

2020 - 2021  
ANNUAL REVIEW

Creating *hope*★  
together



*I wish to have a secret hideaway  
treehouse in my new backyard*

**Jax, 7**

melanotic neuroectodermal tumour of infancy




**Make-A-Wish**<sup>®</sup>  
AUSTRALIA

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*This report is designed to demonstrate the impact of the year's achievements - which are only possible thanks to the support of our incredible #WishForce.*

*Click on  play symbols and [hyperlinks](#) to view interactive videos and content.*

## What we do

### Unique. Inspiring. Extraordinary.

Each and every day, Make-A-Wish® Australia brings amazing people together to grant life-changing wishes for children with a critical illness.

Wishes are designed to complement medical treatment, supporting families and empowering sick children with hope and joy when they need it most.

And for everyone involved, wishes have a remarkable, uplifting and positive impact – well beyond the wish itself.





## A message from our Chair

No one word encapsulates the past financial year we have just had. "Extraordinary" comes to mind but doesn't cover all the twists and turns that have evolved over the past 12 months. Again, it's been another year where nobody could have possibly predicted what was going to unfold. However, as we witnessed last year, the Foundation has again successfully navigated the many obstacles and opportunities it has faced. We have stayed nimble and as flexible as possible.

Similar to last year, we are once again in a solid financial position to grant wishes. However, as with last year, we have needed to be both patient and cautious given COVID conditions. The health and safety of our wish children remained paramount as we continued to find new and innovative ways to grant wishes amongst the necessary and changing health restrictions.

Having taken the time over the past two years to improve our systems and processes, the great news is that we are now a much more streamlined and efficient organisation. As restrictions lift, we will be in a robust position to deliver on our mission and objectives more effectively, ultimately improving the experience of our wish children and families. This strong financial position and our improved operating model mean the path forward as we come out of this pandemic is one which we can all feel optimistic about.

Obviously, all of this doesn't happen without having exceptional people leading and supporting our organisation. We cannot thank enough our entire volunteer Wish Force, all our amazing staff, partners and supporters. Your diligent commitment, under very trying circumstances, has been inspirational.

A massive thank you and congratulations to Sally and the senior leadership team. We clearly would not be in such a strong position without the constant guidance, commitment and dedication through a very tough time and external environment. Your calm and caring leadership has enabled us to get to this stage of our evolution, and we very much look forward to the exciting year of opportunities ahead.

I would also like to thank every member of the board for your continued support and unwavering commitment through these challenging times. The pandemic has meant that more time than usual has been required by everybody across the organisation, and the board is no exception to this, and for that I thank you.

In particular, I'd like to recognise our illustrious Chairman, Stephen Sharp, following his retirement. On behalf of the whole Make-A-Wish organisation, I would like to thank Stephen for his extraordinary commitment and dedication over more than 25 years. Stephen simply embodies our values and culture. Stephen's engaging leadership and strategic foresight has seen our organisation circumnavigate some tough times and carried us to the exceptional position we find ourselves in today. The good news is that Stephen is not far away and is still a member of our Finance Committee, and we cherish his continued input in that regard.

No doubt the year ahead will be full of challenges as we continue to navigate our ever-changing external environment, but I am very confident that we are well placed to continue to make a real difference to the lives of our wish children and families, it is our privilege to support.

A handwritten signature in white ink, appearing to read 'John Armstrong'.

John Armstrong  
Chair



## A message from our CEO

Unpredictable. Challenging. Rewarding. It's fair to say 2020-2021 has been all of these things and so much more. As we look back on the year, we do so with an enormous sense of pride for what, together with the community's help, we've been able to achieve. We're now supporting over 800 children on their Wish Journey. Despite the challenging impacts of COVID-19 and extended lockdowns in VIC, NSW, and the ACT, 225 wishes were realised this year, which is incredible.

While navigating ever-changing restrictions around the country, we safely granted 36 puppy wishes and, in the moments that allowed, arranged 20 trips across Australia. Among them, a holiday in Cairns to spend time with loved ones, a once in a lifetime Ghan journey and a trip to Nimbin in a sky-blue combi van. We also delivered 35 experience wishes like birthday parties, a day full of Lamborghinis and having Christmas day (early) with cousins.

Due to the necessary restrictions, many children faced postponed wishes, including over 150 kids needing to travel for their wishes. We created hope and joy for these children by focusing on anticipation. Previous wish children and celebrities sent messages of hope while we kept in touch with letters and phone calls to let families know we were thinking of them. Some even participated in extra special princess and superhero training to prepare for their wish to meet their heroes.

We know it's been another difficult year for community fundraising, with this part of our income still down almost 20% on pre-COVID figures. We remain enormously grateful to our amazing volunteers and supporters who found new and innovative ways to raise crucial funds. And, of course, our regular and individual givers, whose support each year has a profound effect on our mission. We had unprecedented support from our long-term signature partners. Hungry Jack's helped us achieve

a record month of fundraising (\$1.34m) with our Wishmaker campaign, and Blooms the Chemist celebrated over \$1m raised since the partnership began in 2016. To have their support during COVID means so much to us. I extend our sincere thanks to them and all our business partners around the country. You have contributed to our program in so many unique, memorable and significant ways.

As we look ahead, we do so with cautious optimism. During the pandemic, we've worked hard to ensure that when it's safe to do so, we'll be in the position to quickly get all aspects of our program back up and running. This included completing much-needed work on our systems and technology to ensure we're as efficient as possible. We needed to build a contemporary and purpose fit organisation for a post-COVID world, recognising that things will inevitably continue to be different in the years ahead.

As always, I'd sincerely like to thank the Board. In particular, our Chair's Stephen Sharp, who stepped down in August, and John Armstrong, who has taken on the role, for their tremendous ongoing support. And, of course, the Make-A-Wish HQ team and our 900+ volunteers who make up our Wish Force – without you, wishes just simply wouldn't be possible.

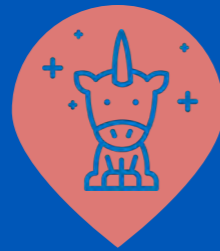
I look forward to what we can achieve together in the year ahead for our wish kids and their families. After all, hope starts here.

Sally Bateman  
Chief Executive Officer

# Mission & values

Make-A-Wish® Australia exists to create inspirational, life-changing wishes for children with critical illnesses. Our vision is to grant the wish of every eligible child.

In everything we do, we uphold our values of:



Child focus



Integrity



Impact



Innovation



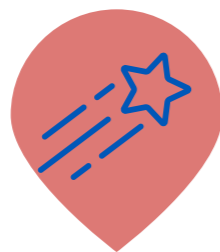
Community

## Strategic pillars

In April 2021, we celebrated the 35th anniversary of the very first wish granted in Australia. Our history and success can continually be attributed to the supporters, volunteers, partners and staff who come together inspired by the belief that a wish is integral to a child's medical journey. 35 Years and over 10,000 wishes later, the Wish Force is stronger than ever and committed to our vision to grant a wish for every eligible child.

To achieve that vision, and ensure we're here granting wishes for the next 35 years, we continued to be guided by our strategic pillars throughout 2020-2021.

