

*I wish to blast off to Saturn  
in a red rocket ship*

Zayden, 7  
congenital heart disease



## 2017 ANNUAL REPORT



Make-A-Wish<sup>®</sup>  
GEORGIA



*I wish to meet Elsa in  
Disney World*

**Peyton, 3**  
brain tumor

Peyton is a precious 3-year-old girl from Ringgold, Georgia, who loves Frozen, the color pink and playing with her sister. Peyton's wish was to go to Disney World to meet Elsa.

She was diagnosed with medulloblastoma, a fast growing tumor in the brain. Peyton needed the magic of Disney World to give her the strength to continue fighting her tough battle. The whole family hopped in the car and headed down to Orlando, Florida. She went to all four Disney parks as well as Universal Studios and SeaWorld with her mom, dad and older sister. They had some much needed quality time together eating ice cream every day at Give Kids the World.

Peyton's wish trip was refreshing for the whole family. Everyone returned home with restored hope, strength and joy!



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## LETTER FROM OUR BOARD CHAIR AND CEO



Dear Friends,

**What's in a wish?** Far more than a moment in time, a wish is a potent experience that powers essential hope. Wishes spark imagination and inspire children to consider limitless possibilities.

**For a majority of our wish kids, a wish serves as a catalyst to better health.** The majority of kids whose wishes we grant go on to beat their illnesses and live typical, healthy lives. And research shows children who have wishes granted build the physical and emotional strength they need to fight a critical illness.

**Thanks to you,** our community of generous donors, committed board members, over 400 active wish granting volunteers and a dedicated staff, Make-A-Wish Georgia has granted more than 7,400 wishes to local children since our founding in 1995. We closed fiscal year 2017 (September 1, 2016 through August 31, 2017) with 360 wishes granted. Of those, over 75% involved travel. And 40% involved the Walt Disney Company.

**In addition, Make-A-Wish Georgia granted the first ever virtual reality wish to 7-year-old Zayden** who wished to go to Saturn in a red rocket ship. With the help of TRICK 3D, a virtual reality studio, the impossible became possible. In this report, you can read Zayden's wish story and also learn about some of our other wish kids, as well, including Hunter and Gage, two brothers who wished to have a shared clubhouse, and 7-year-old Saadiq, who wished to ride in a monster truck.

**We've made incredible headway this year;** we have taken steps to lower our average wish cost while maintaining an exceptional wish experience to help our dollars go further. And every dollar raised in Georgia, stays in Georgia. But we still have more to do. The pipeline is now over 800 wishes as referrals continue to come in faster than the financial support. We will only be able to clear the pipeline by growing our funding partnerships.

**We have one goal: to grant every eligible child their one true wish.** It's what unites us, what we strive for and ultimately what we do – every single day. With your help, we can make our goal a reality.

**Thank you for joining us and for helping to make wishes come true for every eligible child in Georgia!**

Tammy Farley  
*Chair, Board of Directors*

Tim Earley  
*Chief Executive Officer*

## SIGNATURE EVENTS

Make-A-Wish Georgia hosted three signature events in 2016-2017 bringing together wish families, community members, corporate and individual donors and volunteers in unique philanthropic ways.

Signature Events not only raise critically-needed funds to help us grant wishes but also provide fun and inspiration to those in attendance.



**Walk For Wishes is a family-friendly festival that celebrates the thousands of wishes that have already been granted, while raising funds for future wishes.**

**walk**  
FOR **wishes**

This year's Walk was held on Saturday, May 20, at Stone Mountain Park and raised \$250,000 to help bring the life-changing impact of a wish to children battling critical illnesses in our community. This event also

launched the Construction Alliance, which raised over \$100,000! Although fierce business competitors, the Alliance brought together subcontractors, vendors and manufacturers to help transform lives one wish at a time.





**The 12th Annual Wish Ball presented by Intercontinental Exchange raised over \$600,000 on Saturday, October 22, at The Ritz-Carlton Hotel in Buckhead.**

More than 500 guests were a part of the celebration of wishes. The program featured two wish kids, Connor (9) and Ruby (11) who had their wishes granted this year. Ruby wished to have her own dance studio and performed a dance she choreographed in that dance studio, live on stage. Connor's wish was to meet the Atlanta Braves. Special thanks to Wish Ball co-chairs Scott and Hilary Hill, patron chairs Hank and Emily McLarty and emcee Zain Asher. Prior to Wish Ball, patrons and corporate sponsors were invited to a patron appreciation reception at the home of Mitch and Stephanie Nelson.



