

Eitan, 7, diagnosed with leukaemia, wished to make lots of new friends by becoming a star on the internet.

# Annual review

September 2016 – August 2017

MAKE-A-WISH<sup>®</sup>  
Australia

# About us

**For over 32 years, Make-A-Wish® Australia has transformed the lives of children and teenagers battling life-threatening medical conditions through the healing power of a wish.**

Make-A-Wish wishes are vital, build resilience, and are an essential complement to medical treatment. Our wishes give seriously ill children hope for the future, strength to face the challenges of their illness, and joy from their incredible wish experience.

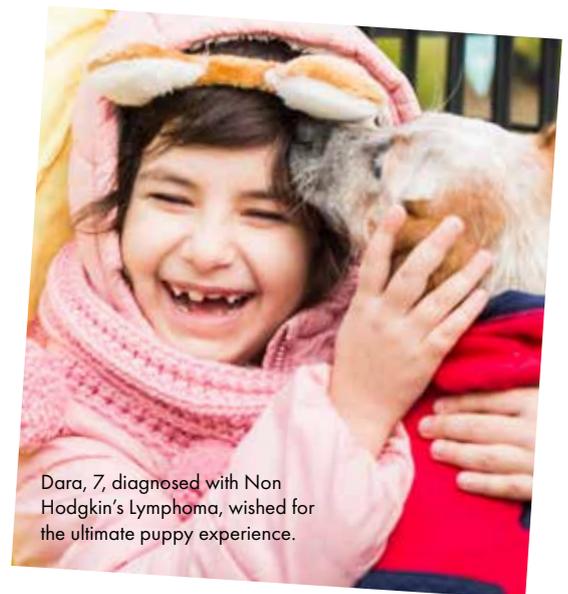
We work with each child one-on-one, tapping into their imagination to take them on a journey of anticipation in the lead up to their wish. Each wish journey is designed to ignite positivity and resilience within the child. The impact is incredible!

***“A wish is the single greatest gift you can give a seriously ill child and their family, short of a cure.”***

– Wish recipient’s sibling

Together with our Wish Force – a collective force of individuals, business partners, local communities and volunteers – we’ve already granted thousands of tailor-made wishes to children all over the country.

And with 2,000 children each year being diagnosed with a life-threatening illness in Australia, we’re determined to achieve our vision of bringing the healing power of a wish to every one of those children and their families.



Dara, 7, diagnosed with Non Hodgkin’s Lymphoma, wished for the ultimate puppy experience.

## Strategic goals

To achieve our organisational goal of helping 2,000 seriously ill children and teenagers each year, we’re focusing on a 10 year strategic plan based around four key objectives:



### Objective 1

Increase the number and quality of wish journeys we take children on



### Objective 2

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



### Objective 3

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



### Objective 4

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



## Chairman report

**This year we helped hundreds of seriously ill children through their own unique wish journey – a journey to experience the healing power of a wish; making these children stronger, excited for the future, and ultimately, to have the best possible health outcome.**

This is our first full financial period across the months of September – August, after Make-A-Wish International requested reporting be aligned for affiliates around the world.

Over this past year we've continued to invest in the infrastructure needed to achieve our goals, including growing our donor database, and focusing on using digital technologies to communicate with our supporters more effectively. Our Customer Relationship Management (CRM) system has proven an excellent way to manage the wish journey, streamline internal stakeholder communication and strengthen relationships between staff and volunteers.

In my role as Chairman, along with fellow board members I had the great honour of attending the biennial 2017 Make-A-Wish Leadership Conference. Office bearers from volunteer branches around the country gathered to discuss volunteer engagement and strategies for evolving into more inspiring and understanding leaders.

We also discussed the importance of safeguarding children and young people. As an organisation, we're committed to child safety. Make-A-Wish puts the safety of a child first. We're actively taking steps to protect our children, and encourage people to get in contact with any questions.

A heart-warming highlight of the weekend, conference delegates were treated to Eitan's debut dance performance, just one week before his wish to make lots of new friends came true. To witness staff and volunteers of all ages learning a dance from an 8 year old boy was a tangible reminder of why we're all a part of the Wish Force.