These key areas of focus, which are highlighted throughout this report, are:



Exceptional  
Wish Journeys



Volunteers  
with impact



People &  
development



Financial  
stability



Smart  
technology



# Exceptional Wish Journeys

Following a year of COVID enforced delays, Make-A-Wish began 2020-2021 supporting our largest ever wish program (830+, up 19% on the previous year).

However, our Wish team was also better prepared with the understanding of what it takes to deliver exceptional wishes in a pandemic. Every Wishmaker's goal was to create some much-needed hope while simultaneously managing the uncertainty of COVID.

In total, we delivered 225 unforgettable, life-changing wishes over the 12 months, bringing smiles to the faces of everyone involved.

For children facing extended COVID-related delays, we focused on the Anticipation stage of the journey, sending fun activity packs and Messages of Hope from former wish kids.

*"During times of isolation, disruption and delays, delivering wishes for sick kids has never been more challenging, or important."*

- Keira Blake, Head of Wishes & Imagination

# 100 Wishes in 100 Days

During lockdowns, our focus was on creating pathways for wishes that could be delivered safely. With the support of Hungry Jack's and the Wish Force, we delivered an incredible 100 Wishes In 100 Days to kids across Australia, including:



835 children on their Wish Journey

225 wishes delivered

454 wish applications

40 wish hampers delivered  
Our program to support critically ill children under 3.

*I wish to cook sausage rolls with Justine Schofield*  
**Poppy, 9**  
acute lymphoblastic leukaemia





*I wish for a special cubby with  
two slides and lots of butterflies*  
Ava, 5  
Wilms tumour

## Ava's wish

### WISH HAMPER

The Make-A-Wish Wish Force first met Ava at her dad Shawn's workplace. Because Ava was under 3 years, she was eligible for a wish hamper. The Wish Force presented her with a massive basket of gifts and toys.

Megan, Ava's mum, said the presentation was a big boost for the family right in the middle of Ava's medical journey.

Ava was diagnosed with Wilms tumour at just one-year-old. CT scans, showed Ava had an 18cm x 12cm tumour on her kidneys.

"We couldn't believe it," Megan said. "It had spread to her lungs.

They removed most of the tumour in a six-hour operation. In the months that followed, Ava received chemotherapy and radiation.

### THE WISH

Once she turned 3, Ava became eligible for a wish. Megan and Shawn asked Ava what she would like to wish for.

"She loves playgrounds and had been to some cubby houses, so one day she came out and said 'I wish I could have a cubby house,' and that was it," Megan said.

Ava met with Wish Force volunteers at a local park and explained exactly what she wanted.

"I want two slides, and butterflies," Ava told them. "And my favourite colour is rainbow."

Ava is very close to her older siblings, so it was also important to her that the cubby was big enough for them to be able to play in there with her.

### THE BIG REVEAL

Ava's sister Maddy picked her up from kinder on the day her cubby was ready in her backyard.

Ava's extended family watched as she was led into the backyard by Maddy and brother Denzel.

Ava bolted towards the cubby as mum and dad struggled to hold back tears. "It was beautiful," Megan said. "It was really emotional. I was just so happy."

### WISH EFFECT

Ava, now 5, is constantly in her new cubby house.

"The fact she goes in there all the time shows how happy she is. It certainly is a gift she will enjoy and love for many years to come," Shawn said.

*"The feeling of seeing how excited Ava was the first time she saw her cubby touched our hearts and always will."*

- Ava's mum, Megan



# People & development

Facing another year of prolonged uncertainty and isolation, Make-A-Wish needed to turn our attention to the engagement, health and wellbeing of our most valued asset – our people. To minimise the risk of COVID-19 exposure, our team primarily worked remotely. While flexibility has long been a highlight of our employee value proposition, flexible working will be an even bigger priority moving forward.

Despite the limited time spent together in person, engagement levels remained high within teams and through cross-team collaboration - thanks mainly to our use of technology and our people’s creativity and willingness to embrace new ways of working.

Make-A-Wish demonstrated the importance placed on our people by developing our new Wellbeing strategy.

*Inside Out: Wellbeing at Make-A-Wish*

addresses the pillars of enjoying our work and striving for balance, caring for Mental Health, and support for teams impacted by the unique nature of their roles.

Some of the highlights of our strategy implementation to date include:

- Teaming up with the Centre for Corporate Health as our new Employee Assistance Program (EAP) partner, which has led to more staff and volunteers accessing EAP
- All staff and volunteers having 24/7 access to a health and wellbeing portal called The Resilience Box
- A new monthly wellbeing newsletter with content written by staff for staff

We look forward to delivering more of our Wellbeing strategy in the coming year and supporting staff as we transition back to working onsite together.



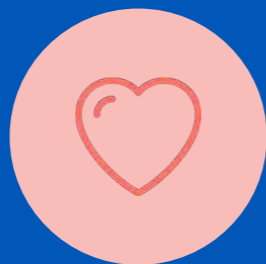
## 2021 Engagement survey highlights

Due to the emergence of COVID-19 in 2020, we did not conduct a full engagement survey, focusing instead on periodic surveys to gauge and respond to employee wellbeing. We’re pleased to share these highlights from our 2021 survey, with comparisons to our last survey in 2019.



**100%**

are proud to work for Make-A-Wish  
(+5% on 2019)



**94%**

said their direct manager genuinely cares about their wellbeing  
(+8% on 2019)



**93%**

felt genuinely supported to choose flexible working arrangements  
(-5% on 2019)



**93%**

know how their work contributes to the goals of Make-A-Wish  
(no change on 2019)







# Volunteers with impact

In 2021, Make-A-Wish volunteers continued to inspire us with their perseverance, understanding and kindness.

Facing new challenges and ever-evolving restriction levels, our volunteers became experts at navigating COVID - seamlessly switching between in-person and online operations to continue granting wishes when kids need it most.

While engagement remained exceptionally high overall, we experienced a slight dip in engagement scores, reflecting our volunteers' understandable desire to be and work together. We hope to see engagement bounce right back when volunteers can safely resume their work, with families and supporters, in their local community.

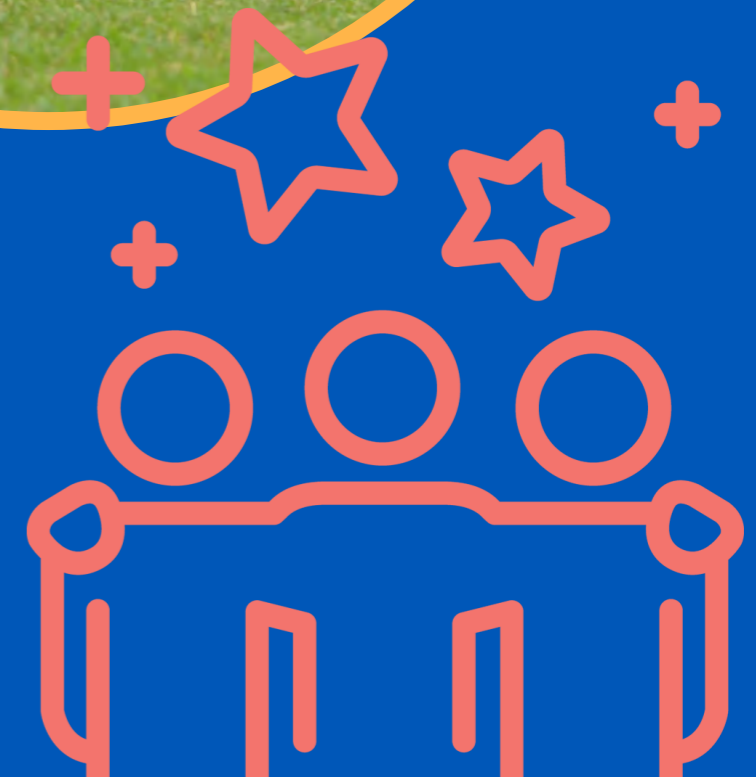
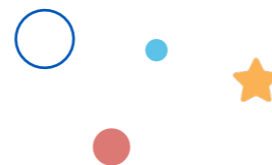
Back at Wish HQ, our Volunteer Programmes team also kept busy, addressing the types of disruption and capacity issues experienced across the volunteering sector. After a pandemic-led pause, we restarted our recruitment program with a refreshed volunteer recruitment and onboarding journey. The new journey is designed to support volunteers through the unique challenges of volunteering in the COVID era, along with all the tools required for a successful, enjoyable experience from day one.

