



30  
YEARS OF WISHES

A celebration of 30 years of wishes...



Make-A-Wish® Australia  
annual review 2015

MAKE-A-WISH®  
Australia



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Alyssa, 9, diagnosed with rhabdomyosarcoma, wished to see the snow, make snow angels and build a snowman named Olaf.

## A celebration of 30 years of wishes...



Shawn, 16, diagnosed with Duchenne muscular dystrophy, wished to see his favourite footy team in action.

***"You go through a lot of ups and downs when you have a child that's not well. A wish means so much to these families."***

**– Shawn's dad**

The first Australian wish was granted to 16-year-old Shawn, who in 1985 wished to watch his favourite football team in action. Seeing the power of Shawn's wish inspired those involved to bring the positive impact of a wish to other really sick kids and teens... and Make-A-Wish® Australia was born!

Now, 30 years later, we're proud to have made over 8,500 wishes come true for children and teenagers with life-threatening medical conditions. That's 8,500 children and families who've had hope, strength and joy restored to them during the most difficult time of their lives.

As we work towards granting 2,000 wishes a year to reach every seriously ill child, it's wonderful to celebrate this milestone and reflect on the impact we've made so far. It's all thanks to our amazing Wish Force – a collective force of individuals, business partners, local communities and volunteers – who, like us, believe in the healing power of a wish.



# Our strategic goals



***"She was so desperate for that liver transplant. But this was a different thing that gave her life. We can never thank you enough."***

**– Annabelle's mum**

Annabelle, 9, diagnosed with liver failure, wished to go to Broome and ride a camel, see whales and go on a glass bottom boat.

# How we're planning to reach 2,000 wishes

In 2014 we developed a new strategic plan to help us deliver 2,000 great wishes per year, to reach every child and teenager diagnosed with a life-threatening illness in Australia. We've set ourselves an ambitious 10 year deadline to achieve this, which we've broken down further to delivering 1,000 wishes per year by 2018.

2015 was the second year of our five year plan, and we saw great results on the back of the strong foundations laid in 2014.

As we continue delivering against our five year plan, we'll focus on increased volunteer support to improve how we deliver our wishes. We'll further research the science behind the power of the wish and use the media, our online presence and network of ambassadors to share the wish impact and expand our reach. We'll also continue to build strong relationships with business partners, develop our community fundraising strategy, strengthen our donor network and invest in the right infrastructure to enable our growth.

## Our objectives

To achieve our strategic plan, we'll focus on four key objectives:

- 1 Increase the number and quality of wishes we grant**
- 2 Use our incredible wish stories to unlock the power of our brand**
- 3 Build on our great work done to date through partnerships, fundraising and community engagement**
- 4 Provide the platforms necessary to enable us to achieve 2,000 great wishes per year**

## Year 2 goals



**SUPPORT VOLUNTEERS** to deliver the enhanced wish journey



Launch new **ONLINE VOLUNTEER TRAINING** platform



**ACHIEVE THE 2015 BUDGET**



**BUILD ON COMMUNITY FUNDRAISING**



**GROW OUR SUPPORTER BASE**



**STRENGTHEN RELATIONSHIPS** with our business partners



**ACHIEVE 560 GREAT WISHES**



# Chairman & CEO reports

**In 2015 we celebrated a huge milestone – 30 years of making vital wishes come true in Australia. Since 1985 we've brought hope, strength and joy to over 8,500 really sick kids and teens around Australia – a remarkable achievement.**

As we work towards granting 2,000 wishes a year so as to reach every seriously ill child, this anniversary provided a wonderful opportunity to reflect on how far we've come. In looking back over the past three decades it's clear to see the powerful, lasting impact of our wishes. I hope you'll be inspired by the stories featured throughout this review.

As well as celebrating the last 30 years, 2015 was a year of focus and hard work as we continue striving toward our strategic vision and delivering against our five year plan.

We saw major leaps forward across all aspects of the organisation; it was a year of 'mosts' as Gerard shares in his CEO report. We delivered 517 great wishes, boosted our financial stability by further growing our individual donor base and engaging new and existing business partners. I'm pleased to report that our efforts paid off, and we achieved a surplus of \$1.38 million.

A highlight of the year was the volunteer conference, where staff and volunteers came together and cemented that we are one team. We also laid the foundations for system upgrades to be rolled out in 2016, which will deliver enormous benefits and efficiencies.

