

**DON'T WAIT  
FOR HOPE.**  
*Create it!*

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I'm a  
**WISH KID!**

**IMPACT REPORT**  
FOR FISCAL YEAR 2020

**Make-A-Wish<sup>®</sup>**  
CANADA

***Together, we create life-changing wishes for children with critical illnesses.***

*We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey.*



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# YEAR IN REVIEW

## *Creating HOPE in a difficult year*

Our mission at Make-A-Wish is simple: to create life-changing wishes for children with critical illnesses. The children we serve are on an intense journey in their lives, and their families are doing everything that they can to help their children navigate through this journey.

The past year and all the complications that COVID-19 brought to our world made the struggles of families facing critical illnesses even more difficult. The global pandemic also made our mission of finding ways to grant hopeful, joyful wishes more important than ever before. In what felt like a dark year for so many reasons, we had shining moments here at Make-A-Wish Canada.

Our bold strategy of unification with the Children's Wish Foundation to become Canada's largest wish-granting organization under the Make-A-Wish name has made us a more cohesive and effective organization—we have shown great leadership in the charitable sector as to how things can be done even when times are as unusual as they have been.

Donations to our cause—like so many in the charitable giving space—took a drastic hit through our past financial year. Despite a 30 percent revenue shortfall in 2020 and thousands of wishes now waiting to be granted, we were able to reimagine how we could grant wishes in an existence full of restrictions, and deliver hope, strength, and joy from coast to coast to coast.

Amidst a period of significant change and an era of physical silos where staff across Canada have had to work from home, we continue to prioritize efforts to build an organizational culture the likes of which all of us here in “wish world” feel a part of, and of which we can be proud.

At the heart of the successes in the past year, we have the donors to thank. Make-A-Wish relies completely on the generosity of others to fund the granting of life-changing wishes. We are also grateful for the volunteers. From our “wish granters” who work directly with wish families (though ‘virtually’ in this past year), to our board members helping to steer our ship at local and national levels, we owe them many thanks for their commitment. It was with their steadfast support that 1,000 heartfelt wishes were granted across Canada in 2020, and it is with their support that we will go on to grant the thousands of wishes now waiting to be granted.

Lastly, we were pleased and proud to welcome Lynne Hudson into the role as CEO of Make-A-Wish Canada in 2020. Lynne brings with her a wealth of past experiences with national non-profits and understanding of donors, partners, sponsors, volunteers and employees across the country. With her leadership I can say with confidence that Make-A-Wish Canada is not merely waiting for hope; we are creating it, every single day, and will keep doing so as the world works to emerge from the pandemic.

On behalf of all of my colleagues on the Make-A-Wish Canada board, thank you once again for your support and belief in the important work of Make-A-Wish.

Sincerely,



Michele Augert  
Chairperson, Make-A-Wish Canada National Board



## *Xander's Story*



*I wish to have  
a backyard makeover*

**Xander, 14**  
cancer

Xander loves to play basketball and spend time with his family. He's a protective big brother who would do anything for his two little brothers. At age 13, Xander was diagnosed with cancer.

Xander's diagnosis put some of his plans on hold while he underwent chemotherapy and focused on his health. After five months of chemotherapy and hospital visits, Xander was thrilled for a chance to have his wish granted.

Xander knew exactly what he wanted: an RV trip across Canada with his family. Having the wish to look forward to kept him going at some of his lowest moments. "On long days of treatment, I'd research where we could go," says Xander. "I looked up all the cheesy tourist spots!"

This past spring, everything was in place for Xander's wish. The RV was booked. The route was planned. And then the COVID-19 pandemic hit. Xander's wish of travelling across the country was no longer possible.

Reimagining his wish, Xander thought about how he could make the most of his time at home with family. He decided to have a backyard makeover instead – making his home a space that would mean limitless fun for him and his family! In addition to the backyard makeover, Xander and his brothers got to camp out in the RV for a weekend – in their driveway! "It was awesome," says Xander.

"It was something I could share with my brothers and that was the most important part," says Xander. "It actually ended up being a better wish," said his mom, Bryana. "Through months of isolation because of the pandemic, Xander and his brothers had lots of things to do in the safety of our backyard."

For Xander's family, it also brought closure. "It was wonderful to see Xander and his brothers just be kids again after all our family has been through," says Bryana. "We felt like we could close that chapter."

# 2020 NATIONAL BOARD OF DIRECTORS\*

## *Chair*

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**MICHELE AUGERT**  
Winnipeg, MB

## *Vice-Chair*

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**PETER NOONAN**  
Toronto, ON

## *Treasurer*

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**CHERYL HOGG**  
Vancouver, BC

## *Secretary*

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**CARLEY PARISH**  
Hampton, NB

## *Director-At-Large*

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**DAN MARKOU**  
Toronto, ON

## *Directors*

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**LYNNE DOUGLAS**  
Calgary, AB

**PHIL HUNT**  
London, ON

**JACQUES PERREAULT**  
Montreal, QC

**SHAUN USMAR**  
Toronto, ON

**CARL VIEL**  
Québec city, QC

**SHAWN WHITE**  
Dartmouth, NS



\*Listing of board members reflective of 2019-2020 fiscal period.

# Creating Joy



*I wish to have a telescope*

**Charlotte, 7**  
cancer

## Charlotte's Story

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Charlotte is an extremely creative and inquisitive seven-year-old who loves learning about all things science, especially the solar system. She enjoys participating in Girl Guides and loves to go camping and play soccer. Charlotte was diagnosed with cancer just after her second birthday. Prior to her diagnosis she was experiencing an ongoing fever and a loss of appetite and her parents knew that something wasn't quite right. Over the next two and a half years, Charlotte had many hospital visits (including multiple over-night stays), blood tests and chemotherapy. After overcoming all those obstacles and completing treatment, Charlotte got to “ring the bell” and was cancer free!

