

*I wish to be the Australian
Cricket Captain*

Archie, 6
congenital heart disease



2018 - 2019

ANNUAL REPORT

DEFINING INSPIRATION


Make-A-Wish[®]
AUSTRALIA



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*This report is interactive 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](#) for more information.

PURPOSE AND VALUES

Make-A-Wish Australia exists to bring amazing people together to grant inspirational, life-changing wishes for children with a critical illness.

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



Innovation



Collaboration



Fun



Sincerity



Honesty



Community



A MESSAGE FROM OUR CHAIRMAN

I closed my last annual report expressing the hope and desire to keep building on the positive momentum achieved during the 2018 financial year, and I am happy to now report that we have done just that.

In an environment where the search for the "charity dollar" remains as competitive as ever in the not-for-profit sector, our team has again struck the right balance of increasing the number of wishes granted, achieving a small financial surplus and building on our technical and personnel capabilities to strive for similar type growth in the years ahead.

Our team has been led so admirably by our CEO, Sally Bateman, who again needs to be complimented on her outstanding efforts. The plaudits, however, should not stop there and equally apply to all our senior leadership group and staff working in such a positive and collaborative manner.

It continues to be inspiring to see people from communities all around Australia banding together to help achieve our organisation's uplifting and important mission.

My thanks again to all our Board members for their support and contributions, and a special thanks to Hitesh Patel who stepped down during the year after unexpectedly relocating back to the States for work reasons.

Let's all keep up the great work and continue that positive momentum once again.

A stylized, handwritten signature in white ink, consisting of a large, flowing 'S' followed by a horizontal line that tapers off to the right.

Stephen Sharp
Chairman



A MESSAGE FROM OUR CEO

It's been an exciting year at Make-A-Wish Australia as we've embarked on the next stage of our transformation and launched a bold new Strategic Plan.

Our strategy sets forward our ambition for the future. It includes a focus on delivering exceptional Wish Journeys for all, developing our people, helping volunteers create lasting impact, investing in smart technology and a commitment to financial sustainability and good governance.

With this plan, we believe we can make an everlasting impact for the wish children and families of the future, and recognise and celebrate the incredible people today who help us make wishes possible each and every day of the year.

During the 2019 Financial Year, we've had the privilege of supporting 685 critically ill children on their Wish Journey and delivered an amazing 473 wishes - up 7% on 2018. This included Archie's wish to be the Australian Cricket Captain which he achieved at the iconic Boxing Day Test Match at the MCG in front of a worldwide audience.

For that moment, Archie forgot about his heart condition and the thirteen surgeries he'd had during his short life. He became Captain Archie, proudly taking his place next to Tim Paine for the coin toss.

Archie's inspirational wish showed what's possible when a community comes together to make a young boy's wish possible and we remain incredibly grateful for the support of Cricket Australia, Qantas and our media partners.

Outside of our incredible wish program, we have also continued to stabilise the financial and operational aspects of the organisation despite a tight economic climate in 2019.

Revenue was up 5% at \$14,590,00 and we introduced new activities including a revamped Designer Warehouse Sale and our first-ever 24 Hour fundraising event (#24HOPE) to diversify our activities and raise vital funds for the year. We also continued to enjoy tremendous support from major partners Big 4, Blooms the Chemist, Hungry Jack's, and Qantas who have been incredible.

Operationally, we continued to build capabilities in technology. We launched a new website, upgraded our Volunteer Community platform and continued to update our IT Infrastructure and the transition to cloud-based applications. Critically, this was all achieved whilst still ensuring a modest surplus position for the organisation overall.

And, as we ended the year, we were thrilled to be the only new entrant on the Top 20 Most Reputable Charities list, debuting at number 16 overall.

We are enormously grateful for the work of our incredible volunteer force and talented staff at Wish HQ and the support of our partners in making this happen.

We head into the new financial year, with a clear plan and much optimism for the year ahead.

Sally Bateman
Chief Executive Officer

OUR PURPOSE

Unique. Inspiring. Extraordinary.

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

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

For everyone involved, wishes have a remarkable impact, well beyond the wish itself.

We believe wishes transform the lives of everybody involved: the child, their family, volunteers and the community.

HOW WE DO IT

"If you could wish for anything, what would it be?"

That's the question we ask every wish child - to spark imagination, to encourage them to dream and to make the impossible possible.

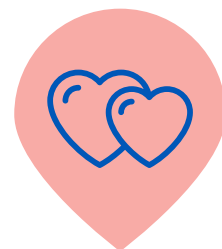
Then, we bring together an amazing collective of passionate people, businesses, local communities and volunteers to make it happen!

In our 2018-2019 Financial Year, we focused on embedding our new Strategic Plan and developing ways to set us up for success in the coming years.

The areas we see as being crucial to achieving our vision, which are highlighted throughout this report, are:



Exceptional
Wish Journeys



Volunteers
with impact



People &
development



Financial
stability



Smart
technology

As one of Australia's most trusted charities, our vision is to grant the wish of every eligible child. Since 1985, we've granted more than 10,000 wishes and counting.



EXCEPTIONAL WISH JOURNEYS

As the only Australian children's charity that focuses exclusively on wishes, **delivering exceptional Wish Journeys** is at the core of all we do.