In May 2017 I was delighted to welcome two new board members, David Sharpe and Hitesh Patel. David commenced as CEO of the Australian Sports Anti-Doping Authority this year after 30 years of policing experience with the Australian Federal Police (during which time he helped make dozens of wishes come true). Hitesh brings with him vast experience, having worked with global brand Johnson & Johnson since 1989.

We are still very much focussed on fulfilling our mission and this report details our progress as we continue working towards ensuring every seriously ill child and teenager around Australia can experience the healing power of a wish.

**Stephen Sharp**  
**Chairman**



## CEO report

**2017 was a milestone year for Make-A-Wish, as we celebrated supporting more children and teenagers on their wish journey than ever before!**

Our families know that a wish is not a fleeting gift, it is not one fun day, and it is not a dying wish – it is the moment a seriously ill child finds out their wish is coming true, the anticipation leading up to the wish itself, and the impact beyond for years to come. Wishes are vital.

With our incredible Wish Force behind us – a team of volunteers, business partners, supporters, and more – we can make each wish journey truly transformative for really sick kids and teenagers. From Fred’s wish to travel to a galaxy far, far away, to Eitan who inspired the whole country to get up and dance – the wish effect is powerful, positive and life-changing.

Our 1,100 volunteers form the backbone of our Wish Force; granting wishes, sharing our stories and fundraising within their local communities. This year we held our biennial volunteer conference, which was a great success. It was a valuable opportunity to have conversations about new ideas and creative ways to improve collaboration with our volunteers.

Another key focus of the conference was discussing our commitment to keeping children and teenagers safe. We’ve been working closely with other children’s charities to ensure that the safeguarding of children and young people is not just in implementation, but that it continues to be firmly embedded in our Make-A-Wish culture and community. As we drive this important journey of education and policy review across the organisation, it is our priority to be formally child-safe accredited by 2018.

We’re also committed to sharing our inspiring stories with the world. In order to achieve this, I’m excited to share that we’ve kicked off a strategic project to enhance our digital engagement with existing supporters, and to help us attract new ones. This is crucial and will ensure we reach our goal of helping 2,000 really sick kids each year by 2024.

A huge thank you to our entire Wish Force, from volunteers, supporters, and the general public, to staff, business partners and the Board. Each one of you has helped to make vital wishes come true, and you’re a part of this proud and incredible history we’re making together; bringing families and communities together through the healing power of a wish.

**Jo Salisbury**  
**Acting CEO**



Noah, 6, battling Mitochondrial disease, wished for his own veggie patch so he can cook for his mum and dad.

## Child safeguarding

**Here at Make-A-Wish Australia we're committed to keeping children and teenagers safe, always acting in their best interests.**

We actively work to provide a safe environment where all children and teenagers, regardless of race, culture, religion, or ability, feel empowered to unlock their imaginations. We aim to ensure they can discover their own unique cherished wish in a world free from limitations and judgement.

We have zero tolerance for child abuse and consider any form, including but not limited to emotional, physical, sexual abuse or neglect, as intolerable under any circumstances.

We have a legal and moral responsibility to protect children and teenagers from harm and to ensure that any incidents of suspected child abuse are promptly and appropriately dealt with.

To ensure we continue to take robust and effective care of our wish families, a key focus for 2017 has been refining our internal child safety systems and processes. In 2018 we will roll out improved training for all volunteers, staff and wish partners to ensure child safeguarding is fully embedded into the culture of our entire Wish Force.

If you have any questions or concerns about our child safety practices please contact us.

# The wish journey

**This year we've seen countless examples of the wish journey making a positive psychological impact on children battling life-threatening illness.**

From the time a wish application is considered by families, through to that wish being realised and beyond, the wish journey is constantly improving emotional resilience, igniting hope and creating a positive outlook in our wish children.

The wish journey was especially powerful for 4 year old Fred, who wished to go to a galaxy far, far away to meet R2D2 and BB-8 from Star Wars. Previously diagnosed with acute lymphoblastic leukaemia, Fred relapsed just as the journey for his unique wish was starting to take shape. Never was it more important for us to ensure Fred's wish journey armed him with maximum hope, strength and joy to combat the challenges of his extended medical treatment.