In 2015 we also welcomed the talented Melinda Geertz to the board. Melinda is CEO of one of our partners, Leo Burnett Melbourne, and her expertise and fresh perspective have been a wonderful addition to our leadership team.

I'm so proud to be chairing the board of this amazing organisation. Well done and thank you to everyone who helped make 2015 a year to remember, and I look forward to continuing the journey toward 2,000 wishes with you all.



**David Briskin – Chairman**



**2015 was an especially wonderful year to be part of Make-A-Wish Australia, as we celebrated 30 years of making life-changing wishes come true. Fittingly, this milestone produced a year of incredible 'mosts' across all areas of the organisation, bringing us closer to achieving our vision: to bring the healing power of a wish to every seriously ill child.**

I'm proud of the huge strides taken in 2015 to enhance the wish journey and deliver previously 'impossible' wishes. By making the impossible possible, we help really sick kids and teens believe that they can cope with – and even defeat – their illness, and experience a positive future. We build resilience as much as we bring joy, and over 8,500 children have benefited from our work.

Our wishes are carefully constructed from the moment our volunteers start talking with a child about what their most cherished wish might be. Through the journey of anticipation, to wish realisation, and the ongoing impact of reliving the wish – it's a beautiful process and, more importantly, it's a transformational one.

International research is confirming what we have known for some time: that wishes have a powerful, positive impact on seriously ill children. These children are less anxious than their peers who do not have a wish. They eat better, sleep better, feel more hopeful and have a more optimistic outlook. Our work is an essential complement to the medical process and it's vital we deliver a wish to every child who is diagnosed with a life-threatening medical condition.

We made strong progress in 2015 against our strategic vision and five year plan (as introduced in the 2014 annual review). We set ourselves a challenging 2015 budget to build the infrastructure required for us to grow, and 2016 will be another tough year as we invest in our fundraising model, people and structure.

Despite the big asks, our exceptional team continue to deliver. We have more children than ever before on their wish journey. We are seeing more wish referrals. And we've seen some of our highest ever engagement scores among volunteers and staff, who are energised to work as one team to reach our goal of 2,000 wishes each year.

I offer my heartfelt thanks to everyone who has been part of the past 30 years, and I look forward to continuing our exciting journey with you.



**Gerard Menses – CEO**





# Revitalising the wish journey

A young woman with dark skin and long braids is hugging a man from behind. The man is wearing a red long-sleeved shirt and a black baseball cap. The woman is wearing a white long-sleeved shirt with lace detailing on the cuffs. They are both smiling and appear to be in a joyful embrace. The background is a wall with a geometric pattern.

**When Danai got a phone call saying her wish would come true, she joyfully screamed out her car window:**

***"I'm going to meet Justin Bieber!!!"***



## We're increasing the number and quality of our wishes

**In 2014, we developed and unveiled the new wish journey. In 2015, we focused on supporting our volunteers to deliver this enhanced wish experience, and the results were immediate.**

### Improved wish capture:

When telling Make-A-Wish volunteers about his wish to go snorkelling and meet sea turtles, seven-year-old Archie would draw lots of pictures. Our volunteers soon noticed that every drawing included hidden treasure! So when designing Archie's wish, we created a swashbuckling adventure for Archie to join a pirate crew and find treasure!

### More unique designs:

When Kael wished to meet his favourite superheroes, we knew this was a chance to help him rebuild his strength. So as well as meeting superheroes, we made a plan to turn Kael into a superhero too. The design for Kael's wish was further enhanced by creative ideas contributed during our first ever Business Wish Challenge. From superhero training to challenges where he gradually received each piece of his tailor-made costume, Kael was transformed into Super Kael!

### Powerful anticipation:

By creating a journey of milestones in the lead up to the wish, we help really sick kids to build strength and feel hope. For Alyssa, her wish to build a snowman became an adventure to find the perfect stick arms, the best carrot for the nose, and helping mum to knit a beanie to keep herself warm at the snow.

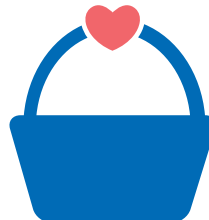
### Life-changing wish realisations:

We proved we could make the impossible possible – from seven-year-old Aiden's wish to be an army officer, to Aimee's wish to record a song with her music idol Megan Washington, to James' wish to have a birthday party with his favourite AFL team.



