

Stronger Together

Hunter, 16
chronic kidney
disease



FISCAL YEAR 2022
IMPACT REPORT

Make-A-Wish.
RÊVES D'ENFANTS CANADA

FROM THE COVER: HUNTER'S STORY

Finding family time in the Okanagan sun

Hunter thrives when he's outdoors at his home in Arviat, Nunavut. His hobbies include swimming, hunting, and playing hockey. His favourite hockey player is Jordin Tootoo, the first Inuk player to play in the NHL, and he's an Edmonton Oilers fan. A curious 16-year-old who enjoys learning about history, science, and space, Hunter aspires to play a high level of hockey and one day join the Royal Canadian Navy.

In September 2020, Hunter complained of chest pain that turned out to be high blood pressure; further investigation confirmed that the teen had chronic kidney disease.

I wish to go jet skiing

Hunter, 16
chronic kidney disease

During treatment, the biggest challenge for Hunter was having just one parent at his out-of-province appointments. Currently, Hunter is stable thanks to medications.

When selecting his wish, Hunter wanted to explore something he's never tried before. This past summer, Hunter and his family flew to Kelowna, BC and fulfilled a wish list of activities including jet skiing and hydroflying.

"We could not have asked for a better day! I got on the (jet ski) and Hunter started to do some stunts with me. I told him I'm going to jump in the water, so he stopped," laughed his mom, Francine.

She added that she retired to the beach and watched her son and his dad Daniel whiz around having the time of their lives.

While they were in Kelowna, the family's Indigenous community surprised him with a face-to-face visit with former NHLer Jordin Tootoo.

Francine says her son still talks about the trip and his memories will last a lifetime. ★

★
"We could not have asked for a better day!"
- Francine, Hunter's mom



★
Wish Kid
Hunter and
former NHLer
Jordin Tootoo



★
OUR MISSION

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

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A FOND FAREWELL

Reflecting on our incredible community



As my tenure as inaugural Board Chair of the “new” Make-A-Wish® Canada comes to an end, I reflect with sincere pride on our progress and success in becoming Canada’s preeminent wish granting charity.

The challenges brought about through our merger, combined with a global pandemic, demonstrated the resiliency of people and the ultimate desire to bring hope and joy to children and families who face significant medical and life challenges, no matter what is happening in the world around them.

Today, united as one Make-A-Wish Canada, working with a common purpose alongside our chapters across every province and territory, we are bringing hope and joy through wishes to Canada’s children like never before!

With the very competent leadership of our tireless CEO Meaghan Stovel McKnight and her exceptional team, we have a new and aspirational three-year strategic plan that will be our beacon towards our “north star” ensuring Make-A-Wish Canada is able to realize our bold vision of granting the wish of every eligible child in this country.

The generosity of our donors, partners and supporters continues to be the catalyst for all that we do and our unending success in wish granting. We remain eternally grateful to all those who share in our desire to make wishes come true for Canada’s children and sincerely thankful for your continued gifts and support.

As I reflect on all that we have come through and accomplished as Make-A-Wish Canada, it is imperative that I express our sincere gratitude to the people of the legacy organizations whose courage and vision created the opportunity for our organization to emerge from the past three years stronger, united, and more than ready to fulfill our important mission.

I also want to sincerely thank and acknowledge all those who have served with me on the National Board and on the Chapter Advisory Boards across Canada during these often tumultuous times. The shared passion, and the connection of hearts and heads towards our ultimate purpose has left a legacy that will see thousands of wishes granted in the many years to come. There is no greater source of pride than this achievement.

As I step out of the Chair after 3 ½ years, I do so with a grateful heart for all of you who have and continue to play a part in helping to share hope, joy, strength and love through incredible wishes we grant to Canada’s children each year.

Michele A. Augert
Board Chair, Make-A-Wish Canada



CELEBRATING OUR YEAR

Looking forward, together



In my first year as CEO of Make-A-Wish Canada, I have learned that there is no single thing that makes this organization as special as it is. Instead, we have an extraordinary constellation of more than 150 staff, over 1,000 volunteers and countless donors, supporters, and community groups that bring the magic of wish granting to life each and every day. And at the heart of it all are the amazing wish kids and their families who motivate us to bring to life the most heartfelt wish of a child facing critical illness — replacing fear with confidence, sadness with joy, and anxiety with hope.

This year we collaboratively developed a new three-year strategic plan that will guide the work of our organization beyond the pandemic, charting a course to help us realize our vision of granting the wish of every eligible child. Our goals are simple — to raise money, grant wishes, and be awesome — and to do all of these bigger and better than ever before as a strong, unified, national organization. This new “north star” for our organization will enable us to grow and reach more children and families in need of the therapeutic and transformational benefits of a wish.

