

Domenic, 9, diagnosed with cystic fibrosis, wished to be Iron Boy.

# Annual review

January – August 2016

MAKE-A-WISH<sup>®</sup>  
Australia

# About us

Since 1985, Make-A-Wish® Australia has transformed the lives of children battling life-threatening medical conditions through the healing power of a wish.

A Make-A-Wish wish is a powerful psychological intervention. Wishes give seriously ill children hope for the future, strength to face the challenges of their illness, and joy from their incredible wish experience. The whole wish journey is carefully designed to help build resilience within each child – enabling them to better cope with the battle in front of them.

Together with our Wish Force – a collective force of individuals, business partners, local communities and volunteers – we’ve already granted over 8,500 tailor-made wishes to children all over the country. And with 2,000 children each year living with a life-threatening illness in Australia, we’re determined to achieve our vision of granting every eligible child’s wish.

## Strategic goals

In 2014 we developed a new strategic plan to help us deliver 2,000 great wishes each year. We currently grant around 500 wishes annually so we are aiming to quadruple our wish numbers over the next 10 years – while maintaining our high level of quality and care.

**To achieve our strategic plan, we’re focusing on four key objectives:**



### Objective 1

Increase the number and quality of wishes we grant



### Objective 2

Use our incredible wish stories to unlock the power of our brand



### Objective 3

Build on our great work with partnerships, fundraising and community engagement



### Objective 4

Provide the platforms necessary to enable us to achieve 2,000 great wishes per year





## Chairman report

### A year of foundations

**Although it was a challenging year, I'm proud to have seen an impressive number of achievements across the business in 2016. With 600 children currently on the wish journey, we continue to progress to the half way point of our 10 year strategic plan, to grant 1,000 great wishes each year with a sustainable approach.**

We have invested time and money in the infrastructure needed to achieve our goals, including our significant expenditure in the Customer Relationship Management (CRM) system to better support everyone from our generous supporters, through to our staff and volunteer community.

Make-A-Wish International has requested reporting periods be aligned for affiliates around the world, and therefore this financial period covers January – August 2016. We are aware this shorter financial period results in a reduced financial performance for Australia, as a significant part of our revenue is realised in October – December. We have also included 12 month figures in our annual report to more accurately compare performance as against prior years.

Once again Make-A-Wish Australia has played a strong role in the international community, with staff invited to participate in significant international work, including providing advice and support for smaller affiliates such as Make-A-Wish Mexico and Make-A-Wish Panama.

Finally, in May 2016 it was my pleasure to return to the role of Chairman, and I thank David Briskin for his leadership in the role before me. This year our team was also delighted to welcome new members to the board; respected medical professional Dr Peter Downie, and two new volunteer board representatives, Russell Smith and Vickie Lester, all of whom offer valuable insights.

Every decision we make is designed to bring us closer to our ambitious goal of reaching every eligible child in Australia. Thank you for being a part of the journey, and helping us to bring the healing power of a wish to very sick children and teenagers around Australia.

**Stephen Sharp**





## CEO report

### Welcome to the Wish Force

**2016 was a time of wonder, passion and determination for all of us at Make-A-Wish Australia. Our volunteer branches are stronger than ever, we reached a record number of people through wishes like Domenic's Iron Boy and Scarlett's flying unicorn, and our supporter base grew immensely through the Wish Force.**

On the eve of World Wish Day in April 2016, which coincided with Scarlett's wish to see a unicorn fly, we launched the concept of our Wish Force. This incredible community is made up of volunteers, donors, business partners, the general public – in fact, who helps us to make wishes come true.

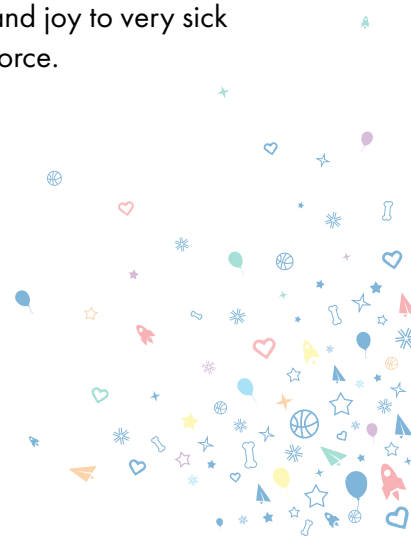
Scarlett's imaginative wish truly inspired our Wish Force to work together and make the impossible possible. I'm proud to say that our Wish Force is going strong, and the concept is now being rolled out globally by the Make-A-Wish affiliates.

