

I wish to visit  
the moon

Dwayne, 4  
refractory epilepsy

Annual report 2017 – 2018

# THE NEXT FRONTIER

Make-A-Wish<sup>®</sup>  
AUSTRALIA



”

*“Bailey’s wish has helped take the focus off the not-so-great memories of this past year, and has brought him so much joy and happiness”*

– Bailey’s mum

I wish for a mow mow so I can mow the grass with my poppy

Bailey, 5

Langerhan cell histiocytosis

# CONTENTS

CEO REPORT .....	4
CHAIRMAN REPORT .....	5
WHAT WE DO .....	7
ABIGAIL'S UNICORN WISH .....	7
DWAYNE'S MOON WISH .....	9
CHARLI'S PUPPY WISH .....	11
VOLUNTEERS .....	13
PEOPLE & CULTURE .....	15
PARTNERS & SUPPORTERS .....	16
FINANCIAL OVERVIEW .....	20



## PURPOSE AND VALUES

Make-A-Wish® creates life-changing wishes for children with critical illnesses.

We're on a journey to bring every eligible child's wish to life – a quest sparked by the belief that a wish is integral to child's treatment.

We value innovation, collaboration, fun, sincerity, honesty & community.



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

It's been an enormous privilege to have the opportunity to lead Make-A-Wish Australia, as we've embarked on a period of transformation in 2018.

We have made important changes to the way we work, in order to better reflect and respond to the trends we're seeing across the sector. Particularly, in the way we engage with our partners and supporters – those who give generously today, and those we hope to attract tomorrow, for the future benefit of the organisation.

Our wish team have continued to lead the way across the Make-A-Wish International group, with our journey's as unique and imaginative and bold, and brave as the children who envisaged them. This unwavering focus on quality, is one I know will ensure the impact of our wishes is not only lasting for the children, and their families but also everyone who has helped bring them to life.

There is nothing more powerful than a community coming together, and Dwayne's wish, which features in this update demonstrates this beautifully.

A handwritten signature in black ink that reads "Sally Bateman". The script is fluid and cursive.

**Sally Bateman**  
CEO

Importantly, our work has been achieved whilst we've continued to build operational efficiencies and manage our cost base prudently. This is important as we seek to ensure we deliver long term value in the community.

On behalf of all of the Senior Leadership team, and our staff across Australia we thank all of our generous partners and supporters and our incredible Volunteers for helping us bring wishes to life for the critically ill children of Australia.

We head into 2019 with great optimism for what we can together achieve for the future.



## MESSAGE FROM THE CHAIRMAN

The 2018 financial year has been a period where we have seen a nice balance of stabilisation across all financial and operational aspects of the Foundation, while at the same time continuing to achieve important and breathtaking experiences for our wish children and families.

The management of change, both in terms of personnel and how the Foundation goes about things in a changing world, can be a difficult path to navigate at times. The Board is appreciative of and applauds the efforts of our CEO, Sally Bateman, in leading such a positive transformation over the past 12 months, and we extend this gratitude and congratulations to all the Senior Leadership Group who have been so willing to embrace these changes and perform so strongly.

It is pleasing for everybody to be in an environment where our “people pulse” is so high, where we are delivering on our mission every day, and where we are delivering a small budget surplus to protect and enhance our longer-term financial stability.

The Board continues to seek to identify new talent and expertise to perform its role. I am delighted that Dr Margaret Little and John Armstrong have agreed to join as directors over the past year and look forward to their continuing contributions. Our thanks also go to retiring board member David Sharpe for his past contributions.

We are buoyed by some wonderful and inspiring input from our volunteers, staff and supporters over the past 12 months and as we head into 2019 and a new strategic plan we look forward to building on this positive momentum.

A stylized, handwritten signature in black ink, consisting of a series of loops and a long, sweeping stroke that extends upwards and to the right.

**Stephen Sharp**  
**Make-A-Wish Chairman**



“

*“Abi’s illness is stressful on the whole family, so to see my girls smile and laugh again is overwhelming”*

– Abi’s mum

**I wish to fly to  
“Unicornland”**

Abigail, 6,  
cystic fibrosis.

