2016 ANNUAL REPORT

MAKE-A-WISH
Georgia

AREICE, 8
rhabdomyosarcoma
I wished to be a pirate
Wish Accomplished: October 2015

(story on back cover)
Make-A-Wish Georgia is pleased to report that we granted 395 wishes in fiscal year 2016. That’s 25% more wishes than we granted in fiscal year 2015. And for that, we thank YOU.

The essence of Make-A-Wish Georgia is not our staff, our building or our logo. Make-A-Wish Georgia is built on the people who make up our community. You are the ones who make wishes possible.

As a staff and board of directors, our job is to collect the support and time and energy made possible by this community and leverage that gift into delivering magical experiences for sick children. We are the facilitators of the magic you supply.

This past year has been full of innovation and growth at Make-A-Wish Georgia. We’ve reached new heights, but it’s only another milestone on our journey towards reaching the summit of our ultimate goal—granting the wish of every eligible child in Georgia.

Achieving this goal will not be easy. While we made significant progress in the number of wishes granted, there are still more than 700 children in the state of Georgia waiting to have his or her wish fulfilled.

To grant these wishes we must continue to evolve as an organization. We must increase the funds raised year over year. We must bolster our volunteer ranks. We must increase awareness of our organization and the understanding of our mission throughout the state.

Everything we do is dedicated to enabling every eligible child to experience the hope, strength and joy that comes from the power of a wish. Everything we achieve is the result of people who care—whether by donating, volunteering, referring children or becoming a corporate sponsor.

We wouldn’t have gotten this far without you, our dedicated community. And taking bold strides into a bright future won’t be possible without your continued support. The future of wish granting in Georgia depends on you.

Thank you for all you have made possible—and for all you’ll do to support our commitment to serve every eligible child.

Visit www.georgia.wish.org/DigitalReport to view this report digitally online!
WISHES across Georgia

Make-A-Wish Georgia grants wishes across the 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 2016, we granted 395 wishes to local children, including over 200 in the Metro Atlanta area alone. That's a lot of wishes accomplished.

Thank you for being a part of making this remarkable number of wishes a reality!

Our work is NOT DONE

Although we enjoyed a fantastic year granting wishes in 2016, there are still more than 700 children across our state who are waiting for their wishes.

This is a reminder that our work is never done. Local children will continue to be diagnosed with life-threatening medical conditions. And we want to be there to provide them with hope, strength and joy.

We hope we can count on your continued support as we aim to fulfill our vision to grant the wish of every eligible child.

www.georgia.wish.org/Donate

*As of January 1, 2017
On April 23, more than 600 supporters gathered outside of Philips Arena to raise over $250,000 for local wishes at Walk For Wishes Atlanta.

Twenty wish families joined us for this year’s Walk. Four of these children—Harrison, Joshua, Ellia and Leah—also served as wish ambassadors. These ambassadors mingled with sponsors, spoke during the event program and even led the walk itself.

Walk For Wishes Atlanta has raised over $2 million since its inception in 2004. In addition to the walk, participants enjoy live music, carnival games and family fun.

20th Annual
TOURNUMENT OF WISHES

Celebrating its 20th anniversary, Tournament of Wishes raised over $300,000 on June 6. Presented by World Financial Group, the golf tournament was held at the beautiful Reynolds Lake Oconee in Greensboro, Ga., for a second consecutive year.

Nearly 100 golfers, representing 27 local companies, participated in this year’s milestone event and enjoyed a tournament reception at The Ritz-Carlton.

Four local wish families were on hand to greet the golfers and cheer them on at several holes. The wish kids in attendance were George, Andrew, Tucker and Brayden.

Top sponsors for the event included World Financial Group, AT&T, Georgia Power, Syzygy Solutions, Hewlett Packard, Prosys and PwC.

www.georgia.wish.org/TournamentOfWishes
2nd Annual

WAITING FOR WISHES

For a second year, Waiting for Wishes combined fine dining and football stars for another unique, exclusive experience. The dinner raised over $90,000 for wishes on June 22 at the Palm Restaurant in Buckhead.