We turned to the Star Wars pros of our Wish Force, Disney, to help design and plan Fred's wish. And boy did they do a wonderful job! Disney developed a 'Jedi training plan' based on mindfulness techniques, where a real-life Jedi taught Fred how to 'use the force' when he was having a tough day. This gave Fred genuine psychological armoury to protect his emotional health throughout his treatment.

Many specially tailored moments were included in Fred's wish journey to build his anticipation; a visit from R2D2 on 'May the fourth' (Star Wars Day) at Westmead Hospital, a secret birthday message from R2D2, and even postcards from a galaxy beyond. All these activities kept Fred focused and engaged in the positivity of his wish.

By the time the wish day arrived, Fred was primed for his intergalactic adventure. He arrived at the rail tunnels under Central Sydney station where he and his sister caught a spaceship that looked eerily similar to a train, and searched through the Star Wars universe tunnels to find their friend BB-8.

For children like Fred the wish journey offers real lasting psychological support to help them through treatment and create lasting memories to share with family.

To put it in Fred's words... **"it was the BEST. DAY. EVER!"**



## Wish numbers as at August 2017



**523**

wish journeys were completed, delivering vital hope, strength and joy to seriously ill children



**644**

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



**38**

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



**600+**

seriously ill children currently on their powerful wish journey



**30% increase**

increase in referrals from the medical community 'prescribing' the healing power of a wish for their patients



Eitan, 7, diagnosed with leukaemia, wished to make lots of new friends by becoming a star on the internet.

## Sharing our stories

**In order to truly unlock the power of our brand through storytelling, we need genuine, emotive, inspiring content (tick, tick, tick), but crucial to our success is an actively listening audience.**

Unfortunately there are public misconceptions regarding our work, and this can be a barrier preventing engagement with our transformational stories. This year our aim was to further the reach and effect of our powerful content, with a focus on:

- dispelling the myth that a Make-A-Wish wish is a nice-to-have finite event (eg a special gift, or one nice day);
- engaging our audience in the entire wish journey, showing the positive psychological benefits that form over time
- sharing the impact each unique experience has on wish children and their families
- sharing how our wonderful Wish Force helps make each and every wish come true
- presenting opportunities for people to take action and join our Wish Force

Eitan’s wish to make lots of friends by becoming a star on the internet helped us do exactly that. Battling acute lymphoblastic leukaemia, this rhythmic 7 year old was often isolated from his peers due to constant treatment and hospital stays.

Eitan spent months preparing for his big debut, attending dozens of dance lessons and practise performances with his new friends from dance school. We shared his wish experience every step of the way, showing how important the journey is and how as a whole it creates hope, strength and joy.

We called on the whole of Australia to get behind Eitan’s wish, and little and big kids all over the country sent us videos of them learning Eitan’s dance, to his favourite Justin Timberlake song ‘Can’t Stop the Feeling’. On performance day, Eitan said he felt like a “shooting star” when he danced at Federation Square in front of hundreds of new friends. This was our Wish Force truly in action.

***“Eitan has a different kind of confidence now – you can see it in the glow in his eyes, his face, his mannerisms – it’s incredible.” – Eitan’s mum***



**4 billion**

People watched, read or heard Eitan’s story through media and social media coverage in Australia.





## Strengthening partnerships

**2017 was a bumper year for the Business Partnerships team with many new organisations joining us in our efforts to grant wishes for all of those children and teens diagnosed with a life-threatening medical condition.**

We revised our structure to simplify it from the previous tiered structure of bronze, silver, gold etcetera, and now have only two levels being 'Official Partner' or 'Major Partner' to ensure we can tailor bespoke partnerships.

We're also incredibly pleased to announce our new Media Partner, oOh Media. oOh! have assisted us with amplifying some of our wonderful wishes, thanks to the beautiful creative of Leo Burnett Melbourne, featuring Eitan and Scarlett under the banner of 'Making the Impossible Possible'. This brand campaign has been created to fulfil distress opportunities and has already garnered considerable attention and awareness for our brand.

Hungry Jack's joined our Wish Force as our newest Major Partner with the internal remit to help grant a wish per week, which would be an enormous result for Hungry Jack's and an incredible opportunity for Make-A-Wish. Not only will Hungry Jack's and many of our new partners help raise the funds needed for us to reach our goal of 2,000 wishes each year, but they are providing additional exposure opportunities for our brand through signage in store, plus radio and television activity.