We delivered one of our most significant branch development projects to date, collaborating with local volunteers to grow our Brisbane footprint from two to six branches. This expansion provides a more convenient experience for our local volunteers while creating a sustainable future across the Brisbane region.

We also found new ways to engage volunteers virtually, launching two pilot programs that will continue into 2022:

- The Virtual Wish Team helps capture wishes for children our local volunteers can't reach.
- The Virtual Recruitment Team builds our volunteer capacity, with professional recruiters bringing their talents into our team.

Looking ahead, we're excited to launch a new mobile app that will enable all Make-A-Wish volunteers to find the information and tools they need on the go. We'll also be focused on further enhancing our volunteer experience, ensuring Make-A-Wish remains a volunteering destination of choice now and into the future.



# Recognising our volunteer superstars

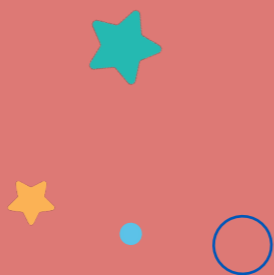
## 35 years of service

Frank Jackowiak - Adelaide Central Branch

## 30 years of service

Carol Porter - Cardinia-Casey Branch

Charmaine Griswood - Adelaide South Branch



Thank you for your dedication, passion and contribution over all these years. You have made a lasting difference to wish children, fellow volunteers, your community and Make-A-Wish.  
- Melissa Campbell, Head of Volunteer Programs

# 2021 Engagement survey highlights



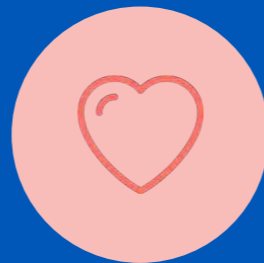
## 93%

would recommend Make-A-Wish as a great place to volunteer (-2% on 2020)



## 97%

are proud to volunteer for Make-A-Wish (-2% on 2020)



## 93%

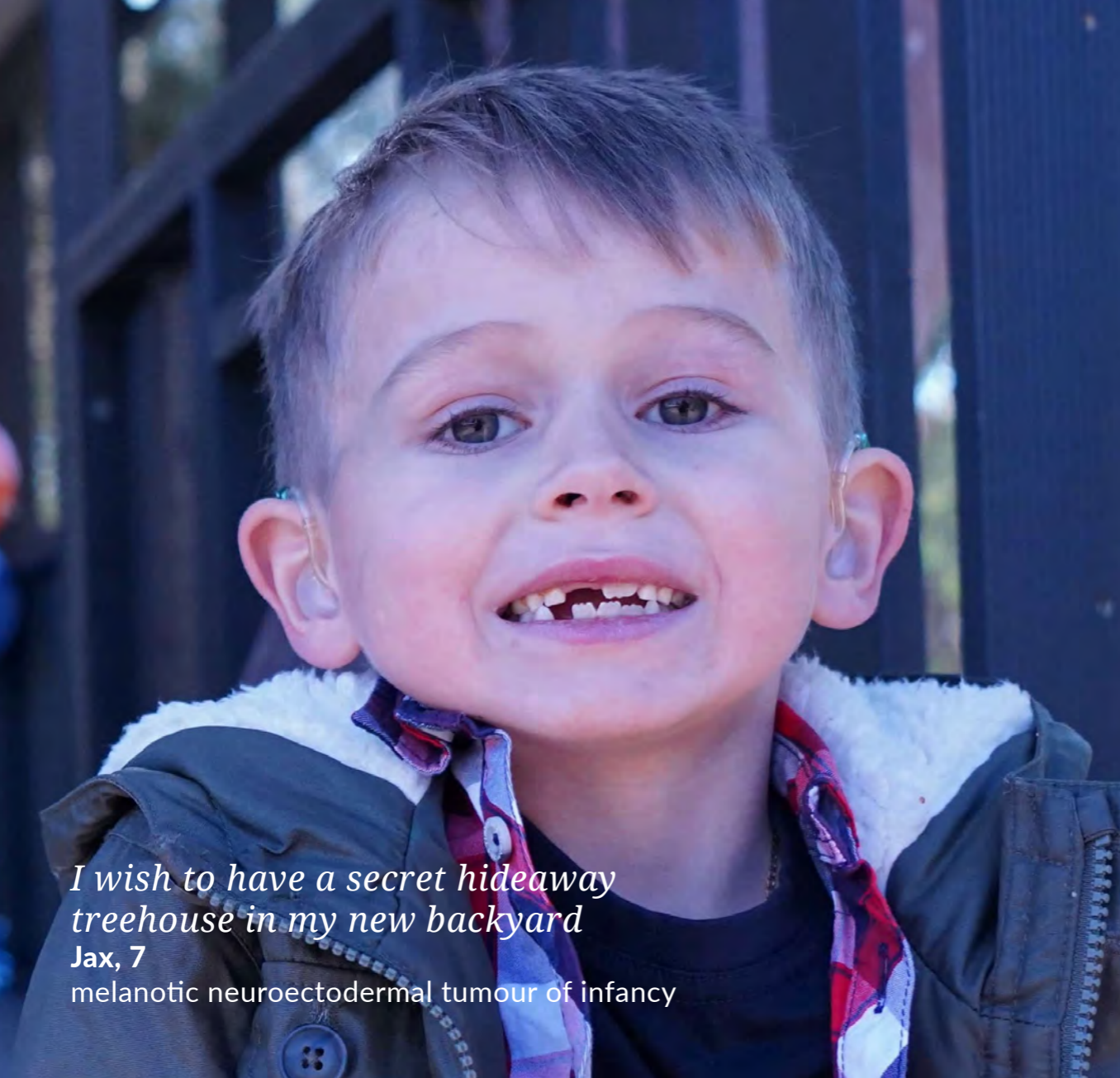
believe Make-A-Wish really allows them to make a difference (-5% on 2020)



## 91%

believe Make-A-Wish provides excellent outcomes to those we aim to help (-3% on 2019)





*I wish to have a secret hideaway treehouse in my new backyard*

**Jax, 7**  
melanotic neuroectodermal tumour of infancy



## Jax's wish

### MEET JAX

Over his many days and nights in hospital, Jax had plenty of time to think about the secret hideaway treehouse he wanted in his backyard.