**Tournament of Wishes, Make-A-Wish Georgia's oldest Signature Event, has been raising money to grant heartfelt wishes for over 20 years!**

The 2017 tournament, which was held on April 28 at Reynolds Lake Oconee, raised \$197,000 for local wishes and played host to over 100 players from prominent Georgia businesses who had the opportunity to interact with wish families and other business elites. Special thanks to World Financial Group for being our presenting sponsor. Thanks, as well, to our many other sponsors and players who helped make this year's tournament a success.



## COMMUNITY EVENTS

### Wish it Forward: The Mendoza Family

The story of Caroline's wish begins with the wish of another special girl, Alexis Mendoza. When Alexis's dog passed away just before Alexis herself was diagnosed with cancer, Alexis's only wish in the world was to have another four-legged companion, one that could be by her side through treatment.

Make-A-Wish Georgia granted Alexis's wish in August 2016. Her family saw almost immediately the positive effect Alexis's wish had not only on her physical health but also her emotional wellbeing. With the desire to wish their own good fortune forward, the Mendozas decided to turn a community golf tournament into a fundraiser.

Although the family was unsure whether the tournament would result in a meaningful sum of money, their worries were soon allayed. Galvanized by Alexis's story, the community rallied to raise more than \$20,000! Their collective efforts enabled Make-A-Wish Georgia to grant Caroline's wish the following year.

Like Alexis, Caroline also was bravely battling cancer. Her wish to meet Minnie Mouse at Disney World became a pivotal moment in Caroline's journey back to health. Today, Caroline's prognosis is good. Her mom describes Caroline's Disney wish experience as "the sunshine behind the clouds...an experience that can never be forgotten."

Seeing how a wish can impact one family is inspiring. Seeing how a wish can touch a family so deeply they feel compelled to wish it forward... that's just extraordinary!



## COMMUNITY EVENTS

Everyone can play a role in helping make children's wishes come true! In addition to support from national partners like Macy's, Dave & Buster's, and Maggiano's, Make-A-Wish Georgia benefits from a host of successful fundraising events organized in communities across the state by local organizations, clubs, community and student groups, and private citizens.

In addition, two affiliated groups, W.I.S.H. Society and Young Professionals, offer opportunities for women and young professionals, respectively, to engage in philanthropic activities benefiting Make-A-Wish Georgia.

In 2016-17, 109 community events collectively raised \$491,982 to support the wish-granting program. And just over half of the community events held in FY17 were put on by new partners.



### TOP 5 COMMUNITY EVENTS (in dollars raised)

- Columbus Evening of Wishes
- Make-A-Wish Georgia Atlanta Area Young Professionals
- Cobb County 5K
- Applebee's
- J Christopher's Campaigns

### TOP 5 NATIONAL PARTNERS (in dollars raised)

- Macy's
- GameStop
- Watertree
- Dave & Busters
- Subaru



*I wish to blast off to Saturn  
in a red rocket ship*

**Zayden, 7**  
congenital heart disease

Although Zayden was diagnosed at just two years old with a congenital heart condition that has required more than 40 surgeries to date, his spirits have always remained high. For as long as he can remember, Zayden has absolutely adored astronauts and space. His favorite stories orbit around astronauts, and his favorite game to play is spaceship.

6 ★ Zayden's most heartfelt wish took little time to decide – he wished to blast off to Saturn in a red rocket ship! While Zayden's imagination may be limitless, technology still has some catching up to do.

Fortunately, through a partnership with UPTv, TRICK 3D, an innovative virtual reality and 3D animation studio, and the local heroes at Dobbins Air Force Base, Zayden's mission was launched via virtual reality on May 1.

To ensure that he was properly prepared for his monumental day, Zayden even received advanced training from retired NASA astronaut, Commander LeRoy Chiao.

A community of people gathered together to make Zayden's wish a day he will never forget.