2022 saw our society move beyond the pandemic, allowing us to begin to accelerate wish granting and fundraising. We were delighted to reopen travel wishes across North America, allowing dozens of children to realize their long-awaited wish. Neighbours, friends and families gathered in communities across the country for exciting wish reveals and travel wish send-offs, illuminating the magic around these very deserving wish kids. I also want to acknowledge our travel and insurance partners who helped us safely make these wishes come true.

We are grateful that our community of donors and volunteers continued to make wish granting a priority, and that many supporters returned to hosting and participating in fundraisers big and small. And when these contributions take place, wishes come true for kids like Hunter, Ayva, Connor, Lennon, and the 1,000+ children we served in 2022.

Thank you for your generosity and commitment to our wish children, their families and the communities that support them. I am excited to share many of these stories within the pages of the 2022 Impact Report with you that show how we truly are stronger, together. I know you will feel just as inspired by the strength of our incredible wish community as I am each and every day.

With the support of all of you, the future of Make-A-Wish Canada is brighter than ever.

Meaghan Stovel McKnight
Chief Executive Officer, Make-A-Wish Canada



WISHES TAKE FLIGHT

Safely restoring travel wishes for wish kids and families

April 29, 2022 marked an important milestone in our return to pre-pandemic wish delivery programs. In celebration of World Wish Day, we announced that we would be the first affiliate of Make-A-Wish International to restore travel wishes across Canada and the USA, including Hawaii.

Our first wish kid to experience a travel wish after the pandemic was Connor from Halifax, NS.

Four years earlier, Connor's demeanour changed to the point of concern. After a rigorous journey to find answers, a blood test revealed a grim diagnosis of juvenile Huntington's disease, which degrades areas of the brain and results in a loss of intellectual and motor abilities as it progresses. The disease makes verbal communication difficult for Connor, but using his eyebrows and grins, Connor's most heartfelt wish was communicated: to go on a plane with his family.

Last spring Connor boarded a plane with his family in Halifax, NS, and flew to Toronto, ON, to fulfill his wish. The entire family enjoyed a full week exploring the city including trips to Ripley's Aquarium and a Justin Bieber concert at the Scotiabank Arena. "You wouldn't believe how much [Connor] talked on his trip!" said his mom, Tanya, "Way more than we have heard him do in the past year." Everyone at Make-A-Wish rejoiced with his family in the transformational impact of this wish on Connor and his family.

Thank you to Blue Cross, WestJet, and many other corporate partners who help bring so many travel wishes to life each and every day, ensuring our wish kids and families have safe experiences abroad while fulfilling their most heartfelt wish.

 BLUE CROSS™

 WESTJET
Cares for Kids

I wish to go on a plane

Connor, wish granted 2022
Huntington's disease

CONNECTING US TO OUR WISH KIDS

The Rx for wishes

The Medical Advisory Council (MAC) provides guidance to the Board and management of Make-A-Wish Canada on medical issues relating to organizational policies and programs. Medical leaders from across Canada who serve as members of the MAC also serve as ambassadors within the medical community on behalf of the Foundation.

Our Chief Medical Advisor Dr. Jeremy Friedman, Associate Paediatrician-in-Chief Department of Paediatrics, SickKids, truly believes in the power of wish granting.

Dr. Friedman says that "as a pediatrician specialized in caring for children with medical complexity, I often witness the darkness and turbulence that vulnerable children and their families experience; these children and their families live in the unknown and unpredictable. Make-A-Wish shines a light in their lives, brings pure and simple joy – not only to the child, but to the whole family."

Like many clinicians caring for critically ill children across Canada, he is grateful for his opportunity to care for children and families when they need it the most. But he notes that "my work as medical advisor to Make-A-Wish is perhaps the most satisfying and joyful task in a busy week. The opportunity to have some small role in facilitating a wish for such deserving children with life-threatening and heartbreaking illnesses, and knowing the joy and long-lasting impact and memories for families, is just awesome. I am so excited and inspired by the passion and energy I see in everyone working at Make-A-Wish."

Dr. Jeremy Friedman

We thank clinicians across the country who refer children to Make-A-Wish for the therapeutic benefits of a wish. We are also grateful to the members of our Medical Advisory Council for their steadfast leadership and guidance through the turbulence of the pandemic so that we may continue on our quest to grant the wish of every eligible child.



89% of health professionals surveyed say that they believe that the wish experience influences the physical health of wish kids.

48-HOUR RIDE MARKS SHIFT BACK TO IN-PERSON EVENTS

Pedal power making wishes come true



Wish Kid Ambassador Aurélia and her family

In September 2022, 1,800 participants returned to the tarmac of Quebec's International Aerocity of Mirabel for the first time in two years. Despite the hiatus from the pandemic, the incredible Montreal cycling community was eager to take on the challenge of participating in this unique cycling relay once again.