We continued to focus on creating quality wishes to ensure their life-changing impact for children with critical illnesses. From creating Australia's youngest cricket captain Archie to crowning Emma a Rockstar Princess, quality was at the forefront of all our wishes.

While delivering inspirational wishes is our raison d'être, we're also committed to continually improving our program to better serve wish families today and in the future. In the 2018-2019 year, we focused on redefining our wish family communications, our child safeguarding program, and risk management processes.

Of particular note, we are excited to have kicked off the Wish Journey Communications Project in 2019 – conducting stakeholder interviews and journey mapping to identify a streamlined pathway from the initial wish application stage to wish realisation and beyond.

The aim of this project is to improve how and when we communicate with families, making sure it's always in a way that is quick, easy and responsive to the unique needs and wishes of each child.

In the coming year we will continue to embed these process improvements in our Wish team and throughout the organisation.

354

wishes granted



**+562 applications
for a wish**
Up 1.3% on last year



+26 wish hampers
Our program which supports critically ill children under 3.



+119 wish assists
Coordinating wishes for children travelling to Australia for their wish from Make-A-Wish affiliates across the world.





CHARLIE'S WISH



I wish to meet Ben Simmons

Charlie, 12
B lymphoblastic lymphoma

MEET CHARLIE

Charlie, 12, has B lymphoblastic lymphoma - an aggressive cancer that occurs mainly in children and adolescents.

Charlie's parents still remember the shock they felt when he was first diagnosed, not long before his ninth birthday. His mother Jane said Charlie didn't even feel sick before he got the news.

"He was playing basketball, playing footy, just a normal 8-year-old. And then they did a biopsy and said it was lymphoma," Jane said. "It was very hard to explain to him at that age."

A BASKETBALL HERO

Charlie is passionate about basketball - throughout most of his treatment, he continued to play for two teams and has no fear of taking on players one-on-one. The guy Charlie dreamed about facing up to was Ben Simmons, the Australian who is quickly becoming one of the best players in the National Basketball Association (NBA) in America.

Having watched Ben play for the Philadelphia 76ers, Charlie's greatest wish was to play against Ben and get some tips and tricks on how to be a better player.

"He just went back to class with a spring in his step and a smile on his face and he's going to dine out on this for a long time to come. It has given him a massive boost." — Charlie's mum, Jane

A SPECIAL MOMENT

Charlie thought Tuesday 6 August was going to be just a regular school day. But instead of normal classes in the afternoon, the lesson turned out to be basketball - and the teacher was NBA superstar Ben Simmons.

Charlie was gobsmacked when he first saw Ben waiting in his classroom. Jane recounted, "Ben said 'do you think we can get out of class' and Charlie said 'oh yeah - I don't really like Chinese anyway!'"

Charlie and his younger brother Lachie teamed up and spent the afternoon shooting hoops against Ben. "It was amazing. Someone you have as a poster on your wall suddenly is there shooting hoops with you."

Ben was kind enough to pass on his best tips and tricks, from how to shoot to spinning a basketball on your fingertip.



AN UNFORGETTABLE DAY

Before it was time for goodbyes, Ben presented Charlie with an autographed 76ers singlet and basketball, which was "going straight to his room, never to be bounced." Having these reminders of the day his greatest wish came true will be a lasting source of joy and inspiration for Charlie and his family.

"He has been through so much so to have those moments with Ben Simmons will be memories he will have forever."



PEOPLE & DEVELOPMENT

Ensuring our employees and volunteers are inspired, motivated, skilled and amazing is the first step to succeeding in the work we do.

Each year, we run engagement surveys with both staff and volunteers to gather feedback on our performance and culture. We ask people what it’s really like to work and volunteer around here, tracking our progress across key workplace indicators such as collaboration, communication, service, learning, development and innovation.

Impressively, the annual 2019 Staff Engagement Survey saw an uplift in our results in all categories compared to the 2018 response.

While feedback from the annual survey has traditionally formed the basis of our People and Culture agenda, for the first time in 2019 we encouraged staff to get more actively involved to help shape our post-survey plans.

With help from our external consultants Fibre HR, we introduced a staff-led workshop to ensure actions came direct from teams, and wasn’t just management’s interpretation of what teams may need or want.

This change has allowed the broader team to see their feedback and ideas come to life, ensuring Make-A-Wish is truly an engaging and fun environment where our people can feel recognised, rewarded and developed in their careers.



91% agree that they are able to make a positive difference at Make-A-Wish



91% find the workplace an enjoyable environment to work in (+18% on LY)



95% are proud to work for Make-A-Wish (same as LY)



98% felt genuinely supported if they chose to make use of flexible working arrangements (+17% on LY)



VOLUNTEERS WITH IMPACT

Each and every day, more than 1,000 Make-A-Wish volunteers are hard at work around the country supporting local wish families, raising funds and sharing our stories.

This amazing collective of passionate people makes all the difference in delivering our wish program, so it's integral that our volunteer network is supported, motivated and empowered to create a positive and lasting impact.