# WHAT WE DO

## OUR WISHES ARE LIFE-CHANGING

At Make-A-Wish, no two wishes are alike.

**From the humble to the seemingly impossible – this year we've sent kids to the moon and even found a Queen unicorn!** We've continued to ensure every child's experience and Wish Journey is carefully planned and delivered to **create a positive, lasting impact.**

In 2017/18 we had an incredible 700 wish children on their journey and delivered 442 wishes in Australia. That means since 1985, we've now brought to life over 10,000 incredible wishes for the children who need them most.

## INCREDIBLE WISHES

### NEXT STOP UNICORNLAND

**Abigail is 6 and has been battling cystic fibrosis for as long as she can remember.**

As she's been getting older, Abigail's started asking why she's the only one at school who has to take medication, do physio and go to appointments.

**But then, Abigail found out she was going on a wish journey.**

### THE WISH TURNED AROUND HER THINKING

Abigail told Make-A-Wish volunteers that the queen unicorn lives with all the other unicorns in a rainbow coloured castle in the clouds. More than anything, she wished to visit this magical place.

Soon, questions around her treatment were replaced by constant excitement and sharing with everyone everywhere that she was going to Unicornland!

### ABIGAIL SPENT MONTHS PREPARING FOR HER MISSION.

Abigail is fascinated by super powers and people who protect others.

Over the past year Make-A-Wish organised superhero training (which Abi and her sister Isabella took very seriously), sent special deliveries from the much admired Supergirl, and helped leave a magic sprinkle of glitter whenever a unicorn passed by...

It wasn't long before Abigail received her special mission from Supergirl: to find the queen unicorn's lost sparkle and return it to Unicornland.

Abigail had a magical time at Unicornland with Isabella, enjoying a glittery tea party, playing games with fairies, and riding a rainbow unicorn called Sugar!



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*“From the bottom  
our hearts a  
massive thank  
you to everyone  
who had a small  
or big part in  
Dwayne’s wish,  
They will never be  
forgotten the impact  
medically, physically  
for Dwayne and our  
whole entire family  
will last for many  
years to come.”*

– Dwayne’s parents  
and the super star  
himself Dwayne

**I wish to visit the moon**

Dwayne, 4,  
refractory epilepsy

# MEET DWAYNE – THE 13<sup>TH</sup> MAN ON THE MOON

**Dwayne is 4 and wished to fly far, far away from hospital... to the moon.**

Remember staring at the moon as a little kid and imagining what's up there? After getting a telescope for his birthday, Dwayne just knew the moon was full of aliens, and that Batman and Spider-man lived there too...

To make Dwayne's wish happen, we needed to bring in the experts of the skies. Enter Qantas, who brought their whole team on board – from check-in and cabin crew, to pilots and engineers – it was all hands on deck.

Dwayne has regular seizures and takes 16 pills a day which reduce, but cannot control, his epilepsy.

Together, our #WishForce spent a year building up Dwayne for his wish, with a special moon lamp he kept bedside, letters from 'Andy the astronaut', and his very own spacesuit from NASA. When the countdown began, even Dwayne's neurologist was helping to mark off the days on his moon calendar!

For his mission to the moon, Dwayne was greeted at Adelaide airport by cheering fans, giant billboards from oOh! media, and a Stormtrooper escort to his specially chartered Qantas 'rocket' flight.

A nearby hangar provided the perfect lunarscape.

Once he got to the moon, Dwayne spent time exploring, planting his flag, hunting for moon rocks and hanging out with aliens.

***“Back on earth, Dwayne's doctors were blown away by the amount of words he used as they had been unable to get much out of him.”*** – Dwayne's mum.

It was a simply incredible day for all.

