



Celebrating the moments that matter

Annual review
2021-22



Make-A-Wish[®]
AUSTRALIA

"I wish to play soccer with a Power Ranger"


Blaise, 6, acute lymphoblastic leukaemia



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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 Chairman

We started the 2022 financial year optimistic, but were again interrupted by the tail end of the pandemic. Despite this, everyone at our organisation showed their resilience and stayed true to our values and strategies, resulting in a successful year.

Most importantly the team delivered an incredible 301 wishes whilst continuing to embrace the new norm of remote working and creating an online model of volunteering. Any change is difficult, and to have results like this is again a testament to the resilience and positive mindset of our Wish team and sensational volunteers.

Of course we could not deliver these wishes without the exceptional support of our partners and donors, and to all of them I say a big thank you and wish to express our whole hearted gratitude on behalf of the board.

The financial stability of our organisation continues to be strong. The board and management team feel we have struck the right balance of driving partner contributions, innovation and other critical initiatives whilst being ever-vigilant managing of our cost base.

I want to thank all of our incredible supporters, the whole team, the staff and volunteers for their continued passion and unwavering dedication that have made this possible. A truly fantastic result.

Our staff and volunteers remain the bedrock of our foundation. Despite the changing landscape, our leadership team have successfully navigated external challenges and are paving the way for the future.

Congratulations to Sally and the leadership team for another successful year. Our board and leadership team's collaboration has been essential in creating a balanced risk and governance structure without hindering our strategic goals for a sustainable future. Sally and the team have demonstrated a strong dedication to advancing our organisation.

We have had a change of volunteer members on the board with Russell Smith retiring by rotation last year and Julie Blasioli joining. Julie has had a long association with Make-A-Wish, joining the Melbourne branch in 2003 and has served as Branch Treasurer. We are excited to have Julie join the board and look forward to her continued contribution over the coming years.

Finally, I would like to thank our wonderful board for their commitment and devotion to providing the governance and strategic insights that enable us to prosper and evolve as one of Australia's pre-eminent charities. With our continued investment in people, brand, infrastructure, innovation, and a strong financial position we can enter the year ahead with enthusiasm to deliver life-changing wishes for our wish children and families.

Thank you.

A stylized, handwritten signature in white ink, likely belonging to John Armstrong. The signature is fluid and cursive, with a prominent 'J' and 'A'.

John Armstrong



A message from our CEO

Dear Everyone,

If the past few years have taught us anything – it's just how important it is to celebrate the moments that matter. This is something that is never far from our thoughts at Make-A-Wish as we work each and every day to bring hope and joy to our wish kids.

Despite it being another challenging year, we are so pleased with the progress we've made this year, supporting our largest ever number of children and their families on their wish journey. In all, an incredible 301 kids completed their wish journey, including over 50 interstate travel wishes and 18 families travelling to the snow. We are forever in awe of the amazing creativity and imagination of the wish kid's and within these pages you'll see some very special moments as we share these wishes with you.

Of course, incredible wishes such as these are only possible because of the generosity and support of our amazing Wish Force. Our amazing volunteers have done incredible work in difficult circumstances to make wishes possible. We're grateful for their innovative ideas, which have enabled us to rebuild our local fundraising efforts.

We've seen a resurgence of gala balls, golf days, morning teas, trivia nights, BBQs, raffles, street appeals and fitness events. We'd also like to thank the generous contributors who have donated to Make-A-Wish through our regular giving, appeal programs, and community events.

With no Government funding, your support is invaluable and makes a huge difference.

We remain enormously grateful too, to our wonderful Business and Foundation partners. The 2021/22 Hungry Jack's Wishmaker campaign was a huge success, raising an incredible \$1.54M. We thank and recognize the long-term support of Blooms the Chemist, Barry Plant, Disney, Hyundai, Hertz, Sass & Bide, Seed and Tarocash, and the newer partners Coles (SA) and Southern Cross Austereo. We are also thankful for the support of the Steadfast Foundation, Stan Perron Foundation, John James Foundation and Perth Telethon. We are incredibly thankful for their collaboration and the success it has brought.

As we look ahead, we do so with growing optimism. Despite the economic challenges, we have worked hard to upgrade our core systems and technology, along with innovating in new ways to engage with kids and help fulfill their wishes. We look forward to having a greater impact in the years ahead, creating a lasting impact for kids and their families.

As always, I'd like to sincerely thank the Board. In particular, our Chair John Armstrong for his fantastic 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, everyone has the power to make a difference sometimes it's just knowing how.

My best wishes,

A handwritten signature in white ink that reads "Sally Bateman". The signature is fluid and cursive, written on a dark blue background.

Sally Bateman

Our mission and 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:

- Innovation
- Collaboration
- Fun
- Sincerity
- Honesty
- Community



Innovation



Collaboration



Fun



Sincerity



Honesty



Community



Exceptional
Journeys



development



Volunteers
with impact



Financial
stability



Smart
technology

Strategic pillars

Make-A-Wish Australia works diligently to create exceptional experiences for children with life-threatening illnesses through our five strategic pillars.

The first pillar, **Exceptional Wish Journeys**, focuses on creating unforgettable and life-changing wish experiences for children and their families. **Volunteers with Impact** is about engaging and supporting volunteers to create meaningful and lasting relationships. The third pillar, **People and Development**, aims to create a positive culture that encourages and motivates employees. **Financial Stability** involves developing a financially responsible and sustainable organisation. Finally, **Smart Technology**, is about leveraging technology to enhance our organisation's capacity to deliver quality experiences.

We work hard to ensure these five strategic pillars are fulfilled in order to create inspirational Wish Journeys for children and their families.





*"I wish to have fairy wings
and really fly"*

Lilah, 7,
acute lymphoblastic leukaemia

Exceptional Wish Journeys

Despite the ongoing disruptions, we were so pleased to welcome 449 families to their Wish Journey. During the year, we were able to deliver 301 wishes, supported 138 illnesses, accepted 522 more applications for a wish (+15% on the previous year), and granted 35 wish hampers to children under three years of age. We can't wait to make all these wishes come true.

Our Wish Welcomer role saw all **449 families** personally welcomed on to their Wish Journey. Not only was this a great experience for our families, it helped us provide our volunteers with more insights ahead of capturing each child's unique wish.

We also embraced the new-norm of remote working, by creating an online model of volunteering – our Virtual Wish Capture team.

These volunteers are spread across Australia, and come together online specifically to capture the one true wish of our wish kids.