We implemented a new regional support model in 2018-2019, which saw volunteer-facing teams redefine staff roles and ensure each branch region has a dedicated staff member to work with. This has improved support, collaboration and efficiencies. Importantly, it allowed us to visit more volunteer branches to build relationships and implement projects to improve the volunteer experience.

We also trialled a brand-new volunteering opportunity in the Rockhampton/Gladstone region. Recruiting for a dedicated wish-granting volunteer team (rather than a traditional branch), enabled us to grant local wishes with local volunteers on the ground.

Prior to this, wish granting in the region was only possible through remote means or the nearest volunteers travelling long distances.

Following the success of this approach, we'll be looking to scale a streamlined volunteer model into other isolated regions in future, complementing our existing program.

Where there's a wish, there's always a way!

RECOGNISING OUR VOLUNTEERING SUPERSTARS



30 YEARS OF SERVICE IN 2019

Christine Way,
Albury-Wodonga Branch

Glenn Clifford,
Geelong Branch

Malcolm Beatty,
Adelaide Branch

Lyn Shegog,
Hobart Branch

Helen Jackowiak,
Adelaide Branch

25 YEARS OF SERVICE IN 2019

Catherine Ross,
Adelaide Branch

Stephen Rowe,
Adelaide Branch

Ruth Devlin,
Ballarat Branch

Thank you for the amazing contribution you've made – your continued passion, commitment and energy brings hope, joy and a lasting impact for all!

SURVEY RESULTS



93% believe Make-A-Wish provides excellent outcomes to those we aim to help (-1% on LY)



98% are proud to volunteer with Make-A-Wish



94% believe Make-A-Wish really allows us to make a positive difference (-3% on LY)



92% recommend Make-A-Wish as a great place to volunteer (-1% on LY)

I wish to be the Australian
Cricket Captain

Archie, 6
congenital heart disease



BUSINESS PARTNERSHIPS

Our ability to offer a unique and tailored approach for businesses is vital to the success of our partnerships program. Highly engaged, collaborative and meaningful partnerships in turn lead to longer-term commitments – creating financial stability for our organisation.

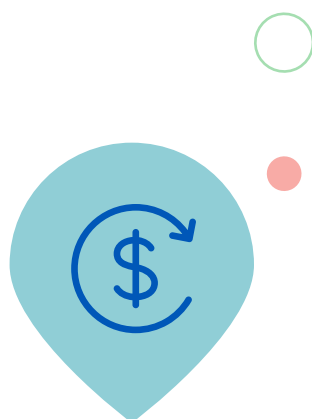
2018-2019 saw the Business Partnerships team develop fresh, innovative ways to connect with businesses to build engagement and support of Make-A-Wish. Some of the highlights included:

- Bespoke corporate volunteering opportunities and Wish Workshops with **Hallmark**, **Hertz** and **oOh!**, leading them to extend their support as Official Partners
- The second annual Designer Warehouse Sale, which was a sell-out success – thanks to the support of partners **sass & bide** and **Seed Heritage**, as well as returning brands Decjuba, Country Road, Cooper Street, Stussy, Viktoria & Woods, Zulu & Zephyr, Forever New, Guess and Kookai. We used the learnings from our 2018 warehouse sales to develop this activation which allows businesses to support and engage with Make-A-Wish through the donation of stock and corporate volunteering opportunities
- Our first-ever 24 Hours of Possibility Event (#24HOPE), which opened many doors and attracted new corporate supporters such as AHM and Job Fit

We are proud of all our partnerships and also recognise the following milestones in the 2018-2019 year:

- Four Major Partners extended support for a further term, and continue to provide invaluable cash and in-kind support – thank you **Blooms The Chemist**, **Hungry Jack's**, **Isagenix** and **Qantas**!
- We welcomed new Official Partners to the #WishForce, including Love Your Guts Co and Seed Heritage
- A number of our Business Partners celebrated fundraising milestones, including Blooms The Chemist, **Hotondo Homes** and **Tarocash**; while others such as **Hyundai Help for Kids** provided access to unforgettable wish experiences

Thanks to all our partners for helping us make the impossible possible for sick kids and their families.



**FINANCIAL
STABILITY**



EMMA'S WISH



I wish to be a rockstar princess

Emma, 8
acute lymphoblastic leukaemia

MEET EMMA

Few things brightened Emma's 4 years of isolation and treatment for acute lymphoblastic leukaemia. One was the Barbie movie Rock n' Royals - a musical about embracing differences, finding your voice and discovering anything is possible when you dream big. The other was going for drives with her mum past the Christ Church Cathedral, where Emma believed her favourite princesses lived.

These experiences inspired her wish "to be a Rockstar Princess." She pictured getting ready with princesses in the castle she'd always driven by, visiting their pet unicorn before hitting the stage to put on a rockstar performance.



#WISHFORCE

Making the impossible possible is our speciality, but we can always use some help. oOh! Media, a Major Partner, want to contribute and make a real impact for their employees and community. They also know a thing or two about being creative, innovative and building engagement!

We partnered with them to design and deliver a Wish Journey for Emma that exceeded the incredible wish she had vividly imagined.

oOh! employees volunteered for a Wish Design workshop, where they collaborated, bonded and passionately shared creative ideas for Emma's Wish Journey.

