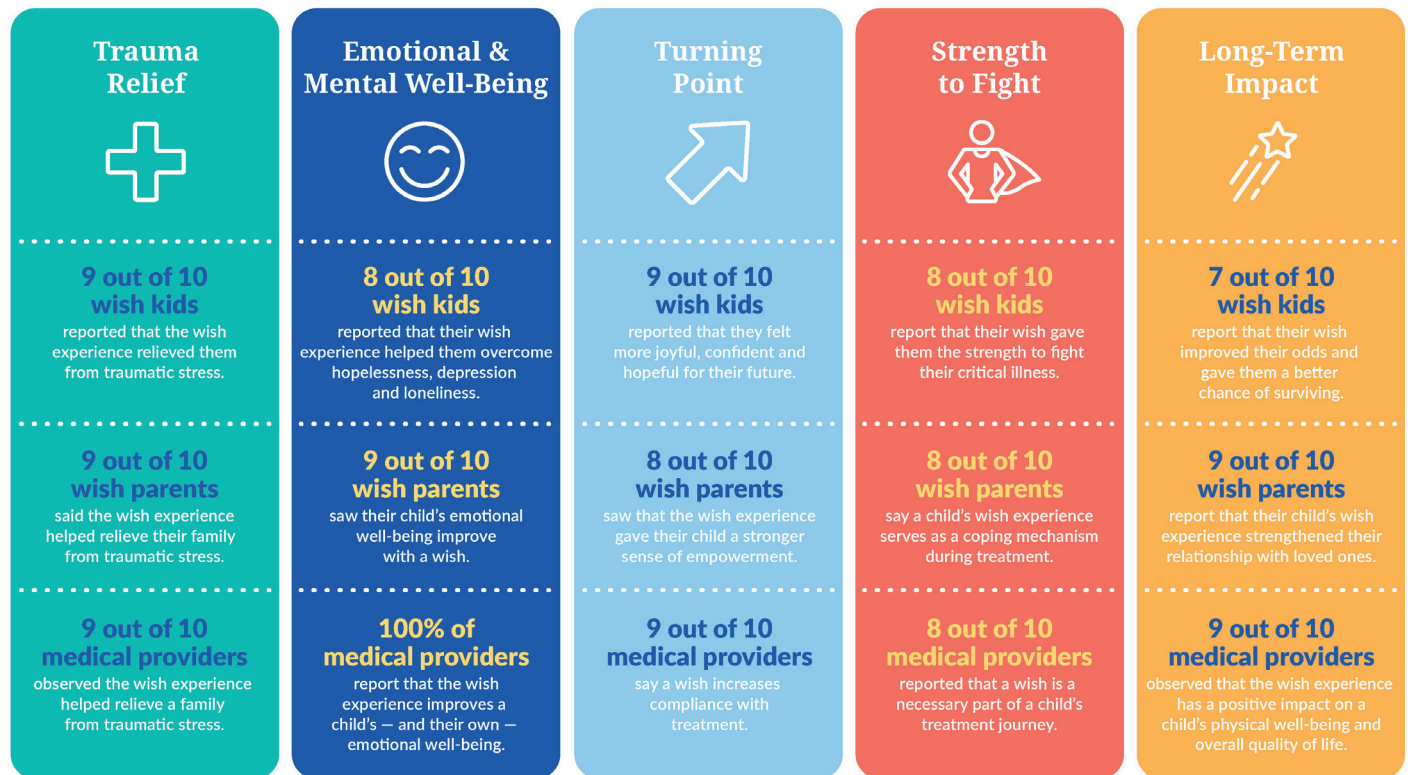
In 2010, Make-A-Wish led a study that defined for the first time the impact of wishes on the children and families that are part of the wish journey. This research provided quantitative measures of the breadth and depth of the impact of the Make-A-Wish mission – previously supported by anecdotal knowledge 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.

In 2022, this research was expanded to include a much larger population of Make-A-Wish children and parents, in addition to medical professionals. Over a decade later, 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; and:

- Was a necessary part of the medical treatment journey, improved the odds of survival, provided a support system and better health outcomes, and gave the child a better chance of recovering from their critical illness.
- Increased hope, strength, joy, confidence, self-esteem, quality of life, and well-being.
- Served as a coping mechanism and a turning point during treatment.
- Brought families closer together and strengthened relationships with loved ones.
- Helped overcome traumatic stress, hopelessness, depression, and loneliness.