This has helped us reach children where there is no local volunteer branch, and to engage with those kids and families who would prefer an online experience.

The team delivered wishes in the way only Make-A-Wish can, making the impossible possible and truly celebrating the moments that matter.



Image credit: Sophia Bender

301 wishes delivered throughout the year

889 children currently on
their Wish Journey

522 applications for a wish
(+15% on last year)

35 wish hampers granted as part of our
program which supports critically ill
children under 3 years of age.



Oscar's wish

Oscar, 7 and in maintenance chemotherapy for acute lymphoblastic leukaemia, wished to have the ultimate Collingwood experience.

During his treatment, Collingwood was making the Grand Final, so Oscar was able to put all his focus on the games which proved a welcome distraction and a positive force during a difficult time in his life.

Oscar loves Collingwood, but especially the one and only Scott Pendlebury. "Because he is the captain and because he is number 10!" Oscar says. After waiting a very long time for his wish to be granted (you know why!), Oscar never once waived in his wish choice. He really, really wanted to run out onto the footy field with Pendles!

Collingwood Football Club were incredible and once they learned about Oscar's wish they sprung into action, sending him a guernsey and a video call with Brodie Grundy to keep him excited until finally, the big day arrived. Not only was Oscar going to run out onto the field for the big game, but he was also going to attend their training day too!

Oscar met all the players, got a shiny new pair of footy boots, and lots of merchandise that all the players signed on the day. He even ran the water out, alongside his trusty sidekick and brother Max, to keep the players hydrated! It didn't stop there: Collingwood gave the family a tour of the club, where the boys got to raise one of the Collingwood premiership cups!

"I had the best time ever and can't wait to grow up to be a Collingwood champion like Pendles!" Oscar, wish kid

Last but definitely not least, a few days later, a limo escorted Oscar and his family to the game where they were met and taken down to the boundary line. Oscar cheered for the boys as they ran out before Pendles came over and grabbing Oscar's hand, ran with him through the banner!

Thank you to Collingwood Football Club for their ongoing support of wishes, and to all the AFL clubs who get behind our wish kids, thank you.

"I wish to have the ultimate Collingwood experience and meet my favourite player, Pendles"

Oscar, 8, acute lymphoblastic leukaemia



People & development

As a united organisation, Make-A-Wish has navigated what our new normal is becoming. Flexibility is key to our employee value proposition which has enabled staff to continue hybrid working by choosing their preferences for working in the office or remotely.

Toward the latter part of the year, we have seen more individuals and teams opting to spend more time working from the office which is leading to a greater degree of connectedness.

Our All-in Days on a Thursday have been a highlight for our people to meet each other in real life, reconnect and to really celebrate the moments that matter, together.

Through the *Inside Out: Wellbeing at Make-A-Wish* strategy, we maintained our concerted efforts on our people's mental health and wellbeing whilst striving for balance and enjoying our work.

Some of the highlights from this strategy have included:

- Running training for a discrete group of 12 staff to become our Mental Health Champions.
- Continued a series of education session through lunch and learns plus more in-depth Peer Supervision sessions for teams impacted by the unique nature of their roles.
- We introduced our successful peer to peer recognition program *Shout out to the Stars* which is a feature of our staff Wellbeing newsletter.
- There has been great uptake and awareness of staff and volunteers for The Resilience Box and Employee/Volunteer Assistance Program.

Continued on next page



People & development (cont.)

We kept hearing stories of the “Great Resignation”. To counter the risks of significant staff turnover the Senior Leaders of Make-A-Wish made a commitment to focus on our staff and their development opportunities.

We held our first people day to identify the strengths and opportunities of our staff; this was followed by a series of initiatives to develop and grow the capabilities of our people:

- Working with a skilled volunteer a select number of staff received Leadership Coaching.
- This same skilled volunteer delivered a number of Leadership Development workshops.
- Culture Amp is an all-in-one platform that allows organizations to measure, manage, and improve employee engagement, performance, and development. Make-A-Wish has expanded its Culture Amp licenses to include Engage and Effectiveness monitoring and progress. This means they will now be able to use the platform to review engagement surveys, performance development reviews, probation reviews and exit interviews. All really important steps to ensure we are being as efficient as possible and spending the maximum amount of time creating exceptional Wish Journeys.



Key stats from the staff engagement survey

96%

of staff said they know how their work contributes to the goals of Make-A-Wish

96%

are proud to work for Make-A-Wish

96%

of staff said they know what they need to do to be successful in their role

95%

said their direct manager genuinely cares about their wellbeing

93%

felt genuinely supported if they chose to make use of flexible working arrangements

93%

of staff said their immediate manager encourages people with different ideas and opinions to speak up

Volunteers with impact

In 2022, our wonderful Make-A-Wish volunteers continued to shine and inspire us with their patience and resilience as we faced ongoing challenges due to the pandemic.

While COVID restrictions continued to change and evolve, our volunteers became adept at managing in-person and online operations to ensure sick children's wishes were granted, and lasting family memories were created.

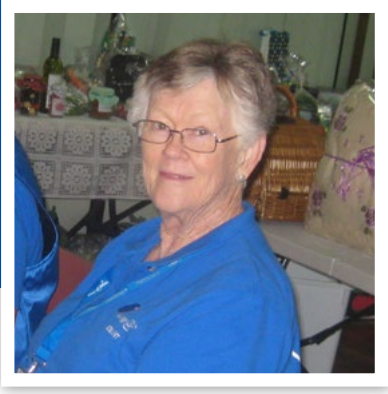
At HQ, our Volunteer Programs team managed the program while considering how to support our volunteers for the long term best. The team consulted and involved volunteers on several important projects, resulting in the following achievements:

- **The Perth region redevelopment project** led to the creation of three new Perth branches – Central, North and South. A highly successful collaboration between HQ and a group of self-elected volunteer champions to ensure the region achieves long-term, sustainable success.
- **Establishing the Virtual Wish Team**, helping capture wishes where our local volunteers can't reach, resulting in approx 13% of captures in 2022.
- **The 2022 Branch Goal Setting Survey** identifies challenges and opportunities presented by volunteers in recruitment, engagement, wishes, fundraising and communication, resulting in valuable insights into the 22/23 program and beyond.
- **2022 Office Bearer elections** to prepare for the new term beginning 1 September. We thank those who held roles from 2020-22 for their ongoing dedication and commitment and welcome those stepping into new roles for the present two-year term. We look forward to their leadership and valued contribution to the program.