The event featured a wish kid ambassador, Aurélia, who had her wish revealed to her live at the event. All participants gathered for a mission moment at the event and witnessed the awe-inspiring moment when Aurélia learned that her wish to visit Walt Disney World® in Florida was going to come true.

Thanks to this incredible community of corporate and community supporters, sponsors, donors and volunteers, more than \$2M was raised in the triumphant return of the event.

Thank you to our exceptional sponsors and riders from across Quebec who participated in the 14th 48-Hour Ride. We cannot wait to celebrate 15 years with you in 2023 so that we may raise more money and grant more wishes, together!



NATIONAL PARTNERS

National leadership, local impact

National corporate partners provide leadership and funding to our mission by engaging employees, customers and community members to deliver impact. Similar to Make-A-Wish Canada, many of our partners have strong national brand awareness and share the desire to create strong community connections across the country while ensuring their contributions have direct impact on wish kids and families.

We are proud to collaborate with each partner to design a meaningful customized program that achieves their corporate and community investment objectives. From event sponsorship to corporate giving, to cause marketing and customer activations, to delivering meaningful employee engagement opportunities – each relationship is as unique as the wish children that they are supporting.

This year we were delighted to reactivate partnerships with major national travel partners including **Blue Cross, Disney, Give Kids The World** and **WestJet** who were able to help us restore travel wishes across North America. We also thank our regional corporate partners who provide critical support through their contributions in chapters across the country.

2022 NATIONAL CORPORATE CHAMPIONS

We are proud to hold long standing relationships with national corporate partners from across the country, and are delighted to recognize our national corporate champions for 2022:



Thank you to all of our national corporate partners – together, we achieve national impact one community at a time.



THE POWER OF MANY

Volunteers in action

Make-A-Wish Canada has more than 1,000 volunteers coast-to-coast who help fundraise, advocate, take part in governance, operations and wish delivery. Volunteers are the lifeblood of wish granting in communities large and small, and each one brings a story of why they believe in the power of wishes.

Joe Groves has been a passionate speaker and volunteer for 10 years, and he knows first-hand the challenges families face when enduring a critical illness.

His son Jeremiah was diagnosed with an aggressive form of leukemia back in 1995, when he spent three years in hospital enduring endless treatments. During that dark and difficult time, Joe and his family would seek out other families for mentorship and emotional support, as Jeremiah's will to go on was waning.

In 1996, when Jeremiah was six years old, his wish was granted when the family travelled to Disneyland. Towards the end of the trip, Jeremiah completely changed when he got out of his wheelchair to ride Space Mountain. His wish gave him the energy to continue his fight.

When the family came home, they started to fulfill their own wishes. "We kept placing hope in front of him" explained Joe, and Jeremiah persevered. Today, Jeremiah is 34 years old, doing well and living in Sweden!

Joe started volunteering for Make-A-Wish in 2012. "As a wish parent, you have an instinct to give back, but I had to survive my child's illness first." Joe likes nothing better than utilizing his skills and creativity in granting wishes, finding resources, and connecting entire communities to our mission.

Make-A-Wish Canada is stronger because of Joe and others like him, whose unwavering efforts ensure that kids just like Jeremiah have the hope they need.



Wish dad
and volunteer
Joe Groves



To all our dedicated volunteers, thank you for commitment to Make-A-Wish Canada. Time is a valuable resource, and no one knows that more than our wish kids and families who need the therapeutic and transformational benefits of a wish. The strength volunteers bring to Make-A-Wish Canada is extraordinary, and we are truly grateful.



To learn more about becoming a volunteer at Make-A-Wish, please contact volunteers@makeawish.ca

THANK YOU FOR YOUR SERVICE

Boards, Councils & Committees

2022 NATIONAL BOARD OF DIRECTORS

CHAIR

Michele Augert, Winnipeg, MB
CEO, Dakota Community Centre Inc./ Jonathan Toews Sportsplex

VICE-CHAIR

Shaun Usmar, Toronto, ON
Founder & CEO, Triple Flag Precious Metals Corp.