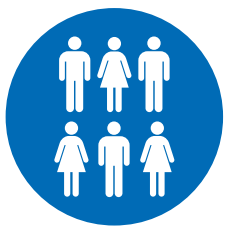
### 517 WISHES

granted in 2015, bringing much needed hope, strength and joy to these seriously ill children



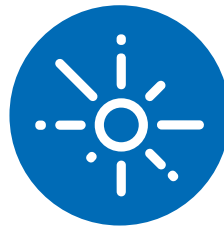
### 36 WISH HAMPERS

given in 2015 as a special gift to bring joy to really sick kids under the age of three



### OVER 600

children are currently on their wish journey



### 66 WISHES

came true in December – our biggest wish granting month ever!

In 2015 we also implemented post-wish surveys to give wish families and volunteers a forum where they can feel comfortable giving positive and constructive feedback on the entire wish experience. These surveys also give important information about the impact of the wish, including the physical, mental and emotional changes resulting from the wish journey.

# Sharing our stories



***“As the wish is coming closer he has got a lot more energy back. He’s been through so much and we’ve still got such a long way to go – but he’s so happy right now. It just means so, so much.”***

**– Kael’s mum**

Kael, 4, diagnosed with acute lymphoblastic leukaemia, wished to meet his favourite superheroes.



# We're unlocking the power of our incredible wish stories

**Our wishes are filled with incredible acts of bravery and courage. There's hope and hardship; joy and jubilation; imagination – even a little bit of magic. Through the emotive, joyful and genuine accounts of our inspirational wish kids, we're able to engage our supporters and the broader community, every day.**

In 2015 we focused on capturing content to show just how carefully designed and powerful wishes are for really sick children. The whole wish journey is designed to complement a child's medical treatment and give them the hope, strength and joy they need to fight their illness. A wish is not a fleeting gift; it's an incredible journey encapsulating everything from wish capture, to anticipation, realisation and the long-lasting impact. Our favourite little superhero, Kael, is just one example of this!

We also found new ways to edit and repurpose these amazing wish stories to show our various audiences (including supporters, business partners and volunteers) how their contribution is helping to make vital wishes come true.

We're leveraging even more channels to make it easy for people and organisations to connect with us in their preferred way; whether that be email, social media, mail or text message.

As well as sharing many incredible wishes from 2015, our 30<sup>th</sup> anniversary birthday gave us a fantastic opportunity to engage previous wish recipients and share stories from the past three decades – as you'll see on the following pages! These stories help to address common misperceptions about our brand, and truly illustrate the life-changing power of a wish.



**OVER 15,000  
NEW SUPPORTERS**  
joined us on social media



**\$47.8 MILLION**  
worth of media coverage  
– an increase of 48%  
on 2014



**83 MILLION PEOPLE**  
reached with our stories

## Other key stats:

- 15 wish videos (up from 8 in 2014) .
- 30 professional photo shoots: (up from 20 in 2014).
- 25 wish stories (including 'where are they now' stories) versus 11 stories in 2014.
- Over 532,000 people reached with our Facebook post about three wish kids meeting Justin Bieber... our highest-reaching post ever!
- Created our first 'sizzle reel' – a fantastic video that sets the stage for what we do, and the amazing impact our wishes have.

# The super power of a wish story...

Kael's wish gave him newfound strength for his fight against leukaemia, and his story touched hearts all across Australia. We captured content throughout the entire wish journey, tailoring and repurposing it wherever possible for each team to inspire their audience – and what you see here is just the tip of the iceberg!



## DM supporters

Our wonderful supporters were invited to become real-life superheroes by making Kael's wish come true. They sent in thousands of messages to cheer Kael on, which were printed on his special superhero cape.

## Media coverage

Channel 10 news program The Project followed Kael's incredible wish journey over several months, capturing footage from his wish anticipation at superhero training, through to the day his wish came true. Their feature story aired on World Wish Day to an audience of over 680,000 viewers all across Australia.

## Digital

We engaged supporters across emails, our website, and social media by involving them in Kael's full wish journey – from helping to make his wish come true, to seeing him at his superhero training, to witnessing his joy as he transformed into a superhero in his full wish video.

## Communications galore!

Kael's story captivated readers of supporter newsletter Wishing Well and volunteer newsletter Wishing Wire, and helped engage with many business and community partners.