Moving forward, our key focus is to continue providing our incredible volunteers with opportunities to connect and participate in different ways. We also want to ensure they remain active and engaged members of our Wish Force through improved communication and a reimagined reward and recognition program.



Kaye Williams

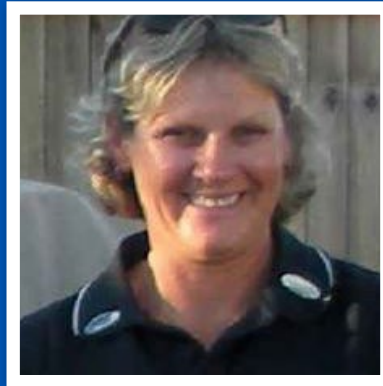


Marcia Thorning

Kate Ball



Maree Deeth



Julie-Ann Patterson

Volunteer milestones

Since 1985, Make-A-Wish Australia has given hope and joy to over 10,000 children and their families through the granting of a life-changing wish. Without the tireless and selfless dedication of our volunteers, granting so many wishes would not have been possible. We thank them for sharing their time, skills and energy so generously.

**30 years
of service**

- Kaye Williams (Bundaberg Branch)
- Marcia Thorning (Mackay Wish Granting Team)
- Kate Ball (Adelaide Central Branch)
- Maree Deeth (Bayside Branch)
- Julie-Ann Patterson (Bundaberg Branch)

**25 years
of service**

- Joy De Jong (Cardinia-Casey Branch)
- Rachael Dittrich (Barossa Valley Branch)

Sahara's wish

By the time Sahara could first walk and talk, her mum Tanya saw how greatly she connected with every kind of animal – but especially furry friends who needed a home.

At home they currently have 3 dogs, 5 cats, mice, chickens, and scorpions as pets. Sahara's love for animals grew even stronger after she acquired a brain injury two days before her 13th birthday, just before Christmas.

The now 16-year-old has spent years recovering with the help of her animals, a feat that doctors never thought possible.

"She had an existing bowel condition and a tube and button to help flush, which blocked one night. When it unblocked too much fluid went through and it caused her to go into cardiac arrest, and all her organs shut down. She was in a coma for 13 days before she woke up – it was very scary."

"They call her the miracle child. They told me she wouldn't survive." However, she continued to beat the odds with therapy to regain use of her legs, her speech and the ability to eat and swallow.

When asked what Sahara wished for – her deep sense of compassion and caring was more obvious than ever.

She wanted to care for rescue animals, of course!

"This wish absolutely highlighted her compassion. She wants to help all the animals – sometimes too much!"

Sahara's wish turned into a week-long urban adventure for her and Tanya. Flying from Perth to Melbourne, they included activities planned by the teams at The Lost Dogs' Home and Lort Smith animal shelter. Sahara was never without a furry friend nearby.

Her next few days included feeding fluffy felines in the adoption centre, sharing treats with very cute pooches and puppies, attending all important foster animal consults, dog-walking, and training sessions with the Behaviour Department, and of course providing enrichment to the cats.

The highlight came when Sahara asked to name three little kittens. She thought they suited Belle, Trixie and Simba.

"She's taken away an even bigger love for animals, and a better idea of what direction she wants to head in. A wish like this gives a child something to look forward to – she's never stopped talking about it!"



"I wish to spend time caring for and playing with rescue animals"

Sahara, 17,
acquired brain injury

Business Partnerships

Make-A-Wish acknowledges our corporate partners who have been instrumental in ensuring the continued delivery of granting wishes to seriously ill children across Australia. We are particularly grateful to the ongoing commitment and unwavering support of our Major Partners, including Hungry Jack's, SCA, Blooms The Chemist and Isagenix, who provided support in a wide range of areas, including workplace volunteering, in-kind donation support, sponsorship and financial contributions.

Every partnership is valued by Make-A-Wish, and we are delighted to share with you some of the highlights from the 2021-2022 year:



Hungry Jack's

Make-A-Wish was delighted to be again working alongside Hungry Jack's to deliver the Wishmaker campaign.

This highly successful campaign raised **\$1.52 million** to support our travel and experience wishes, which have been amongst the most impacted wishes from the ongoing effects of the pandemic.



Coles (SA & NT)

The energetic and passionate team at Coles SA & NT partnered with Make-A-Wish, inviting Coles shoppers to purchase a \$2 Make-A-Wish donation card with proceeds helping to bring joy and hope to sick children when they need it most.

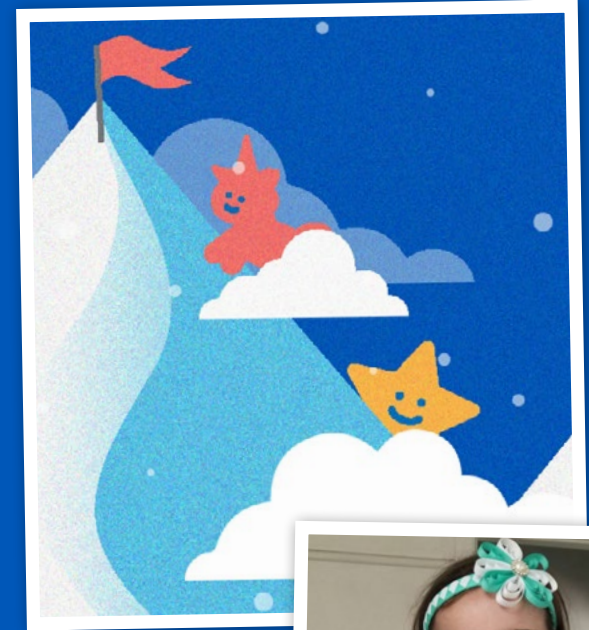
An incredible **\$223,000** has been raised, a result not possible without the enthusiastic Coles team members supporting the campaign.

Business Partnerships (cont.)

SCA

In 2022 Make-A-Wish celebrated the commencement of a two-year partnership with Southern Cross Austereo (SCA) as part of its charity program, SCA Embrace. This partnership has provided Make-A-Wish with in-kind advertising support for our campaigns, strategic support and consumer insights, and content and promotional support across their media assets.

SCA staff have also supported the partnership by providing creation ideation, research, local community activities and volunteering their time. This partnership has allowed Make-A-Wish to reach millions of Australians and make even more incredible wishes come true for children with critical illnesses.



