

ANNUAL REPORT

Fiscal Year 2014

Reece, 10

Acute lymphoblastic leukemia

I wish to go to the Pro Bowl in Hawaii

(Wish story on back cover)

MAKE ·  · A · WISH[®]

Georgia





Alexis, 18

Ewing's sarcoma

I wish to be a model
in New York City



Ben, 19

Muscular dystrophy

I wish to meet the Atlanta Falcons

Belle, 8

End-Stage Renal Disease

I wish to go to Disney World



A MESSAGE FROM OUR LEADERSHIP

Four hundred and thirty children battling life-threatening medical conditions had their most heartfelt wish come true this past year. That's more wishes granted in the state of Georgia than in any previous year in our chapter's 19-year history!

Each time, the power of a wish provided vital strength, hope and joy to a child, at a time when they needed them most. This wonderful, wish-granting accomplishment is a strong testimony to the incredible generosity of our donors, invaluable involvement of our corporate partners and the tremendous leadership and commitment of our volunteers and staff.

In spite of this benchmark accomplishment in 2014, the urgent need to increase the number of wishes we grant continues to challenge our chapter. Although this was our best wish granting year ever,

we had nearly 600 Georgia children waiting for their wish to come true at the end of 2014. And additional wish requests from deserving children are received nearly every day.

You have been such a vital part of our success in making a life-changing difference for wish kids who are fighting for their lives. We ask you to please continue your critical support and commitment as we set our sights on granting the wish of every eligible child within our state.

Together, we can continue to make wishes come true for Georgia's children in greater numbers than ever before. For them and their families, it is an amazing experience that is both invaluable and very much needed. Thank you for making those transformational dreams come true for our children, right here, in our own backyard.



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John J. Brennan
Chief Executive Officer

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THE STORY OF THE WISH TREE

The **Wish Tree** began as a way to visually display the number of wishes granted throughout each year.

At the conclusion of each wish, a leaf bearing the child's name is added to the Tree, which is painted on a wall at the Make-A-Wish Georgia offices.

As the year progresses, the Wish Tree continues to blossom with the names of wish kids. Behind each leaf is a unique story of hope, strength and joy.

The leaves are different colors, representing the four types of wishes granted by Make-A-Wish; **green** represents wishes to go; **red** for wishes to meet; **orange** for wishes to have; and **yellow** leaves for wishes to be.

Because a record **430 wishes** were granted in 2014, the Wish Tree was the fullest it has ever been. Seeing the Tree is undoubtedly a highlight for all who visit the Make-A-Wish Georgia offices.

In fact, a number of wish kids, including 15-year-old **Edwina**, actually got the opportunity to add their own names to the tree after their wish was completed.

The photo above shows Edwina with our wish coordinators in front of the Wish Tree; the photo to the right shows her adding her leaf to the tree.

The Wish Tree is a constant celebration of our progress during the year and a reminder of our purpose and mission at Make-A-Wish Georgia.