The elaborate treehouse was Jax's wish. Jax even stipulated visitors would need a password to enter.

The 7-year-old settled on a four-digit password but, given his medical journey, it could just as easily have been the word 'hope'.

When Jax was diagnosed with a rare tumour, his parents Adam and Kylie were told he'd be lucky to survive 12 months.

Surgeons were only able to remove 70 percent of Jax's tumour. Intensive chemotherapy and a bone marrow transplant, using Jax's own stem cells, helped him turn the corner. Jax is now in remission.

"I don't know how we did it, how we got through it. Looking back now, we are so lucky we have Jax," Kylie said.

### THE WISH

"He'd dreamed up this elaborate treehouse," Kylie said. "It had to go through the tree, had to have a slide, and fairy lights in the tree, and a flag, and a lock for the door so only children can get in."

While Jax was clear about wanting a treehouse cubby for his wish, the specific design was kept a surprise until his blindfold came off on his wish day.

"He was so excited on his wish day. On a scale of 1 to 10, he was a 10.. You could see it on his face as soon as the blindfold came off," Kylie shared.

### WISH EFFECT

Jax plays in his treehouse almost everyday. "He knows why he has it and how special it is that nobody else has that treehouse. To him, it's the best treehouse in the world," Kylie said.

*"Thank you to the people behind the scenes, the people who donate the money to Make-A-Wish. It makes a difference to these kids, they miss out on a lot of things and they deserve to have their wishes."*

- Jax's mum, Kylie





## Business partnerships

In a year where businesses of all sizes faced unthinkable challenges, our fantastic Business Partners and their people continued to step up for Make-A-Wish. This unwavering support demonstrated dedication and commitment and continued to deliver much-needed funds for our wish program.

**While we're proud of all our partnerships, we are pleased to share just a few of the 2020-2021 highlights:**

- sass & bide's bespoke necklaces in support of Make-A-Wish remained highly sought after, with the 'Stargazer' and 'Stars Aligned' necklaces virtually selling out by Christmas!
- Seed Heritage held its third annual Christmas gift-wrapping campaign in 2020, which raised an incredible \$102,688 in support of Make-A-Wish Australia and Make-A-Wish New Zealand.
- Hotondo Homes' South Coast and Shellharbour branches came together to build three stunning new homes through the Hotondo Helping Hands initiative. They generously donated all sale proceeds to charity partners, resulting in an incredible \$75,000 donation to Make-A-Wish.



## Million dollar milestones



### Hungry Jack's - Wishmaker Campaign

In early 2021, our long-standing partner Hungry Jack's launched the inaugural Hungry Jack's Wishmaker Campaign. Customers nationwide were invited to become a Hungry Jack's Wishmaker, purchasing \$1, \$2 and \$5 stars to ensure no child misses out on a life-changing wish. Thanks to the inspiration and support of their customers, crew and executive team, Hungry Jack's raised a phenomenal \$1.36 million for wish kids. We were completely in awe of the enthusiasm, creativity and goodwill of everyone involved.

### Blooms The Chemist - 5-year anniversary

Blooms The Chemist officially celebrated five years of partnership with Make-A-Wish in August 2021. Along with their head office, more than 110 Blooms The Chemist stores nationally have raised an incredible \$1.2 million (and counting) over this period. Thank you, Blooms The Chemist, for your ongoing support and commitment to wishes!

*"Thank you to all our passionate, dedicated and value-driven Major Partners, Official Partners, Corporate Supporters, Community Champions and Goods In-Kind Partners. We couldn't do what we do without you."*

- Megan Johnson, Group Head of Partners



# Major Partners

More than ever, we have experienced the incredible power of strong partnerships this year.

We thank and acknowledge our Major Partners for sharing our commitment to helping families in need and embedding Make-A-Wish into their business culture:



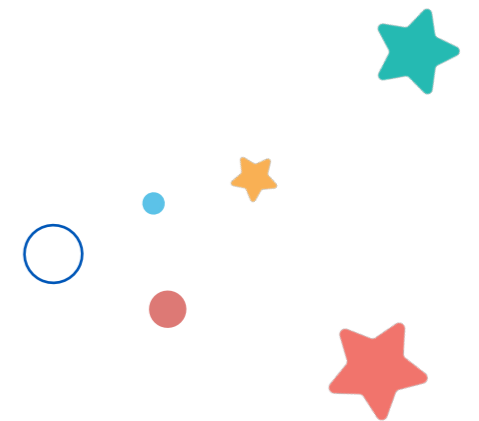
# Official Partners

Huge thanks to our Official Partners, whose collaboration and generosity helps to make more wishes come true for kids in their community:

- Austbrokers Countrywide
- Barry Plant
- Disney
- Hallmark
- Hertz
- Hotondo Homes
- Hyundai Help For Kids
- King Cotton
- Lifestyle Hustlers
- oOh! Media
- Pedigree
- RE/MAX
- sass & bide
- Seed Heritage
- Special Children's Christmas Party
- Tarocash
- Telethon 7

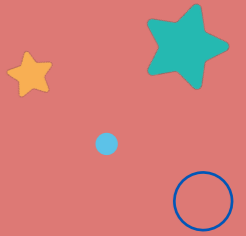
# Community Champions and Wish Collaborators

- Airbnb
- Arnold Block Leibler
- Bernadi Group
- BGIS
- BIG4
- Bingo Loco
- Cadbury
- ConXion
- DJ Creations
- Dreamworld
- Elders Real Estate (TAS)
- Fibre HR
- FMG
- Forde Property
- Frequent Flyer
- Goodman Fielder
- Hello Plumbing
- Hills
- iFly
- IGA
- Leo Burnett
- Merlin International
- Montgomery Club
- On the Run
- Professor Lea Waters, AM, PhD
- Qantas
- Ritchies
- Robert Half
- Roberts Real Estate
- Spantec
- The Langham
- TLK Wealth
- Two Moos
- Vantage Fuels
- Wilson Homes
- Ziggies
- Zoono





*I wish to have my own horse*  
Alannah, 14  
undiagnosed genetic syndrome



## Alannah's wish

### MEET ALANNAH

Wish kid Alannah's parents Caroline and Chris saw the signs pretty early that something was amiss with their beautiful little baby.

When it was clear Alannah wasn't ticking off her milestones at about six months, an MRI was done and identified a genetic syndrome.

More obstacles appeared for Alannah as she continued to grow.

There was pneumonia, bronchitis and speech therapy. She couldn't feed herself, so a gastric tube and later a peg in her stomach were required. By age 12, Alannah was having extreme seizures.

"Her extreme seizures seem to be once every couple of months now," Caroline said. "Every time it happens, it's still a big shock."

### ALANNAH MEETS TEDDY

In between the visits to hospitals and specialists, a love for horses slowly grew inside Alannah.

In primary school, she was exposed to the Riding for the Disabled Association which is where she met a very special horse, Teddy.

Just as Alannah and Teddy were becoming best buddies, Teddy's owners put him up for sale.

It was at that point Caroline got in touch with Make-A-Wish.

### THE WISH

Caroline explained to Make-A-Wish that if Teddy were sold, Alannah wouldn't see him again.