# 2015 highlights

## 30 year celebrations

In 1985, the first Australian wish was made when Shawn Cleland wished to watch his favourite AFL team, the Footscray Bulldogs, in action. Shawn went on his first ever plane flight to watch them play against the Sydney Swans in Sydney!

30 years later, Shawn's family joined Make-A-Wish staff, volunteers, current wish kids and Shawn's favourite player, Simon Beasley, at the Western Bulldogs Football Club as a fitting tribute to Shawn's wish – and to celebrate the thousands of wishes that have come true since then!

We celebrated everyone who has helped us reach 30 years by sending special-edition personalised newsletters to past and present supporters, volunteers, wish families, health professionals and ambassadors... in total, over 100,000 supporters!



## Fraser revs up support

With the help of some Queensland wish children, Make-A-Wish Ambassador Fraser Ross hit the race track at the Castrol Gold Coast 600 in an eye-catching new car design!

Fraser, a Porsche Carrera Cup Australia driver, invited local wish children to create a design for his race car by drawing a picture of their unique wish. With these bright, colourful designs, Fraser's Porsche fast became a crowd favourite!

## Sophie's Celebrity Apprentice success

Actress and media personality Sophie Monk was crowned winner of Celebrity Apprentice in November 2015. Thanks to Sophie's success on the show and her fantastic decision to select Make-A-Wish as her charity of choice, we received an incredible \$269,392 donation, along with some fantastic media exposure.

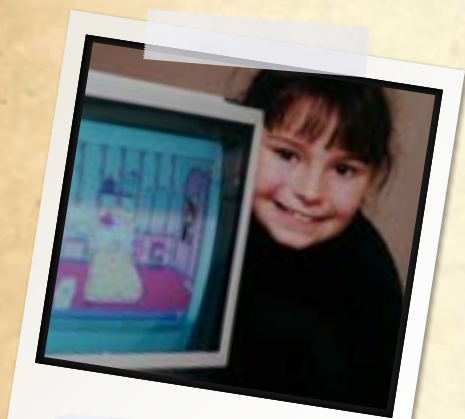


## [1986] A special first wish for Western Australia

In 1986, at the age of nine, Emma was diagnosed with an extremely rare cancerous liver tumour – and on her tenth birthday, she had her first dose of chemotherapy.

Emma wished to see snow for the first time, and became WA's first wish recipient. During an incredible week in Mt Hotham, Emma built her first snowman and delighted in snowball fights. It was a much needed holiday for the whole family. *"For the first time in a long while, we found a little hope. It was a real turning point,"* reflects Emma.

Now 39, Emma lives in WA with her two beautiful daughters – and as a wonderful way to give back, she spent years volunteering with the Make-A Wish Bunbury volunteer branch!



## [1996] Tegan's wish helped her find her calling

Tegan was just seven years old and battling primary pulmonary hypertension when her wish for a computer came true. As her medical condition meant she had to spend most of her time indoors, having a computer was hugely important to Tegan. It helped her keep up with school, and entertained her when she was having a tough time with her illness.

Tegan's computer was a big help to her for many years – but her wish has had a much more lasting impact than that. Tegan's wish inspired her to get involved with Make-A-Wish, sharing her story as a wish ambassador. Now 26, Tegan is an oncology nurse, so every day she's helping children who are facing a life-threatening illness – just as she did. When they talk to her about their cherished wish, she knows exactly how important it is to them!



## [2000] Nigel's wish inspires him to give back

While going through treatment for acute lymphoblastic leukaemia and lymphoma back in 2000, all Nigel wanted was something to keep him entertained. Something to keep him focused and positive while spending long periods in hospital, away from friends and school. As he was highly creative and fascinated by technology, Nigel wished to have a video editing suite – complete with video camera, TV, VCR and editing software.

Nigel's wish had a profound and lasting impact on him. Now 27, Nigel is studying a Masters in Osteopathic Medicine, and recently joined Make-A-Wish as a volunteer. Says Nigel, *"I wanted to help others going through a tough time – so they know that there's someone here who has gone through it. I managed to get through it – there's always hope."*



.....

## [2011] Another birthday celebration for Eitan!

After spending his third birthday in hospital, Eitan wished for a fourth birthday party with his friends... and he wanted Spiderman to be there too!