***“I have to say that, with 40 years in the Aviation industry, meeting Dwayne and fulfilling his wish was truly the highlight. But also meeting and working with all of you was just a real buzz. You're all Ripper people and I know we have a bond and friendship forever.”*** – Mark, Qantas

***“It's a tidal wave effect, and everyone no matter how small or large their help was, all will gain so much from this experience.”*** – Lindy, Volunteer



”

*“It was as if our bright shining light was dimmed...and once her wish was granted her light was re-lit and is now beginning to shine again, bigger and brighter every day!”*

– Charli’s mum

**I wish for a yellow Labrador puppy named Lola**

Charli, 6  
acute lymphoblastic leukaemia.

# MEET CHARLI

6 year old Charli has been battling acute lymphoblastic leukaemia, and wasn't able to have any real contact with animals throughout her treatment.

So imagine her excitement when she was told her wish was being granted!

Charli wished for a yellow Labrador puppy named Lola.

## ABOUT THE WISH – Puppy power

The positive impact of Charli's wish was clear before Lola had even arrived.

As soon the wish journey began, Charli forgot about how sick she had been and could only think about Lola! She was soon busy preparing a list of all the things Lola would need.

Her excitement grew every week as more and more puppy paw prints appeared on the front porch.

Charli even got to play with all the puppies when they were just 4 weeks old. But the best part was still to come, and when the countdown was finally over, Lola arrived in a beautiful purple and green tutu.

Since Lola came into their lives, there has been a huge positive change both physically and mentally in Charli, along with feelings that can only be described as "pure joy!"

They love to play fetch together in the backyard without a worry in the world – exactly as it should be for this bright, bubbly 6 year old.



## OUR VOLUNTEERS

Our network of 1,000 plus volunteers are located in every Australian state and territory, giving their time, energy and skills to help bring wishes to life.

In 2018, we celebrated 25 years of service with four incredible volunteers:

- Deni Rohan
- Maree Deeth
- Julie-Ann Patterson
- Robyn Moore

Thanks for all you do!

# VOLUNTEERS

Our volunteers continue to inspire us with their dedication and generosity. In 2017/18, over 1,000 volunteers played an active role in our #WishForce. In around 60 locations, branch volunteers were involved in wish granting, holding fundraising events, and inspiring others to get involved by sharing our stories.

To say thank you, this year during National Volunteer Week all staff members hit the phones and together we called every single volunteer over the course of an afternoon. It was so well received by volunteers and staff that we're making it an annual event!

## HIGHLIGHTS FROM THE VOLUNTEER PROGRAMME:

- We relaunched our Darwin Branch with a brand new group of volunteer recruits following an 18 month hiatus in the region (although during that period we continued to deliver wishes to local kids via telephone/electronic communication).
- Our branches in the Sydney region collaborated together to host their first major combined gala dinner, which was such a success they decided to make it an annual event which we look forward to attending in 2019.
- We implemented a data mapping tool that enabled us to more accurately understand the geographical distribution of our wishes compared to our volunteers, and provide the insights required for our strategy to ensure our volunteers have capacity in the 'right places' for our programme delivery.
- We supported the Business Partnerships Team with their first ever designer Wishful Warehouse Sale, signing up more than 150 new event volunteers for this event – the most ever for a new event.
- We implemented new technology solutions in our volunteer recruitment process which saw an immediate boost in the conversion rate of volunteer enquiries to active volunteers.
- Our South West Sydney, Central Coast, and Newcastle Branches all celebrated their first anniversary.



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*“We can’t put into words how happy Ace was meeting the whole Brisbane Lions crew. It is simply life changing for Ace in the way that every time he talks about it or looks at the photos we see that overwhelming happy smile on his face.”*

– Ace’s mum

I wish to be a part of  
the Brisbane Lions’  
inner sanctum

Ace, 18  
dystonia

# PEOPLE & CULTURE

As we embarked on a year of transformation and change, we continued to put a focus on People and Culture. We introduced a new quarterly Pulse check for our staff to track levels of satisfaction and sentiment and continued to be buoyed by the commitment and high levels of engagement shown in an annual Volunteers engagement survey. At Wish HQ, we introduced new roles in Digital and Technology, and brought in specialist expertise in Engagement, Production and Philanthropy to help us drive our mission forward.