TREASURER

Cheryl Hogg, Vancouver, BC
Owner/Senior Partner, Infocus Management Consulting

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Virgil Hlus, Chair
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Prince Edward Island Chapter Advisory Board
Director, Product Solutions for credit unions in Atlantic Canada

Larry Vodden, Chair
Newfoundland & Labrador Chapter Advisory Board
Director, HSSE&S Technical Safety, Wood Canada

2022 MEDICAL ADVISORY COMMITTEE

Shawn White, Chair
External Affairs Manager, GSK Canada

Dr. Jeremy Friedman, Medical Advisor, Associate Paediatrician-in-Chief, Department of Paediatrics, SickKids

COMMITTEE MEMBERS

Michele Augert
CEO, Dakota Community Centre Inc./ Jonathan Toews Sportsplex

Dr. Tom Cheung
Physician, Family Practice

Dr. Bruce Crooks
Associate Professor, Department of Paediatrics (Division of Paediatric Hematology/Oncology), IWK Health

Heather Falk
Clinical Implementation Coordinator, Provincial Diagnostic and Surgical Recovery Task Force - Manitoba

Dr. Heather Hodgson-Viden
Assistant Professor, General Pediatrics, Royal University Hospital

Alyson Hodson
President and CEO, Zag Creative

Dr. Philippe Major
Head of Pediatric Neurology, CHU Sainte-Justine

Darren Nantes
Chair and CEO, Nantes Group

Dr. Hema Patel
Director, Division of General Pediatrics, Professor of Paediatrics, McGill University, Montreal Children's Hospital

Dr. Rod Rassekh
Clinical Associate Professor, Division of Hematology, Oncology & BMT, BC Children's Hospital

Dr. Claudia Renaud
Assistant Professor, Division of Cardiology, Montreal Children's Hospital

Dr. Stasa Veroukis
Section Head, Pediatric Critical Care, Winnipeg Children's Hospital

Cindy Wong
Head of Marketing and Communications, The Co-operators



I wish to go to Vancouver

Mais, 11
brain tumour

MAIS' STORY

West Coast wish come true

Mais was a typical 11-year-old enjoying life in Calgary, AB with her friends and family until she was diagnosed with a brain tumor. Suddenly, instead of going shopping or staying up late like other kids her age, her world became full of doctors, hospitals and medical treatments.

For her wish, she wanted to go "somewhere far"; far away from the stress and anxiety of dealing with cancer. After enduring surgery, chemotherapy and radiation, the wish trip was a time to stop thinking about her illness and focus instead on adventure!

In July, Mais, her parents, and little brother Marwan packed up their car and began their road trip to Vancouver to explore new things and reconnect with one another. Throughout the difficult days of treatment, Mais' family stood by her side supporting her. She drew strength from her family when she needed it most, so being together for her wish was a dream come true.

Her favourite part of the week-long trip was visiting the Vancouver Aquarium. Mais and her brother loved learning about and meeting a variety of ocean creatures! She also enjoyed a boat tour, and explored Vancouver's waterfront, but she truly loved sharing this experience with her family who saw her through it all.

As Mais reminds us, "Life is all about making memories that give us the push to keep going in life." ★



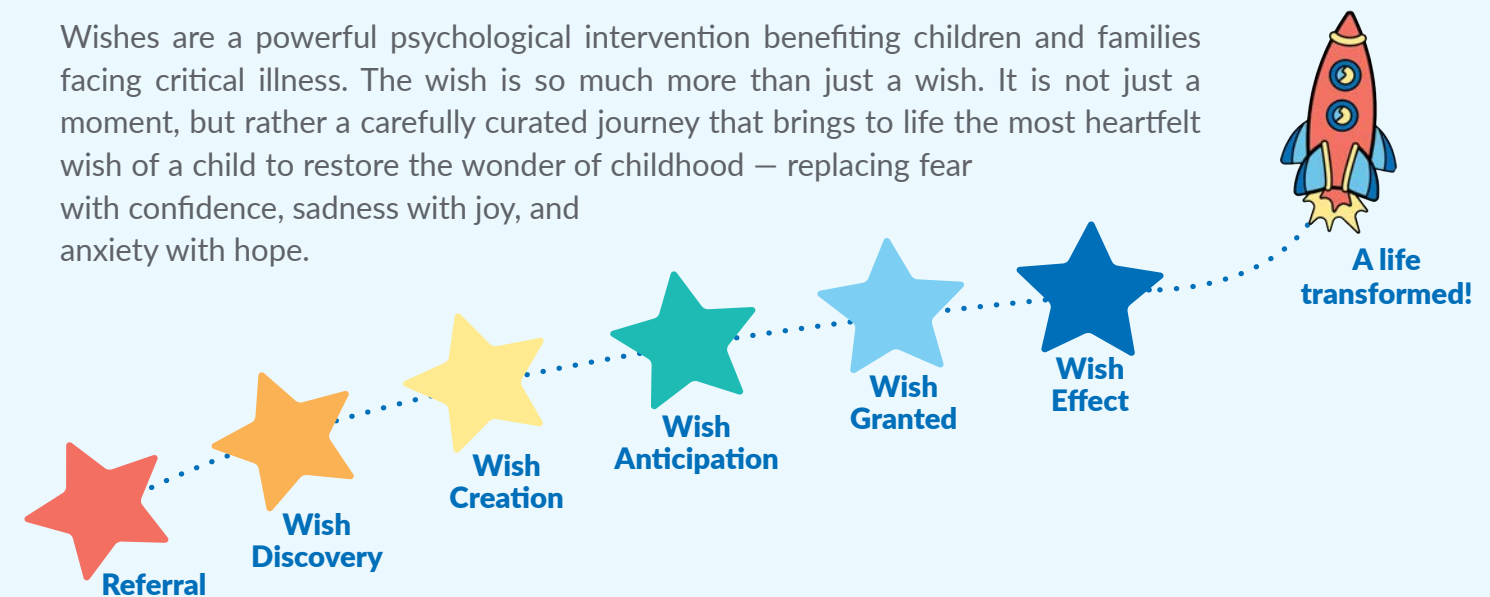
"Life is all about making memories that give us the push to keep going."