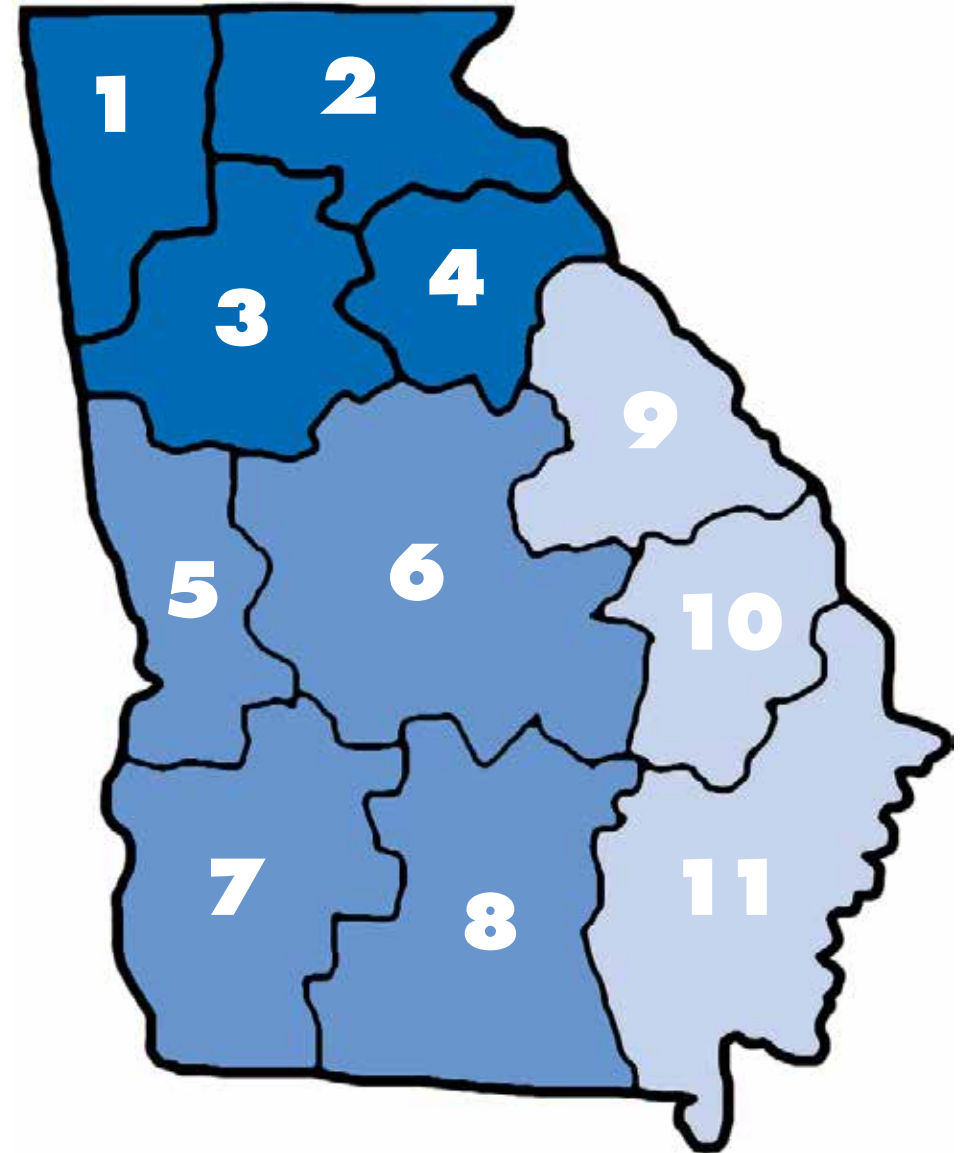
WISHES ACROSS GEORGIA

Make-A-Wish Georgia grants wishes across the entire state. For this reason, we divide Georgia into **eleven districts**, each named after the largest city in the area. This allows us to better organize our wish granting efforts.

By the end of 2014, we granted **430 wishes** to local children. However, there were also over **550 wishes** still waiting to be granted. The table below shows how these wishes were spread out across our state.

DISTRICT	WISHES	PENDING WISHES*
1 Dalton	31	35
2 Gainesville	17	33
3 Atlanta	219	294
4 Athens	22	27
5 Columbus	21	18
6 Macon	45	42
7 Albany	11	14
8 Valdosta	13	26
9 Augusta	17	35
10 Statesboro	9	9
11 Savannah	25	25
TOTALS	430	558

*As of September 1, 2014



STATE-WIDE COMMUNITY EVENTS



University of North Georgia

Dahlonega, Ga.

Make-A-Wish has a national partnership with NCAA Division II that allows the top fundraising schools in the country to host a wish enhancement each year.

The **University of North Georgia** is annually among these top fundraisers, donating the second highest amount in the country in 2013.

This allowed the university to host ten-year-old wish kid **Joseph** for one night as a UNG Nighthawk.

The school's basketball team announced Joseph as their honorary sixth-starter before a home game and sent him on his wish to Hawaii in style.



Ludy's Christmas Light Spectacular

Columbus, Ga.

This Internet-sensation holiday light display has been raising money for Make-A-Wish Georgia since 2007.

Over the last eight years, the **Columbus, Ga.**, family has helped raise almost **\$65,000** for wishes, including over \$11,000 in 2014.

