


HOPE IS ESSENTIAL
ANNUAL REPORT
FISCAL YEAR 2019

20
19

*I wish to be
a cowgirl*

Kionna
wish granted, 2016
cancer

Make-A-Wish®



*I wish to be
a dinosaur*

Hunter
wish granted, 2018
leukemia

15,802

WISHES GRANTED
FISCAL YEAR 2019

FOR CHILDREN WITH CRITICAL ILLNESSES,

Hope is Essential

Now more than ever, hope is essential. At Make-A-Wish®, we remain committed to ensuring that no child waits even one unnecessary day to experience the hope and joy that a wish brings. It has long been our vision to grant the wish of every eligible child, and that vision remains.

In fiscal year 2019, we built a long-term strategy around four strategic pillars: increasing our revenue, granting more wishes, inspiring our people and enhancing our capabilities. We are innovating rapidly in all four of these areas, evolving our wish-granting efforts in smart and strategic ways.

As we reimagine our future, we proudly stand on the shoulders of the founders of Make-A-Wish, knowing that we have a responsibility to share their story, as well as the countless stories of wish families whose lives have been forever changed with a wish over the past 40 years. Since 1980, Make-A-Wish has brought transformational wishes to more than 330,000 children. But we're not done yet. As we embark on a milestone year that honors our incredible mission and our strong history, our approach will be a bold and courageous one.

What hasn't changed is our commitment to bring hope to children with critical illnesses, no matter the circumstances. We remain steadfast in bringing experiences of hope and joy to waiting wish kids who are currently isolated and vulnerable.

These life-changing wishes wouldn't happen without the power of supporters like you. You give children that much-needed hope for brighter days ahead. Thank you for your continued support to help make every wish come true. Together, we can be a light of hope today and beyond.



Richard K. Davis
President and Chief Executive Officer

Financials



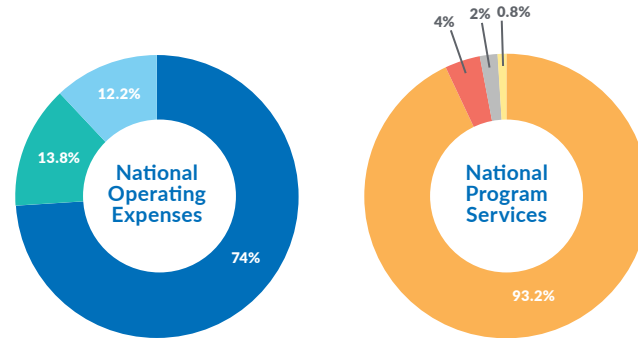
National Office Only

Year ended August 31, 2019

Total Revenue	\$195.7M	Total Net Assets	\$45.3M
Total Expenses	\$194.5M	Total Endowments	\$12.7M

Operating Expenses*

● Program Services	\$83.9M
● Wish Granting	\$0.7M
● Chapter Support	\$78.2M
● Training & Development	\$1.7M
● Public Information	\$3.3M
● Fundraising	\$13.8M
● Management and General	\$15.6M



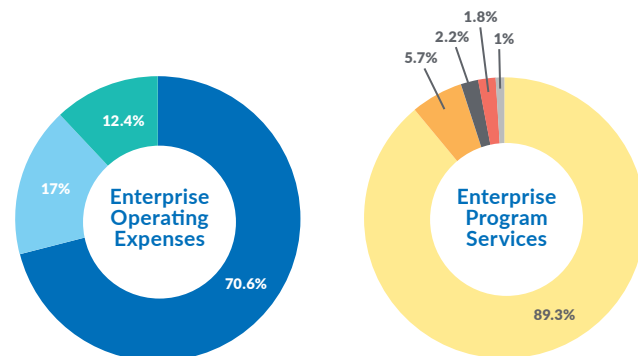
Combined Enterprise

Year ended August 31, 2019

Total Revenue	\$444.5M	Total Net Assets	\$364.3M
Total Expenses	\$435.8M	Total Endowments	\$82.2M

Operating Expenses*

● Program Services	\$247.6M
● Wish Granting	\$221.2M
● Chapter Support	\$14.2M
● Program Related Support	\$5.3M
● Training & Development	\$2.4M
● Public Information	\$4.5M
● Fundraising	\$59.5M
● Management and General	\$43.7M



*Excluding donated advertising and media

Copies of our audited financial statements for the year ended August 31, 2019, are available on our website at wish.org/about-us/making-a-difference/managing-funds.



I wish to swim with mermaids
Yaretzi
 wish granted, 2018
 liver transplant

SUCCESSFUL CAMPAIGNS. LIFE-CHANGING



Sponsorships

Our corporate sponsors understand that hope is essential for children fighting critical illnesses. Their commitment to demonstrating the powerful impact of wishes is paramount to the success of our organization. We are so grateful to our sponsors for their dedication to advancing our mission. We are thrilled to share campaign highlights from our two mission champions: Disney and Macy's.

Mission Champions (\$5 Million+)



For 40 years, The Walt Disney Company has helped Make-A-Wish bring magic to wish kids when it matters most. In fact, the first wish ever granted by Make-A-Wish was a Disney wish, which took place at Disneyland. Together, we've made more than 140,000 wishes come true for children with critical illnesses. In fiscal year 2019, Disney reached a new organizational milestone, donating nearly \$23 million to Make-A-Wish through in-kind support and cash contributions from a variety of activations, including #ShareYourEars, which generated nearly 450,000 posts; and #FriendLikeMe, which Disney marketed in celebration of the release of the "Aladdin" movie. Disney also released the Stays With You Video, featuring five Disney wish alumni; and provided a *Star Wars*: Galaxy's Edge sneak peek for six wish kids.



