Throughout Fiscal Year 2019, Make-A-Wish® Wisconsin celebrated its 35th Birthday. We’ve come a long way since 1984, when a handful of individuals came together to make a single child’s wish come true. Today, over 530 volunteers and more than 14,900 donors span the state. While many things have changed since the Chapter’s founding, the impact a wish can have on a child’s emotional and physical health has not.

As you’ll see in these pages, a wish can spark imagination and encourage children to see life beyond illness. It can deliver strength and provide respite to a family coping with seemingly endless medical needs. It can touch the hearts of donors who witness the impact of their gift, and it can inspire the friends, neighbors, volunteers and medical partners who all play important roles along the journey of a wish.

That’s why our vision is to grant every eligible child’s wish – to ensure more kids have joyful experiences and some of the best days of their lives. Because wishes aren’t just nice – they are necessary. This is why wishes matter. It is only with the help of our friends in the community that we are able to provide life-changing experiences to the children and families we serve. Thank you for all you do to bring joy into the lives of children.
# 2019 Board of Directors

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  *BMO Financial Group*
- **Cathy Dworak**, Vice Chair  
  *Green Bay Packers*
- **Jim Sartori**, Fundraising Chair  
  *Sartori Cheese*
- **Sheila Dodds**, Wish Granting Chair  
  *Children’s Wisconsin*
- **Brenda Brandt**, Treasurer  
  *The Mark Travel Corporation*
- **Barbara Gurican**, Legal Chair  
  *Godfrey & Kahn S.C.*
- **Joseph Imhoff**, Secretary  
  *PricewaterhouseCoopers*

## BOARD MEMBERS
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  *Michael Best & Friedrich LLP*
- **Blaise Beaulier**  
  *Northwestern Mutual*
- **Scott Blake**  
  *Blake Capital Corp*
- **David Dean**  
  *Milwaukee Bucks*
- **Brian Dranzik**  
  *Milwaukee Mitchell International Airport*
- **Peter Duback**  
  *Baird*
- **Craig Faust**  
  *Inpro Corporation*
- **John Herbers**  
  *Reinhart Boerner Van Deuren*
- **Sherri Mowery Perrigo**  
  *Community Volunteer*
- **Katina Shaw**  
  *Milwaukee Brewers*
- **Eric Stahre**  
  *GE Healthcare*
- **Steven Stark**  
  *Stark Web Design*
- **Colleen Valkoun**  
  *iHeartMedia*

Together we create life-changing wishes for children with critical illnesses.
Wishes go beyond the experiences — they bring healing

A wish experience can be a game-changer for a child with a critical illness. This one belief guides us in everything we do at Make-A-Wish® Wisconsin. It inspires us to grant wishes that change the lives of the kids we serve. It compels us to be creative in exceeding the expectations of every wish kid. It drives us to make our donated resources go as far as possible. Most of all, it’s the founding principle of our vision to grant the wish of every eligible child.

Wishes go beyond the experiences — they bring healing. And they are far more than gifts, or singular events in time. Wishes impact everyone involved - wish kids, volunteers, donors, sponsors, medical professionals and communities. The impact varies. For wish kids, just the act of making their wish come true can give them the courage to comply with their medical treatments. Parents might finally feel like they can be optimistic. And still others might realize all they have to offer the world through volunteer work or philanthropy.

Whatever the odds, whatever the obstacles ... wishes find a way to make the world better.

I wish to go to the Walt Disney World® Resort

Wynter, 5
congenital anomalies
## REVENUES, GAINS, AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2019 Total</th>
<th>2018 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Support:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$ 5,222,835</td>
<td>$ 883,729</td>
<td>$ 6,106,564</td>
<td>$ 6,902,401</td>
</tr>
<tr>
<td>Grants</td>
<td>513,864</td>
<td></td>
<td>513,864</td>
<td>470,165</td>
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<tr>
<td><strong>Total Public Support</strong></td>
<td>5,736,699</td>
<td>883,729</td>
<td>6,620,428</td>
<td>7,372,566</td>
</tr>
<tr>
<td><strong>Special Events:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal Special Events</td>
<td>3,011,570</td>
<td>181,145</td>
<td>3,192,715</td>
<td>2,706,745</td>
</tr>
<tr>
<td>Less: Costs of Direct Benefits to Donors</td>
<td>(1,027,178)</td>
<td></td>
<td>(1,027,178)</td>
<td>(861,246)</td>
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<tr>
<td><strong>Total Special Events</strong></td>
<td>1,984,392</td>
<td>181,145</td>
<td>2,165,537</td>
<td>1,845,499</td>
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<tr>
<td>Investment Income, Net</td>
<td>49,455</td>
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<td>49,455</td>
<td>1,297,305</td>
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<tr>
<td>Other Income</td>
<td>7,500</td>
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<td>7,500</td>
<td>5,648</td>
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<tr>
<td>Net Assets Released from Restrictions</td>
<td>636,530</td>
<td>(636,530)</td>
<td></td>
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<tr>
<td><strong>Total Revenue, Gains, and Other Support</strong></td>
<td>8,414,576</td>
<td>428,344</td>
<td>8,842,920</td>
<td>10,521,018</td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2019 Total</th>
<th>2018 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wish Granting</td>
<td>6,504,359</td>
<td></td>
<td>6,504,359</td>
<td>6,928,848</td>
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<tr>
<td><strong>Support Services:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,598,133</td>
<td></td>
<td>1,598,133</td>
<td>1,440,787</td>
</tr>
<tr>
<td>Management and General</td>
<td>481,949</td>
<td>-</td>
<td>481,949</td>
<td>420,060</td>
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<tr>
<td><strong>Total Support Services</strong></td>
<td>2,080,082</td>
<td>-</td>
<td>2,080,082</td>
<td>1,860,847</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>8,584,441</td>
<td>-</td>
<td>8,584,441</td>
<td>8,789,695</td>
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</tbody>
</table>

## CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2019 Total</th>
<th>2018 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(169,865)</td>
<td>428,344</td>
<td>258,479</td>
<td>1,731,323</td>
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</tr>
<tr>
<td><strong>Net Assets - Beginning- Before Change in Accounting Policy</strong></td>
<td>10,177,138</td>
<td>1,086,674</td>
<td>11,263,812</td>
<td>9,532,489</td>
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<tr>
<td>Change in Accounting Policy</td>
<td>2,425,514</td>
<td>-</td>
<td>2,425,514</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Assets - Beginning of Year - As Adjusted</strong></td>
<td>12,602,652</td>
<td>1,086,674</td>
<td>13,689,326</td>
<td>-</td>
</tr>
<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$ 12,432,787</td>
<td>$ 1,515,018</td>
<td>$ 13,947,805</td>
<td>$ 11,263,812</td>
</tr>
</tbody>
</table>
Funding

WHERE DOES IT COME FROM?

- Community & Corporate Gifts: 6.9%
- Individual Donations: 10.89%
- Grants: 17.38%
- External Special Events: 17.61%
- Internal Special Events: 23.16%
- In-Kind Donations: 24.06%

WHERE DOES IT GO?

- Wish Granting: 75.77%
- Fundraising: 18.62%
- Administration: 5.61%
The benefits of a wish fulfilled extend far beyond the child’s dream.

A wish experience affects the mental and emotional well-being of the child, it can help improve the quality of life and result in an improvement in the child’s overall physical health and strength. A wish is empowering to a child. It gives them a sense of control and provides them with a sense of being normal again.

I wish to have an Outdoor Accessible Glider Swing

Nathaniel, 14
nervous system disorder
Types of Wishes

I wish to be . . .
I wish to have . . .
I wish to go . . .
I wish to meet . . .

WISHES THIS YEAR

Disney-Related 43.7%
Travel 24.5%
Shopping 4.8%
Celebrity 7.3%
Cruise 3.0%
Room Makeovers 2.8%
Trailer/Camper 2.5%
Electronics 1.8%
Playhouse/Playset 1.5%
Other 8.1%

I wish to meet the Green Bay Packers

Ben, 14
congenital anomalies
Wishes by Age

- 18+: 1.0%
- 15-17: 19.7%
- 12-14: 19.0%
- 9-11: 15.7%
- 6-8: 15.2%
- 2½-5: 29.4%
I wish to go on Disney Cruise Line®

Hope, 8
blood disorder

When a wish comes true, it creates strength, hope and transformation.

Wishes by Region

Southeastern .................................................. 41%
Northeastern .................................................. 18%
Southwestern ................................................ 18%
Western .......................................................... 7%
Central ........................................................... 10%
Northern ........................................................ 4%
Out of Territory .............................................. 2%
<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neoplasms</td>
<td>37.9%</td>
</tr>
<tr>
<td>Congenital Anomalies</td>
<td>19.2%</td>
</tr>
<tr>
<td>Nervous System &amp; Sense Organ Diseases</td>
<td>18.2%</td>
</tr>
<tr>
<td>Blood/Blood Forming Organ</td>
<td>5.6%</td>
</tr>
<tr>
<td>Endocrine/Nutritional/Metabolic/Immunity Disorders</td>
<td>4.5%</td>
</tr>
<tr>
<td>Transplants &amp; Other Health Factors</td>
<td>3.5%</td>
</tr>
<tr>
<td>Circulatory System Diseases</td>
<td>3.5%</td>
</tr>
<tr>
<td>Genitourinary Diseases</td>
<td>1.8%</td>
</tr>
<tr>
<td>Digestive System Diseases</td>
<td>1.5%</td>
</tr>
<tr>
<td>Respiratory System Diseases</td>
<td>1.5%</td>
</tr>
<tr>
<td>Musculoskeletal &amp; Connective Tissue Diseases</td>
<td>1.3%</td>
</tr>
<tr>
<td>Infectious and Parasitic Diseases</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

I wish to go to Greece
Kinzie, 17
gastrointestinal disorder
FY2019 (SEPT. 2018 - AUG. 2019) SNAPSHOT

396 wishes granted in fiscal year 2019

534 Trained Volunteers

76% of funds raised went directly to granting wishes

14,900+ donors participated in making wishes come true

442 Qualified referrals

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