Eitan's wish had a powerful impact on his whole family: *"Make-A-Wish came into our lives and made us feel magical, special and like we could feel normal and joyous again. Eitan was given the birthday party of a lifetime and as a family we collected moments to last a lifetime,"* shared his mum, Tracy.

We caught up with Eitan for his eighth birthday. As you can see, he's growing up quickly – and most importantly he's healthy and happy.

[See more wishes here](#)





# Strengthening partnerships

***“Preston has a newfound determination to overcome the daily battle that is cystic fibrosis and a companion to ride the roller coaster with him.”***

**– Preston’s mum**

Preston, 11, diagnosed with cystic fibrosis, wished for a blue Staffy puppy to play with.



## We're joining forces with like-minded organisations

### We're building the quality, number and level of engagement of our partnerships.

After being given an ambitious target – 50% up on the previous year – 2015 was significantly successful for the business partnerships team, whose dedication and diligence resulted in that target not only being met, but exceeded. This achievement is even more positive as the team hasn't just been sourcing partnerships with any company; we've been specifically targeting fully integrated partnerships with like-minded organisations who share our vision and support our mission. This success is encouraging not only from a revenue perspective, but also reinforces the respect for and appeal of our brand within the corporate community.

2015 was also a year where we set out to retain, grow and develop our fantastic existing partnerships by ensuring we're aligned in our objectives. We worked with partners to update previous templated contracts with bespoke partner arrangements purposefully designed to help us achieve our vision, while meeting individual partner business objectives; such as increasing revenue, broadening their customer base, engaging staff, creating PR opportunities, and more. A fantastic example of this is our collaboration with Diamond partner Caltex, who in their third annual Start Mart Wish Drive, raised over \$500,000 for Make-A-Wish – the biggest ever donation received from a partner CRM!

Keeping our partners connected with our cause and engaged with our mission is vital. Working with the Brand and Communications team, we've been able to keep our partners more up to date with our incredible wish stories than ever before, giving them first hand insight into how their support is helping to make a positive impact in the lives of really sick kids. Throughout the year we increased the frequency of personalised communications to partners, providing them regular wish stories, videos and images for them to share throughout their organisation. We've also offered local wishes to partners as auction items for fundraising at corporate events, and for employees to engage with and fundraise towards. This further increases their engagement with the wish journey and is yielding fantastic donation results for us.



Isagenix joined Caltex to make two Diamond partners for 2015



Caltex raised over \$500k through the Caltex Wish Drive & related activities



One third of our partners have now been with us for more than three years

### 2015 achievements

- Created eight new partnerships with a combined value of up to \$485,000.
- Received proceeds from the auction of an incredible new home in Tasmania thanks to Wilson Homes and K&D Warehouse; a great example of collaboration with our local volunteer branches to maximise these opportunities.
- Aligned with two wonderful organisations, Specsavers and Fortis Ago, as the charity beneficiary of their high profile corporate fundraising events.
- Continued to refine and progress the Wish Challenge with two corporate opportunities.
- Our longest serving partner, DJ Creations hit 18 years of engagement with us

# Building communities



***“From the minute we turned up, there was this total confidence that we’ve never, ever seen in her. Now even at school she’s a lot more confident. The difference this will make over time, knowing she can do what other kids do, I can’t thank you enough.”***

**– Emily’s mum**

Emily, 5, diagnosed with Langerhans cell histiocytosis, wished to build a snowman and throw snowballs at her dad.



# We're building on our community fundraising and engagement

## In 2015 we continued our focus on engaging and collaborating with our volunteer and community network.

To provide more on-the-ground support for local fundraising, we recruited four new Community Fundraising & Events coordinators to work in QLD, NSW, VIC and WA. These roles are further strengthening the relationship between staff and volunteers while helping to grow our fundraising through even more successful events.

Our tried and tested fundraising activities – Team Wish, Operation Make-A-Wish and Wear What You Wish – again delivered great results, and our volunteers showcased their strengths in creative fundraising events such as the Alice Springs Swimathon and the Port Pirie Walk for Wishes.

In 2015 we also launched an exciting new fundraising initiative called Make Art, which encourages school kids in years 4, 5 and 6 to create a piece of art showing what they wish to be when they grow up. We received over 160 artworks, and engaged a new generation of Make-A-Wish supporters!