- wish kid Mais

MORE THAN JUST A MOMENT

The wish journey

Wishes are a powerful psychological intervention benefiting children and families facing critical illness. The wish is so much more than just a wish. It is not just a moment, but rather a carefully curated journey that brings to life the most heartfelt wish of a child to restore the wonder of childhood — replacing fear with confidence, sadness with joy, and anxiety with hope.



WISH SATISFACTION SURVEY 2022

In 2022, we reached out to our wish families to rate their satisfaction with the wish journeys they were part of. Here are a few results of our survey that we would like to share as part of this year's Impact Report:



97%

The anticipation of the wish provided my child with something to look forward to.



96%

The overall wish experience was a positive distraction from my child's illness.



96%

Our family felt prepared and excited when our wish day arrived.



99%

My child felt happier because of their wish



97%

Make-A-Wish captured the spirit of my child's wish.



92%

Our family bond was strengthened through the wish experience.



95%

Our family received adequate information about the wish granting program and we knew what to expect.



91%

The Make-A-Wish staff and volunteers working on my child's wish made us feel comfortable throughout the process.



Run the Rock, NL

IN CHAPTERS FROM COAST-TO-COAST Community events

When a community comes together, there is no wish we cannot grant. There are hundreds of events benefiting Make-A-Wish across the country each year. When donors, companies, community members and volunteers put their minds to it, incredible things happen for wish kids. Here are just a few of the many community initiatives that took place in 2022; our deepest thanks to them, and everyone else who decided to raise money in the name of granting wishes.



From the neighbourhood lemonade stands located on street corners to the car rallies that spread across several towns, we are appreciative of every event!

- The 2022 annual Diamond Rally in BC raised \$32,000; this event has raised \$379,300 since its inception in 2015.
- Thanks to Manitoba's QX104 Country for their 4th annual sponsorship of Slo-Pitch 4 A Wish, which raised over \$40,000 in 2022!
- Debbie Breuls has organized a car rally in Ontario since 1990; it raised over \$33,000 in 2022 and put the event over \$1M raised since it began.
- Stu Jeffries and Toronto's BOOM 97.3 Radio's Make-A-Wish Minute continues to inspire, having collected over \$500K in 2022!
- In Newfoundland, Run the Rock celebrated its 27th year in 2022 and raised \$111,852... over \$1.4 million since the event began!

Diamond Rally, BC



QX 104 Slo-Pitch, MB



Make-A-Wish Car Rally, ON



Run 4 Wishes, NS



BOOM 97.3 Make-A-Wish Minute, ON



FUNDING WISHES

Canada Cycles for Kids



CCFK cyclists & support team at the S.S. Klondike, Whitehorse, YK 2022.

Canada Cycles for Kids (CCFK) is a long-standing supporter of wish granting in Canada. Founded by Rob Fetherstonhaugh and Marc Balevi in 2002, this annual event is fuelled by riders from across the country who are devoted to helping sick kids and their families. Over the past 20 years, CCFK has raised almost \$1.5 million for wish kids and families.

"Speaking for all of us at Canada Cycles for Kids, it [is] a true pleasure to meet the wish kids and families as we cycle," said Rob Fetherstonhaugh and Marc Balevi. "Seeing the gratitude over the years that the wish kids and families have had for the efforts... have made all the pain of long-distance cycling pale in comparison!" they added.

In 2022, CCFK held their fundraising ride in the beautiful surroundings of the Yukon Territory. The riders were inspired by wish kid Nathan, whose wish to be a palaeontologist would be granted in the Yukon Territory just weeks after the ride.