Steadfast Foundation

Make-A-Wish was proud to be nominated as the charity beneficiary of the Steadfast Convention held in 2022. With over 2000 people visiting the Make-A-Wish stand at the conference alone, followed by a gala dinner, over **\$315,000** was raised.

It was beautiful to see former wish child Archie (Australian Cricket Captain) and his mum inspire the attendees their wish experience.

Business Partnerships (cont.)

Major Partners

Our Major Partners have continued to make outstanding contributions to making wishes come true for seriously ill children across Australia. We are sincerely grateful for your continued commitment, energy and passion for Make-A-Wish.



coles

SCA



Official Partners

Our Official Partners provide generous support and collaborate with Make-A-Wish to bring more wishes to life, making a life-changing difference to kids in their community.

- Austbrokers Countrywide
- Barry Plant
- Better Living Group
- Coles SA & NT
- Hallmark
- Hertz
- Hotondo Homes
- Hyundai Help for Kids
- King Cotton
- oOh! Media
- Re/max
- sass & bide
- Seed Heritage
- Steadfast Foundation
- Special Children's Christmas Party
- Tarocash
- The Walt Disney Company



"I wish to go to the Northern Territory to see Ayres Rock."

Summah, 16,
acute lymphoblastic leukaemia

Business Partnerships (cont.)

Community Champions and Wish Collaborators:

- Arnold Block Leibler
- Bernadi Group
- BGIS
- Big 4
- Bingo Loco
- Cadbury
- ConXion
- DJ Creations
- Elders Real Estate
- Fibre HR
- FMG
- Forde Property
- Frequent Flyer
- Goodman Fielder
- Hello Plumbing
- Headland Excavation
- Hills
- Leo Burnett
- Merlin International
- Montgomery Club
- On the Run
- Professor Lea
- Waters AM, PhD
- Qantas
- Ritchie's
- Robert Half
- Roberts Real Estate
- Spantec
- Exedy
- The Langham
- Hilton
- Two Moos
- Vantage Fuels
- Wilson Homes
- Ziggies
- Zoono
- Caring For You
- Arch Insurance
- Scentsy
- JJ Richards
- Lory Construction Group
- Contract Power
- Gable Construction
- Jacor Construction
- Wolters Kluwer
- Cox Automotive
- Brandt
- Porsche
- Kraft Heinz
- Kaporis Bros
- Fingermark Global
- Rubicon
- Lifestyle Hustlers
- Lexicon Digital
- Specsavers
- Door 2 Door
- Sunbites
- AirBNB
- UAA Pty Ltd
- Vero
- Hollard
- Contract Power
- Gable
- Constructions
- Qantas
- Launch VIC



"I wish to have a two-storey treehouse"

Henry, 9, acute lymphoblastic leukaemia

In partnership with Hotondo Homes

Philanthropy

The generosity and commitment of Make-A-Wish's philanthropic partners throughout 2021-2022 have continued to enable us to build capacity for now and into the future. Over the past year, the wish program has seen an increased demand for its services, and from the tremendous support of our philanthropic partners, we have been able to plan and scale our program where required and continue to deliver inspirational wishes for those in need.

Our philanthropic community's impact is extraordinary, and we value their dedication to continuing this journey with us. We want to make a special mention to **The Stan Perron Foundation**, which has been supporting Make-A-Wish for the past twenty years in Western Australia. Their unwavering commitment is to be commended, and our work in Western Australia would not be possible without them.



John James Foundation Partnership

Make-A-Wish Australia is excited to announce its new partnership with the John James Foundation (JJF), following their support for many years to help grant life-changing wishes for kids. This will ensure the continued delivery of wishes in the ACT while building our capacity in the region.

The relationship is the first of its kind for the JJF. It is an exciting opportunity for both organisations to work together to strengthen health outcomes in the Canberra community and beyond.

Over the next three years, the JJF will financially contribute to all ACT wishes to help make more wishes come true.

Ash Barty artwork
in collaboration with
The Swatch Group
for Make-A-Wish
Australia



Philanthropy (cont.)

Thank you to the extraordinary generosity and continued commitment of our incredible donors, supporters, foundations and legacies who continued to give in 2021-2022.

We want to thank the following estates, trusts, foundations and major donors who have each made significant contributions this year to ensure the wishes of seriously ill children across Australia can continue to be granted into the future.

List of Major Donors

- Ann & Leo Browne
- John Dickson
- Mark Francis
- Stephen Sharp
- Greg Hayes
- Barbara Cohen
- Andrew Buxton
- Cheryl Baer
- Rodney Equid
- Karen Hislop
- Melissa Vivian
- Mena Betros
- Nathan Kelley
- Maxine Bowness
- Jill Tilbury
- Yvonne Mee
- Chris Daly
- Ash Barty – artwork
- Roseanne Amarant
- Ameen Khan
- Phil Hancock
- Erica Kirby

Trusts & Foundations

- TG & JM Matthews Foundation
- The Orloff Family Charitable Trust
- David Z Burger Foundation
- The Alfred & Jean Dickson Foundation
- 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
- The Prance Family Trust Fund
- Peter Robert Bauer Memorial Fund
- Channel 7 Telethon
- John James Foundation
- James Schreuder Foundation
- The Stan Perron Charitable Foundation
- Aurizon Holdings Limited
- Perpetual Trustees
- Queensland Community Foundation
- The Swatch Group
- Susie Walker Fund

Philanthropy (cont.)

Bequests

- Estate of the Late Nellie Doris Wilding
- Estate of the Late Gordon Leonard Smith
- Estate of the Late William George Whitney
- Estate of the Late William Richard James Finighan
- Estate of Gregory John McMahon
- Estate of the Late Lennard Brett Pattinson
- Estate of the Late Judith Lorraine Turner
- Estate of the Late Betty Rose Bateman
- Estate of the Late Philip Stephen Iuel Wilkinson
- Estate of the Late George Whitney
- Estate of the Late Kathleen Carmel Lee
- Estate of the Late Blanka Klein
- Estate of the late Stephen James White
- Estate of the Late Nancy Harwood
- Estate of the Late Terence Vincent Evans
- Estate of the Late Philip James Mackin
- Estate of the Late Leslie Edward Allen
- Estate of the Late Jean Allan Guthrie
- Estate of the Late Gordon Leonard Smith
- Estate of the Late Gary John Thomas
- Estate of the Late Robert Ian Bramley
- Estate of the Late Anthony William Swinton
- Estate of the Late Guy Kirt Giffen
- Estate of the Late Patricia Agnes Glassop
- Estate of the Late Dugald Grant McDougall
- Estate of the Late Ross Harley Heinjus
- Estate of the Late Nancy Harwood



*"I wish to meet Willy Wonka
and have a tea party with him"*

Hunter, 7,
retinoblastoma



"I wish to have my own horse to ride everyday"

Erin, 10,
metastatic Wilms
tumor

Over 3,700 new donors
joined our Wish Force

\$1.75 million was raised
through individual donations

\$3.8 million was raised
through monthly donations



"I wish to go to the snow and have a cameraman film my trip like a movie"

Kaylee, 11,
acute lymphoblastic
leukaemia



Storytelling appeals and regular giving

Thanks to our fantastic group of donors, wishes continued to deliver joy and hope to families across Australia. As the lifeblood of our organisation, our donors enable incredible, life-changing wishes to become a reality for sick kids, and for this, we couldn't be more grateful.