The Impact of Make-A-Wish®



Source: Make-A-Wish® 2022 Wish Impact Study (rounded figures), wish.org/impactstudy

More information and the full study results are available at wish.org/impact-study.

Medical Partner Commitment

More than 130 medical professionals made **795 referrals for wishes** in FY22. **NewYork-Presbyterian Morgan Stanley Children’s Hospital** was the top referring facility in Metro New York, while **Roswell Park Cancer Institute** (Buffalo) and **Golisano Children’s Hospital** (Rochester) were the top referring facilities in Western New York.



Top Five Medical Specialties for Referrals:

Hem/Onc	49%
Neurology	19%
Genetics	6%
Cardiology	6%
Nephrology	6%



Our medical partners include Make-A-Wish in the plan of care for their eligible patients because they know:

- Research shows children who have wishes granted can build the **physical and emotional strength** they need **to fight** a critical illness. This can **improve their quality of life, produce better health outcomes and improve their chances for survival.**
- A wish is not a fleeting gift - it is a pivotal experience during a wish kid’s treatment and recovery. It’s a carefully planned journey, designed to **complement a child’s medical treatment and increase their compliance with care.**

Volunteer Engagement



Volunteers are the backbone of Make-A-Wish. Our community of over 750 volunteers plays a vital role in the wish-granting process. Whether they are meeting with children and families to discover a wish or working with staff on fundraising events, our volunteers are at the heart of this organization.

There are many ways to volunteer for Make-A-Wish, with roles including:

- Wish Granter
- Office Volunteer
- Events Volunteer
- Medical Outreach Volunteer
- Wish Consultant/Vendor
- Skill-based Volunteer
- Wish Family Ambassador

“Community Connector” volunteers are key to expanding our network of allies in the communities we serve, which is the only way we will achieve our vision of reaching every eligible child. Increased engagement in our communities fosters local volunteerism and connections to public hospitals and outpatient clinics that will help us reach children we had previously missed.



*I wish to go camping
and canoeing*

Amelia, 6
leukemia

Spotlight On: Engaging Our Community

The Make-A-Wish Mural Project: Seeing Color Again

In FY22, as we emerged from the difficult days of the pandemic, we needed just the right project to tell the story of the resilience of both our wish kids and the city of New York to reignite the excitement and connection in our diverse, incredible community.

This project was inspired by wish alum Reynaldo Rosa, a co-founder of LISA Project NYC. Rey has battled a critical illness since birth, and after growing up in the foster care system, says his wish to visit *Walt Disney World*® Resort at the age of 10 in 1999 allowed him, in his words, “to see color again,” a phrase that became the heart and soul of this project.

This was an opportunity to engage the local NYC neighborhoods that we serve by creating a series of vibrant community murals. Each mural was an artistic approach to Make-A-Wish that reflected the long-term impact, beauty and magic of a wish, *and* the community the mural is in. The goal was to celebrate wishes and create awareness for Make-A-Wish while helping to bring color and joy to neighborhoods, much like a wish can do for a child.

Phase 1: Make-A-Wish Office Mural and Story Capture (June 2021)

The Make-A-Wish Mural Project began with Rey transforming a huge wall in our Manhattan office conference room with a riot of color and creativity. This permanent mural is a daily reminder for our team of the impact of what they do and every visitor to our office is treated to his lasting art and the story behind it.

We also used this as an opportunity to record Rey’s story with the help of our storytelling partners at NBCU. The filming of the mural creation, and of Rey sharing his story and the impact of his wish, became the central storytelling piece that informed two major fundraising events that fall.



Phase 2: Community Murals Creation (August/December 2021)

Two Murals at Brookdale University Hospital Medical Center – Brooklyn

Brookdale Hospital is located in one of the most medically and socially under served communities in New York City. They have been a solid referral source for over 30 years, even more so after the eligibility for sickle cell disease was expanded.

Rey and Soraya Marquez (aka Indie184) painted the exterior wall of **Brookdale’s Urgent Care Center** with his signature splatter images, incorporating Make-A-Wish power words like, wish, imagination, hope, strength and joy.

Peach Tao, an award-winning Brooklyn-based artist painted the wall outside the hospital’s **Emergency Department**. Her images are based on real wishes and was selected by children in Brookdale’s pediatric ward.