Upon finding out Charlotte was going to be granted a wish, she started thinking about what would mean most to her. With her love for science and building things, her wish to receive the ultimate LEGO® kit and telescope was perfect! Since her wish coming true, Charlotte and her family have spent hours together mastering the art of LEGO® building, exploring the solar system all while creating great memories.

“We, as a family, went through a lot when Charlotte underwent treatment. Seeing her wish come true and the smile that shines every time she starts a new LEGO® set or looks through her telescope, is truly amazing!” – Laura, Charlotte’s mom

**Make-A-Wish®**  
CANADA

Across Canada, **1,000** wishes were granted in 2020.

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## Creating Strength

Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.

With our positioning in the market as a strong, unified organization with representation in every corner of our country, we know we can achieve our goal of reaching every qualified child, and grant wishes that change lives.

Thank you for your support.



**79%** of wish children who are now adults confirm that their wish experience marked a turning point in their treatment and recovery.



**97%** of wish children report improved mental and emotional health because of their wish experiences.



**85%** of parents observed a decrease in their children's anxieties or fears



**98%** of parents felt the wish experience gave them the chance to be a "normal" family again.

# FINANCES



Audited financials. Year ended September 30th, 2020

Though our financial results from 2019-20 reflect a time of significant challenge to the charitable sector as a whole, and to Make-A-Wish Canada specifically, an exciting picture is emerging.

During fiscal 2019-20, we engaged in our most ambitious evolution in the history of our organization here in Canada, amalgamating two wish granting organizations into one. As we worked to meld the legacy Children’s Wish Foundation of Canada and legacy Make-A-Wish Foundation of Canada together to become the largest wish granting organization in the country, COVID-19 swept around the globe.

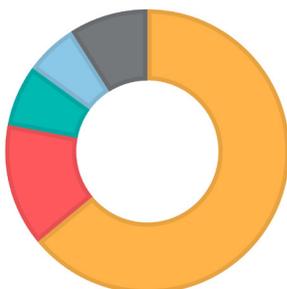
The charitable sector saw unprecedented decline in revenues during the global pandemic, yet through it all we stayed consistent to our vision of creating a streamlined, efficient organization that meets our vision of granting wishes to every eligible child facing critical illness.

We want to thank our steadfast supporters, who have worked through this time with us, side-by-side. We are excited for our future and encouraged by the unwavering support of so many. Your dedication will ensure a future for our wish recipients that is full of hope, strength, and joy.

Together, we create life-changing wishes for children with critical illnesses.

## Source of funds for 2020:

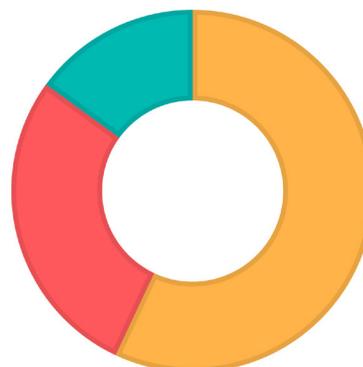
Donations and fundraising - 64%  
Donations in-kind - 14%  
Bequests - 7%  
Investment income - 6%  
Government subsidies - 9%



## Use of funds - fiscal 2019-2020:

Programs - 57%  
Fundraising - 28%

General and administration - 15%\*  
\*includes one-time amalgamation costs.



# OUR OFFICES

## *Atlantic*

**NEW BRUNSWICK**  
600 Main Street, Suite C202  
Saint John, NB E2K 1J5

**NEWFOUNDLAND  
& LABRADOR**  
211 - 31 Peet Street  
St. John's, NF A1B 3W8

**NOVA SCOTIA**  
125 - 202 Brownlow Ave,  
Dartmouth, NS B3B 1T5

**PRINCE EDWARD ISLAND**  
39 Eden Street, Suite 7  
Charlottetown, PEI C1A 2S2

## *Québec*

**QUEBEC**  
4200, boul. St-Laurent, bureau 330  
Montréal, QC H2W 2R2

## *Central Canada*

**EASTERN ONTARIO**  
4338 Innes Road-Unit 1,  
Ottawa, ON K4A 3W3

**SOUTHWESTERN ONTARIO**  
207-551 Oxford St. West  
London, ON N6H 0H9

**TORONTO AND CENTRAL  
ONTARIO**  
4211 YONGE STREET, SUITE 520  
TORONTO, ON M2P 2A9

## *Western Canada*

**ALBERTA (NORTHERN)  
- EDMONTON**  
16007 118 Ave NW  
Edmonton, AB T5V 1C7

**ALBERTA (SOUTHERN)  
- CALGARY**  
Suite 4, 2308 24 Street SW  
Calgary, AB T2T 5H8

**BRITISH COLUMBIA  
AND YUKON (Vancouver)**  
112-2025 W Broadway  
Vancouver, BC V6J 1Z6

**MANITOBA**  
350 St. Mary Avenue  
Winnipeg, MB R3C 3J2

**SASKATCHEWAN**  
3602 Millar Ave  
Saskatoon, SK S7P 0B1



Make-A-Wish Canada is a nationwide organization that operates from coast to coast to coast, working as one to grant wishes to children with critical illnesses.

**Make-A-Wish**  
CANADA

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Charitable Registration Number: 881291918 RR 0001