Throughout 2021-2022 we shared the stories of Lylah's wish for an outdoor play space, Kaylee's wish to visit the snow for the very first time, Mali's wish to travel around Australia and Erin's wish for a horse of her very own to ride and do jumps with. The incredibly compassionate response to these stories supported the delivery of over **\$1.75 million**.

And our amazing group of Regular Donors kindly donated over **\$3.8 million** through their monthly gifts; this ongoing and reliable source of funding has helped our Wish team immensely in planning the delivery of monthly wishes. A lot can happen in a month, and thanks to our Wish Force, more wishes can be delivered daily.

"Thank you. For all that you do. All you achieve. For making dreams come true. For smiles and happiness and innocent joy. For changing lives for the better. For reminding us that life is too short and too precious to waste any of it. For showing us the world is a wonderful place." Tina, Sharny's Mum

Thank you for sharing our vision of creating joy and hope for sick kids when they need it most. It's only with you by our side that wishes are possible.

Madison's wish

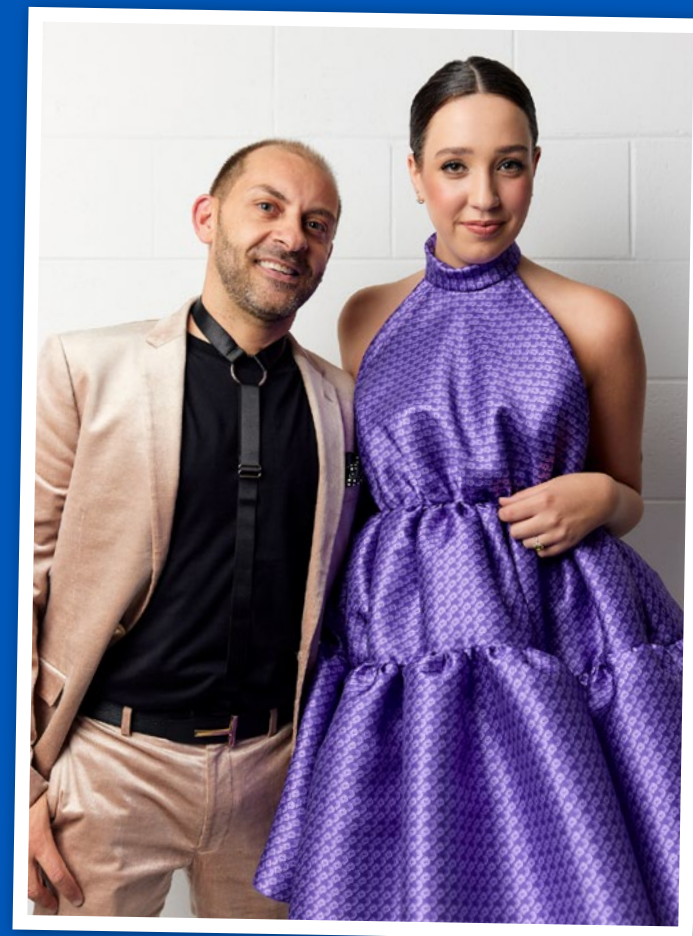
Fashion, food, and all things Melbourne. That was Madison's wish.

Starting off with a bang, she met with Melbourne designer JASONGRECH to be fitted for a custom dress to wear the evening of the closing Runway for the Melbourne Fashion Festival.

Next up was a shopping spree around the vibrant streets of Melbourne city where she finished the day with VIP tickets to the independent runway of Aron Katona at the Mayfair Ballroom at the Grand Hyatt.

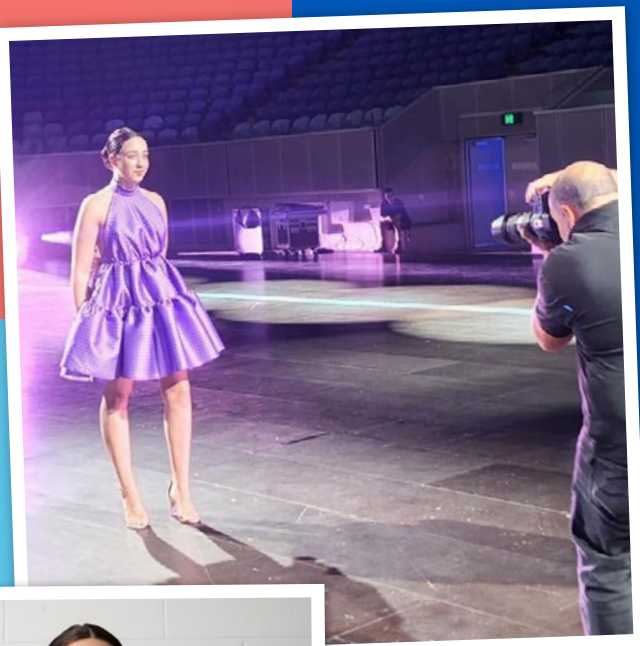
Saturday marked the beginning of the pinnacle of her wish – attending the Melbourne Fashion Festival! Hair and makeup artist Kate Radcliffe dolled Madi and her Mum with runway-ready hair and makeup before the limo arrived to take the guests in style to the show. Once there, Madi went backstage to meet with Jason wearing the custom-designed dress garnering an immense amount of compliments. She met the models, designers and backstage crew of the MFF show. Before the show got started, she was met with the opportunity to pose for photos on the runway and take it all in, in an empty arena.

Madison and her family took in the show front and centre – making her wish weekend all she dreamed.