Workplace Giving continues to be a core focus of the team and our 'Lunch and Learn' sessions are helping entice organisations' personnel to get behind our cause with as little as \$1 per pay. Hard Rock Café are the first organisation we have ever encountered with 100% participation in our Workplace Giving program. Congratulations to the wonderful team at Hard Rock Sydney!

The next 12 months look very promising for the Business Partnerships team as much of the foundation work has been done to ensure our future success. We look forward to seeing how we can further engage and excite our many wonderful partners, and truly make the most of our partnerships.

Jackson, 7, fighting acute lymphoblastic leukaemia, wished to be a racing car driver.



## Building communities

**Some exciting new fundraising campaigns launched this financial year, including Bake A Wish and Wax for a Wish, successfully raising \$120,000 and increasing awareness of Make-A-Wish within local communities nationally.**

More than 330 individuals, community groups and organisations also held events in support of Make-A-Wish, raising over \$1 million – an outstanding effort! A huge thank you to our Wish Force who work hard to fundraise for us, helping make vital wishes come true.

Best in the business, our Make-A-Wish volunteers have once again done an amazing job, raising over \$2 million in revenue this financial year. Many branches continued to hold their much loved marquee events while others debuted some brand new ideas. Some of our major volunteer fundraising events included:

- Adelaide Ball, \$200,000
- Gold Coast Ball and Amazing Race, \$60,000
- Mandurah-Rockingham golf day, \$50,000
- Sydney South Casino Royale night, \$20,000

In another win, our Wish Force has expanded with a new volunteer branch in South West Sydney and the joy is also multiplying across New South Wales. The Hunter Valley branch split into a Newcastle branch and a Central Coast branch – meaning there are now more local volunteers in those areas to deliver wishes and work more closely with their local communities.



**1,180**  
volunteers



**25 years**

celebrated by passionate Volunteers



**304**  
new volunteers

Kaye Williams

Kate Ball

Bronwen Saunders

Yvonne Nurnberger

Marcia Thorning

# Growing fundraising

**A huge thanks to everyone – individuals, communities and businesses - for their ongoing support, helping us towards achieving our goal of granting a vital, cherished wish to every seriously ill child in Australia.**

This year we continued to grow our donor base through direct mail and regular giving acquisition channels, with another 23,678 new supporters joining our Wish Force. This includes a great achievement of almost 7,000 new people signing on to give us regular gifts.

This period saw a focus on more cost effective and efficient ways of communicating to our supporters using digital technology, including sourcing leads through online and web channels. These new methods have improved our cost efficiencies and enabled us to reach new audiences.

We're also using our digital infrastructure to find new ways to broadcast our wish stories. Sharing the impact of wish journeys with our supporters is extremely important. We need to demonstrate how their generosity and support makes a real and transformational difference in the life of a seriously ill child and their families. This helps people stay inspired and want to continue helping make even more wishes come true, which is vital as we continue to receive more applications year on year.

## We love hearing from you



**22,869**

Record number of phone calls received in 12 months



**64**

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



**3,700+**

Messages of support received in the mail for wish kids



**795**

Highest number of calls received in a week



**100**

Donations received over the phone in one week

## What we achieved

- Our online store, Gift Wrapped, has continued to grow and offer a range of products with a focus on Mother's Day and Christmas.
- We continue to develop engaging communications to connect with our supporters and provide updates on the amazing wishes they help make come true through their donations.
- 2,750 existing supporters were re-engaged through our Supporter Care and Engagement team to continue their regular giving, and over 2,000 supporters increased their regular donation.
- We implemented a new call centre platform which has greatly improved customer servicing capabilities, allowing easy-to-use call back requests, the ability to change direct debit details over the phone, and provide feedback to our team through a phone survey.



## Supporting our people

**Wonderful volunteers are the backbone of Make-A-Wish. They build relationships with our wish families, fundraise, spread awareness through our stories, and allow Make-A-Wish to have a relevant, local presence within 57 communities throughout Australia.**

In order to better support our incredible volunteers, we successfully implemented a volunteer intranet allowing greater access to resources and making it easier to connect with each other and staff. Our new intranet has transformed the way we work together – one collaborative team working with one system.