## FINANCIALS

### Make-A-Wish Foundation Of Georgia Statement Of Activities Year Ended August 31, 2017

**UNDERSTANDING OUR NET ASSET POSITION** Make-A-Wish Georgia is a unique organization in that our total expenses in any given year include a portion of our anticipated wish costs for the following year as well. Each wish is considered a promise to a family and must be accounted for in the current year once approved, regardless of the actual date of completion. These anticipated wish costs for the next year often generate a net asset position overweighted with costs relative to income. This notwithstanding, Make-A-Wish Georgia remains in good financial standing. When pending wish liability is removed, our asset position in FY17 was +\$589,885 – a more accurate representation of our financial situation.

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>REVENUES, GAINS AND OTHER SUPPORT</b>			
Public Support:			
Contributions, Net of Write-Offs	\$ 4,091,186	\$ 291,254	\$ 4,382,440
Grants	1,007,936	23,302	1,031,238
Total Public Support	5,099,122	314,556	5,413,678
Internal Special Events	1,228,428	151,063	1,379,491
Less Costs of Direct Benefits to Donors	(321,519)	-	(321,519)
Total Special Events	906,909	151,063	1,057,972
Investment Income, Net	194	-	194
Other Income	9,075	-	9,075
Net Assets Released From Restrictions	571,224	(571,224)	-
Total Revenues, Gains, and Other Support	6,586,524	(105,605)	6,480,919
<b>EXPENSES</b>			
Program Services:			
Wish Granting	5,227,607	-	5,227,607
Total Program Services	5,227,607	-	5,227,607
Support Services:			
Fundraising	583,163	-	583,163
Management and General	953,204	-	953,204
Total Support Services	1,536,367	-	1,536,367
Total Program and Support Services Expense	6,763,974	-	6,763,974
Change in Net Assets	(177,450)	(105,605)	(283,055)
Net Assets (Deficit), Beginning of Year	(3,365,193)	571,224	(2,793,969)
<b>NET ASSETS (DEFICIT), END OF YEAR</b>	<b>\$ (3,542,643)</b>	<b>\$ 465,619</b>	<b>\$ (3,077,024)</b>



*I wish to ride in a  
monster truck*

Saadiq, 6  
cancer

Like most other 6-year-old boys, Saadiq loves all things cars and trucks. Saadiq, however, is living with cancer. He was diagnosed with leukemia in 2013 and has undergone numerous medical treatments. Despite his diagnosis, Saadiq is full of energy and easily charms others with his infectious smile.

He is always most excited when he is sharing his passion for monster trucks; it came as no surprise when he wished to actually ride in one! With the help of amazing donors and a strong, supportive community, Saadiq and his grandparents headed to the Georgia Dome for Monster Jam, an action-packed gathering of the best monster truck drivers in the world.

With VIP "Pit Party" tickets in hand, Saadiq enjoyed a meet and greet with all of his favorite drivers, and he got to check out all of their trucks. The pinnacle of Saadiq's wish experience, however, came when he got to actually drive a monster truck in front of thousands of cheering fans. Saadiq's joy was evident in the smile that didn't leave his face throughout the whole experience. His wish gave Saadiq renewed strength and hope as he continues to bravely fight his diagnosis.

## THANK YOU FOR SUPPORTING OUR MISSION

The generous supporters on the following pages made gifts of \$1,000 or more in fiscal year 2017 (September 1, 2016 – August 31, 2017).

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Orange County  
The John and Mary Franklin Foundation  
KForce Staffing and Solutions  
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Kids R Kids International  
King of Pops Atlanta  
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World Pay  
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## COMMUNITY EVENTS

A Whole Lot Of Christmas  
Applebee's  
Atlanta Area Young Professionals  
Atlanta Golf Foundation  
Austin Sprayberry Day  
Chi Omega Alumnae Wine for Wishes  
Chi Omega Delta Theta Oglethorpe  
Chi Omega Nu Kappa Georgia Southern  
Chi Omega Psi Gamma Mercer  
Chi Omega Psi Lambda Valdosta State  
Cobb County 5K  
Columbus Evening of Wishes  
Demesthas Halloween  
Georgia College and State University  
Georgia Entertainment Ride  
Georgia Tank Lines  
Green Bean Social  
Horizon Theatre Wand Sale  
J. Christopher's Campaigns  
KForce  
Lifers Car Club  
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Stars and Cigars  
The Ludy Christmas Light Spectacular  
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Ford Smith Fine Art  
Gainesville Motorsports  
Gatlinburg Falls Resort  
Genuine Parts  
Give Kids The World, Inc.  
Grande Bay Resort  
Greene Classic Limousine  
Gucci  
Hawks Cay Resort  
HEART Liquidators/Overstock Mattress  
and Beds  
Hilton Waikoloa Village  
HMS Host Corporation  
The Home Depot Foundation  
Hotel Indigo Atlanta Airport  
Hyatt Regency Vancouver  
Imagine THAT Playhouses & More  
JCS Limo  
Jared Kirschner  
KVM Designs  
Lauderhills Jewelers  
Leis of Hawaii  
LG Hausys  
Major League Baseball  
Make-A-Wish America  
Mantra Trilogy  
Marquis Spas  
Mohawk Industries Incorporated  
New York Knicks  
Nurtured By Nature  
OCNavigators, LLC  
Olympus Worldwide Chauffeured  
Services  
One Orbit, LLC  
Orlando Medical Rentals  
Paradise Pier Hotel Disneyland Resort  
Pebble Beach Resorts  
Presstine Cleaners  
Quicksilver Cruises  
David Ragland  
Alex Reethof