Donations are collected from spectators coming to see the light show, which runs annually from Thanksgiving until New Year's Eve. Learn more by visiting their website at www.ludychristmas.com.



Grayson Day Parade

Grayson, Ga.

In April 2014, the city of Grayson, Ga., dedicated their 35th annual **Grayson Day Festival** to raising money in support of Make-A-Wish Georgia. The day's theme was 'Making Wishes Come True.'

Four wish children served as grand marshals of the parade and each rode on a custom float through the city streets.

The 2014 Grayson Day Festival drew more than 10,000 spectators who helped to raise over **\$40,000** to support wishes in Gwinnett county.

WISH IMPACT STUDY

A wish come true helps children feel stronger, more energetic and more willing and able to battle their life-threatening medical condition. For many of them, it marks a turning point in the fight against their illness. For doctors, nurses and other health professionals, the wish experience works in concert with medicine to make their patients feel better, emotionally and even physically.

Since the start of our organization, we have witnessed that a wish can bring hope, strength and joy to a family. After completing our **National Wish Impact Study**, we have the numbers to prove it.

99%

of parents felt that the wish experience produced positive memories that will last forever

99%

of parents reported that the wish experience gave their children increased feelings of happiness

98%

of parents said that the wish experience generated a sense of hope and an improved outlook on life

97%

of wish families observed increases in their wish kids' emotional health

89%

of medical professionals believe a wish experience can positively influence a child's health

81%

of parents observed an increased willingness by their child to comply with treatment protocols

71%

of surviving wish kids, now adults, state that their wish experience contributed to saving their lives

74%

of parents observed that the wish marked a turning point in their child's response to treatment





2014 WALK FOR WISHES

The 10th Annual Walk For Wishes took place on Saturday, March 3, 2014 outside Philips Arena in downtown Atlanta. The event raised more than **\$360,000** for wishes.

Nearly **2,000 participants**, representing over 90 teams and 30 sponsoring organizations, took part in the two-mile walk around downtown.

The participants were also entertained by sponsor booths, stadium games and a live band.

Wish kid ambassadors **Joseph, Belle** and **Journey** shared their wish stories and mingled with sponsors and other wish families.

Since 2004, the **Walk For Wishes** has provided an opportunity for the entire community to join together in support of Make-A-Wish Georgia.

Much appreciation goes out to our Hope Level sponsors, Balfour Beatty and Wilson Parker Homes; our Strength sponsor AT&T; and Joy Level sponsor, Gratus Capital Management!

Al Petrangeli, board member and President of the Georgia Division of Balfour Beatty, served as the 2014 Walk For Wishes Chair.

Many thanks to everyone for your participation and partnership at the 2014 Walk For Wishes. You helped to make wishes come true for local kids.



18TH ANNUAL TOURNAMENT OF WISHES

The 18th Annual Tournament of Wishes took place on May 19, 2014 at the Golf Club of Georgia in Alpharetta. The event raised over **\$301,000** to help grant wishes for children with life-threatening medical conditions.

Sixty-one corporate teams participated in the golf tournament, representing 41 sponsor organizations. Over 240 leaders from the corporate community competed as foursomes in the 18-hole, scramble format competition.

Following the tournament, an evening reception recognized all event sponsors, featured a silent auction and announced tournament winners.

Wish kid ambassadors **Dylan, Angelica, Carson, Keaton** and **Pierce**, enjoyed the tournament with their families. Keaton and his family shared reflections from Keaton's wish to play golf at the Beaches Resort in Jamaica at the post-tournament reception.

Thank you to all sponsors, participants and volunteers who made this event possible. Special thanks to our presenting sponsor, **Novelis**; our Platinum Level sponsor, HP; Gold Level sponsors, Applied Computer Solutions, AT&T, Capgemini, EMC, Hitachi Data Systems, IBM, Openet, PwC and Techmahindra; our Silver Level sponsors, Amdocs, Cigna, Cisco, Georgia Power, NetApp, Prosys; and all Bronze Level and In-kind sponsors of the event!





10TH ANNUAL WISH BALL: REACH FOR THE STARS

The 10th Annual Wish Ball was our most successful signature event in our chapter's history, living up to its theme **Reach for the Stars**.