"It was a real once in a lifetime opportunity for Alannah to have Teddy as her own, so we asked Make-A-Wish if they could help."

The Wish Force quickly swung into action.

Soon after, the Wish Team phoned Caroline to tell her Alannah's wish to own Teddy would be coming true.

Alannah's parents invited close family to her wish day. The first day of her being Teddy's owner.

Alannah was made to feel extra special with horse gifts to help care for Teddy and even a horse themed cake! Alannah then gave her family a riding demonstration.

*"I don't think I have seen her so happy. To see her on the horse and everyone watching what she could do was the moment of her lifetime."*

- Alannah's mum, Caroline

### WISH EFFECT

Alannah is riding Teddy every week and they're growing a strong bond. "For Alannah, the wish is something we're going to see live out for years, and probably her whole life."



# Storytelling appeals & regular giving

Thanks to the incredible generosity of our supporters throughout 2020 – 2021, Make-A-Wish continued delivering wishes to critically ill children when they needed them most.

We shared the stories of Christian's wish for a BMX bike, Blake's wish for a playground of his own, Willow's wish to go on a deep-sea adventure and Phoenix's wish to become the Hulk. The overwhelming response from the community to these stories delivered over **\$1.76 million**, which will power more life-changing wishes for kids like Christian, Blake, Willow and Phoenix.

In response to COVID restrictions, we shifted investments from on-street fundraising to digital channels, allowing Make-A-Wish to engage new audiences into our Regular Giving program. We received over **\$3.96 million** in monthly donations, thanks to our generous Regular Givers. Being able to rely on this recurring income stream means we can confidently plan and deliver hope and joy to critically ill kids.

We are so grateful for the support of thousands of amazing people who give so selflessly to create a Wish Journey for sick children. In the year ahead, our Individual Giving team hopes to support street fundraising teams to reengage with the community and to bring the Wish Force closer to the incredible impact they create for wish kids across Australia.

*"I don't think thank you covers it, and I don't know if there are words to really cover it; until you go through something, you don't realise how life-changing it is... So thank you, from the bottom of our hearts. What you're doing for families like ours and other families in similar situations means more than you'll ever know."*

– Alana, mum of wish child Kaylee



*I wish for a superhero adventure*  
**Phoenix, 10**  
peroxisomal biogenesis defect



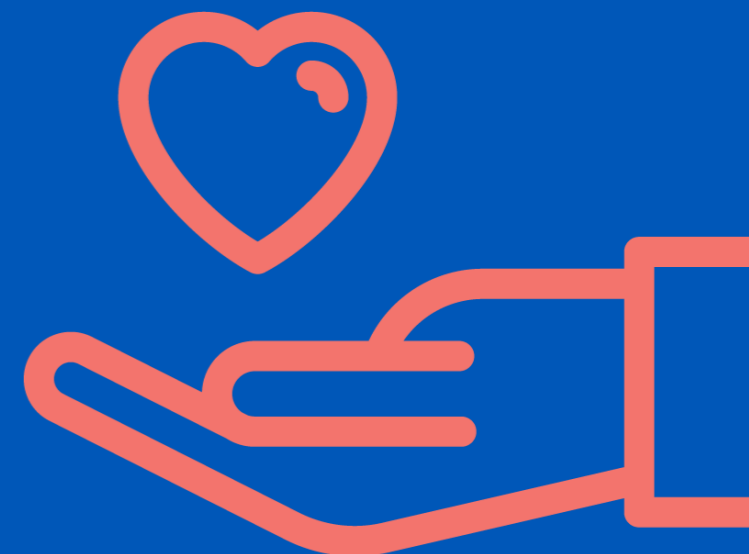
new donors joined our Wish Force



raised through individual donations



raised through monthly donations



*To have an outdoor space that I can be included in when we spend time outside*

**Lylah, 8**  
severe tracheomalacia, pulmonary hypertension, undiagnosed genetic syndrome



## Lylah's wish

### MEET LYLAH

The year 2020 was the most challenging in the life of Lylah, aged 8.

In February, Lylah and her family had made the long trip from their WA coastal town to Perth to have surgery to correct significant curvatures of her spine.

Shortly after being discharged, Lylah experienced a septic infection.

Worse was to come in August when mum Jaymee and dad Robert heard Lylah gasping for breath at 3am one morning.

They put her in their car, and Jaymee drove to the hospital as Robert gave their daughter mouth-to-mouth resuscitation.

"She lost all consciousness," Jaymee said. "She opened her eyes briefly, but by the time we got to the ER department, she had lost consciousness again. But they got her back. They then flew us to Perth as something wasn't right."

Tests confirmed the respiratory problem was severe tracheomalacia. By that stage, Lylah had already been diagnosed with pulmonary hypertension, which is heart and lung disease.

In addition to these critical conditions, Lylah has an undiagnosed genetic syndrome. She is non-verbal and needs a wheelchair to move around.

After a scary 2020, Lylah is now considered a palliative child. Jaymee said it meant the family had developed a fresh appreciation for life.

"It does give you that different outlook on life; making memories is now the main point of everything," she said.

### THE WISH

In line with their desire to create lasting memories, Jaymee applied to Make-A-Wish to grant a wish for Lylah.

Their wish for an outdoor space in their backyard for Lylah came true this year.

"Make-A-Wish created a beautiful outdoor sensory area specifically suited to Lylah's needs," Jaymee said.

"There's a circular hanging day bed with comfy cushions and throws for Lylah to sit or lie back in, matting on the floor so she can move herself around – it's soft and safe for her.

"There's even fairy lights across the roof which makes it feel magical".

### WISH EFFECT

Jaymee said the outdoor area would allow "so many more memories" for her family.

"I can't thank Make-A-Wish enough," Jaymee said.

*"It has made such a big difference for our family and with Lylah being palliative, the memories we're creating now will be cherished so much in the future."*

- Lylah's mum, Jaymee





# Community fundraising

This year, an incredible 368 people chose to fundraise for Make-A-Wish, dedicating their time and energy to help make wishes come true for sick kids around Australia.

To support fundraisers in holding COVID safe events, our Community Fundraising & Events team designed hybrid national campaigns that could run in-person or virtually. Developing virtual fundraising experiences meant campaigns could safely go ahead, even in the case of last-minute lockdowns.