They saw these ideas through by writing letters from Princesses and crafting boxes for Emma's "princess training" - a part of her anticipation phase. Each box and letter they designed worked to keep Emma positive, excited and build confidence for her future performance.

THE WISH

After princess training, practising choreography and singing lessons - her wish day arrived! Emma visited the Cathedral, where her princess pals excitedly waited to get Emma ready for her show and go for unicorn rides. Before long, she was chauffeured to the Civic Theatre, prepping for her performance in her very own dressing room, complete with her name in gold letters on the door, and all of her favourite foods waiting inside. One dress rehearsal later, and it was showtime.

WISH EFFECT

School friends and family cheered Emma on as she performed two songs from Rock n' Royals. **Emma's transformation from her time in hospital to this moment on stage - full of energy and shining - was striking to all.**



FINANCIAL STABILITY

INDIVIDUAL GIVING

Individuals and regular givers are the most substantial source of income for Make-A-Wish. For financial stability, we must maintain the processes, programs and communications that are working but innovate and develop new programs to grow our reach and income. In 2018-2019, we saw our digital programs as a key area to expand to reach new audiences cost-effectively.

We continued to refine our digital program. Through these improvements we were able to acquire 2,908 Regular Givers compared to 2,135 in 2017-2018.

To engage new donors, we ran our first ever Crowdfunding campaign inspired by wish kid Freyja. Inspired by her wish to see dugongs and dolphins in the wild, Freyja wanted to do something to help protect their habitat. She designed a tote bag to encourage people to go plastic-free. This online campaign generated \$17,938 revenue to produce 1,000 Freyja tote bags. The bags were then sold for \$15 each, with all profits going to Make-A-Wish. This was an exciting and successful initiative that we'll look to repeat and grow as a new potential revenue stream.



FREYJA'S TOTE BAG CROWDFUNDER (Our first Crowdfunder ever!)

The revenue generated funded production of 1,000 tote bags, which were sold at \$15 each.



1,000
tote bags
at \$15 each



10.55
ROI



\$17,398
raised

CASH PROGRAM GROWTH



80% year on year growth
in net revenue
(\$469,305 Vs \$844,951)

9.5% year on year growth
in gross revenue
(\$1,851,335 Vs \$2,025,590)



I wish to save the dugongs

Freyja, 7,
clear cell sarcoma



FINANCIAL STABILITY

COMMUNITY FUNDRAISING

2019 was a year of innovation for community fundraising. With the Noosa Triathlon and Bake A Wish campaigns becoming regular features in our calendar, we looked to develop new fundraising opportunities to reach a wider audience of potential fundraisers. While the humble but effective sausage sizzle and trivia night will always be a bedrock of community fundraising, some of the new initiatives included:

- Bays' Wish, a boutique cycling event in celebration of the life of wish kid Bailey Fuller – launched in March 2019 and raising \$61,000 in its inaugural year
- Being selected as the charity partner for Foam Fest, which raised \$35,000
- The Great Coffee Challenge which launched in August 2019, appealing to new audiences and seeing 127 participants raise \$50,000 in a week

Another focus of community fundraising is developing engaged and successful community partnerships. We're incredibly thankful for the support of our key community partners and events in 2019, including:

- Vantage Fuels
- Essendon Fields Golf Day
- Remax
- ToyBox International
- LMCT Community Promotion
- Casey Partners Golf Day
- Dance Aid event
- Wish Fest car show
- Bingo Loco