## STAFF ENGAGEMENT SURVEY

95%

Proud to work at  
Make-A-Wish Australia

80%

Believe Make-A-Wish is  
positioned for success  
over the next three years

83%

Believe day to day  
decisions demonstrate that  
quality and improvement  
are top priorities.

## VOLUNTEER ENGAGEMENT SURVEY

98%

Proud to volunteer  
with Make-A-Wish

94%

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

93%

Recommend  
Make-A-Wish as a great  
place to volunteer

97%

Believe Make-A-Wish  
really allows us to make a  
positive difference



## PARTNERS & SUPPORTERS

In 2018 we centralised all of our income generation teams together under new leadership. We believe this will ensure we have a consistent presence in the marketplace whilst allowing us the flexibility to provide specialist management skills and expertise in each of our critical fundraising channels

- Individual Giving
- Philanthropy
- Community Fundraising & Partners
- Business Partners

## KEY ACHIEVEMENTS

The newly formed team continued to showcase the power of the wish and drive much-needed revenue.

Qantas & oOh! Media showing support to Dwayne overhead at Adelaide Airport.



## BUSINESS PARTNERS & COMMUNITY SUPPORTERS

- The incredible support of our Major Partners; Qantas, Blooms The Chemist, Hungry Jacks, Isagenix and BIG4 Holiday Parks continues to deepen through a range of initiatives and activities.
- We welcomed new Business Partners: Austbrokers Countrywide, Tarocash, Francesca Accessories, Hallmark Cards Australia, HERTZ and ULTIQA.
- Qantas & oOh! Media worked tirelessly to help send our little moon man, Dwayne on his space mission.
- Hungry Jacks, oOh! Media and a wish force of volunteers and corporate supporters came together in celebration of World Wish Day at stores across the country.
- Our first ever Wishful warehouse sale was held in Melbourne and Sydney with thanks to the incredible generosity and support of signature brands including sass & bide, Scanlan Theodore, Mimco, Jac + Jack, Decjuba, Brooks Brothers, Ginger & Smart, Aje. and many more.
- Merlin Entertainment and Airbnb continue to provide incredible Gift In Kind support, enabling us to deliver the best possible travel experiences for our wish families.
- A series of Wish Design workshops held with partners such as Apple and prospects including ANZ, Cricket Australia and Disney.

## MAJOR PARTNERS



## PARTNERS

- |                               |                                |                              |  |
|-------------------------------|--------------------------------|------------------------------|--|
| - Adairs                      | - FibreHR                      | - Krispy Kreme Doughnuts     | - sass & bide                          |
| - Arnold Bloch Liebler        | - Finance House Group          | - Legacy Education Australia | - Special Children's Christmas Parties |
| - Austbrokers                 | - Francesca Accessories        | - Leo Burnett Melbourne      | - Tarocash                             |
| - Barry Plant Real Estate     | - Hallmark Cards Australia     | - Mineral Resources          | - Tata Global Beverages                |
| - Charity Greeting Cards      | - HERTZ                        | - Origin Energy              | - Toybox International                 |
| - CITIZEN Watches             | - Hotondo Homes                | - Pace Development           | - ULTIQA                               |
| - Con-X-ion Airport Transfers | - Hyundai Help For Kids        | - Qantas Loyalty             | - Wilson Homes                         |
| - DJ Creations                | - IGA Tasmania / Cripps Nubake | - RE/MAX Australia           |  |
| - ENVY Jewellery              | - King Cotton                  | - Roof Seal                  |  |

## INDIVIDUAL GIVING & PHILANTHROPY

We welcomed 6,449 committed Monthly Donors, and now have 14,957 Regular Givers in Australia. Our total number of supporters sits at 19,982. Philanthropy, in the form of major gifts, grants and gifts in wills contributed over \$700,000. The focus for the year was to set the team up for future growth to:

- Deepen our relationships with Trusts and Foundations
- Connect people around the country with opportunities to support wishes and achieve their philanthropic goals and;
- Welcome new Bequest donors, many of whom have a long standing connection to Make-A-Wish as volunteers

We look forward to continuing to build our connections in these important areas.