“I wish for the ultimate trip of fashion and food in Melbourne”

Madison, 19,
acute lymphoblastic leukaemia



Community Fundraising

In 2021/2022, wish families supported our Third Party and Branch fundraisers to reach incredible heights, putting Make-A-Wish Community Fundraising back on a path to generating pre-COVID results.

Our Community Fundraising program was absolutely full of inspirational, generous and determined superheroes like **Sean Bell**, who ran from Cairns to Melbourne while fundraising to grant more wishes for our incredible wish kids.

Encouraged by his conversations with former wish child Claude who wished to meet Ben Simmons and his Dad, Sean raised \$100,000 to supercharge our wish program.



Another superhuman, **Hayden Ashton**, set off on a 12-month journey around Australia with his Real Australian Dream Tour, playing gigs at Caravan Parks and fundraising to grant wishes.

Hayden was inspired by the many wish families and Make-A-Wish volunteers he met along the way as he edges towards his \$50,000 fundraising target.



Community Fundraising (cont.)

Ride for Wishes returned this year to double its tally.

Pictured here is Team Keen Kapara, consisting of sixteen residential nursing home residents who signed up to ride to support our Wish Program. Mel, aged 92, rode 10kms, and Rose, 78, walked 20kms.

Rose said, "I like fundraising for children. When many people are involved, it can make a big difference".



Bake A Wish returned, raising \$55,000 and featuring our Head Bakers, TV Star Justine Schofield and wish child Poppy, who wished to make sausage rolls with her favourite chef.

One of our top fundraisers was incredible wish mum Melissa Pryor whose daughter Harriett just experienced a butterfly adventure in Cairns. Melissa raised an impressive \$2,948. Go, wish mum!

Melissa, right, and Harriett, left, with their Bake A Wish baked goods. They baked butterfly inspired cupcakes inspired by Harriett's love of butterflies and her butterfly wish.

Community Fundraising (cont.)

Make-A-Wish Volunteer Stephen Rowe and host of the Fiveaa Sports Show on the radio in Adelaide set off on **Rowey's Ride to Rusden**. Rowey and a team of fellow South Australians set off on a day-long ride from Adelaide CBD to the Barossa Valley, an enormous 80 km.

The team managed to raise a hugely impressive \$100,000 and ended the ride with a dinner featuring former wish child Archie. Rowey's fellow volunteers across the country delivered an impressive portfolio of events throughout the year. While ensuring COVID safety, and with a few postponements, our resilient and tenacious army of volunteers raised a massive \$1.37M (nearly double the previous year).



It was a record year of **Gala Balls** for Make-A-Wish! Starting with a bang our Sydney committee, finally held their Sydney Gala Ball; the Adelaide Ball returned, and Gold Coast held a fancy James Bond-themed event.

Everyone at Make-A-Wish has been thrilled to see our events return, and our volunteers have been able to provide countless memorable experiences for their community whilst also funding life-changing wishes. Wow!

Building an inspirational brand

Our Marketing team exists to create an inspirational brand through hard work and dedication. We are proud to have been recognized by YouGov's list of the most considered charities as we continue our mission to build an inspirational brand one wish at a time.

Inspiring through storytelling

We are so grateful to the members of our Wish Force who allowed us to share their inspiring stories and demonstrate the way wishes bring joy to communities across Australia.

Storytelling is a key element to our brand strategy and this year, we were able to explore new ways to create content to reach and engage with digital audiences.

Highlights included

- Developing the Make-A-Wish voice app in partnership with Australian conversational AI experts TalkVia and Amazon Alexa Australia.
- Creating engaging social media content, focusing on the ever-changing algorithm and introducing Reels.
- Generating localised content that connected communities to wishes in their area through out-of-home media.

"I wish to go to the snow for the first time to throw snowballs"

Cooper, 9,
Aicardi Goutieres
syndrome



Our digital footprint in 2021-2022

228,000 visitors to our website (+34%)

+14% growth in impressions through Instagram

134k people connect with us through social media

Building an inspirational brand (cont.)

Wishes in the media

Thank you to the media outlets who shared the stories of our inspirational Wish Force, giving us more than 2,100 media hits and engaging hearts and minds to spread awareness and support.

We are especially grateful to **Wrights PR** for their hard work in securing such wonderful media coverage for our wish stories and fundraising campaigns. We are also so appreciative of **oOh! Media** for their ongoing support, allowing us to reach people all over the country with their out-of-home advertising. We couldn't have done it without them!

INSPIRED, IN THE LONG RUN

SARAH BOOTH

AFTER more than 4000km the end is in sight for Sean Bell - but he never lost track of his goal.

The 24-year-old set out to run from Cairns to Melbourne - averaging 66km a day for 60 days - to raise \$60,000 for the Make-A-Wish Foundation.

He will reach the MCG on Friday for a victory lap, before running his final 60km at his local athletic track a day later in Vermont, where he is inviting the community to join him.

He said the thought of the 800 seriously ill kids waiting on a wish, be that a puppy or a family holiday, and the generosity shown by others kept him going.

"Their wishes mean so much to their family," he said. "Everyone's been so supportive."

He pointed to people who supported his efforts, such as a North Queensland caravan park owner he ran into early on his route, who tracked him every night and organised accommodation.

The running coach, who hit his goal of raising \$60,000 mid-interview with the Herald Sun, said he has "loved every minute".

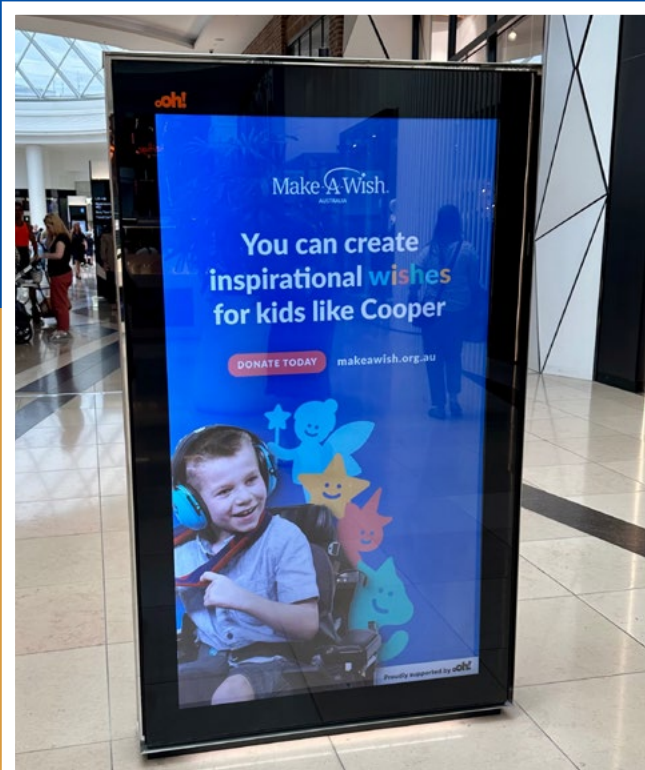
"It's taxing on both the body and mind but it's been an amazing journey," he said. "I'm really inspired by the work Make-A-Wish do."