We've also been instrumental among our counterparts in recognising the importance of the entire wish journey, and in fact held several international workshops to share our ideas. We see every step of the wish – from the moment an application is approved until long after a wish has come true – as an opportunity to build resilience. And as the therapeutic impact of our wishes continues to grow, I'm thrilled to see a growing amount of international research affirm what we already know from countless testimonies: seriously ill children who receive a wish are better equipped to fight their illness.

I'm very pleased to welcome back our Chairman, Stephen Sharp. Stephen has a long involvement with Make-A-Wish, having originally joined the board in 1997 and acted as Chairman from 2009 - 2014 before being re-appointed to the role in May 2016. As a senior partner with law firm Arnold Bloch Leibler, Stephen brings a strong business background and leadership skills to the role, and a shared passion for the healing power of a wish. I'd also like to acknowledge the amazing work of David Briskin, Chairman for much of this financial period, who remains a Director on the board.

My heartfelt thanks to each and every one of you for helping to bring hope, strength and joy to very sick children at a time when they need it most. It's an honour to welcome you to the Wish Force.

**Gerard Menses**



# The wish journey

**In 2016 we saw more than 600 children eating better, sleeping better, being less anxious, more optimistic and enjoying a greater chance of recovery – thanks to their carefully designed, unique and powerful wish journey.**

The wish journey is every step of the wish, from the first application through to the wish coming true, and beyond. Make-A-Wish Australia was one of the first affiliates to embrace the wish journey concept, which is now being implemented by our affiliates.

Five year old Scarlett's wish is just one example of the power of the wish journey. Diagnosed with a rare heart defect, Scarlett wished to see a unicorn fly and taste its rainbow horn. Over a two year period we designed a series of wish anticipation activities for Scarlett to help get her through difficult heart surgery. These included a map of the journey Scarlett's unicorn would take to reach her, pictures of unicorn sightings from all over the world, and a custom designed book.

Scarlett also got to participate in rainbow horn taste-testings with a renowned pastry chef and helped design the crown and green dress she would wear for her wish. Overall, during her wish journey volunteers made 17 home visits to Scarlett and her family to plan this incredible wish.

Scarlett's wish journey provided a positive focus for her in the lead up to a scary heart operation, and aided her recovery after surgery. You can watch a video of her wish unfolding [here](#).

## Wish stats

These results compare the 12 months ending August 2016 with the prior annual review period (Jan – Dec 2015):



**512**

wishes came true, bringing much needed hope, strength and joy to seriously ill children



**664**

wish applications received from very sick children in need of a life-changing wish



**33**

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



**617**

seriously ill children on their powerful wish journey



**30% increase**

in referrals for a vital wish from the medical community

## Medical outreach program

The medical community is an integral part of the wish journey, and sees the impact of a wish first-hand. This important group is often responsible for making referrals to Make-A-Wish and helping to provide valuable information about each child throughout the process.

Our medical outreach program was a big focus for January – August 2016, in particular sharing the importance of the entire wish journey. Staff and volunteers collaborated to visit hospitals around Australia to recognise and thank the doctors, social workers, nurses and specialists working one on one with our wish kids. The program continues to be a huge success, resulting in a 30% increase in wish applications.



Lyam, 5, fighting acute lymphoblastic leukaemia, wished to be a fireman and ride in a fire truck.

## Sharing our stories

### We took storytelling to new heights

**Our wish stories are filled with hope, joy and enormous displays of strength. The period of January – August 2016 saw us uncover more in-depth stories about each stage of the wish, and focus on both the carefully designed wish journey and the extraordinary healing power of a wish.**

With investment in new communications platforms, our email communications and insights also became richer and gave us easier pathways to share stories. We captured and shared more videos and photos about our incredible Wish Force than ever before, and our stories were shared globally.