Nathan is an active and curious eight-year-old, who, as an aspiring paleontologist, daydreams about digging up rare bones or fossils and learning about the history of life on earth. Nathan was diagnosed with acute lymphoblastic leukemia when he was two years old. After enduring chemotherapy treatment Nathan's wish was granted. Happily, he remains in remission today.

"This trip was worth the wait!" said Nathan's dad, Jarret. "Everyone involved made this wish above and beyond amazing."

"We at Canada Cycles for Kids have met such incredibly caring staff at Children's Wish/Make-A-Wish Foundation across Canada over the past twenty plus years," said Fetherstonhaugh and Balevi, "and we look forward to helping again this summer as we cycle through the Maritimes."

Thank you to our friends at CCFK for your enduring and steadfast support of wish kids and families.



PARTNER SPOTLIGHT: CICC

Convenience industry rallies for wishes

For one week each summer, consumers walk into convenience stores across Canada, and they walk out again as supporters and donors to Make-A-Wish Canada.

Each year the **Convenience Industry Council of Canada (CICC)** hosts National Convenience Week, an opportunity for the convenience industry to celebrate the vital role it plays in communities across the nation while supporting wish kids and families by fundraising for wishes.

“The Convenience Industry Council of Canada is thrilled to continue our 10-year partnership with Make-A-Wish Canada for National Convenience Week,” said Anne Kothawala, President & CEO of CICC. “The local corner store is essential to communities and families. Make-A-Wish is essential for providing hope to children, which makes our collaboration so impactful. With a vast footprint across the country, we are uniquely positioned to convene communities to rally support for children and families in-need.”

The impact was felt directly by wish kid Michaela when she walked into a convenience store and was greeted by Kothawala, who revealed to Michaela that her wish to go to Walt Disney World® was coming true!

“To be able to celebrate being on the other side of [Michaela’s] chemotherapy is such a gift,” said Michaela’s mom, Tara, during the wish reveal. “We’re so grateful to be here with everyone who has made this happen.”

Stay tuned in the summer of 2023 for details about the next National Convenience Week campaign.

“With a vast footprint across the country, we are uniquely positioned to convene communities to rally support for children and families in-need.”

- Anne Kothawala, CICC

AYVA’S STORY

A wish by the book

Ayva’s wish to be an author was made possible through a special partnership with Rob Suggitt, an Edmonton-based publisher and philanthropist.

I wish to be an author

Ayva, 18
seizure disorder

At just two weeks old, Ayva began having seizures. After years of visiting specialists and undergoing procedures, she was diagnosed with a rare degenerative genetic disorder called Labrune Syndrome. The 18-year-old, keen on spreading awareness about her disorder and day-to-day experiences, wished to write a book called: “Inside Out: My Life With Labrune Syndrome”. Proceeds from book sales will go to Labrune Syndrome research. Rob’s business, Suggitt Publishers, offered to assist in realizing Ayva’s wish by assigning her an editor and by printing her book. Rob’s own daughter Kate, a graphic designer, also stepped in to design her book.

Over the last decade, Rob has raised more than \$700,000 for Make-A-Wish and his Hospital Activity Book for Children is recognized as one of our platinum national sponsors. Over the years Rob has been very creative in his fundraising for Make-A-Wish, raising funds by creating the “30 Games in 30 Nights” initiative (which raised \$43,000), and participating in local events including Wish Heroes and Rope for Hope.

Late last year Rob received the Queen Elizabeth II Jubilee Medal that recognized his contributions in his community. Make-A-Wish is thankful for Rob’s passion for our mission and organization. This mission cannot thrive without the dedication and generosity of both our individual community as well as our corporate community – Rob embodies both worlds. Thank you Rob! ★

Long time donor and supporter, Rob Suggitt (centre) poses with wish kid Ayva (left) and his daughter Kate (right).



PARAMEDICS BREATHE LIFE INTO WISHES FOR YEARS TO COME

Forever wishes

Paramedics respond to emergency calls for sudden illnesses, accidents and disasters, but their connection to the community runs much deeper than a single moment in time. The ongoing support of the **Ontario Association of Paramedic Chiefs** is proof of that commitment to the health and wellness of others, going well beyond the call of duty.


The Ontario Association of Paramedic Chiefs have been working toward an ambitious goal with their named Forever Fund: a cumulative gift of \$250,000 that is now endowed so that it may help Make-A-Wish Canada grant one wish per year in perpetuity.

“Paramedics across Ontario serve in communities large and small every day and every night,” said Michael Sanderson, President. “We are honoured to have funded this Ontario Association of Paramedic Chiefs Wishes Forever® Fund so that we may continue to serve wish kids and families for generations to come”.

An endowed gift created a reliable source of funding for Make-A-Wish Canada while providing an opportunity for the Ontario Association of Paramedic Chiefs to create a lasting legacy for future generations.