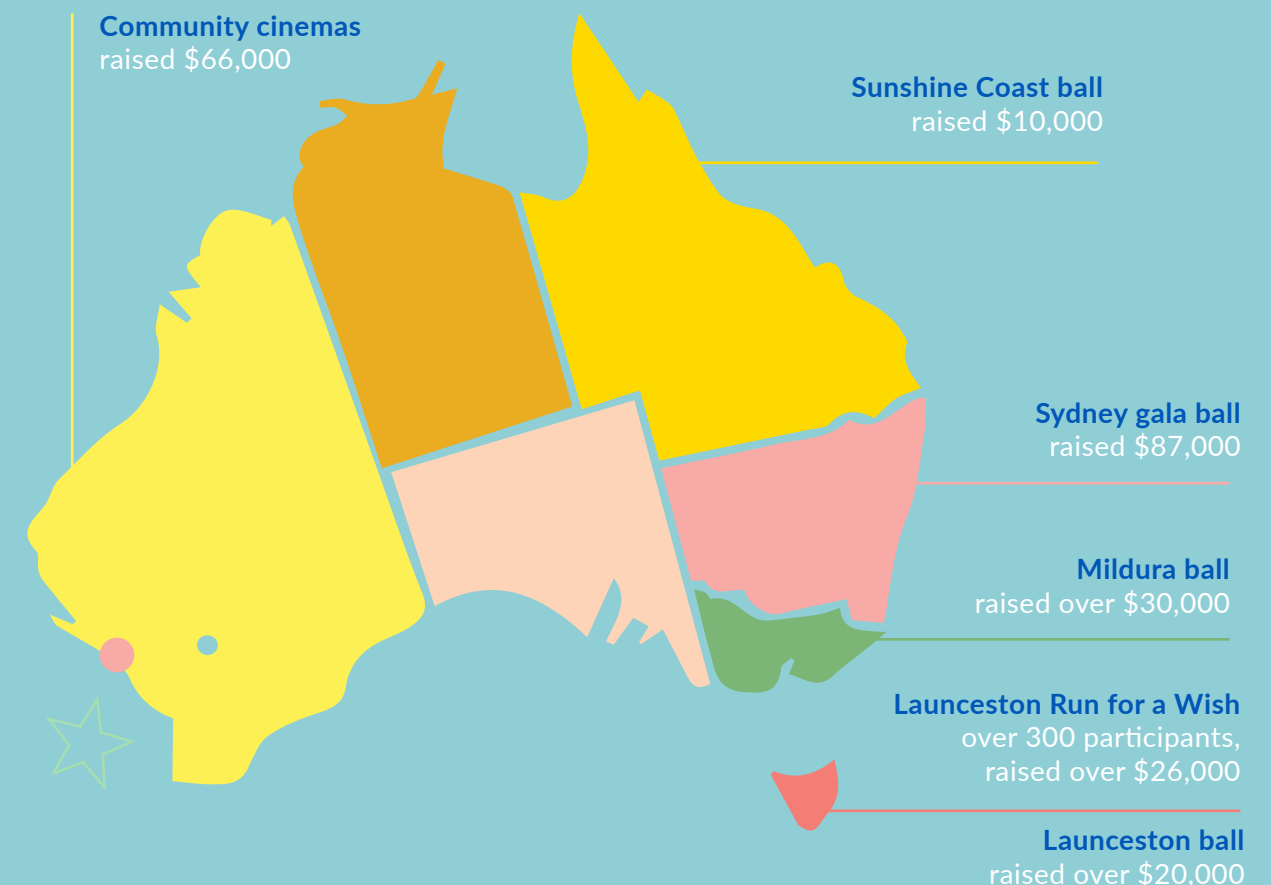
Volunteer branches also continue to be a core fundraising channel for Make-A-Wish. In 2020, we'll look to develop support toolkits for major branch events, to ensure their continued success in the coming years.

*I wish to host a galaxy
high tea for my friends*

Abbey, 11
biliary atresia



BRANCH FUNDRAISING HIGHLIGHTS





ABBEY'S WISH



*I wish to host a galaxy high tea
for my friends*

Abbey, 11
biliary atresia

MEET ABBEY

When Abbey, 11, wished to host a galaxy themed high tea, we just knew we could rally our amazing Bake A Wish fundraising community around this aspiring baker.

Diagnosed with biliary atresia at birth, Abbey's life has consisted of long hospital stays, two liver transplants and time in isolation away from friends. She's always loved baking with her Dad and knows it's a great way to bring people together.

"This wish signifies the end of her illness."
— Abbey's mum, Shirley



HER WISH

Abbey was empowered to be hands-on and creative in the lead up to her wish. She was involved in every part of planning her event, from deciding the look and feel to creating the menu and even having a baking masterclass with Spotless, who catered her wish.

She also shared her story and love of baking to inspire our supporters to hold a Bake A Wish event and raise funds to power wishes like hers. As the face of our 2019 campaign, Abbey motivated influencers to bake galaxy-themed cupcakes which helped us reach a large, new audience of potential fundraisers.

The 2019 Bake A Wish campaign attracted 320 participants, up from 260 in 2018.

This increase demonstrates the power of wish stories to inspire and motivate communities to support our wish kids.

THE WISH EFFECT

Come wish day, with the support of the Bake A Wish community behind her, Abbey and her five closest friends gathered to celebrate the end of her medical journey. Together they feasted on an incredible galaxy-themed high tea, shared laughs and built lasting memories to make up for the times Abbey had missed. As she put it, "sharing this wish with my friends makes me feel really happy!"



FINANCIAL STABILITY

PHILANTHROPY

Philanthropy, in the form of major gifts, grants and bequests contributed over \$1.4 million this financial year, representing an increase of \$700,000 on last financial year driven by an increase in significant bequests and continued commitment from supporters who helped us to:

- Deepen our relationships with Trusts and Foundations, including securing a new event partnership to welcome new supporters nationally to create a lasting impact for children with a critical illness
- Welcome the next generation of philanthropists with inspiring engagement from young people and their families from the Jewish community through our Shared Appeal with Make-A-Wish Israel
- We received a new grant of \$19,700 from the John James Foundation. This was an increase of \$12,200 on their last contribution in 2016. Our sincere thanks for helping to make more wishes come true.