One Mural at Broome & Chrystie Streets – Manhattan

Renowned artist John “Crash” Matos worked with Rey to create this signature mural of Rey’s “Seeing Color Again” story on the corner of Broome and Chrystie Streets on the lower east side of Manhattan. An array of stakeholders including board members, donors, volunteers, community supporters, wish families, wish alum, and chapter staff turned out to experience the exciting process of creating large-format art.



Three Murals in Queens and Six Murals in Brooklyn for Macy’s Believe Campaign

We chose Macy’s Queens Center and Downtown Brooklyn stores for large exterior murals that would inspire the community to participate in the annual Believe campaign by writing letters to Santa. The murals created at Macy’s locations were curated by Rey and painted by him and a cohort of talented artists.



Phase 3: Two Major Fundraising Events (September-October 2021)

Seeing Color Again: A Celebration

On September 23, 2021, we held our “Seeing Color Again” celebration, our post-pandemic return to in-person fundraising. It was an exclusive event for 100 of our most committed donors. The street-art aesthetic was pulled throughout every aspect of the event.



Toast to Wishes: Bringing Color Back

Our annual Toast to Wishes event returned after a two-year hiatus on October 25, 2021, to celebrate with a different, but no less enthusiastic, crowd of supporters. This event is championed by the Junior Board and is attended by the next generation of philanthropic leaders.



Make-A-Wish Mural Project Results

- Created awareness for Make-A-Wish through **powerful storytelling in the media**.
- Engaged an entirely new audience on **social media, generating over 6 million impressions**.
- **Engaged a wide array of stakeholders** including community members, medical partners, volunteers, wish families and alumni, board members, sponsors and donors.
- Propelled significant fundraising initiatives which **raised over \$800,000**.
- Provided a **fresh approach for the Macy’s Believe holiday campaign** at two major stores in Queens and Brooklyn.
- Created **employee engagement opportunities with major sponsors** like Apollo Global Management, the Seadream Family Foundation and Macy’s.
- Produced **important storytelling** for the two major fundraising events of the year.

Donor Support Highlights: *Philanthropy*

Wish Fuel: Our Donors

Make-A-Wish donors truly can change lives. Whether giving online, through the mail, at an event or working one-on-one with our fundraising team, Make-A-Wish creates countless ways for donors to directly support the mission and grant more wishes.

Ceci, a monthly donor to Make-A-Wish, shares how personally meaningful her support of Make-A-Wish is:

"I chose to be a monthly supporter because I like knowing a monthly donation may mean that a child doesn't have to wait for their wish to be granted, due to lack of funds."

"As a volunteer Wish Granter, I have seen firsthand a child's wish being granted. You see the hope, faith, and joy on the child's face. And that reaction by everybody present - family, classmates, teachers, the entire support team - enables you to witness the ripple effect of the wish!"

Cerberus Capital Management: A Partner in Granting Life-Changing Wishes

Make-A-Wish partner Cerberus Capital Management exemplifies what a multifaceted strategic partnership can accomplish.

In 2022, the team at Cerberus raised over \$150,000 for Make-A-Wish, a profound show of support for children.

Through a combination of online fundraising, matching gifts, event support and volunteerism, hundreds of Cerberus employees have powered the company's commitment to granting wishes.

Cerberus' partnership with Make-A-Wish has become a core part of their corporate culture. Strategic partnerships like the one between Make-A-Wish and Cerberus Capital Management create high-impact opportunities for corporations to become directly engaged in powering the mission.



“

The lead up to the surgery – and the months after due to some complications – was the scariest time of my life. Amidst the sadness, anger, and worry, Make-A-Wish gave our family a reason to smile, laugh, and dream. Our wish coordinators made Dylan feel like the most special kid in the world. They were so energized and enthusiastic while learning everything they could about all the things that made him happy. This was the perfect distraction for Dylan – and for his parents – at the perfect time.

Despite the difficulties that came with granting a celebrity wish during COVID, **Make-A-Wish managed to make Dylan's wish day one of, if not the single, best days of his life.**

- Jeremy, Wish Dad

”

Donor Support Highlights: Events

FY22 brought a welcomed return to in-person fundraising events. After a two-year hiatus, Make-A-Wish and its donors were delight to gather once more to celebrate wishes.