On behalf of the dedicated team at Make-A-Wish Canada, thank you to the Ontario Association of Paramedic Chiefs for your foresight in establishing this tremendous lifeline of support to our wish kids and families both today and many, many tomorrows. We are so grateful.

Make-A-Wish Canada CEO Meaghan Stovel McKnight (left) accepts a donation from Chief Peter F. Dundas, Past President (centre) and Chief (ret'd) Michel Chretien (right) of the Ontario Association of Paramedic Chiefs to establish the Forever Wishes endowment fund.

 If you would like to learn more about creating your own Forever Wish Fund, please contact foreverwishes@makeawish.ca



MAKE-A-WISH FOUNDATION® OF CANADA

Our financials

At Make-A-Wish Canada, our mission is to grant life-changing wishes to children facing critical illnesses. To fulfill this mission, we raise funds across the country and prioritize use of these funds to grant wishes through mission program expenses. We are passionate about efficient fundraising, effective stewardship and delivering impact so that we can deliver on this important work benefiting wish kids and families.

With the gradual easing of the pandemic in 2022, we were able to begin the journey of granting more wishes and rebuilding our fundraising programs. This year we moved forward with caution yet with ardent passion to raise more money so that we could grant more wishes, especially as we faced a growing number of children eagerly waiting for their wish.

In 2022, we elevated fundraising by reengaging with corporate and community supporters through a wide variety of fundraising initiatives. We also safely reopened travel wishes across North America (including Hawaii) which allowed us to increase wish granting for the year. This in turn gave rise to associated program expenses and enabled us to capture increased gift-in-kind revenue as a result of donated flights, hotels and travel insurance. It was our objective this year to begin to rebuild our fundraising programs and elevate wish granting results to pre-pandemic levels, and we are proud to have begun that journey.

Looking ahead, our new three-year strategic plan has clarified our path forward. This new “north star” for our organization charts our course so that we may raise more money and grant more wishes, supporting our vision of granting the wish of every eligible child. We expect to see continued growth in fundraising and wish delivery in 2023.

MAKE-A-WISH FOUNDATION OF CANADA

STATEMENT OF OPERATIONS

Year ended September 30, 2022, with comparative information for 2021

	2022	2021
REVENUE:		
Donations and fundraising	\$ 19,859,350	\$ 16,297,504
Donations-in-kind	3,509,795	459,510
Bequests	3,062,841	4,352,788
Investment income (realized)	2,800,811	2,017,499
Government subsidies	15,340	3,245,171
	29,248,137	26,372,472
EXPENSES:		
Programs	15,265,577	9,808,733
Fundraising	11,190,801	7,698,828
General and administration	2,288,333	2,603,756
	28,744,711	20,111,317
Excess of revenue over expenses before the undernoted	503,426	6,261,155
Unrealized gain (loss) on investments	(5,677,185)	4,590,768
Excess (deficiency) of revenue over expenses	\$ (5,173,759)	\$ 10,851,923

DANNY'S STORY

Cooking up the perfect wish in PEI

I wish to go to PEI

Danny, 14
gastrointestinal disorder



Wish kid Danny has spent much of his life with a restricted diet as a result of a gastrointestinal disorder. Today, at 14 years old, Danny is stable and can enjoy more of the foods he loves to cook. Hoping for a chance to relax and try new foods, Danny wished to go to Prince Edward Island (PEI).

As a food connoisseur, Danny hopes to be a chef one day. During his visit to PEI, he and his family received a private tour of the Inn at Bay Fortune, led by celebrity Chef Michael Smith. In the kitchen, Chef Michael shared a few culinary trade secrets with Danny while preparing a Maritime favourite: oysters. After Danny received the full scoop on how to prep, roast and shuck an oyster, he and his family were treated to the FireWorks Feast: a four-course meal loaded with the flavours of the island.

Reflecting on his wish experience, Danny said that “the most exciting part of my trip was when I got to meet Chef Michael and be at his restaurant. It was really exciting because I tried a lot of new foods that I haven’t tried before.”

Danny and his family enjoyed seven-days of adventure on the Island, breathing in the ocean air, experiencing deep sea fishing, and visting many of PEI’s notable attractions. For Danny, his wish was a transformative experience that has become a source of hope and strength for him in his life. ★

“The most exciting part of my trip was when I got to meet Chef Michael and be at his restaurant. It was really exciting because I tried a lot of new foods that I haven’t tried before.”

- wish kid Danny

DONOR SPOTLIGHT: BOB & ALEXANDRA KAYSER

A family’s gift provides a living legacy

When Bob Kayser retired from his work in the medical device field in 2001, reconnecting with his family and integrating into his community were top priorities. At that time, Bob and his wife Alexandra also established the Kayser Family Foundation as their way to ‘give back’. They settled in London, Ontario, close to family and were inspired to get involved when they learned about Make-A-Wish through a neighbour.