Held at the Grand Hyatt Hotel in Buckhead on Saturday, October 18, 2014, the black-tie gala raised over \$980,000 in one evening!

The highlight of the night was a special appearance by wish child **Kylie** who entertained the crowd with a duet with her sister Meredith.

Kylie was also surprised to learn that her wish to visit New York City and see Aladdin on Broadway was going to come true.

The event was made possible by **Novelis, Inc.**, who served as the Presenting Sponsor, with significant support from AT&T, Intercontinental Exchange, Inc., Morgan Stanley, Crawford & Company, PricewaterhouseCoopers, Wells Fargo and many others.

Thanks also to Board Member **Susan Been** for serving as the chair of the Wish Ball.



FISCAL YEAR IN REVIEW

As we look forward to another year, we hope that our accomplishments in 2014 inspire you to become even more involved in bringing uplifting wish experiences to children facing life-threatening medical conditions. Here's a snapshot of what we accomplished this year*.

430 wishes granted

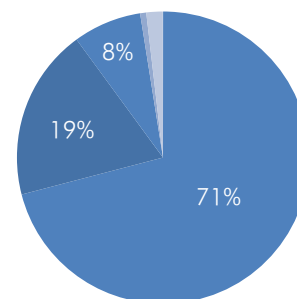
395 active volunteers

81% of every dollar spent went toward wish granting

\$6.3 M total funds raised

*Our organization's fiscal year is September 1, 2013 to August 31, 2014.

TYPES OF WISHES



71% I wish to go...

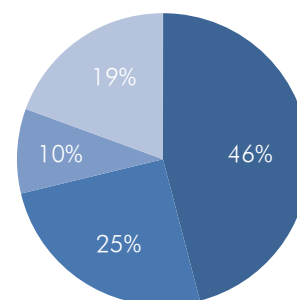
19% I wish to have...

8% I wish to meet...

1% I wish to be...

2% Other

SOURCES OF FUNDING



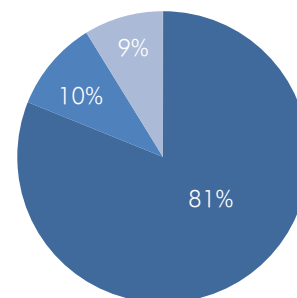
46% Corporate

25% Events

10% Individuals

19% Grants

FUNCTIONAL EXPENSES



81% Program Services

10% Fundraising

9% Administrative

CHAPTER HISTORY TIMELINE



May 23, 1995

Chapter's first wish granted to wish kid Ares, who wanted to meet the Atlanta Hawks



April 24, 2004

First annual Walk For Wishes event held in Atlanta



May 29, 2008

4,000th wish granted to wish kid Darrien to be a police officer



2015

Make-A-Wish Georgia celebrates the chapter's 20th Anniversary

1995

2000

2005

2010

2015

1996

Inaugural Tournament of Wishes golf tournament held in Augusta



June 18, 2003

National office awards Georgia chapter with the first 'Infinite Wish Award' recognizing outstanding community engagement for granting Frankie's wish to be a country music star



November 11, 2005

10th Anniversary celebrated with first annual Wish Ball; featuring the chapter's 3,000th wish to Briona, who wished to be a fashion designer



May 15, 2011

Wish kid Caroline's wish for a puppy parade is the chapter's 5,000th wish



July 12, 2013

6,000th wish granted to wish kid Emerson, who wished to see Annie on Broadway



THANK YOU TO OUR GENEROUS SUPPORTERS

The following lists recognize generous individuals, foundations, organizations and corporations that contributed to Make-A-Wish Georgia between September 1, 2013 and August 31, 2014. We are grateful for their leadership and support.

\$100,000+

Car Donation Foundation
Make-A-Wish America
Novelis Corporation

\$50,000 – \$99,999

The Luther and Susie Harrison Foundation

\$25,000 – \$49,999

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Mrs. Nancy W. Garnett*
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The Huisking Foundation, Inc.
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Wells Fargo Bank
Wilson Parker Homes

\$10,000 – \$24,999

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\$5,000 – \$9,999

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The listed donors made contributions to Make-A-Wish Georgia between September 1, 2013 and August 31, 2014. We have made every effort to acknowledge these gifts correctly and completely. Please accept our apologies should any error or omission be discovered.