Renaissance Atlanta, Waverly Hotel  
& Company  
Ritz Carlton, Buckhead  
Royal Caribbean Cruise Ltd.  
San Juan Marriott Resort &  
Stellaris Casino  
Sculpted Contours Luxury  
Sean Kurdziolek Photography  
Sheraton Maui  
Sheraton Universal Hotel  
Sheraton Waikiki  
Specialty Car Company  
Sunshine Helicopters  
Susan Zinger Designs, LLC  
Three Way Campers  
TPC Sugarloaf  
Trick 3D, LLC  
United Airways  
Universal Studios Hollywood  
Universal Studios Orlando  
UPtv  
Walnut Hill Estates, LLC  
Walt Disney World  
WB Interiors  
Westin Galleria  
Westin Ka'anapali Ocean Resort Villas

*We have made every effort to ensure the accuracy of this listing. If you find an error, please accept our apology and let us know by contacting Jackie Beres, Senior Director of Major Gifts and Individual Giving, at [jberes@georgia.wish.org](mailto:jberes@georgia.wish.org) or 770.916.9474 x126.*

*I wish to have a  
clubhouse*

**Hunter, 15 and Gage, 10**  
cancer, autoimmune disorder



Whether out on a hunt together or playing basketball with their friends, brothers Hunter, 15, and Gage, 10, refuse to let their illnesses rule their lives. Still, between Hunter's battle with cancer and Gage's autoimmune disorder, the boys longed for a fun escape they could call their own. When the time came to choose their wishes, the brothers opted for a decked out clubhouse that they could share.

With the help of New Beacon Homes, the boys' new clubhouse wish was revealed in an exciting "move that bus" moment on August 25. Hunter and Gage's private getaway came fully equipped with rustic artwork, a pool table, a dartboard, a TV, gaming systems, and comfortable furniture.

According to the boys' mom, the clubhouse "is a place Gage can forget his treatments, doctor's appointments, and that his life is different from other kids his age. In their clubhouse, Hunter and Gage are normal kids with a really cool hangout spot." While Hunter is cancer-free today, the clubhouse is still a refuge for him. Hunter and Gage have an escape from the lingering physical and emotional effects of their treatments, and get to spend time together in the clubhouse built just for them.



## VOLUNTEERS

Volunteers are indispensable to the wish-granting process. Typically two volunteers are assigned to each wish family. They not only are the first to meet with families to learn the child's heartfelt wish, they also continue to be the primary liaison between the wish family and the organization until the child's wish is granted. With fourteen different spoken languages represented, our volunteers help us reach an increasingly culturally diverse population of wish families in Georgia.

14 ★ Last year **520 volunteers** — including **191 newly trained in FY 17** — from communities across the state collectively invested an estimated **7,200 hours** to help make 360 children's wishes come true.

Many wish-granting volunteers shared their time and talent in other capacities, as well. Volunteers not only helped to ensure the success of our three Signature Events — Wish Ball, Walk For Wishes, and Tournament of Wishes, they also were a big part of helping us say thank you to our individual, corporate and foundation partners in FY17.







“Children are sick. We can show them a world beyond a hospital bed or a doctor’s office. With Make-A-Wish Georgia, we can broaden their horizons and bring their heartfelt wish to reality.”

- Mathieu, volunteer

## WAYS YOU CAN HELP

More than 800 children with critical illnesses in Georgia are waiting for their wishes to come true. Make-A-Wish Georgia offers lots of opportunities for community involvement so that you can help make a life-changing difference for these children.