He said his motivation stems from when he was 18 and his friend died, showing him "how precious life is".

"It changed my perspective," he said. To donate, visit seanbellrunforwishes.com/



Sean Bell will complete the penultimate leg of his run at the MCG. Picture: Nici Connolly





Zeth's wish

New Year's Day 2018 will be a day etched forever in the minds of Zeth and his family. The then 7-year-old was diagnosed with Wilms tumour.

A growth the size of a soccer ball was in his stomach and crushing his left kidney. Zeth's big sister Kayla said the diagnosis shocked their whole family.

"You don't expect your child or your youngest brother to have cancer," Kayla said. "It was heartbreaking knowing he was going to have to experience the pain and all the issues that come along with treatment."

Doctors used chemotherapy to shrink Zeth's tumour. Then radiation to stop the cancer from spreading to other parts of his body. The tumour eventually shrunk enough that doctors could remove it in surgery. As Zeth's tumour got smaller, his wish started to grow bigger.

Zeth's wish was to meet Spider-Man and have the ultimate day with him! To make Zeth's wish happen, Make-A-Wish teamed with Disney to design an unforgettable wish for Zeth.

Zeth's wish day included superhero training on how to zipline, how to fly (at iFly) before finishing at Scitech museum, where he and Spider-Man caught up with and subdued the evil mastermind Doctor Octopus and his ominous 'Quantum Configurator'. Perth Police then congratulated Zeth and awarded him a medal for his valour. Kayla said the wish day was "full of so many 'wow' moments".

"For us the wish day is an end to Zeth's journey. And it's ending his journey with a really big bang"

Kayla, Zeth's sister

"Zeth is one of the most beautiful kids you'll ever meet, and he's had such a tough journey, but for us, the wish day was an end to Zeth's journey," Kayla said.

For Zeth, the highlight was the zipline, where he overcame his fear of heights and was brave for Spider-Man.

"It was the best day ever," he said.



"I wish to meet Spider-Man and have the ultimate day with him"

Zeth, 12,
Wilms tumor



*"I wish to have my very own
French Bulldog named Rocky"*

Elijah, 7,
lymphoma

Smart technology

Our Data and Technology team is composed of highly skilled and experienced individuals who are committed to finding innovative solutions to challenging problems.

The **Salesforce Unification Project (SUP)** was a remarkable success in Q2 2021-22. We achieved our goal of consolidating two Salesforce databases into one, extending our fundraising capabilities, and replacing our payments platform with Stripe while also introducing several new integrations. Thanks to the dedicated collaboration between Traction on Demand and Make-A-Wish, we were able to overcome a range of challenges, including budget limitations, a competitive recruitment environment, and complex features.

IT Cyber Security Enhancements

We've made great strides in our IT Security with a successful overhaul of our Security Policy and Procedures. This has given staff and contractors a clear and structured security framework to keep up with the ever-changing security landscape.



*"I wish to play soccer
with a Power Ranger"*

Blaise, 6,
acute lymphoblastic leukaemia

Smart technology (cont.)

Support Care Service Expansion (now Community Support)

We've upgraded and expanded our Supporter Care (now known as Community Support or CS) team to offer an even better customer service experience. We've consolidated several services into the CS team, such as wish application processing and wish shop activities - with even more exciting services to come soon!

Despite limited resources and a competitive market, the team and organisation have persevered. Through teamwork and collaboration, our team has put in extra hours and even worked weekends to make sure the projects get done. They've gone above and beyond in their efforts to meet our goals.

We are focused on keeping our environment and data secure through weekly business conversations, training, communications, and regular reviews of our technology. This enables us to prioritise the security measures that are most important to our business.

Thank you

We are extremely grateful for the exceptional work Traction on Demand (now part of Salesforce) has done for the Salesforce Unification Project (SUP). The team at Traction on Demand demonstrated remarkable commitment in delivering a great solution to Make-A-Wish while managing the costs and resources of the project. We thank them for their dedication and excellence.



A spotlight on innovation

At Make-A-Wish, innovation is in our DNA - we have a long and proud history of making the impossible possible!

In 2021, we formed our new Innovation function to deliver even greater creativity, imagination and impact across the organisation.

Our first project was **the Imagination Lab**, and we formed partnerships to bring the subject matter expertise needed to succeed.

- Our founding partner, **The Walt Disney Company Australia & New Zealand** gave us access to their talented Imagineers (and much-loved characters),
- **Two Moos** provided the digital design expertise, and
- **Professor Lea Waters, PhD, AM**, brought her knowledge of positive psychology and signature strengths.

Together, we developed a world-first digital app experience for wish children called **the MyWish app**. The innovative app was designed to spark greater imagination and creativity in the Wish Journey, introducing positive psychology principles to help children better cope with the ups and downs of their life and medical journey.

Continued on next page



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A spotlight on innovation (cont.)

Throughout 2021/22, Make-A-Wish trialled the app with 60 wish families to better understand its potential impact and role in complementing the Wish Journey. Thirty families used the app, while the same number did not (our control group) to determine whether using the app helped to increase emotional and character strength literacy.

Initial analysis by Monash University has been promising, and we look forward to sharing more about this project in 2023.

“Every child is unique and has their own strengths or ‘superpowers’. The MyWish app prompts kids to explore their best qualities and use them to build greater resilience and confidence – which they can draw on throughout the Wish Journey and beyond.”

- Professor Lea Waters, PhD, AM.

“My son related [to] the characters in the app, even though he didn’t always understand the words. It was perfect; it was like a visual dictionary, it made him understand.”

-A wish mum reflecting on the impact of Disney characters during the MyWish pilot.

“He just loved playing around with it, like when he would discover new things, like the Rion!”

-A wish mum reflecting on the creative challenges inside the app, such as ‘draw a picture of a Rion – a rabbit crossed with a lion!’