SEE THE IMPACT OF YOUR GENEROSITY



"It's a really important part of life, the ability to dream big and think big, but also to see the generosity of [the] human spirit"
— **Claude's dad, Matt**

I wish to meet Ben Simmons

Claude, 12
hypertrophic cardiomyopathy

We'd like to thank and acknowledge the generous support we received from:

Robert and Christine Henshall Foundation
Channel 7 Telethon Trust
JLDJS Foundation
Barbara Cohen
John James Foundation
Broomhead Family Foundation
TG & JM Matthews Foundation
The Andrew & Geraldine Buxton Foundation
Norma Beaconsfield
Nathan Kelley
The Stan Perron Charitable Foundation
Steadfast Foundation
Joyce Wegner Trust
Annie Rose and Andrew Lazar Foundation
Joyce Wegner Trust
Betty Radford Discretionary Trust
Mark Breheny
Maxine Bowness
Leo and Ann Browne
Jill Tilbury
The Orloff Family Charitable Trust
The Alfred and Jean Dickson Foundation
Martin Dickson
St George Foundation
The William Angliss (Victoria) Charitable Fund
Pierce Armstrong Trust

SHARED APPEAL

Aviva and Doron Paluch
Amy and Simon Fieglin
Keren & Reuben Zelwer
Leibler Yavneh College
Mount Scopus Memorial College
Kym Factor School of Dance
Edge Gymnastics
Moran Dvir and the TwelveThirteen Committee
and all of our young fundraisers

We'd also like to thank our bequest supporters, whose legacy will create lasting joy and inspiration for our wish families.



ROCCO'S WISH



I wish to go on an adventure with PAW Patrol

Rocco, 5
acute lymphoblastic leukaemia

MEET ROCCO

Rocco's childhood has not been like other five-year-olds. At just 20 months old, he was diagnosed with acute lymphoblastic leukemia, making the first few years of his life incredibly tough for both him and his family.

Rocco's illness meant he had to move away from his extended family and friends to be closer to the hospital. With a high risk of infection, he spent much of his treatment in isolation and away from public spaces, so he's never really been able to explore and go on adventures like other kids do. Despite his condition, Rocco loves to help people and wants to be a vet when he's older so he can look after animals.

"A wish gives families a chance to be normal, to have some fun and have something to look forward to. There's so much worry and stress... it just gives you that little bit of hope and inspiration."
— Rocco's mum, Alecia

A PAWFECT WISH

Rocco also loves watching PAW Patrol, so it was no surprise his wish was to go an adventure with all his favourite characters from the show! For the uninitiated, the animated series focuses on a boy named Ryder who leads a pack of search and rescue dogs known as the PAW Patrol. They work together on missions to protect their local community of Adventure Bay.

BRINGING ROCCO'S WISH TO LIFE

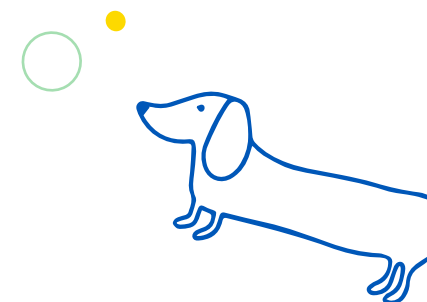
Wishes like Rocco's don't happen without community support, and over many months, the Make-A-Wish team worked closely with many people to bring Rocco's wish to life. Thanks to some special friends, including Wish Ambassador Niamh, we granted an unforgettable wish for Rocco and his family.

Niamh's wish experience in 2011 has driven her to share the power of Make-A-Wish "with everyone and anyone" as a Wish Ambassador. For Rocco's wish, she took on the role of Mayor Hope. When Rocco arrived in "Adventure Bay," Mayor Hope told Rocco that one of the pups, Rubble, was missing and they needed his help to get the PAW Patrol gang together again.

With help from Fire & Rescue NSW, the NSW Police Force, production company Spin Master and Nickelodeon, Rocco set out on an adventure following clues to find Rubble. It was from the air, in a police helicopter that Rocco spotted the last clue, an arrow pointing in Rubble's direction.

Mayor Hope, PAW Patrol and the NSW Police gathered to celebrate Rocco saving the day and presented him with a medal as a lasting symbol of his wish.

Rocco's mum Alecia was touched by the whole experience. "It's beyond our dreams, let alone Rocco's dreams," she shared.





SMART TECHNOLOGY

At Make-A-Wish, we're always looking at how we can better use technology to connect with the communities we serve.

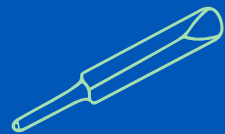
Over the last 12 months, we embarked on a major uplift to Make-A-Wish Australia's security, IT infrastructure and system foundations as the platform to enable us to launch new solutions and programs in 2019-2020.

Security initiatives included the creation of an IT and Cyber Security Policy Framework, security software upgrades along with ongoing security training for our people. All projects focused on reducing risk to information security and Make-A-Wish's business operations.

IT infrastructure uplifts have provided greater reliability in preparation for the move to a new cloud Data Centre in 2020. This in turn provides better security, uptime and cost savings to Make-A-Wish, and will enable us to kick off another project to review our Data strategy.

By taking steps to improve our data quality and capture, we aim to better engage supporters through more personalised experiences in the future.

In the Systems space, a new Make-A-Wish website and volunteer hub (The Community) were deployed. With a fresh new design and better functionality, the website updates have helped us better engage and build relationships with our key audiences in 2019. The updated Community platform will support the rollout of Child Safeguarding training to all volunteers in 2020, which is a key organisational focus and priority.