Some event highlights for the year include:

Seeing Color Again: A Celebration

Our first of the fiscal year was with the already mentioned Mural Project-themed “Seeing Color Again: A Celebration.” This intimate evening was embraced by our **closest donors in Metro New York who came together to raise almost \$600,000.**

Toast to Wishes

Our Junior Board returned to the dance floor for Toast to Wishes in October 2021. This second Mural Project-themed event, attended by NYC’s next generation philanthropists, raised over **\$165,000.**

Metro New York Gala

The Make-A-Wish Metro New York “When Stars Align” Gala returned to Cipriani Wall Street on June 9, 2022. This incredible celebration of wishes, wish kids and families, and the people who make those wishes possible, was a roaring success, **raising \$1.8 million to grant the wishes of kids in our communities.**

The gala was truly a Make-A-Wish family affair, with wish alumni hosting and providing wonderful entertainment.



Western New York Galas

The Western New York community also embraced the return of the Make-A-Wish galas in the spring of 2021.

The Buffalo Gala was held on March 26 at the Seneca Niagara Resort and Casino. **Over \$400,000** was raised by the always generous donors in the Buffalo community.

The Rochester Gala was a similar success, raising **\$183,000** on May 21 at the Hyatt Regency Rochester.

Junior Board Annual Golf Outing

The Junior Board teed up to grant wishes again on May 9 at the Sunningdale Country Club in Scarsdale, NY. Guests enjoyed 18 holes, lunch and cocktails, and raffles and prizes in a day-long celebration which raised **over \$71,000.**



Buffalo Radiothon

97Rock and News 4 celebrated 28 remarkable years of the Make-A-Wish Radiothon on September 30 – October 1, 2021, raising **\$285,000.**

Listeners and viewers across Western New York tuned in, donated, and bid on auction items while our media partners shared inspirational stories from wish kids, families, volunteers and medical professionals. Since its inception in 1994, the Buffalo Radiothon has raised more than \$3 million.

Donor Support Highlights: Community Fundraising

Long Beach Polar Bears Super Bowl Splash

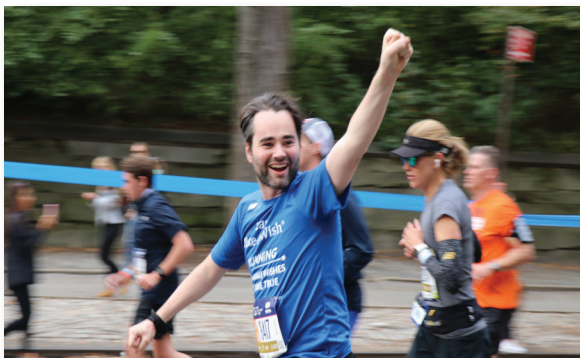
After two years of virtual fundraising around this beloved event, excited crowds returned to the boardwalk and the icy Atlantic on Sunday, February 6, 2022 to celebrate the 22nd Annual Long Beach Polar Bear Splash.



Over \$450,000 was raised by enthusiastic splashers from Long Beach and beyond. Since its inception in 2000, this event has raised over \$8 million to grant wishes for area kids.

Team Make-A-Wish

The Team Make-A-Wish Endurance Program saw explosive growth in FY22:



- **2021 TCS New York City Marathon**
Eighteen runners raised over \$99,000 for wishes. This was the 50th running of the New York City Marathon and the first race back from COVID hiatus.

- **2022 United Airlines NYC Half Marathon**
This was Team Make-A-Wish's inaugural half marathon. **Twelve runners raised over \$26,000.**
- **2022 Five Boro Bike Tour**
Another inaugural year for Team Make-A-Wish, with five cyclists participating.

Wish Cup

Hosted by Margie Tan and the Make-A-Wish Metro New York Women's Council, the inaugural Wish Cup tennis event was held at the CityView Racquet Club in Long Island City on October 2021.



This inspirational evening of friendly competition, fun and delicious food and drink raised **over \$27,000!**

Western New York Wish Heroes

This annual peer-to-peer fundraising campaign helps raise awareness and enthusiasm about granting wishes and their life-changing impact.

Wish Heroes individually commit to raising a minimum of \$1,000 from their peers in total donations throughout the month of June.

In FY22, **over \$30,000** was raised by 21 Wish Heroes in the Buffalo and Rochester areas, a combination of board members, volunteers, wish families and community members who came together to fundraise on our behalf and support our mission.



Thank you to our Circle of Hope members for their investment this year to make wishes come true.

Circle of Hope members are business leaders, philanthropists, visionaries, families and wish parents who care deeply about giving kids battling critical illnesses hope for a brighter future. Members enjoy a VIP donor experience that showcases the work they are supporting. We look forward to another year of granting wishes with our Circle of Hope members!