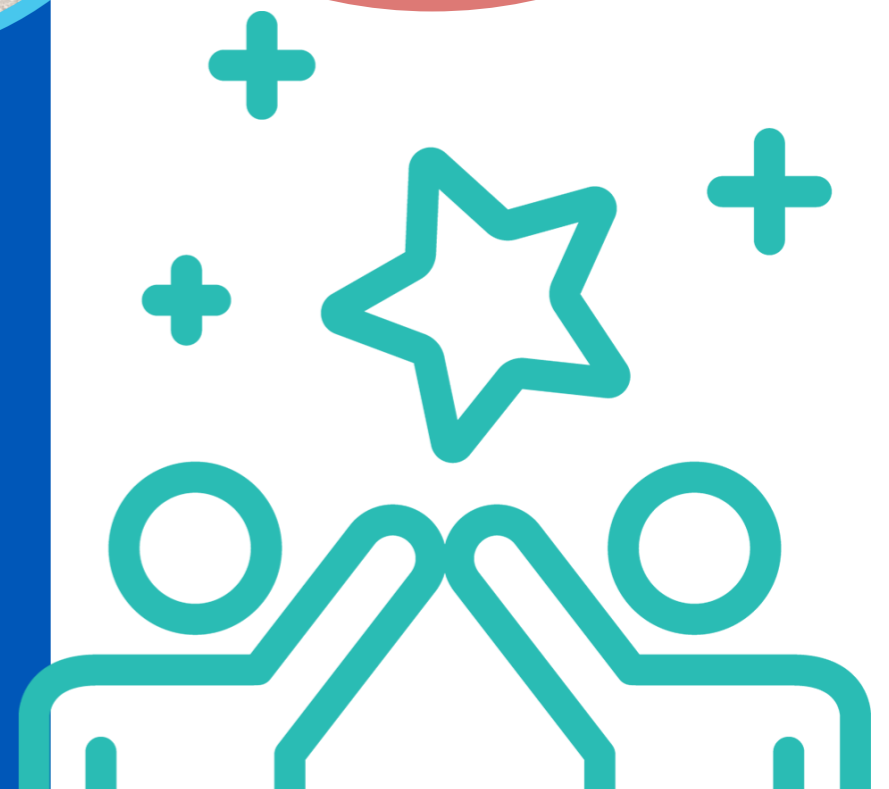
For 153 supporters, they decided to join the fun virtually in one (or more!) of our national campaigns, like Bake A Wish and the inaugural Superhero Cycle (now Ride For Wishes). Participant feedback was overwhelmingly positive, and full of lots of fantastic fundraising success stories. Like little **Lucas**, a determined 5-year-old with his own blood disease, who rode an impressive 31 kilometres and raised an incredible \$1,300.

Continuing the theme of inspirational young fundraisers, 6-year-old **Maeghan** was the top Bake A Wish fundraiser. Inspired by a sick friend in the hospital and a cousin who received a wish, little Maeghan and her big heart raised \$3,142 with her baking skills. Seeing such amazing kids caring for others has humbled us and sets an example for us all.

Make-A-Wish volunteers continued to succeed in fundraising, despite the many limitations of holding fundraisers in a pandemic. Our volunteers gave up their time to raise \$733,000 from 309 events, including virtual auctions and trivia nights.

Looking ahead, we're excited to support our volunteers with the many rescheduled events postponed by lockdowns. We hope the year ahead sees the return of more in-person events, which we know our community enjoy alongside our new virtual campaigns.

We'll continue working together to create safe and successful hybrid events for all. We wholeheartedly thank everyone who dedicated their time or donated to Make-A-Wish in 2020-2021. Next year, we hope you'll join us in creating great fundraising experiences that help make life-changing wishes come true.





# Philanthropy

We are forever grateful for the kindness of our philanthropic donors and supporters who gave so generously in 2020-2021. Your care and compassion made us proud, and we can't thank you enough for the hope and joy you continue to bring families right across Australia.

We honour those whose personal gifts, family foundations and legacies will enable more inspirational, life-changing wishes to come true for children with critical illnesses.

**We would like to thank and acknowledge the generous support Make-A-Wish received this year from those incredible donors who wished to remain anonymous, and the following wonderful supporters:**

## Individuals

Ann & Leo Browne  
Adrienne Johnson  
Stephen Sharp  
Roseanne Amarant  
Maxine Bowness  
Jill Tilbury  
Philip & Julie-Anne Shepard  
Yvonne Mee  
Nathan Kelley

## Trusts & Foundations

Perpetual Trustees  
Stan Perron Charitable Foundation  
The Orloff Family Charitable Trust  
Australian Philanthropic Services  
David Z Burger Foundation  
The Alfred & Jean Dickson Foundation  
The Trustee for the Justin McCuaig Foundation Charitable Trust  
AirRoad Foundation State Trustees  
Queensland Community Foundation  
Annie Rose and Andrew Lazar Foundation  
Robert and Christine Henshall Foundation  
Jacks Five Foundation Equity Trustees

The Andrew and Geraldine Buxton Foundation  
Betty Radford Discretionary Trust  
Datt Family Foundation  
Daly Family Foundation  
Richardson Family Foundation  
Donald Tyler Foundation  
Kelly Watson Endowment  
The Prance Family Trust Fund  
Peter Robert Bauer Memorial Fund  
Channel 7 Telethon  
John James Foundation  
TG&JM Matthews Foundation  
Karelis Family  
Andrew James Schreuder Foundation

## Bequests

Philip Mackin  
Guy Giffen  
John Stackpool  
Lyn Patchett  
Marco Savio  
Allen Otto Lehmann  
Robert William Bushell  
Norma McLeish  
Shirley Reid  
Patrick Chin  
Tammie McCarthy  
Shelia Rooke  
George Edward Thorne  
Kathleen Forbes  
Janelle French  
Isabella Campo  
Margaret Chalmers  
Kay Maley  
Rosalind Roma Porter  
Leslie Allen Edward  
Jean Cronshaw  
Ronald Francis



*I wish to have a guitar pack to continue my passion of playing music*  
**Jezziah, 14**  
cardiomyopathy





*I wish to have an Australian Shepherd puppy to do lots of outdoor activities with*  
**Jaymie, 16**  
Burkitt lymphoma

## Jaymie's wish

### MEET JAYMIE

Sport-loving Jaymie was the last person wish parents Sharon and Bart thought would ever get cancer.

"She was such a fit kid at that stage," Sharon remembered. "She had won a cross country at high school, she had won the athletics championship, and she was probably the fittest I had ever seen her. Then, all of a sudden, you're in a cancer ward at a children's hospital."

A CT scan led to Jaymie's Burkitt lymphoma diagnosis, which required intensive chemotherapy treatment. Jaymie lost her hair, missed her friends and couldn't participate in the various sports she loves.

While her parents struggled, Jaymie remained resilient through every step of her medical journey.

"It's a credit to her; she was brilliant," Sharon said.

### THE WISH

Jaymie's family's dog Bowie passed away in recent years, so Jaymie wished for a puppy to fill the void. In particular, a blue merle Australian shepherd.

Sharon described the day they got the news that Jaymie's wish would come true as a momentous and memorable. "I said 'oh my goodness Jaymie guess what' and her eyes filled with tears immediately and she was jumping up and down like an excited teenager."

### PUPPY JOY

On her wish day, Jaymie got up and dressed early in the morning ready to meet pup Asher who was waiting for his new family.

"When we got there and saw him, I think we all had tears in our eyes; it was very, very special," Sharon said.

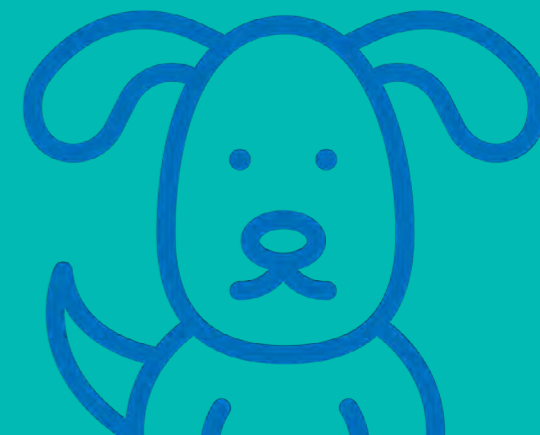
"As a parent, you just want to see your kid healthy and happy and content. He's a lucky puppy because he's going to be loved unconditionally and beautifully."