## TRUSTS AND FOUNDATIONS

- |  |   |
|--|---|
| - Annie Rose and Andrew Lazar Foundation | - Robert and Christine Henshall Foundation          |
| - Betty Radford Discretionary Trust      | - Steadfast Foundation                              |
| - Channel 7 Telethon Trust               | - The Alfred and Jean Dickson Charitable Foundation |
| - Daly Family Foundation                 | - The Andrew and Geraldine Buxton Foundation        |
| - Equity Trustees                        | - The Marion & EH Flack Trust                       |
| - Glen & Lisa Richards Foundation        | - The Orloff Family Charitable Trust                |
| - Greater Good Foundation                | - The Stan Perron Charitable Foundation             |
| - Joyce Wegner Trust                     | - The William Angliss (Victoria) Charitable Fund    |
| - Perpetual Trustees                     |   |
| - Pierce Armstrong Charitable Trust      |   |

## NATIONAL PATRONS

- |               |                 |
|---------------|-----------------|
| - Robyn Moore | - Melissa Doyle |
|---------------|-----------------|

## OUR COMMUNITY SUPPORT

- There was growing support from our Community Partners Vantage Fuels, Facey Industries, Casey Partners, Hutchinson Builders and Dance Aid.
- Support from Brookwater Golf Day, Leatherman, Essendon Fields and the Myrtleford Alpine Rally drove important fundraising dollars for us.

## AMBASSADORS

- |                    |                          |
|--------------------|--------------------------|
| - Curtis Stone     | - Matthew Broadbent      |
| - Dave McKenna     | - Samantha Harris        |
| - Fraser Ross      | - Sebastian Terry        |
| - Harrison Craig   | - Soa 'The Hulk' Palelei |
| - Kelly Cartwright | - Zac Mihajlovic         |

## BEQUEST DONORS

- |                        |                           |
|------------------------|---------------------------|
| - Heather Bell         | - Morris and Dinah Tobias |
| - Sofia & Theo Marinis | - Rose Amaranth           |

We thank everyone for their incredible ongoing support in 2018.



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*“It is worthwhile  
for every child  
to have a wish.  
If they believe in  
something and it  
can come true, it’s  
just amazing.  
But for us, it’s  
about knowing that  
the impossible  
is possible.”*

– Sophie’s mum

I wish to shrink like Alice and  
have a Mad Hatter Tea Party  
Sophie, 11  
a rare brain tumour

# FINANCIAL OVERVIEW

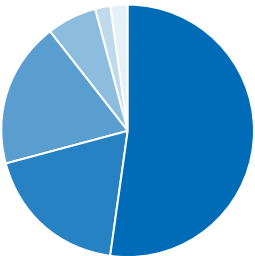
Make-A-Wish Australia returned to surplus in the 2018 Financial Year. We recorded a surplus of \$0.3 million for the year ended 31 August 2018. Income for the year ending 31 August 2018 is \$13.9 million. This represents a managed decline of 10% from the previous year. Expenses also declined, dropping by 15% to \$13.6 million.

It was a year of consolidation and positioning. We reviewed our structure to ensure we have the right skills, capabilities and processes in place in order to drive efficiencies, productivity and sustainable growth across the whole organisation.

We will look to continue to strengthen our financial position in order to grow our wish numbers and impact in the years ahead.

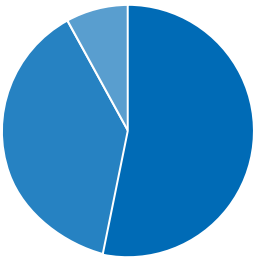
## WHERE OUR INCOME COMES FROM

Individual and community fundraising	52.3%
Corporate fundraising	18.8%
Volunteer branch fundraising	18.6%
Goods and services in kind	6.3%
Bequests	2.1%
Other	2.0%



## HOW WE USE IT

Wish granting	56%
Fundraising	37%
Management and general	7%



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



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