**11%**

growth in  
community  
fundraising



raised through  
950 branch  
and community  
fundraising events




**23%**

increase in funds  
raised through  
Christmas Lights

### What we achieved:

- Recruited four new coordinators to support local volunteer and community events in VIC, NSW, QLD and WA.
- The challenge event space continued to thrive, with the City2Surf event alone raising in excess of \$100,000.
- Through Book Week, with the support of Children's Book Council of Australia, we engaged more than 100 schools Australia-wide, a phenomenal result for this pilot program.

# Growing fundraising



***"This journey has been the most magical thing... Even on the days when he's not well, this will be something that he can treasure for the rest of his life. As a family, we can't be grateful enough."***

**– Hamish's mum**

Hamish, 7, diagnosed with hypoplastic left heart syndrome, wished to make snow angels with his brother and play with husky dogs in the snow.



## We're getting closer to our supporters

**We rely on the generosity of individuals and businesses to make wishes come true, so we're constantly working to strengthen our relationships with all our supporters. We're on track to increase our fundraising effectiveness and we're proud to share that 2015 was a year of many 'mosts' for our fundraising teams.**

In 2015 we successfully grew our donor base and welcomed a record of over 30,000 new supporters into the Make-A-Wish family. We rolled out new on-boarding communications and improved our supporter journey – with a focus on bringing supporters through every stage of the wish journey so they can truly feel the impact they're making possible.

It's imperative to our fundraising success that we show supporters the impact of their gifts, so we're using a diverse mix of channels to enable our supporters to stay constantly engaged and inspired. Through new communications initiatives we were able to update our donors on the wishes they helped to grant – including

emails, photos, videos and almost 5,000 outbound thank you calls.

We recognised our amazing donors in our 30th birthday celebrations, by sending each person a special edition newsletter with their name on the cover and personalised content. We received some incredible responses, including generous donations and messages of support across social media. Throughout the year we heard from almost 22,000 donors via phone, and were moved by the care shown by over 3,300 wonderful supporters who sent in messages of support for wish children.



**HIGHEST NUMBER** of new regular donors signed up in one month: **1863**



**MOST FUNDS RAISED** in warm appeals – **57% INCREASE** on previous year



**MOST NUMBER** of supporter messages ever received for wish kids: **3,300**



**MOST NUMBER** of calls ever in a week (194) a month (819) and year (21,352)



**HIGHEST NUMBER** of new cash supporters: **21,500**

### What we achieved

- 21,500 new cash supporters joined.
- 12,638 new regular giving supporters, plus 1,335 existing regular givers increased their monthly donation.
- Legacy of Wishes bequest club rolled out to Sydney.
- Secured funding from 11 new charitable Trusts.
- 46 supporters have now confirmed they are supporting us with a gift in their Will.
- Launched the Home Collection initiative to new and existing supporters.
- Continued growth of promotional e-cards across Mothers Day, Fathers Day and Christmas.

# Supporting our people

***"This whole build-up and being able to talk about it for years to come... It's a few hours but it's a lifetime of memories."***

**– Sophie's mum**

Sophie, 6, fighting rhabdomyosarcoma, wished to have a fairy party with Dalmatians and donkeys.



# We're building a foundation to enable us to achieve 2,000 wishes

**During 2015 we made strong headway in implementing a new Customer Relationship Management (CRM) system, website and volunteer portal – which are on track to go live by June 2016.**

A successful system migration relies on all teams being engaged in developing and testing the new systems. The whole business has been fantastic in getting involved, helping to ensure that we'll achieve the expected efficiencies from this major project.

In partnership with Make-A-Wish International, Australia has led the way in developing a system that meets our complex needs, as well as the needs of smaller affiliates globally, to help us all deliver more incredible wishes.

Our new wish and volunteer portals will drive improved performance through the automation of many current manual processes. This will help both staff and our amazing volunteer community whose support we could

not do without. After we go live, we'll continue to drive further enhancements and improvements in our systems to support our teams in the journey towards 2,000 wishes.

2015 also saw huge leaps forward in volunteers and staff working together as one team – assisted by teams running bi-monthly forums, holding the Leadership Conference, support from the Presidents Representative Committee, and a new internal structure for the Community Fundraising and Events team. Our new office space has also enabled us to grow our office volunteering program – and we welcomed 40 amazing volunteers into the office throughout the year!