Jaymie plans on taking him for lots of walks down to a nearby river and play with him in the water. "We are going to create lots of memories with him," Jaymie said.

"It's kind of a nice thing to say it was all worth it, getting through it and all the medication was worth this little one," Jaymie said of pup Asher.

*"When I was in the hospital, the wish was the one thing that really helped on those darker days."*

- Wish kid Jaymie





# Sharing stories of hope and inspiration

With so many wishes waiting due to COVID in 2020-2021, sharing our wish family's stories and delivering some much-needed hope across the community never felt more important.

Our Brand team kicked off the year with a brand refresh, with pro bono support from Leo Burnett, to develop a brand playbook that will set our creative direction for years to come.

Internally, we rolled out Canva, enabling more staff and teams to create the on-brand communications that underpin our trusted reputation.

We launched Partner Hub, an online platform for our valued partners to access wish stories and campaigns to share through their communities and channels.

With COVID continuing to disrupt face-to-face fundraising, our Digital team built sites to support virtual fundraising campaigns, increased social media engagement and shared some 45 wish stories, driving 25,000 website visits.

And despite the challenges of capturing live footage in a pandemic, our Media team managed to achieve over 300 media hits, bringing our wish children's inspirational stories to a potential audience of over 75 million people. We also received widespread radio coverage of our national volunteer recruitment drive - thanks to everyone involved for making a life-changing difference.

≈1 million engagements on social media

+7.4% increase in likes, comments, shares on our social channels (on last year)

+16% audience growth

170,000 website visitors (+12.6% from last year)

## Acknowledgements

A massive thanks to the Wrights PR team for your tireless efforts in keeping Make-A-Wish top of mind - and the many media outlets who shared wish children's stories with their audiences.

oOh! Media again offered tremendous support, helping to share campaigns like our **35th birthday** far and wide, driving reach and brand awareness through their out-of-home network.

We're grateful to all the former wish recipients who helped celebrate our 35th anniversary year, including the family of Shawn Cleland, Make-A-Wish Australia's **very first wish child**. We thank the many more wish kids and families who shared their stories in TV, print and online media as part of our 100 Wishes in 100 Days program.

## What's in the media





*I wish to meet, swim and play with mermaids*  
Aysha, 7  
acute lymphoblastic leukaemia

## Aysha's wish

**MEET AYSHA**  
Aysha was just 5 years old when she was diagnosed with acute lymphoblastic leukaemia.

Her mum, Jess, described Aysha's medical journey as "heartbreaking" and struggled to understand why her daughter had become critically ill. But Aysha took it all in her stride.

"Aysha is resilient and would say 'let's get on with it and do what we have to do,'" Jess said.

"As new patients would come in, she would befriend them. She would often go up to another child and say 'it's okay, I was a bit scared before too, but it is over quickly, and you'll be okay,'" Jess shared.

**WISH ANTICIPATION**  
Aysha had always been fond of mermaids and loved watching any shows about mermaids on TV. She new right away her wish was to meet a real mermaid.

In the lead up to her wish, Make-A-Wish created a comprehensive storyline to help build Aysha's anticipation and excitement.

Aysha received letters from the "Magical Mermaid Society" summoning her for an extraordinary mission. Mermaid Marina explained they needed someone who deeply felt and understood "mermaid magic" to recover necklaces lost by the mermaids.

**A WISH REALISED**  
On the day of her wish, Aysha arrived at the beach in a limousine to find two mermaids in need of her help.

Aysha helped the mermaids find their magical necklaces, called the 'heart of the ocean', retrieving them from some cheeky seagulls. Aysha then got to talk and get to know the two mermaids, Marina and Serenity. She even got her very own mermaid tail and colourful mermaid hair.

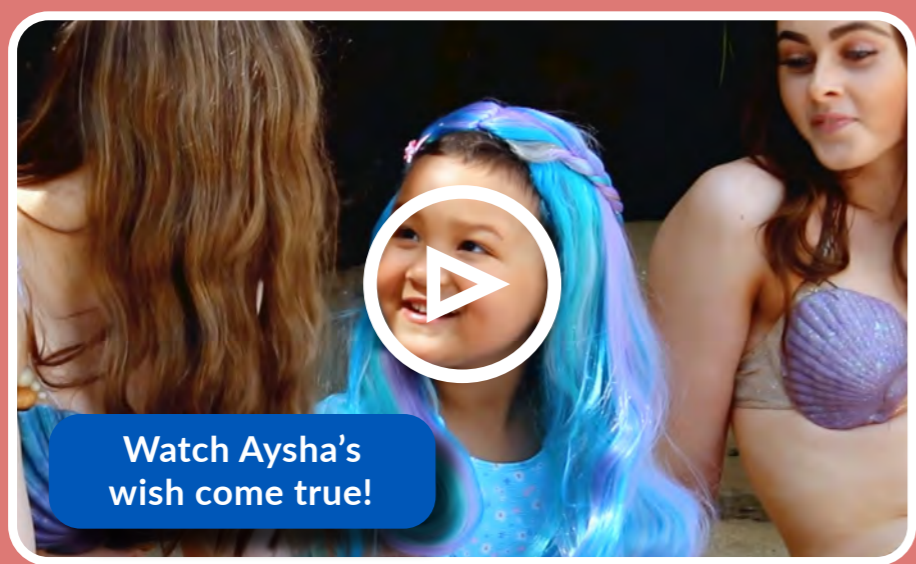
When Aysha ultimately floated home that night, Jess said she was reluctant to remove her tail, or as she called it, "flippers".

"She wanted to keep it on, to have a bath with it," Jess said.

**WISH EFFECT**  
"She was still on a high the next day, wearing her wig and reading through the Mermaid Society letters," Jess said.

Aysha couldn't keep her extraordinary experience to herself. "I told all my friends I met mermaids," Aysha said

*"I am so glad for Make-A-Wish – it gives children who have been through so much the opportunity to get a wish granted."*  
- Aysha's mum, Jess.



Watch Aysha's wish come true!



## Smart technology

Our Digital Technology team completed several projects to support our Wish Program in 2020-2021, including overseeing the Wish Journey Redesign project to design an enhanced experience for our wish kids and families. By improving processes and automating communications, the Wish team can now provide more regular updates to wish families, keeping them better informed and supported throughout their Wish Journey.

This work was particularly important given the impacts of COVID, with more wishes than ever before and many families facing a prolonged Wish Journey.

Our Technology & Infrastructure team focused on ensuring we have contemporary IT systems which drive insights to better support our families and supporters in the future. This included:

- Kicking off a comprehensive Salesforce review with our partner, Traction on Demand
- Re-engaging Nexon, our managed IT Service provider
- Replacing and upgrading our Key Application Server and SQL Database
- Switching printer and courier vendors, which also delivered savings

We were excited to launch Wish Finder, an interactive map that shows the impact our Wish Force creates right across Australia and closer to home via a postcode search. Our volunteers can use this tool to demonstrate the local impact of their work and help generate community engagement.