We can’t wait to see where our innovation focus and collaboration with our amazing partners take Make-A-Wish and our wish kids next!

Financial review

In 2021-2022, Make-A-Wish Australia recorded a surplus of \$0.18 million. Expenses were slightly higher for the year as a result of investment in technology, with the consolidation of our Salesforce platforms completed. Due to market fluctuations in a challenging year for stock markets a modest deficit was recorded overall \$0.2M, as a result of unrealised loss on portfolio.

Despite the ongoing challenges and economic uncertainty associated with COVID-19, we successfully maintained our surplus (excluding the unrealised loss on the portfolio) through a series of measures, including:

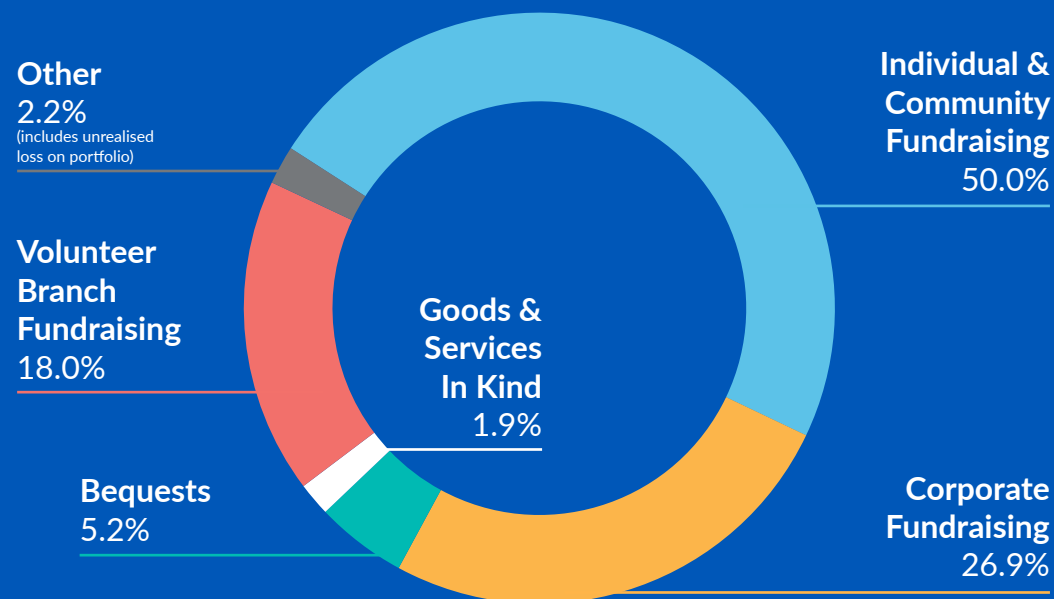
- The ever-vigilant management of our cost base.
- The second Hungry Jack's Wishmaker campaign, which beat the first year total and raised an incredible \$1.52 million for wish kids.
- The generosity and long-term commitment of our corporate supporters.
- The return of events, with the community coming out in force to support us.
- Managed increased wish costs due to the reintroduction of travel wishes (as restrictions eased) and generally higher costs.

Despite varying levels of lockdowns and restrictions, we worked hard to grant a staggering 301 wishes while always keeping the safety of our wish kids, families and volunteers front of mind.

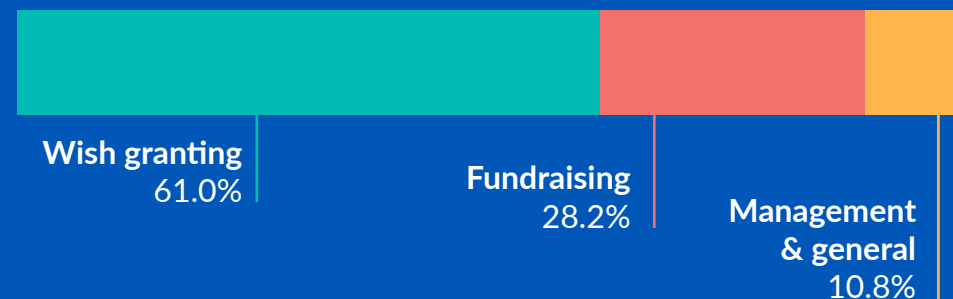
Looking ahead, we will continue to manage our cost base and grow and diversify our revenue streams in order to support new wish family applications and grow our wish program and its impact into the future.

Key statistics

Where our money came from:



How we used it:





"I wish to go the unicorn forest and meet a unicorn"

Sophie, 6,
acute lymphoblastic leukaemia

Thank you

We would like to express our sincerest gratitude to Make-A-Wish Australia's volunteers, partners, donors and supporters. Your compassion and dedication to granting wishes to children with life-threatening medical conditions is truly remarkable. You have made a difference in these children's lives, giving them hope and joy when they need it the most.

Your commitment to the Make-A-Wish mission is inspiring. From those who have volunteered their time and resources, to those who have donated, to those who have spread the word about our work - we thank you. Your generosity has enabled us to grant wishes to children in Australia and change their lives for the better.

We thank our volunteers and partners for their unwavering commitment to Make-A-Wish. Our volunteers are often the ones who have the biggest impact on a wish child's life.

From being a source of support and comfort to helping to plan the wish, our volunteers are the backbone of Make-A-Wish Australia. We are also grateful for the support of our partners, who have helped to make these wishes come true.

We would also like to thank our generous donors for their support. Your donations enable us to provide an unforgettable experience that can bring so much joy and hope to a wish child and their family. Your support has made a real and lasting impact on the lives of many children. For that, we thank you. Your kindness and generosity will never be forgotten.



*"I wish to spend time with Batman
and go on a treasure hunt"*

Denzel, 6,
acute lymphoblastic leukaemia

Thank you



Melissa Doyle
National Patron



Robyn Moore
National Patron

Our Ambassadors

Mack Horton
Zac Mihajlovic
Fraser Ross
Owen Bowditch
Andrea Alzened
Hamish Nelson
Claude Nelson
Archie Schiller
Niamh Sullivan

Our board



John Armstrong
Chairman



Sally Bateman
Chief Executive Officer



Steve Billingham
Deputy Chairman



Sarah Saville
Treasurer & Chair of the
Finance & Audit Committee



Melinda Geertz
Board Member



Russell Evans
Board Member



Dr Margaret Little
MBBS, FRACP, PhD
Board Member



Amanda French
Volunteer Representative



Julie Blasioli
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