One wish that captured the hearts of Australia, and indeed the world, was Iron Boy – our most celebrated and circulated wish to date. We received unprecedented media interest on the day, and the story was shared across media outlets around the world.



**\$2.9 million**

worth of media coverage  
for Iron Boy's wish



**2 billion**

people read, heard or watched  
Domenic's story worldwide

### Other key stats

- \$25.4million worth of media coverage, plus an increase in online stories (dollar value not recordable)
- More than 11,500 new followers on social media
- 6 new wish videos and 16 teaser videos
- 15 photo shoots
- 59 million people reached with our print or broadcast media stories, a 20% increase on the same period for 2015
- 'Throwback' past wish stories shared weekly
- Our Facebook videos were viewed by half a million people

Domenic, 9, diagnosed with cystic fibrosis, wished to be Iron Boy.



## Iron Boy

On 11 February the Wish Force came together like never before. Domenic, 9 years old at the time and battling cystic fibrosis, wished to be 'Iron Boy'. Along with his brother Joseph, Domenic got into character and helped save Sydney from the clutches of his arch nemesis, Ultron, to an adoring crowd on the steps of the Sydney Opera House. You can watch Dom's story [here](#).

“ Wishes truly are magical. We have noticed Dom's confidence grow even more – if that was possible. It gives him the strength, courage and determination to carry on every day.

When he has a tough day, he will think back to his wish and it will help him get through. It will only make him stronger and help him to fight on. ”

– Domenic's mum Nichole

Several celebrities sent messages of encouragement for Domenic, including Liam Hemsworth, Rove McManus, The Wiggles, Fitzy and Wippa, Neighbours stars, sports teams, plus a video from Iron Man himself, Robert Downey Jr. There were more than 13,000 tweets using #IronBoyAU on the day, which helped us trend as number 1 on Twitter for Australia. Twitter also sent a news team to cover Iron Boy's great battle.

The Wish Statement:

TO FLY WITH FAIRIES  
&  
ESCAPE TO FAIRY LAND

The fairy lizard can

very good

to go into

disc

Fly to

## Strengthening partnerships

In 2016 the Business Partnerships team built on our close relationships with major partners, which saw the continued success of custom-made campaigns such as the sale of sass & bide products. We also sought opportunities to connect businesses more closely with wishes, such as inviting local partners to attend Scarlett's wish to see a unicorn fly. The Business Partnerships team also created a range of products and programs to add value to relationships, and encourage all businesses to join our Wish Force.

One new initiative is the Wish Workshop, a compact version of the larger Wish Challenge our friends at Apple take part in. A Wish Workshop sees Make-A-Wish staff and wish ambassadors (former wish recipients) engage with partners to teach their staff what's involved in designing a wish, and enlisting their creativity to help bring a wish to life. Some wonderful wish ideas have come out of these workshops, which have since been made a reality.

Not only does the Wish Workshop allow companies to provide a fun and engaging learning tool for staff, it also gives an introduction to the purpose and importance of a partnership with Make-A-Wish.

“ *This day has been the best staff training day I have ever attended at Johnson & Johnson. I loved that we not only heard about what Make-A-Wish does but we actually got to experience it and take part as a group. Our team walked away really motivated and connected, it was incredible!* ”

– Staff feedback from a Wish Workshop, Johnson & Johnson, June 2016

The Business Partnerships team is now focusing on creating partnerships that are even more bespoke for businesses, with activities suiting each individual business' brand, budget, and corporate social responsibility goals. The team are striving to be at the forefront of the market for charity partners, who are vital to not only raising much needed funds, but to raising awareness for the importance of a wish.

We will continue to strengthen relationships by offering 'lunch and learn' information sessions for partner staff to meet the staff of our charity and learn more about our volunteering and workplace giving programs. We will also add value to relationships by connecting our partners with business opportunities, networking events and direct referrals.





Breanna, 12, diagnosed with liver failure, wished to be an event manager.

## Building communities

Our volunteers play an integral role in the Wish Force, not only in the wish granting process, but with community fundraising too. Volunteer branches are busy holding fundraising events all year round in both regional and metro Australia, from sausage sizzles and raffles, to high teas and black tie balls.