Over 40 current and former NFL players served as waiters to more than 100 guests during the evening. The guest of honor was wish kid Ronald, whose wish to go to the NFL Pro Bowl in Hawaii was granted January 2016.

In addition to dinner, guests had the opportunity to bid on autographed player shirts and aprons, or take a selfie with players.

The evening was made possible through a partnership with Creative Artists Agency, who represents the athletes in attendance.
On October 22, Wish Ball presented by Intercontinental Exchange raised over $900,000 for local wishes at The Ritz-Carlton Buckhead.

More than 20 corporate sponsors such as CBRE, Ernst & Young, Gratus Capital Management, Morgan Stanley, Novelis, PwC and Wells Fargo, along with over 500 guests were a part of the annual celebration of wishes.

The program featured two wish kids, Connor, 9, and Ruby, 11, who both had their wishes granted this year.

Ruby wished to have her own dance studio and performed a dance choreographed in the studio, live on stage. Connor’s wish was to meet the Atlanta Braves. After his wish, Connor formed a fundraising group called the Wish Warriors to #WishItForward to another local child.

It was an incredible evening in support of local wishes.
Wish granting takes a COMMUNITY

In addition to our annual signature events, we benefit from the support of hundreds of community fundraising events and local partnerships.

From corporate bake sales, holiday light shows, 5K races and everything in between, there are no shortage of ways to support local wishes.

Even school kids can support other children their age by joining our Kids For Wish Kids program. College-age students can get involved on their campus with Wishmakers on Campus.

Women interested in giving back can join the W.I.S.H. Society. And young professionals in the Atlanta area can take part in our newly formed Young Professionals group.

We thank our over 200 community partners for helping us raise $430,000 this year alone.
We love our VOLUNTEERS

With over **400 active volunteers** across the state of Georgia, we rely heavily on our community of volunteers to be our hands and feet in Georgia.

Our wish granting volunteers are the ones who meet with the wish children and families to learn what the child’s wish would be. However, we’re always looking for more volunteers to carry out our mission.

In addition to **wish granting**, we offer volunteer opportunities to assist during our **signature events** and **community fundraisers**. There are even ways to engage entire **corporate teams** in collecting donations and organizing gift drives for our wish kids.

We’re engaging our volunteer forces in Georgia like never before in an effort to take our wish granting to the next level. Join us by donating your time and talents!
**CAMILLE, 18**

leukemia  
I wish to be a model | Granted March 2016

Camille waited years for her wish to be a model to become a reality. But it was worth the wait. She and her family were flown to New York City for a model experience, including a professional photo shoot with Nigel Barker. Camille’s positive attitude and indomitable spirit inspired the studio professionals. Her wish even jump started her dreams of a career in modeling!

**CONNOR, 9**

Wilm’s tumor  
I wish to meet the Atlanta Braves | Granted May 2016

After Connor suffered an injury from sliding into home plate, his doctors discovered a tumor in his kidney. It’s only fitting that his wish be related to the sport he loves. This brave young man wished to meet his hometown heroes, the Atlanta Braves. The team treated him to a private tour of their locker room and tickets to a game. What a way to celebrate being cancer free!

**RUBY, 12**

rhabdomyosarcoma  
I wish to have a dance studio | Granted May 2016

Ruby battled a rare form of cancer since being diagnosed at the age of 10. Her unbreakable energy and love of dance helped Ruby overcome all of the challenges the disease threw at her. When it came time to make her wish, Ruby had no doubt that she wanted a sanctuary to be able to practice her craft. With some help from Sunshine on a Ranney Day, Ruby’s wish transformed her basement into the dance studio of her dreams.

**TREVOR, 10**

Fanconi anemia  
I wish to go to out west by train | Granted August 2016

For his wish, ten-year-old Trevor didn’t follow the typical pattern of most wish children. His wish was unique. Trevor decided he wanted to travel out west—not by plane, but by train! Trevor’s locomotive expedition journeyed to some of the country’s most renowned and spectacular national parks. After returning from his wish, Trevor is now considering a future career with Amtrak. The experience impacted his life more then he ever expected.