ARCHIE'S WISH



I wish to be the Australian Cricket Captain

Archie, 6
congenital heart disease

ARCHIE'S WISH TO BE AUSTRALIA'S CRICKET CAPTAIN

When young Archie from the Barossa Valley first met with Make-A-Wish volunteers, he told them that his wish was to be 'God'.

After realising that might be a bit tricky, he decided his ultimate wish was to be the next best thing - the Captain of the Australian Cricket Team!

Archie had spent much of his short life in hospital as he battles a life-threatening heart condition. At just three months old, he had his first open heart surgery - with a dozen further surgeries since.

Much of Archie's everyday life consists of hospital stays and specialist visit, and as a result, he's missed out on a lot of school and opportunities to play with his friends. However he has never lost his life-long love for cricket, a passion he shares with his parents and younger brother.

"The wish showed Archie that he can do absolutely anything he sets his mind to. And despite his limitations, anything is possible." — Archie's mum, Sarah

MORE THAN JUST A WISH...

With the help of our friends at Cricket Australia, Qantas, Channel Seven, oOh! Media, ULTIQA, FOX Sports and NewsLimited, Make-A-Wish came together to design a Wish Journey that would give Archie something positive to focus on.

It was the start of what became one of our greatest wishes to date, capturing the hearts and minds of millions of Australians.

Archie's wish inspired a team of professional sportsmen who had endured what could only be described as a challenging year.

And for Archie himself, the wish provided something positive to focus on, helping to build the emotional resilience he needs to keep fighting.



"It was an incredible effort by so many people to make this happen and we are all delighted with the outcome."
— Gavin Dovey, Team Manager

MEDIA HIGHLIGHTS

With the support of our partners including Cricket Australia, Archie's wish reached a huge audience and raised \$206,306 in donations from 3 December 2018 to 7 January 2019



354

Media stories reaching
14+ million Australians



\$200,000+
in donations
raised



1 million

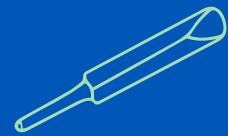
YouTube hits in less
than 48 hours



3

Metro Newspaper
front page stories

Thanks to Wrights PR for your support
on Archie's wish and throughout the year.



ARCHIE'S WISH



I wish to be the Australian Cricket Captain

Archie, 6
congenital heart disease

ARCHIE'S INCREDIBLE WISH JOURNEY

Archie's wish was a journey with many parts – from learning he'd made the squad, through to his training session with the team, and ultimately donning his very own baggy green.

October

Archie receives a very special phone call from Abu Dhabi, where Justin Langer is touring with the Australian Cricket team.

He learns he's made the squad!

26 December

Archie proudly led the Australian Cricket Team out to a roaring crowd at the MCG at the Boxing Day Test - a life-changing experience for the 6 year old.

2018

September

Make-A-Wish hosts a special Wish Workshop with our partners to co-design Archie's wish experience

Early December

Archie warms up at the Adelaide Oval, and is overheard commenting on his teammates performance: 'I've seen better batters at the fish and chip shop!'

"He's been through some tough times so any way that we can help to put a smile on his face, it's the very least we can do for him."

– Justin Langer, Coach



"There's nothing better than playing a small role to connect fans to their heroes. Archie was a great addition to the group over the summer, and certainly inspired the players with his resilience and positive attitude."

– Jeremy Arnold, Team Media Manager

This is what happens when business and community come together!

FINANCIAL OVERVIEW

In the 2019 Financial Year, Make-A-Wish Australia reported a surplus of \$0.1 million to 31 August 2019.

Our income for the year was \$14.6 million (a 5% increase from 2017-2018), while expenses also increased to \$14.5 million (6%).

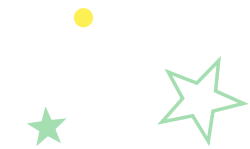
It was a year of investment in our systems and processes, including a major upgrade to our website and the relaunch of the Community, an online resource to support our amazing community of volunteers Australia-wide.

New revenue-generating ideas and campaigns were tested, including The Great Coffee Challenge, our first-ever crowdfunder and a national Giving Day, with a view to diversify our reach and appeal with new audiences.