Breanna's wish to be an event manager is just one example of dozens of successful community fundraising events in 2016. The 12 year old also wanted her wish to raise money for us. In collaboration with the Melbourne and Bayside branches and some help from staff, Breanna meticulously planned every detail of her fairytale ball.

In her one-of-a-kind sass and bide dress, Breanna made a grand entrance to a standing ovation of 800 guests – and it was clear how much her journey inspired the crowd.

Guests got involved in the silent auctions, live auction and raffles, and from funds raised on the night, Breanna got to hand over a cheque for an incredible \$125,000 to Make-A-Wish.

Another example is from volunteers with the Cardinia-Casey branch, who held a golf day in June 2016 with long-term supporters, accounting firm Casey Partners. The event raised over \$40,000 through a golf tournament, raffle tickets and fundraising games. The time, effort and contributions from each volunteer branch is greatly appreciated.



**1,060**  
volunteers



**194**  
new volunteers



**25 years**  
celebrated by  
Carol Porter &  
Charmaine Griswood



**30 years**  
celebrated by  
Frank Jackowiak

Congratulations to Christine Moore from the Western Sydney volunteer branch, who was inducted into the Aidan McCann Volunteer Hall of Fame in 2016. Each year at least one of our dedicated volunteers receives this special award, named after former wish child and Melbourne branch volunteer, Aidan McCann, who lost his battle with cystic fibrosis in late 2006.

Christine was recognised for her passion and outstanding contribution, helping to raise thousands of dollars for Make-A-Wish and making wishes come true for more than 120 children in her six years of volunteering.

# Growing fundraising

## Connecting with our supporters in new ways

**The generosity of our supporters – individuals, communities and businesses – is vital for us to continue to make wishes come true. As we strive towards our goal of granting every seriously ill child in Australia their most cherished wish, we want to thank everyone for their ongoing support and contribution.**

In January – August 2016, we continued to grow our donor base, introducing another 13,238 new supporters to our Make-A-Wish family. This period saw a focus on more cost effective and efficient ways of communicating to our supporters through digital technologies.

This included an email [video](#) about Isla’s extraordinary wish to see snow falling and have it land on her tongue, and successfully using SMS to increase donations during our key appeal times. We also developed an online supporter journey so we can take people on every step of the wish journey.

It is important for us to show the impact of a wish so that our supporters know the difference they are making to seriously ill children and their families. This helps people stay inspired and want to help more children’s wishes come true, which is vital as we continue to receive more applications.



**21,475**

Record number of phone calls ever made for January – August



**50**

Supporters confirmed they are supporting us with a gift in their Will



**696**

Highest number of calls received in a week



**14,615**

Number of calls received in this time period

## What we achieved

- We developed Gift Wrapped, our new online shop with a range of merchandise and cards to purchase for occasions such as birthdays, bar and bat mitzvah, weddings, anniversaries, babies, engagements and sympathy.
- The shared appeal between Make-A-Wish Australia and Make-A-Wish Israel continued to strengthen and grow. This unique joint project helps wishes come true for both seriously ill children in Australia and Israel, as appeal funds are shared equally.
- We rolled out a new communications and on-boarding process to welcome new donors to the Make-A-Wish family.
- The Australian team partnered with Make-A-Wish New Zealand to assist in their communications with regular supporters.

# Supporting our people

In 2016 we successfully implemented our new Customer Relationship Management (CRM) system to support a more effective way of working. This involved working closely with Make-A-Wish International to move to Salesforce clouds, establishing new email platforms, transitioning to a new website, upgrading phone systems and more.

The new systems have allowed us to better understand and involve our supporters across the many aspects of what we do, including community fundraising and events, our ongoing business partnerships and connecting people to the wish experience and the life-changing difference it makes to all involved.

The wish platform is now designed to manage the entire wish journey and an ongoing relationship, rather than focusing on a single wish day.

## Making Make-A-Wish a great place to work

Make-A-Wish held an annual organisation-wide survey in April 2016 to better understand the needs of staff and volunteers. We use this feedback to ensure we are doing everything possible to build the collaboration needed to achieve 2,000 great wishes, and ensure Make-A-Wish continues to be a great place to work for both staff and volunteers.