Behind every WISH is a STORY
YOUR DOLLARS at work

395 wishes granted during fiscal year 2016

400+ wish granting volunteers across the state

84% of every dollar that went toward wish granting

$6.2M total funds raised during FY 2016

71% wishes that involved travel

44% wishes involved the Walt Disney Company

TYPES OF WISHES

- 71% I wish to go...
- 21% I wish to have...
- 6% I wish to meet...
- 1% I wish to be...

SOURCES OF FUNDING

- 30% In-Kind Donations
- 25% Signature Events
- 18% Corporate Sponsors
- 13% Individual Donors
- 8% Community Events
- 6% Foundation Grants

FUNCTIONAL EXPENSES

- 84% Program Services
- 9% Administrative
- 7% Fundraising

YOUR DOLLARS at work

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The following lists recognize generous individuals, foundations, organizations and corporations that contributed to Make-A-Wish Georgia between September 1, 2015 and August 31, 2016. We are grateful for their leadership and support.

$100,000+
Car Donation Foundation
The Huisking Foundation, Inc.
Make-A-Wish America

$50,000-99,999
Doug and Tammy Farley
The Home Depot Foundation
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$5,000-9,999
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Zurich Community Grants Program

Make-A-Wish Georgia

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Ways to HELP GRANT WISHES

Right now, there over 700 children with life-threatening medical conditions in Georgia waiting for their wishes to come true.

You can make a life-changing difference for these children and know that your donations will remain local.

VOLUNTEER
We are grateful for our family of more than 400 volunteers who allow us to serve families across Georgia!

Volunteer as a wish granter, assist with fundraising, host and help with events or sponsor a Kids for Wish Kids event.

www.georgia.wish.org/volunteer

MAKE A GIFT
- Give online, by mail or phone
- Sign up for monthly giving
- Make a gift in honor or memory of someone special

www.georgia.wish.org/donate

WISHMakers at Work
Companies can provide support through sponsorship of our signature events, payroll deductions, corporate matching gifts, airline mile donations and employee giving campaigns.

www.georgia.wish.org/matching

SUPPORT A SIGNATURE EVENT
Corporate sponsors are essential in helping Make-A-Wish Georgia accomplish its mission.

Show your support by sponsoring one of our three annual Signature Events: Walk For Wishes, Tournament of Wishes or Wish Ball.

www.georgia.wish.org/sponsors

GIVE AIRLINE MILES
With over 70% of wishes involving travel, airline miles are one of our highest wish costs.

By contributing your unused airline miles, you save us money and allow us to grant more wishes to local children wanting to see the world!

www.georgia.wish.org/wings

START A COMMUNITY EVENT
You have the power to make wishes come true! Simply decide on a great fundraising idea, for example, hosting a golf tournament or organizing an office jeans day, silent auction or happy hour.

www.georgia.wish.org/KFWK

WISH IT FORWARD
Wish It Forward is a program designed to encourage the community to refer children facing life-threatening medical conditions to help provide the hope, strength and joy that a wish delivers during their treatment.

Simply, refer a child and watch the magic of a wish transform their life.

www.georgia.wish.org/refer

KIDS FOR WISH KIDS
This program allows kids of all ages to host their own fundraisers and inspire others along the way.

Building key development skills and active participation in the community gives children a sense of accomplishment.

www.georgia.wish.org/KFWK
Areice’s wish to be a pirate was a day of stowaways, sword fighting, mermaids and treasure hunts.

For the crew of sailors who granted his wish, it was a chance to use their abilities to change a seriously ill kid’s life.

They played the role of Areice’s loyal crew. They stayed in character the entire day, talking like pirates while helping Areice search for hidden treasure.

Captain Areice’s crew made sure he found the treasure and emerged victorious whenever he drew his sword.

And they returned to port knowing that they charted a course for one pint-sized pirate to experience the very best in life.

View the full report online at: www.georgia.wish.org/DigitalReport