We'll continue to support digital growth across the organisation through several key projects in the year ahead, namely, a Supporter Engagement Review and delivering the Salesforce Unification Project (informed by the Salesforce review). This project will deliver more connected systems, deeper functionality and data insights, a new payment gateway and new online donation form. We look forward to the capabilities and improved user experience this project will bring.

*I wish for my own black and silver dapple dachshund puppy*  
**Noah, 9**  
anaplastic large cell lymphoma



## Acknowledgements

Thank you, Traction on Demand, for providing valued support and expertise during our Salesforce Review.

Thanks also to Nexon, our managed IT Service provider.





# Financial overview

In 2020-2021, Make-A-Wish Australia was pleased to report:

- Income for the year was \$12.5 million (+8% on last year)
- Expenses dropped to \$10.4 million (-5% on last year)

Despite the ongoing challenges and economic uncertainty, we were able to ensure the organisation was in a solid position for when Australia reopened without restrictions. Our results reflect:

- The ever-vigilant management of our cost base
- Qualifying for the JobKeeper Payment scheme
- The generosity and long term commitment of our corporate and community supporters

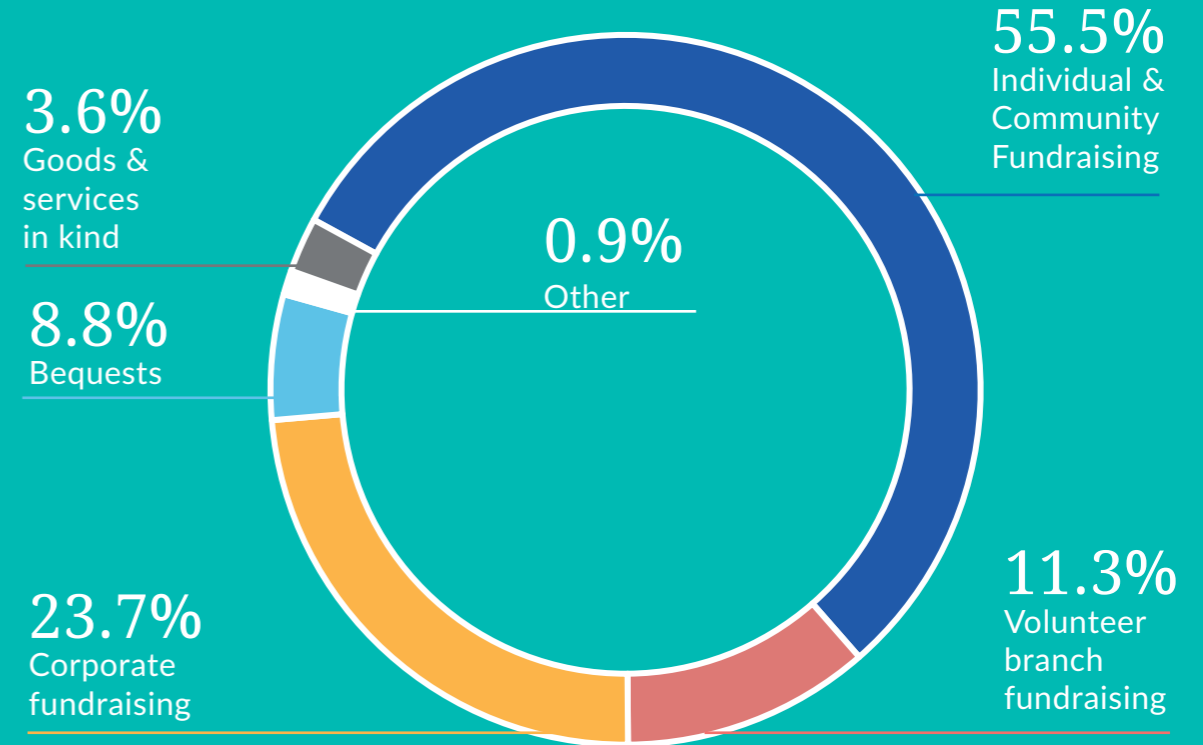
Between lockdowns and restrictions, we worked hard to grant as many wishes as possible while always keeping the safety of our wish kids, families and volunteers front of mind.

Looking ahead, we'll work to consolidate our financial position so we can deliver wishes for all the children now waiting. We expect to have greater costs in 2022 and beyond, as ever-popular travel wishes become safe and possible again. Being prudent in managing our costs will also allow us to support new wish family applications and grow our wish program and impact into the future.

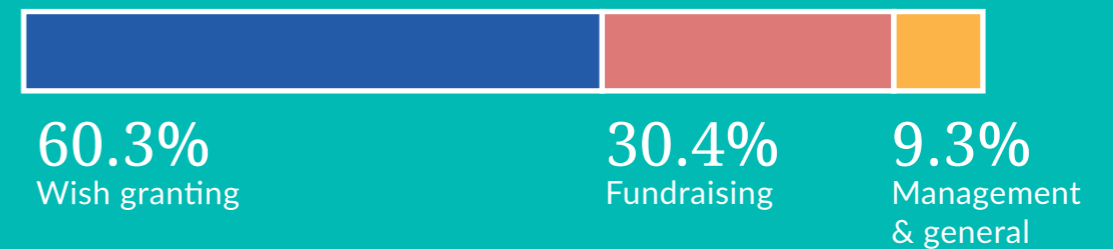
*Make-A-Wish Australia had pre-COVID revenue of \$15m per annum but lost \$7.6m through 2020 and 2021 due to the pandemic. Our wish program numbers grew 20% in the same period, with the highest number of kids ever waiting for a wish. Recovering lost revenue and continuing our focus on financial sustainability will help us deliver wishes for the 800+ children now waiting.*



# Where our funds came from



# ...and how we used them



More information can be found in our [Audited Financial Statements](#) or on the [ACNC](#).

# Thank You

Over the past year, we've all had a glimpse of what it feels like to wait for hope. But the moment there is something to look forward to, everything begins to change. Hope isn't something that happens to us. It's something we can create, especially together.

To the volunteers, partners, donors, and supporters who came together to make wishes happen and re-ignite hope throughout 2020-2021 - we thank you. Your unwavering support and commitment to creating life-changing wishes is remarkable, inspiring, and so appreciated.

Thank you for being a valued member of the Wish Force. Together, we're creating hope for children with critical illness and their families, each and every day.

## Our National Patrons

Robyn Moore  
Melissa Doyle

## Our Ambassadors

Mack Horton  
Zac Mihajlovic  
Fraser Ross  
Danijela Dacic

## Our Wish Ambassadors

Noah Barlow  
Owen & Clinton Bowditch  
Abbey Dutch  
Breanna Santin  
The Nelson family  
The Cleland family  
Archie Schiller  
Niamh Sullivan



# Our Board



John Armstrong  
Chair



Sally Bateman  
Chief Executive Officer



Sarah Saville  
Treasurer



Steve Billingham  
Board Member



Russell Smith  
Volunteer Representative



Amanda French  
Volunteer Representative



Russell Evans  
Board Member  
(commencing Aug 2021)



Dr Margaret Little  
MBBS, FRACP, PhD  
Board Member

# Retiring board members



Stephen Sharp  
Chair (Aug 2021)



Melinda Geertz  
Board Member (Feb 2021)





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