Always wanting to improve, we hold an organisation-wide survey each year to better understand the needs of our people. The overwhelmingly positive response from volunteers in the 2017 engagement survey told us:

- the changes we have made are making a positive impact on the children we are here to help
- that the wish journey is more creative, unique and involving volunteers in many more ways.

Our ambition to reach every child is inspiring our volunteers, as have the big improvements we've made in processes, collaboration and technology over the past year. We're thrilled to see these strategic goals and projects making an impact.

### Volunteer survey highlights



**99%**

are proud to volunteer with Make-A-Wish



**95%**

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



**92%**

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



**95%**

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



## Volunteer leadership conference

In July 2017, around 150 staff, board members and volunteer leaders from across the country met in Melbourne for our biennial Leadership Conference. The conference is a great opportunity to present, discuss and workshop how we can best work together as an organisation, now and into the future.

The last few years we've been reinventing the wish journey to improve the wish experience and impact for wish kids and their families. This evolution prompted the thought starter - what might a similar reinvention of the volunteer experience look like? This year's conference included tangible activities and ideas around exploring this:

- Leadership
- Volunteer engagement
- Culture and communication
- Safeguarding children and young people

The conference was designed to showcase the role we have to play as leaders, and how we can inspire volunteer engagement by creating a positive environment, particularly through wishes, fundraising, technology and storytelling.

It was wonderful to acknowledge and celebrate the significant progress made since our last conference in 2015, including the hundreds of children who have been helped this year by their wish journey. But we still have much to do to reach our goal of helping every eligible child, and we need to use this momentum to work together to increase our capacity in a sustainable way.

***"The word I left the conference with for myself was 'challenge'. I will challenge myself within my branch to be more; laugh more, involve more, interact more, collaborate more, communicate more, express more, help more, be available more, appreciate more..."***

## Volunteer Hall of Fame

Congratulations to Rambo Ramdianee from the Perth volunteer branch, our 2017 inductee into the Aidan McCann Volunteer Hall of Fame. Each year at least one of our dedicated volunteers receives this honour, named after former wish child and Melbourne branch volunteer, Aidan McCann, whose passion and dedication continues to inspire.

***"I have never met someone who is as passionate about volunteering as Rambo. Helping others is what gets him going in the morning, so much so that he completed his doctoral thesis on how to motivate volunteers. If you ask Rambo what he is up to on any given weekend his answer is always an assortment of activities to help various not-for-profits and individuals in need. Fortunately for us, Rambo can often be heard saying 'my true love is Make-A-Wish.'"***

*– Whitney Williamson, President of the Perth volunteer branch*

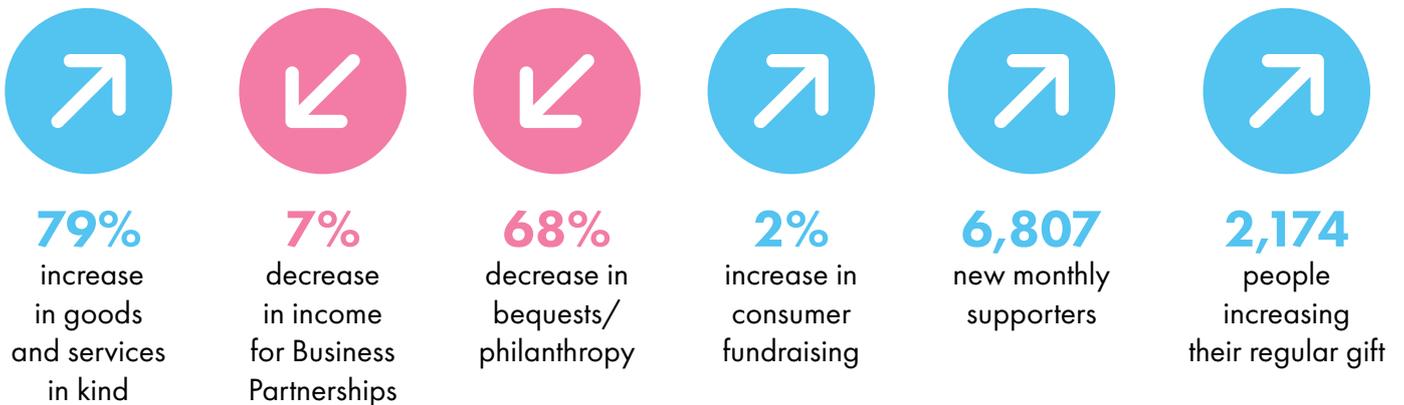
# Financial overview

It's been a busy year at Make-A-Wish, and this is the first full 12 months of our new reporting period.