HOW TO HELP?

Right now, there are hundreds of children with life-threatening medical conditions in our towns, neighborhoods and communities, waiting for their wishes to come true.

You can make a life-changing difference for our children and know that your donations will remain local. Here is how you can help:

CORPORATE GIVING

Sponsor an Event

Corporate sponsors are essential in helping Make-A-Wish Georgia accomplish its mission. Through the generosity of businesses, ranging from family-owned local enterprises to some of the world's largest corporations, we are able to Share the Power Of A Wish®. To learn more, call 888-517-9474 x126.

Workplace Giving/ Company Matching

Employees can donate to Make-A-Wish Georgia through existing employee contribution programs or by hosting special events. Many companies match employee donations and corporate teams can participate in our annual Walk For Wishes or Tournament of Wishes to raise money as a team, while providing the benefit of a corporate presence. To learn more, call 888-517-9474 x126.

You can make a life-changing difference for a local child in need.

INDIVIDUAL GIVING

Donations

Gifts of any amount can be donated online at www.georgia.wish.org or by mailing a check to our office at 1775 The Exchange SE, Suite 200, Atlanta, GA 30339.

Host an Event

Organizations and individuals often host events to benefit our chapter. These range from golf tournaments to fashion shows, car washes, festivals and cook-offs. Please contact us for an event application at 888-517-9474 x116.

Volunteer

Volunteers are the backbone of our organization and support us throughout all areas of our work. Opportunities are available in the areas of wish-granting, advocacy, office assistance, language interpretation and event/fundraiser planning. For more information, please call 888-517-9474 x114.

Airline Miles and Hospitality Points

With over 70% of wishes involving travel, we are always in need of airline miles and hotel loyalty points. Please call 888-517-9474 x124 to make a donation.

Adopt-A-Wish

This giving option allows donors to fund a single wish experience in its entirety. The average cost of granting a wish is \$9,000, a small price to pay for the happiness of a child whose life consists of daily medical challenges. Call 888-517-9474 x126 for more information.

In-Kind Donations of Goods and Services

If you have a business or service that can help Make-A-Wish Georgia grant wishes, we welcome your assistance. Please contact us at 888-517-9474 x130 to donate goods or services.

FROM THE FRONT COVER

REECE'S WISH STORY

Although he was diagnosed with acute lymphoblastic leukemia at the age of eight, Reece never let this setback prevent him from living a fully active life!

Interspersed through the chemotherapy treatments and numerous medical visits, Reece enjoyed spending his free time playing hockey and basketball with friends, riding his bike around his neighborhood and attending fun weekend activities with his family.

Reece's biggest passion is undoubtedly sports — hockey, baseball, football, basketball. He can't pick just one favorite sports team; he loves the Chicago Blackhawks, Atlanta Falcons and Atlanta Braves equally.

When Make-A-Wish Georgia volunteers visited him to learn more about his wish, Reece knew immediately that he wanted to go to the NFL Pro Bowl in Hawaii!

Not only would that satisfy his love of sports, but also the tropical setting aligned perfectly with his passion for adventure and love of history!

A few days before the NFL all-star game was set to take place, Reece and his parents set off for Honolulu.

Reece's first day on the island included the opportunity to witness the first ever Pro Bowl Draft and attend a luau buffet at Paradise Cove, where he met cheerleaders and danced with them on stage!

The next day, Reece got the chance to do something he'd always dreamed of — tour Pearl Harbor! The day was jam-packed with ship tours and sight-seeing.

Finally, the once-in-a-lifetime trip culminated at the Pro Bowl. Reece received autographs, took pictures and stood on the sideline during practice. Reece also got to meet several NFL players and coaches in person.

Attending the Pro Bowl game at Aloha Stadium was the icing on top of a perfect trip for the ultimate sports fan and adventure-lover. Make-A-Wish Georgia was thrilled to have provided Reece with his wish come true.



MAKE-A-WISH® GEORGIA

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