



MAKE-A-WISH®

Joy created: Celebrating 332 wishes in 2009

The WISH Report

MAKE-A-WISH FOUNDATION® OF MASSACHUSETTS | FISCAL YEAR 2009

Caroline's life-changing journey sent her halfway across the globe! The courageous eight-year-old, who is diagnosed with a brain tumor, wished to meet Pope Benedict XVI in Rome, Italy.

"The memories of Caroline's wish will sustain us forever — our little girl being blessed by the Pope; she and her brothers laughing, their faces covered with gelato; and our family, happy together."

- Caroline's mother

Thank you for changing children's lives in 2009

332 WISHES FULFILLED, A COMMUNITY FOREVER TRANSFORMED

Full is a time of hopeful change in our lives — when the air turns crisp with promise, a new school year begins for our children, and we turn to our goals with renewed focus.

Last September, the Make-A-Wish Foundation® of Massachusetts began its 2009 fiscal year with a new focus on change. In a year of economic uncertainty, our challenge was clear. With limited resources, we needed to grant wishes to as many children with life-threatening medical conditions as possible.

To support this goal, we called on our community in creative ways — and you stepped forward, strengthening our organizational capacity and adding new wonder to our wishes. Beyond your monetary contributions, you gave time, raised awareness, and urged friends

and families to join us. Together, you transformed into a stronger community for our children.

In 2009, the Foundation granted wishes for 332 children across Massachusetts. Through fiscal responsibility and the power of our community, we ensured that every child's wish was not only high-quality, but also life-changing. Over 81 cents of every dollar raised was directed to making each wish uniquely transformative.

From a first wide-eyed stroll down Sesame Street to a first pitch thrown from a backyard baseball field, every moment of 2009 introduced new possibilities to our wish children. These moments represent the most important transformation of our year — the life-changing power of a wish fulfilled.



Foundation expands to serve Rhode Island children

This summer, the Make-A-Wish Foundation® of America approached the Massachusetts chapter with an exciting request. Beginning October 15, 2009, our organization has expanded its territory to serve wish children in both Massachusetts and Rhode Island. We are proud to begin our 2010 fiscal year as the Make-A-Wish Foundation® of Massachusetts and Rhode Island!

The Road to Hope: A Timeline of 2009

The wishes of 2009 created a “road to hope” that spanned Massachusetts, lifting the lives of children and families, donors and volunteers. Below are just a few memorable moments from the journey that transformed thousands.

To learn more about the wishes, events, and fundraising initiatives below, visit massri.wish.org or contact our office at 617.367.2669.

2008

September: The Journey Begins!

Foundation grants the first wish of FY2009, sending four-year-old Bryce to Walt Disney World® — our most popular wish!

October: Lights, Camera, Wish

Michelle premieres the documentary she wished to create, *Define Normal*, which chronicles her journey with a life-threatening kidney disease (see clip at massri.wish.org/michelle).

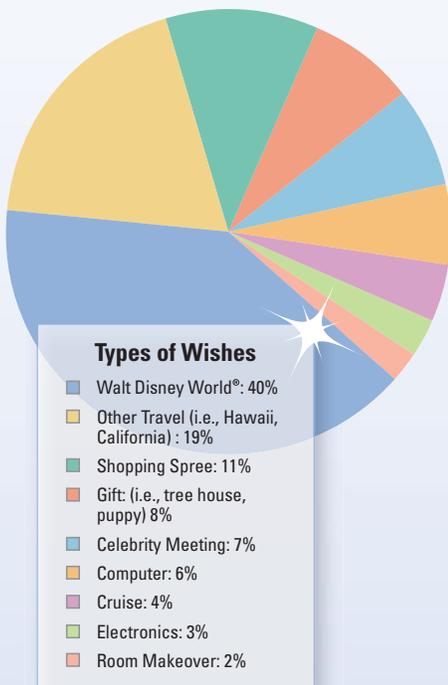
November: Hanna's Hearts of Hope

Eight-year-old wish child Hanna makes and sells necklaces to raise funds for future children's wishes. To date, she has raised nearly \$12,000 for the Foundation.