With investments into our people and systems, we recorded a loss of \$0.48m for the year ending 31 August 2017, compared to a loss of \$1.44million in 2016 (an 8 month financial period). The organisation is expecting to return to surplus in the new financial year.

Income for the year ending 31 August 2017 is \$15.6million. Year on year this represents a decline of 4%.

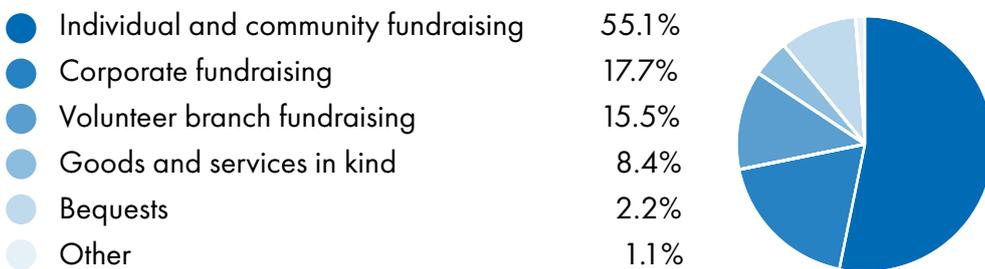
## Key drivers



In order to achieve our goal of working on 2,000 wish journeys each year, we must continue to strengthen our financial position through further investment in our fundraising model, people, and structure. We're also continuing to increase efficiencies and productivity across the whole business.

From making children internet superstars, to buying pens and paper – we're reliant on fundraising and the support of our Wish Force to make life-changing wishes come true.