Marie Arrigo
Bari Lipp Foundation
Patricia and Will Brilliant
Tom Cassidy
Daniel and Jennifer Castaline
Sari Chang and Kevin Guthrie
Margaret Coffey
Jackie and Adam Cohen
The Delaney Family Foundation
Brian Donaghy
David and Marisa Droga
Kristen Erickson
Lili and Wilson Ervin
Wendy and Michael Esposito
Emma and Jonny Fine
The Fitzgerald Family
Trevor Freeland
Anmarie and Jim Galowski
L.T. and Lina Gibson
Sylvia Golden, Golden Ram Imports
Dave and Colleen Gussaroff
Jeffrey Higdon
Jane and Frances Stein Foundation
Scott Krauss
Larry L. Luing Family Foundation
The Leas Family

Eileen H. Libutti
Andrew Merinoff
The Merinoff Family
The Mockus Family
Michael Mouro and Selin Terzi
Taylor Nyhoff
Sheila Peluso and Alex Benjamin
Michael Peragine
The Randi & Clifford Lane Foundation
Tracie Rodburg
Kevin and Jenny Samuelson
Susan and Stephen Scherr
Anne and Alan Schnitzer
Naveen R. Shahani
Rabia Sheikh
Noelle and Steve Shoemate
Jennifer and Albert Sohn
Syde Hurdus Foundation
Andrea and Adam Taetle
The Tan Family
The Thomas Family
The Thomas Family
Andria Trinidad and Dexter Plaras
The National Mah Jongg League
Wasily Family Foundation
Elizabeth Willard

Circle of Hope members contribute \$5,000 or more annually. For information on joining this special program, contact Elizabeth Merkouris at emerkouris@metrony.wish.org or 646-558-5613.

FINANCIALS

MAKE-A-WISH FOUNDATION® OF METRO NEW YORK AND WESTERN NEW YORK, INC.

STATEMENT OF ACTIVITIES

YEAR ENDED AUGUST 31, 2022

REVENUES, GAINS AND OTHER SUPPORT	Without Donor Restrictions	With Donor Restrictions	Total
Public Support:			
Contributions	\$ 6,492,660	\$ 4,985,273	\$ 11,477,933
Grants	81,935	—	81,935
Total Public Support	6,574,595	4,985,273	11,559,868
Internal Special Events	3,547,988	—	3,547,988
Less Costs of Direct Benefits to Donors	(599,143)	—	(599,143)
Total Internal Special Events	2,948,845	—	2,948,845
Investment Loss, Net	(1,352,955)	(498,542)	(1,851,497)
Forgiveness of Paycheck Protection Program Loan	769,447	—	769,447
Other Income	104,425	—	104,425
Net Assets Released from Restrictions	1,667,330	(1,667,330)	—
Total Revenues, Gains, and Other Support	10,711,687	(2,819,401)	13,531,088

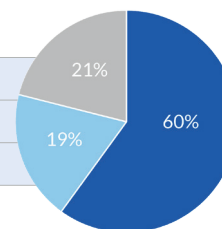
EXPENSES

Program Services:			
Wish Granting	6,321,045	—	6,321,045
Training and Development	187,020	—	187,020
Public Information	382,049	—	382,049
Total Program Services	6,890,114	—	6,890,114
Support Services:			
Fundraising	2,159,827	—	2,159,827
Management and General	2,455,808	—	2,455,808
Total Support Services	4,615,635	—	4,615,635
Total Expenses	11,505,749	—	11,505,749

CHANGE IN NET ASSETS	(794,062)	2,819,401	2,025,339
Net Assets - Beginning of Year	11,199,291	9,237,508	20,436,799
Net Assets - End of Year	\$ 10,405,229	\$ 12,056,909	\$ 22,462,138

OPERATING EXPENSES

Program Services	\$ 6,890,114	(60%)	●
Fundraising	2,159,827	(19%)	●
Management and General	\$ 2,455,808	(21%)	●



NOTE: Our mission was significantly impacted with the COVID-19 pandemic. Demand for and execution of wishes declined as families and medical partners managed through the challenges. Our program expense ratio has dropped far below our historical levels. We expect a return to more normal in our next fiscal year as more possibilities for granting wishes are opening. Children are waiting for the wishes, we will be granting them as fast and as safely as possible.



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Chief Development Officer

Gina Florescu
Chief Brand Officer

Whitney Reichenbacker
Chief Financial Officer

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