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

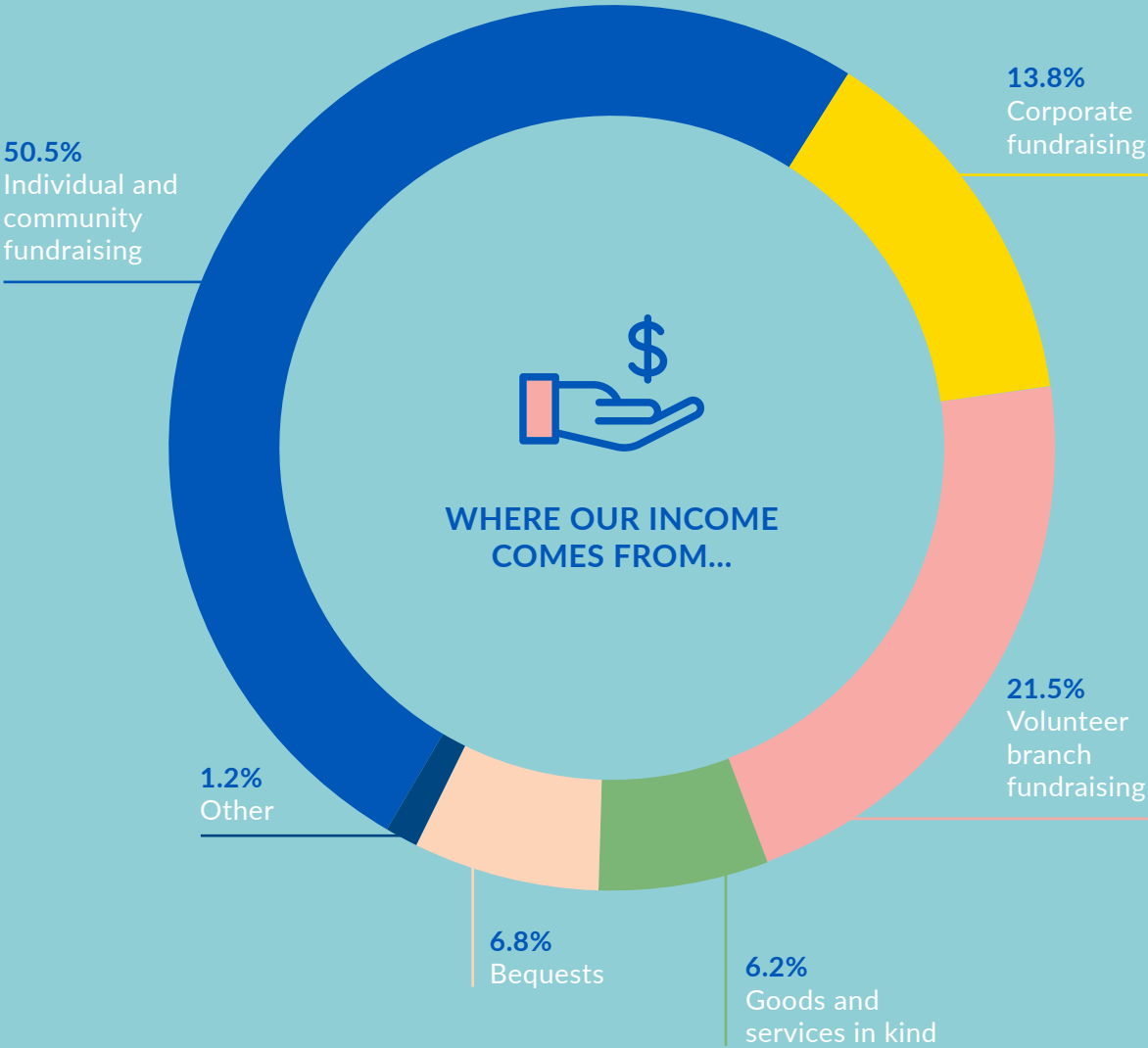
Did you know?
Make-A-Wish Australia is an independent affiliate of Make-A-Wish International – the world’s largest wish-granting charity.

Our financial year ends 31 August, coinciding with 39 other MAW International affiliates worldwide.

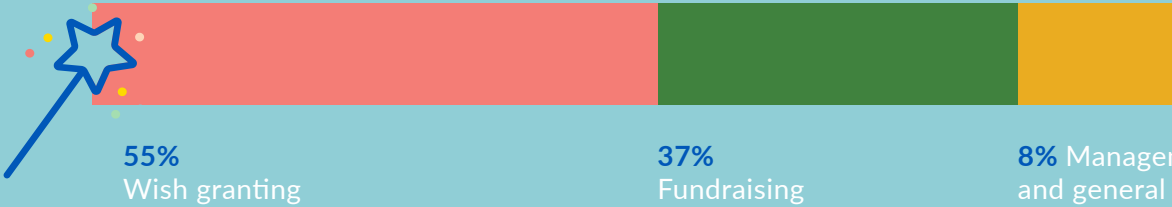


More information can be found in our [Audited Financial Statements](#) or on the [ACNC](#).

As a charity that receives no government funding, Make-A-Wish relies on the generosity of partners and supporters to make wishes happen - we couldn't do it without you!



...AND HOW WE USE IT



THANK YOU

To the amazing collective of passionate people, businesses, local communities and volunteers that support Make-A-Wish, thank you. Your time, effort and energy helps us to bring to life more incredible wishes for kids and families in need.

Thank you for being a valued member of our **#WishForce**.

OUR NATIONAL PATRONS

Robyn Moore
Melissa Doyle

OUR AMBASSADORS

Zac Mihajlovic
Mack Horton
Fraser Ross
Harrison Craig
Grace Favelle
Niamh Sullivan

Niamh Sullivan
Ambassador

OUR BOARD



Stephen Sharp
Chairman



Russell Evans
Deputy Chairman



Sally Bateman
Chief Executive Officer



Hitesh Patel
Treasurer



Amanda French
Volunteer Representative



Russell Smith
Volunteer Representative



Melinda Geertz



John Armstrong



Dr Margaret Little

"I've always had an affinity with Make-A-Wish... being a father has only increased this connection. While we can't change the diagnosis, we can make a difference, helping wish children face immense challenges with greater positivity. My only wish is that we could help more children in a time of real need."
— **John Armstrong, Board Member**



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