16  
★

### VOLUNTEER

We are grateful for our family of more than 500 volunteers who allow us to serve families across Georgia! Learn how you can volunteer as a wish granter, assist with events or sponsor an event.

[www.georgia.wish.org/volunteer](http://www.georgia.wish.org/volunteer)

### IN-KIND

Non-cash gifts also help us grant wishes. Below are just a few examples of meaningful in-kind support:

**Wheels for Wishes** When you donate a car, truck, motorcycle, SUV, RV, or boat, we turn your burden into wishes. Proceeds from the sale of your vehicle donation benefit Make-A-Wish Georgia and help grant wishes to children diagnosed with a critical illness.



[www.wheelsforwishes.org](http://www.wheelsforwishes.org)

**Wishes in Flight** With over 70% of wishes involving travel, airline miles are one of our highest wish costs. Donating your unused airline miles helps local wish kids and their families

**Wishes in Flight**

travel to destinations around the world.

Once donated, your miles will never expire.

[www.georgia.wish.org/wings](http://www.georgia.wish.org/wings)

**Amazon Wish List/Smile** Support local wishes by purchasing an item from our Amazon wish list or by making any Amazon purchase through our Amazon Smile portal. All wish list items go directly towards granting a local child's wish. And Amazon gives back a percentage of all purchases made through Amazon Smile.

[www.georgia.wish.org/wishlist](http://www.georgia.wish.org/wishlist)

### COMMUNITY EVENTS

Community events range from concerts to golf tournaments and everything in between.

Host a fundraising event or campaign for Make-A-Wish Georgia and you can make the difference of a lifetime for a child with a critical illness.

[www.georgia.wish.org/ways-to-help fundraising/propose-an-event](http://www.georgia.wish.org/ways-to-help-fundraising-propose-an-event)

**Kids for Wish Kids** Kids of all ages can host their own fundraisers and inspire others along the way.

The Kids for Wish Kids program builds key

development skills and

encourages active participation in the community to give children a sense of accomplishment.

[www.georgia.wish.org/KFWK](http://www.georgia.wish.org/KFWK)



**Wishmakers On Campus** is a fundraising program designed for college students interested in contributing their time and energy to help grant wishes. As a group, you will raise money through various on and off campus events. [www.georgia.wish.org/WMoC](http://www.georgia.wish.org/WMoC)



**DONATE**  
When you donate, you're giving children renewed strength to fight their illnesses, bringing families closer together and uniting entire communities. You can make a one-time gift online, by mail or phone; make a gift in honor of someone special; or you can become a sustainer with a recurring monthly gift. [www.georgia.wish.org/donate](http://www.georgia.wish.org/donate)

**Wishmakers At Work<sup>®</sup>** is the Make-A-Wish Georgia workplace giving program that enables employees to plan and coordinate fundraising programs to help grant wishes. Companies can provide support through payroll deductions, corporate matching gift programs and employee giving campaigns. [www.georgia.wish.org/matching](http://www.georgia.wish.org/matching)

**Legacy of Wishes<sup>SM</sup>** Wishes create memories that last a lifetime for wish kids and their families. You can help make wishes happen by naming Make-A-Wish Georgia as a beneficiary of your estate. By making a planned gift to Make-A-Wish Georgia, you can help grant wishes even beyond your lifetime. [www.georgia.wish.org/ways-to-help/giving/planned-giving](http://www.georgia.wish.org/ways-to-help/giving/planned-giving)

**Support a Signature Event** Corporate and individual sponsors are essential in helping Make-A-Wish Georgia accomplish its mission. Show your support by sponsoring one or more of our four annual Signature Events: Walk for Wishes, Tournament of Wishes, Wish Ball and Trailblaze. [www.georgia.wish.org/sponsors](http://www.georgia.wish.org/sponsors)

Since 1995, Make-A-Wish Georgia has been granting the wishes of local children facing critical illnesses.

More than 20 years later, nearly 8,000 lives have experienced the impact of a life-changing wish. Make-A-Wish Georgia is a movement, powered by you, to renew families and communities disrupted by serious childhood illness. We all have the power to make wishes come true. To learn how you can become a part of the story, visit [www.georgia.wish.org](http://www.georgia.wish.org).

# Make-A-Wish®

GEORGIA

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