I wish to have lunch with princesses
Gabbie, 5
 leukemia



I wish to have the perfect smile
Alyssia, 20
 leukemia



Macy's and its colleagues always create priceless moments for wish kids and their families, including wish reveals, personal shoppers and hosting kids in-store. In fiscal year 2019, Macy's and its colleagues raised over \$10 million during the *Believe* and *Thanks* for Sharing campaigns, collecting more than 2 million Santa letters and helping to grant nearly 900 life-changing wishes. Sponsors like Macy's help us get closer to reaching every eligible child.

Wish Champions (\$1 Million+)



Cause Champions (\$500,000+)



Fundraising Advocates (\$250,000+)

Atlantis Paradise Island	Isagenix	NCAA Division II	StubHub
Build-A-Bear Workshop	Jewelers for Children	Norwegian Cruise Line®	UnitedHealth Group
Genentech, A Member of the Roche Group	Luxaire® Heating and Air Conditioning	Service Experts Heating & Air Conditioning	WWE®
Great Wolf Lodge®	Marquis®		Zurich

Corporate Advocates (\$50,000+)

ALEX AND ANI	Ensemble Travel	Humble Bundle	Tootsie Roll Industries
BioTRUST Nutrition	Frigo® Cheese Heads®	IT'SUGAR	Triangle Home Fashions Lush Décor®
Colgate®	Funko	Kretschmar Deli	World Travel Holdings, Inc.
ColourPop	Helzberg Diamonds®	Monograms®	
Discover®	Hilton	Petland, Inc.	

2019 NATIONAL BOARD OF

Directors

David M. Clark

Chair of the Board
Chief People Officer, Amicus Therapeutics

George A. Barrios

Audit & Finance Committee Chair
Former Co-President, World Wrestling Entertainment

Chris Beard

Former Chief Executive Officer, Mozilla

Dolf A. Berle

Development Committee Chair
Chief Executive Officer, Topgolf

Carlos F. Catá

Managing Partner, Caldwell Partners

Bob Chapek

Chief Executive Officer,
The Walt Disney Company

Doug Eckrote

Senior Vice President of Small Business Sales and ecommerce, CDW

Keri Gohman

Operating Partner, Bain Capital Group

Derrick M. Hall

Nominating & Governance Committee Chair
President & Chief Executive Officer,
Arizona Diamondbacks

G.J. Hart

Chief Executive Officer, Torchy's Tacos

Cheryl Heinonen

Executive Vice President, Corporate Communications, Macy's, Inc.

Sharlyn C. Heslam

Chapter Performance Committee Chair
Managing Director and General Counsel, Berkshire Partners LLC

Joaquin Hidalgo

Brand & Marketing Committee Chair
Former President, Nike North America

Steven Izen

Founder and Chief Executive Officer,
Lokai

Sachin Jain, MD, MBA

Former President & Chief Executive Officer, CareMore Health System

Rob Lloyd

Former Chief Operations Officer & Chief Financial Officer, GameStop

Spencer A. Neumann

Chief Financial Officer, Netflix

Linda Rutherford

Senior Vice President, Chief Communications Officer,
Southwest Airlines

Randall E. Sloan

IT Committee Chair
Former Senior Vice President & Chief Information Officer,
Southwest Airlines

Nancy Vitale

Compensation & Management Development Committee Chair
Managing Partner, Partners for Wellbeing

Constance K. Weaver

Former Senior Executive Vice President and Chief Marketing Officer, TIAA

James R. Wilkinson

Chairman and Chief Executive Officer,
TrailRunner International

Xavier Williams

President, Public Sector and Wholesale Solutions, AT&T

Don Yaeger Jr.

Award-winning Keynote Speaker,
Business Leadership Coach,
New York Times Best-Selling Author
and Longtime Associate Editor
for *Sports Illustrated*

NON-VOTING MEMBERS

Pam Keough

President & Chief Executive Officer,
Make-A-Wish® Connecticut

Elizabeth Reich

President & Chief Executive Officer,
Make-A-Wish® Arizona

Brigette Young

President & Chief Executive Officer,
Make-A-Wish® Nebraska

Billi Jo Zielinski

President & Chief Executive Officer,
Make-A-Wish® North Dakota

Dr. Jeremy Edwards

Pediatric Hematology/Oncology, Hospice and Palliative Medicine, Walter Reed National Military Medical Center

*I wish to train
with astronauts*

Addison
wish granted, 2016
Wilms tumor



“Make-A-Wish comes in and says, ‘You deserve a wish.’ There’s no worries, there’s no stress whatsoever. [Wish kids] come back just elated. Just so happy, with smiles, giggles, laughter and memories that carry on forever. And my son’s wish gave me strength, hope and joy because there were people that cared. There were people that came into my life and said, ‘Everything’s going to be OK.’”

LINDA PAULING
CO-FOUNDER OF MAKE-A-WISH
AND MOTHER OF THE FIRST WISH KID, CHRIS GREICIUS



*I wish to be a
football player*

Adam
wish granted, 2010
nervous system disorder



Join the Conversation!

 @MakeAWish

 @makeawish

 makeawishamerica

 MakeAWishFoundation



Make-A-Wish®

Make-A-Wish America
1702 E. Highland Ave., Suite 400, Phoenix, AZ 85016