December: Holiday Magic

Wish children share their stories over the airwaves during the Holiday Wish-A-Thon broadcast live on 103.3 WODS-FM, raising over \$185,000.

Wishing by the Numbers Fiscal Year 2009



- ▶ **332** wishes granted to Massachusetts children
- ▶ **\$6,500** average cost to fulfill one wish
- ▶ **81** cents of every dollar donated directed to wishes

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Foundation to serve children in Massachusetts and Rhode Island

The selection of Massachusetts for this significant responsibility reflects the Make-A-Wish Foundation of America's trust in our stability and excellence. In turn, the health of our organization is a testament to the strength of our community. Your commitment continues to distinguish our organization as a leading Make-A-Wish chapter in the country.

While our name and geographic territory are changing, our mission remains the same. We become one organization, but the Massachusetts and Rhode Island communities will continue to support their children independently. The time, talent, and resources donated by our Massachusetts supporters will continue to fund wishes for Massachusetts children.

“We are honored by the opportunity to serve a new community of wish children,” said Charlotte Beattie, Chief Executive Officer of the newly formed Make-A-Wish Foundation of Massachusetts and Rhode Island. “It is a privilege to share our organizational capacity, commitment to excellence, and mission of joy with Rhode Island.”

To learn more about our territory expansion, visit the Make-A-Wish Foundation of Massachusetts and Rhode Island at massri.wish.org.

For 16-year-old Christina, a shopping spree at the mall was an uplifting respite from congenital heart disease.



2009

January: A Community Believes

Macy's announces that 28,000 Massachusetts children mailed letters to Santa as part of the *Believe* campaign. The store donated \$300,000 to the Foundation through the *Believe* and *Thanks for Sharing* campaigns.

February: Soaring to Joy

The Foundation promotes Miles4Smiles™, a new corporate partnership program that encourages employees to donate business travel frequent flier miles to children's wishes.

March: Kids For Wish Kids®

The children of Weston Junior Broadway raise over \$10,000 for wishes by performing in *The Lion King* as part of Kids For Wish Kids®, the Foundation's educational fundraising program.

April: Hope Blooms

Over 400 supporters celebrate children's wishes at The 2009 Make-A-Wish Gala: Where Wishes Bloom, raising \$600,000.

Take a stroll down the "Road to Hope" — visit massri.wish.org/road for more pictures and stories about the magical moments of 2009!

Community generosity blossoms

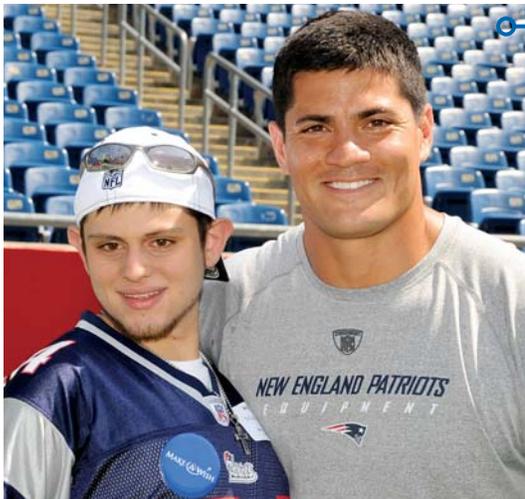
A YEAR OF GRASSROOTS EVENTS AND IN-KIND SUPPORT

The Make-A-Wish community contributed more than funds in 2009. From the children who donated their "birthday money" to the construction company that gave lumber and labor to a tree house wish, supporters discovered new ways to give in a fiscally challenging year.

Volunteer Event Organizers let their creativity shine by hosting golf tournaments, fashion shows, bike rides, and dinner dances to benefit the Foundation. By donating time and skills, event organizers helped us keep administrative costs low and introduced our mission to new supporters.

In-Kind Supporters minimized wish-granting expenses by donating goods and services: play houses, airport transportation, video production... and even the services of the Red Sox grounds crew, who helped to fulfill a child's wish for a backyard baseball field!