## Where our income comes from



## How we use it



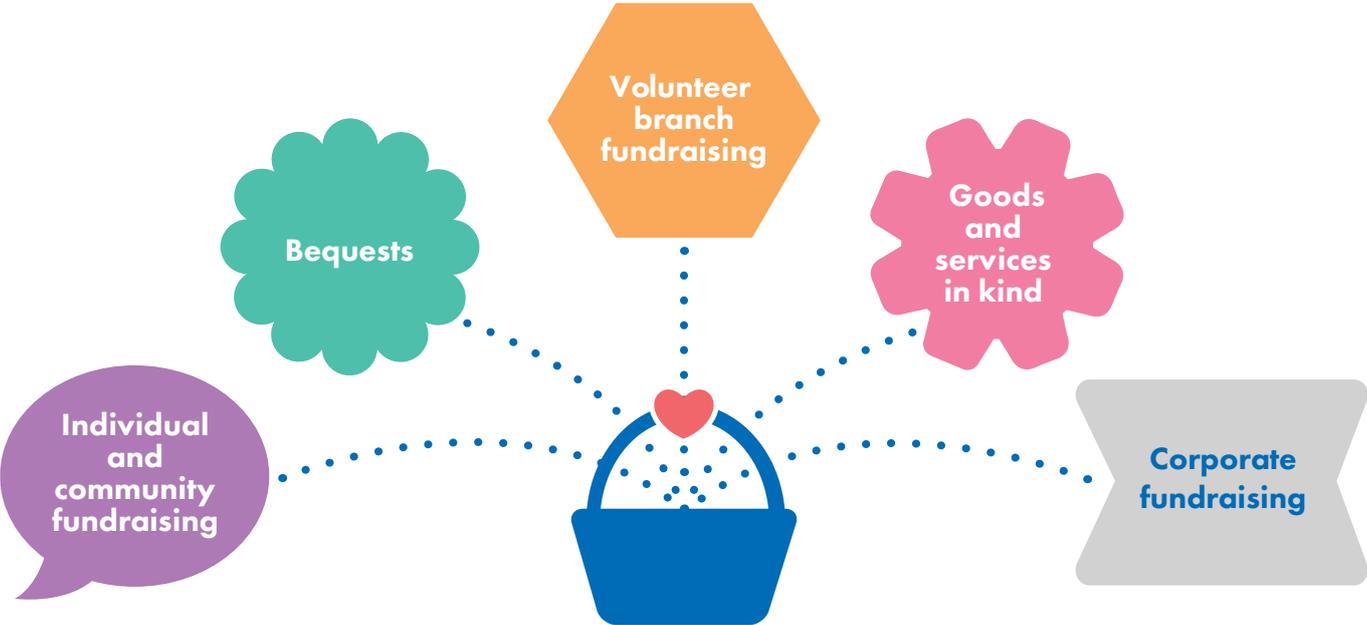


Jessica, 7, diagnosed with a form of muscular dystrophy, wished to be a ballerina.

# Financial overview

## How do wishes come true?

Through the generosity of our Wish Force!



Our full, audited 2017 financial statements are available at [makeawish.org.au](http://makeawish.org.au).

# Thank you

We wouldn't be able to make amazing wishes come true without help from the entire Australian community. Whether through volunteering, donations, business partnerships, fundraising, bequests, ambassadorship, social media or word of mouth, a big thank you for being a valued member of our Wish Force.

## Our board



**Stephen Sharp**

Chairman



**Russell Evans**

Deputy Chairman



**Cath Mulcare**

Treasurer



**Melinda Geertz**

Director



**David Sharpe**

Director



**Hitesh Patel**

Director



**Russell Smith**

Director and Volunteer Board Representative



**Vickie Lester**

Director and Volunteer Board Representative

# Patrons and ambassadors

## National patrons

- Robyn Moore
- Melissa Doyle

## Ambassadors

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

# Business partners

## Major partners

- Big 4 Holiday Parks
- Blooms the Chemist
- Caltex Australia Petroleum Pty Ltd
- Hungry Jack's
- Isagenix
- Merlin Entertainment
- oOh! Media
- Qantas Airways Ltd

## Partners

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

# Key supporters

## Trusts and foundations

- AFLPA Charity Fund
- AMP Foundation Charitable Trust
- Andrew James Schreuder Foundation
- Annie Rose and Andrew Lazar Foundation
- Australian Philanthropic Services Foundation
- Betty Radford Discretionary Trust
- Channel 7 Telethon Trust
- Daly Family Foundation
- Equity Trustees
- Eureka Legacy Foundation
- Future Family Office
- Gandel Philanthropy
- Girgensohn Foundation
- Glen & Lisa Richards Foundation
- Globe West
- Good2Give
- Goodridge Foundation
- Greater Good Foundation
- Jacks Five Foundation
- Lord Mayor's Charitable Trust (Brisbane)
- Lunar Investments
- Macquarie Bank
- Molonglo Group
- Olding Family Foundation
- Perpetual Trustees
- Peter Robert Brauer Memorial Fund
- Richardson Family Foundation
- River Capital Foundation
- Robert and Christine Henshall Foundation
- Ronwynne Foundation
- Scanlon Foundation
- Steadfast Foundation
- The Alan Wegner Testamentary Trust
- The Alfred and Jean Dickson Charitable Foundation
- The Andrew and Geraldine Buxton Foundation
- The Armando Poli Charitable Fund
- The Andrews Foundation
- The Epstein Charitable Foundation
- The George & Freda Castan Families Charitable Foundation
- The Hans & Gini Bachrach Foundation
- The Marion & EH Flack Trust
- The Prance Family Trust Fund
- The Orloff Family Charitable Trust
- The Russell Foundation
- The Stan Perron Charitable Foundation
- Veolia Mulwaree Trust
- The William Angliss (Victoria) Charitable Fund
- Willis Family Trust

## Individuals

- William Owen and Jill Ann Tilbury
- Glenn and Margaret Hentschell
- Y.Mee
- Simon and Amy Feiglin
- Stephen and Lani Sharp
- Elizabeth Sutton
- Phillip and Julie-Anne Sheppard
- Nathan and Siobhan Kelley
- David and Elizabeth Briskin
- Cath Mulcare
- Maxine Bowness
- Anonymous (11)

# MAKE·A·WISH®

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