## What we achieved:



new volunteers joined  
**1.5 TIMES**  
the number that  
joined in 2014



Ended the year with  
**1,141** volunteers,  
a **7%** increase  
on 2014



Established a  
new volunteer  
branch in  
Port Macquarie



**3 VOLUNTEERS**  
celebrated 25 years  
**5 VOLUNTEERS**  
celebrated 20 years

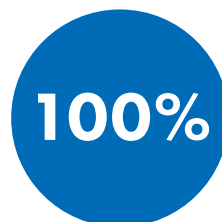
## Engagement survey highlights:



of volunteers  
would recommend  
Make-A-Wish as a  
great place to volunteer



of volunteers and  
staff are proud to work  
for Make-A-Wish



of staff agree that  
Excellence and Integrity  
are important values for  
me in this organisation



## Leadership Conference

**Fittingly held during National Volunteer Week, the 2015 Leadership Conference and AGM united the board, staff, and Presidents and Vice Presidents from branches across Australia for two days dedicated to three themes: leadership, collaboration and creativity.**

There was a huge amount covered in the conference – from the five year plan, to the enhanced wish journey, to the changing face of the volunteer sector... But all 150 attendees walked away with one clear outtake:

***“We are all one team!”***

It was fantastic to see renewed levels of enthusiasm and excitement after the conference. We’re all determined to reach 2,000 great wishes, and know that the only way we can achieve that goal is to work together as one team.

We discussed how we can better work together within branches, between branches, and between volunteers and staff. The new structure of volunteer branch office bearers and staff equivalents – and quarterly forums for each area – is creating more communication and even stronger relationships.

### **Our National Patron and Hobart branch volunteer Robyn Moore was honoured with the 2015 Aidan McCann Volunteer Hall of Fame Award.**

Having volunteered with Make-A-Wish for over 18 years, Robyn lives and breathes the Make-A-Wish values. She inspires everyone she meets with her overwhelming passion for our wonderful organisation and she regularly goes out of her way to support our mission. Thank you Robyn!



# Financial overview

## Breaking down the numbers

We achieved a budget surplus of \$1.38million, a solid result which puts us in a strong position for 2016.

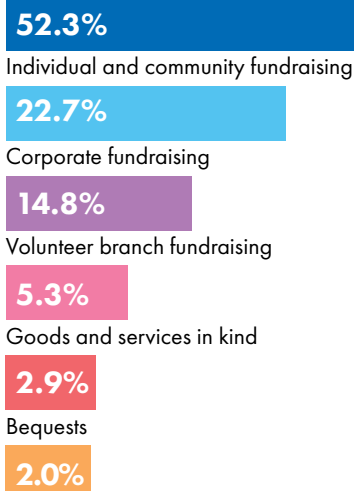
Final net surplus for the year ending 31 December 2015 is \$1.38million compared to a net surplus of \$1.04million in 2014.

### Income

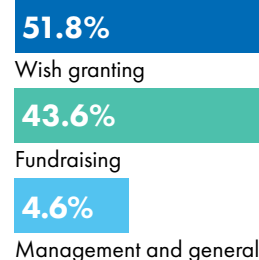
Income for the year ending 31 December 2015 is \$17.2million. This represents a growth of 11% on 2014, where income generated was \$15.5million. Key highlights include:

- **11% increase in total 2015 income versus 2014**
- **24% increase in our active donor base**
- **15% increase in income for Business Partnerships**
- **11% increase in Community Fundraising and Events income**
- **12,628 new monthly supporters, with 1,335 people increasing their regular gift**

### Where our income comes from



### How we use it



We have set ourselves the goal of making a wish come true for every seriously ill child and teenager by 2023. That's 2,000 wishes each year; four times as many as we're currently able to deliver. In order to achieve this goal, we must strengthen our financial position through further investment in our fundraising model, people and structure, and by continuing to increase efficiencies and productivity across the whole business.

### About our income sources:

- Individual and community fundraising: Funds received from individuals and community groups across Australia.
- Corporate fundraising: Income received from corporate entities.
- Volunteer branch fundraising: Funds generated by Make-A-Wish volunteer branches.
- Goods and services in kind: Items donated to Make-A-Wish.
- Bequests: Gifts left by individuals in their Will or made in memory of someone.
- Other: Finance income and revenue from the sale of goods, plant and equipment and merchandise.