By giving creatively, our community connected even more deeply with our children. When event attendees hear a wish parent speak or a restaurant hosts a wish family for a meal, the courage of one child touches the lives of many more.



17-year-old Matthew, diagnosed with a life-threatening liver condition, wished to meet New England Patriots great, Tedy Bruschi.

Leaders and Legacies

Community spirit helped our children's wishes bloom, but financial support planted the first seeds of hope.

This year, many individuals and organizations became leadership donors by fully funding the cost of one or more wishes. Together, these wish sponsors contributed over \$600,000 to children's wishes.

Significantly, several individuals created lasting legacies for our wish children, by naming the Make-A-Wish Foundation of Massachusetts in their wills. Collectively, these bequests contributed over \$300,000 to the Foundation!

Financial contributions cultivated wishes for children in 2009 and the future. Leadership support helped to fund our medical outreach program, which educates doctors and nurses about our mission — empowering them to identify new children who medically qualify for wishes.

To sponsor a child's wish or learn more about leadership giving opportunities, contact Nicole Ferranti at 617.367.2669 or nferranti@massri.wish.org.

The Road to Hope: A Timeline of 2009

2009

May: Boy Meets Boston

An 11-year-old named Boy from the Netherlands crosses the ocean to meet the Red Sox — one of 33 children from other states and countries whose wishes were fulfilled in Massachusetts through “wish assists.”

June: Swinging for Joy

Golfers swing for joy at two signature Make-A-Wish events: the 17th Annual Golf Tournament in Peabody and the 2009 Golf Classic in Agawam. The tournaments combined to raise \$225,000.

July: A Field of Dreams

A mother pens a personal letter to Foundation supporters, sharing the story of her son’s wish for a backyard baseball field and helping to raise funds for the Make-A-Wish Summer Appeal.

August: A New Journey Begins

The Foundation fulfills its final wish of FY2009 to 13-year-old Zusex, who asked for a laptop computer. The hope continues as the Foundation looks ahead to a new year!



15-year-old Adam wished for a laptop computer to continue his studies while being treated for cystic fibrosis.

2010: A New Journey Begins!

The road to hope does not end in 2009. In 2010, over 500 children in Massachusetts and 80 children in Rhode Island will be newly diagnosed with life-threatening medical conditions. To reach as many children as possible, the Foundation will strive to achieve the following goals:

- **Create a new online presence.** Our community visibility is essential to our mission, helping us to identify new children in need of wishes and inspire new donors and volunteers. In 2010, we will strengthen our online awareness efforts by developing a Facebook page and a regular email newsletter. If you would like to join our email list, sign up by visiting massri.wish.org/elist.
- **Strengthen our medical outreach program.** Right now, the Foundation is not reaching all children who need wishes. Through our medical outreach program, we will reach out to new doctors, nurses, and social workers, to educate them about our wish-granting eligibility criteria and help them refer new children.
- **Expand our circle of donors.** We will strive to build on our community’s growth in 2009 by establishing new giving opportunities for donors in Massachusetts and Rhode Island — including a legacy society, new fundraising events, and a rejuvenated Kids For Wish Kids® educational program. Additionally, the Foundation will shine a spotlight on opportunities to give from the workplace, including payroll deductions and creative initiatives like “Jeans for Wishes,” in which employees donate to wear jeans to the office.

To learn more about ways you can change children’s lives in 2010, call Jo-Anne Spillane at 617.367.2669 or visit massri.wish.org/2010.

Tune into the Make-A-Wish® Holiday Wish-A-Thon

December 10 - 11, 2009, on 103.3 WODS-FM

Be a part of the magic when our wish children take to the airwaves this December! The two-day live radiothon will feature interviews with our children, their families, and community leaders who will all share the magic of a wish with our listeners.



MAKE-A-WISH FOUNDATION® OF MASSACHUSETTS AND RHODE ISLAND

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The Make-A-Wish Foundation® of Massachusetts and Rhode Island grants wishes for children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.