## Survey highlights

### Staff



**98%**

I am proud to work for Make-A-Wish Australia



**100%**

I understand the vision and mission of Make-A-Wish Australia



**98%**

I know how my work contributes to the goals of Make-A-Wish Australia



**98%**

Make-A-Wish really demonstrates commitment to child focus as a value

### Volunteers



**94%**

Would recommend Make-A-Wish as a great place to volunteer



**98%**

Are proud to volunteer with Make-A-Wish



**95%**

Know how the volunteering they do contributes to the goals of Make-A-Wish



**94%**

Make-A-Wish provides excellent outcomes to those we aim to help

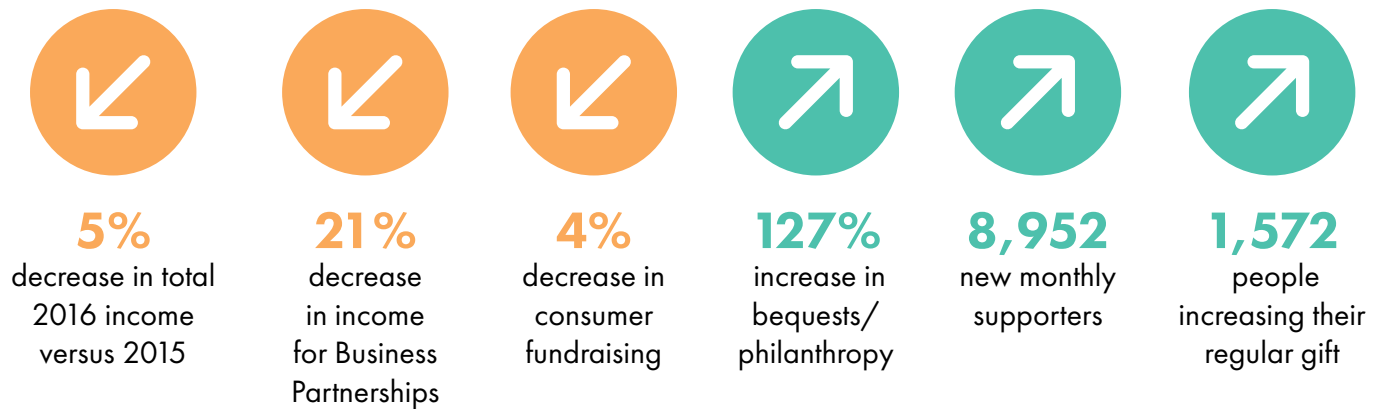
# Financial overview

## Breaking down the numbers

We recorded a loss of \$1.44million for the period ended 31 August 2016, compared to a surplus of \$1.38million in 2015. This result was expected given the shortened financial period (8 months) so as to come into line with the Make-A-Wish International financial year. The organisation is expecting to return to surplus in the new financial year, being a full 12 month period.







Income for the period ending 31 August 2016 is \$10.2million. Using a 12 month comparative, this represents a decline of 5% on 2015.

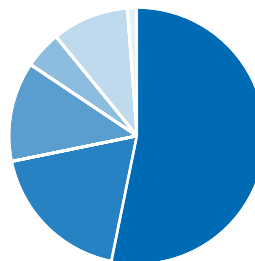
### Key drivers






In order to achieve our goal of 2,000 wishes, we must continue to 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.

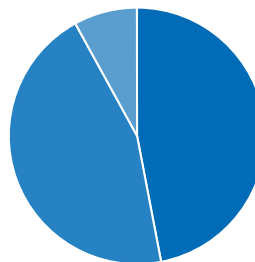
### Where our income comes from

	Individual and community fundraising	53.2%
	Corporate fundraising	18.6%
	Volunteer branch fundraising	12.6%
	Goods and services in kind	4.7%
	Bequests	9.7%
	Other	1.2%



### How we use it

	Wish granting	47%
	Fundraising	45%
	Management and general	8%





Scarlett, 5, living with a rare heart defect, wishes to see a unicorn fly.

## Financial overview

### 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, equipment and merchandise.

### More on our expenditure

- 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 2016 financial statements, please visit [makeawish.org.au](http://makeawish.org.au).