### Our expenditure falls into these categories:

- Wish granting: Costs involved in granting wishes.
- Fundraising: We are completely reliant on fundraising, so this relates to investment into sustainable fundraising to grant more wishes, along with advocacy and promotion of the life-changing impact of wishes.
- Management and general: Costs related to governance, compliance, information technology, finance and administration.

To view our full, audited 2015 financial statements, please visit [makeawish.org.au](http://makeawish.org.au).

# Thank you

A huge thank you to everyone who has supported us in 2015. Whether through volunteering, donations, fundraising, ambassadorship, business partnerships, bequests, social media or good old-fashioned word of mouth, we're so grateful to count you all as valued members of the Make-A-Wish community.

## Our board members



**David Briskin**  
Chairman



**Russell Evans**  
Deputy Chairman



**Cath Mulcare**  
Treasurer



**Ian Shaw**  
Secretary



**Christine Mossop**  
Director



**Ed Smith**  
Director



**Melinda Geertz**  
Director



**Gerard Menses**  
CEO

## Our patrons and ambassadors

### National patrons

Robyn Moore  
Melissa Doyle

### Ambassadors

Curtis Stone  
Darren Percival  
Dave McKenna  
David Foster  
David Warner  
Fraser Ross  
Harrison Craig  
Henry Roth  
Jeff Rowley  
Kelly Cartwright

Kendrick Louis  
Krystle McGill  
Mark Visser  
Matthew  
Broadbent

Mitch Langerak  
Nick Maxwell  
Prof. Stewart  
Kellie  
Robbie Kruse

Sebastian Terry  
Soa 'The Hulk'  
Palelei  
Zac Mihajlovic



# Our business partners

## Diamond partners

Caltex Australia Petroleum Pty Ltd  
Isagenix

## Gold

Barry Plant  
King Cotton  
Krispy Kreme  
Peters Ice Cream  
Qantas Airways Ltd  
sass and bide  
Wilson Homes / K&D Warehouse

## Silver

ALH Group  
Arnold Bloch Leibler  
Big W  
dusk Australia  
Fibre HR  
Hays Recruitment  
Leo Burnett Melbourne  
Mineral Resources  
Qantas Loyalty  
Telethon C7 Trust  
Urban Purveyor Group

## Bronze

Arthur Reed Photos  
Brooks Brothers  
Con-X-ion Airport Transfers  
DJ Creations  
Envy Jewellery  
Hotondo Homes  
Hyundai Help for Kids  
IGA Tasmania / Cripps Nubake  
John Sands  
Lenovo  
Nutrimetics Australia  
RE/MAX Australia  
Special Children's Christmas Party  
The Langham Melbourne / The Langham Sydney  
Tradelink  
Tupperware  
Vicinity Centres  
Westpac

# Our key supporters

## Individuals

Beata Romain  
Gordon Callaghan  
Jason Wegner  
Jennifer Glamuzina  
Jill A Tilbury  
Julie-Anne & Philip Sheppard  
Leo & Ann Browne

Maxwell G Jelleff  
Melissa & Robert Jones  
Marlene Zelwer  
Nathan Kelley  
Nicholas Boss  
Nicholas Molloy  
Samuel Herszberg

Simon Feiglin  
S L & A S Sharp  
The Hopper Family  
Tony King  
Walter Pisciotta  
Yvonne Mee

## Grants, Trusts and Foundations

Awaken Foundation  
Australian Philanthropic Services  
Foundation  
Gandel Philanthropy  
Greater Good Foundation  
Government of WA  
Department of Health  
IOOF Foundation  
John James Foundation  
Keith Gay Charitable Fund  
Knappick Foundation

Lord Mayor's Charitable Trust  
Newman's Own Foundation  
Pierce Armstrong  
Charitable Trust  
Robert & Christine Henshall  
Foundation  
Scanlon Foundation  
Steadfast Foundation  
The Andrews Foundation  
The Alfred and Jean Dickson  
Charitable Foundation

The George & Freda Castan Families  
Charitable Foundation  
The Marion & E H Flack Trust  
The Orloff Family Charitable Trust  
The Stan Perron Charitable  
Foundation  
The William Angliss (Victoria)  
Charitable Fund  
Thomas Alexander Malcolm Small  
Charitable Trust



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**[makeawish.org.au](http://makeawish.org.au)**



**[enquiries@makeawish.org.au](mailto:enquiries@makeawish.org.au)**



**1800 032 260**