“We like to get to know an organization, not just write cheques” Bob explained. Over the next fifteen years, Bob and Alexandra became involved at all levels, granting 20 lifechanging wishes as volunteers, becoming donors, speaking at events, and by connecting others to the cause.

In 2022, as the couple approached their 80th birthdays, their thoughts turned to leaving a meaningful legacy. In celebration of their milestone birthdays, Bob and Alexandra made a \$100,000 gift over five years through the Kayser Family Foundation. Their objective was to grant one wish in honour of each of their ten family members at the symbolic wish value of \$10,000 each.

“We realized that if it’s that important to us, we should make the gift while we’re alive...not wait until we’ve passed on”, said Bob, knowing how many wishes were backlogged due to the pandemic. Their gift will not only transform the lives of wish families, but it will allow Bob and Alexandra to experience the joy of seeing those wishes granted.



To learn more about estate giving, contact Make-A-Wish at plannedgiving@makeawish.ca

PROMOTING HEALTHY COMMUNITIES IN EDMONTON

Through the Edmonton Civic Employees Charitable Assistance fund, civic employees contribute one quarter of one percent of their salary to enrich the community they serve every day.

Make-A-Wish gratefully received \$200,000 this past year to help local wish kids realize their most heartfelt wish.

Having contributed over \$1.6 million dollars since 2008, their impact on the lives of local wish families has been and continues to be invaluable.

PARTNER SPOTLIGHT: CLEARWATER SEAFOODS

All aboard with their support

For over 15 years, **Clearwater Seafood's** long-standing partnership with Make-A-Wish Canada has been vital in our vision to ensure every eligible child receives the hope and joy of a wish.

Clearwater has a profound passion for supporting their communities through their Clearwater Cares program, helping Make-A-Wish both raise money and grant wishes. In 2022, Clearwater Cares donated \$100,000, bringing their lifetime support of wishes to \$900,000.

We know that each wish is as unique as the child that asks for it, and in the summer of 2022, we had a special wish that only Clearwater could help us grant. Last summer, our partners and Clearwater helped to deliver a once-in-a-lifetime experience for a wish teen from Leduc, AB named Koda. Being an experienced freshwater fisherman, he wished to explore a new avenue of his passion for fishing. He wished to go lobster fishing!

From ocean-to-plate, Koda and his family received an insider's view of the lobster industry. With the help of Clearwater and its community partners, Koda's wish included education, scientific support, and a hands-on lobster experience. For Koda, his lobster fishing wish — and the warm Maritime hospitality he received from Clearwater and its community partners — was life-changing. Partners like Clearwater directly and positively impact the wish kids and families we proudly serve. Thank you Clearwater!

*I wish to
fish for lobster*

**Koda, wish
granted 2022
cystic fibrosis**

“Clearwater has a family-oriented culture, and we appreciate that the greatest reward is the memories created for these families. The memories are life-changing and could not be possible without the important work that Make-A-Wish does.”

- Cynthia Warnica, Manager, Corporate & Community Relations, Office of the CEO

NATIONAL REACH, LOCAL FOCUS

Our chapter offices

Our national organization is proud to have local offices in communities from coast-to-coast. Please come in and visit us as our offices are open every week day, and our staff and volunteers would love to meet with you to explore ways you can get involved in the life-changing work of wish granting.

BRITISH COLUMBIA & YUKON

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Vancouver, BC V6J 1Z6

NORTHERN ALBERTA & NORTHWEST TERRITORIES

16007 118 Ave NW
Edmonton, AB T5V 1C7

SOUTHERN ALBERTA

Suite 4, 2308 24 Street SW
Calgary, AB T2T 5H8

SASKATCHEWAN

3602 Millar Ave
Saskatoon, SK S7P 0B1

MANITOBA & NUNAVUT

350 St. Mary Avenue
Winnipeg, MB R3C 3J2

CENTRAL ONTARIO

4211 Yonge Street, Suite 520
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Montréal, QC H3B 3A7

NEW BRUNSWICK

600 Main Street, Suite C202
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PRINCE EDWARD ISLAND


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Charlottetown, PE C1A 2S2

NEWFOUNDLAND & LABRADOR

40 Aberdeen Avenue
Suite 001
St. John's, NL A1A 5T3

NOVA SCOTIA

125 – 202 Brownlow Ave,
Dartmouth, NS B3B 1T5



*I wish to
have a chicken
playground*

Lennon, 6
leukemia

Make-A-Wish[®]

CANADA

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Join our wish community:

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