# Thank you

**A huge thank you to everyone who has supported Make-A-Wish in the first part of the 2016 financial period. Whether through volunteering, donations, business partnerships, fundraising, bequests, ambassadorship, social media or word of mouth, we're so grateful to count you all as valued members of our Wish Force.**

## Our board

There were several position changes for the board during this new and shortened financial year period. We welcomed a new Chairman, former board Director Stephen Sharp, plus respected medical professional Dr Peter Downie.

We also welcomed the addition of two new Volunteer Board Representatives, who bring valuable on-the-ground perspective. We greatly value the expertise of each board member, and wish to acknowledge the contributions of our retired members.



**Stephen Sharp**  
Chairman



**Ed Smith**  
Director – ending May 2016



**David Briskin**  
Chairman – ending May 2016  
(Remains a Director)



**Melinda Geertz**  
Director



**Russell Evans**  
Deputy Chairman



**Dr Peter Downie**  
Director



**Cath Mulcare**  
Treasurer, and Secretary  
as of May 2016



**Russell Smith**  
Director and Volunteer  
Board Representative



**Ian Shaw**  
Secretary and Volunteer Board  
Representative – ending May 2016



**Vickie Lester**  
Director and Volunteer  
Board Representative



**Christine Mossop**  
Director and Volunteer Board  
Representative – ending May 2016



**Gerard Menses**  
CEO

# Patrons and ambassadors

## National patrons

- Robyn Moore
- Melissa Doyle

## Ambassadors

- Curtis Stone
- Dave McKenna
- David Foster
- David Warner
- Fraser Ross
- Harrison Craig
- Henry Roth
- Kelly Cartwright
- Kendrick Louis
- Mark Visser
- Matthew Broadbent
- Mitch Langerak
- Nick Maxwell
- Robbie Kruse
- Samantha Harris
- Sebastian Terry
- Soa 'The Hulk' Palelei
- Zac Mihajlovic

# Business partners

## Major partners

- Caltex Australia Petroleum Pty Ltd
- Isagenix
- Qantas Airways Ltd

## Partners

- Arnold Bloch Liebler
- Arthur Reed Photos
- Barry Plant Real Estate
- Big W
- Cachet Homes
- Channel 7 Telethon Trust
- Charity Greeting Cards
- CITIZEN Watches
- Con-X-ion Airport Transfers
- Discovery Channel
- DJ Creations
- dusk
- ENVY Jewellery
- FibreHR
- Finance House Group
- Hard Rock Café
- Hays Recruitment
- Hotondo Homes
- Hyundai Help For Kids
- IGA Tasmania / Cripps Nubake
- King Cotton
- Kreepy Krauly
- Krispy Kreme Doughnuts
- Lenovo
- Leo Burnett Melbourne
- Mineral Resources
- Mirvac
- Muffin Break
- Nankang Tyres
- Peters Ice Cream
- Qantas Loyalty
- RE/MAX Australia
- sass & bide
- Special Children's Christmas Parties
- Tradelink
- Wilson Homes / K&D Warehouse

# Key supporters

## Trusts and foundations

- AFLPA Charity Fund
- Annie Rose and Andrew Lazar Foundation
- Betty Radford Discretionary Trust
- Daly Family Foundation
- Gandel Philanthropy
- Glen & Lisa Richards Foundation
- Greater Good Foundation
- John James Foundation
- Keith Gay Charitable Trust
- Kingfam Foundation
- Lord Mayor's Charitable Trust (Brisbane)
- Peppertree Foundation
- Perpetual Trustees
- Pierce Armstrong Charitable Trust
- Robert and Christine Henshall Foundation
- Scanlon Foundation
- Steadfast Foundation
- The Alfred and Jean Dickson Charitable Foundation
- The Andrew and Geraldine Buxton Foundation
- The Andrews Foundation
- The George & Freda Castan Families Charitable Foundation
- The Marion & EH Flack Trust
- The Orloff Family Charitable Trust
- The Stan Perron Charitable Foundation
- The William Angliss (Victoria) Charitable Fund





# MAKE·A·WISH®

Australia

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