

*I wish to have a
new best friend*

Aeriyle, 6
leukemia



Igniting Hope for a Brighter Future

IMPACT REPORT

FISCAL YEAR 2021

makeawish.ca

Make-A-Wish[®]
CANADA

From coast to coast, thank you for igniting hope by creating life-changing wishes for children with critical illnesses.



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WHEN WE CHOOSE HOPE, WE START TO REALIZE THAT

Anything is possible

If we look back to 2020 when the COVID-19 pandemic first began, none of us imagined such uncertainty would be sustained for over two years. There was hope from the very beginning that we would quickly find our way through these challenges. Despite the uncertainty facing all Canadians through 2021, we are grateful that our Make-A-Wish® Canada community persevered so that we could deliver on our promise to bring hope to children facing critical illnesses.

We know that this has not been easy for our staff, our volunteers and our wish families as there has been much uncertainty to navigate. However, we all remained hopeful and resilient so that together, we would continue to create life-changing wishes for children with critical illnesses. With your immense support and commitment, Make-A-Wish Canada was able to grant 900 hope-filled and life-changing wishes in 2021.

The impact of this achievement reaches far beyond the 900 children at the heart of those granted wishes. The hope, strength and joy provided by a wish extends to siblings, parents, cherished friends, neighbours and whole communities. This hope especially reflects upon those directly involved in having a wish come to life: our valued medical community who support the health of our wish children every day, the volunteers and our staff who directly engage with families to make wishes come true, and our donors as well, without whose support we could not do our life-changing work.

Our world is currently in a time when hope feels as though it is a most precious commodity. Fortunately, hope is built into the DNA of Make-A-Wish and that which we have already achieved during the most trying of times gives us even greater hope for what we can achieve tomorrow. There is still much work to do; thousands of wishes are still waiting to be granted to children who deserve the spark of hope that we know a wish provides.

On behalf of all my colleagues on the Make-A-Wish Canada Board of Directors, thank you for your continued support of and trust in Make-A-Wish Canada, and above all thank you for your understanding that the hope we provide to families and communities in difficult times is what sets us apart as your charity of choice.



Michele Augert
Board Chair, Make-A-Wish Canada

THE FUTURE OF MAKE-A-WISH® CANADA IS BRIGHT

Thanks to you

As a new member of the team at Make-A-Wish Canada, I am in awe of the passion and dedication of our exceptional community of donors, volunteers and staff. Despite the turbulence and uncertainty of the past few years, I observe that one thing has remained constant: *our wish community chooses HOPE.*

We know that every child's wish begins with *hope*. Often robbed of the simple joys of childhood, enduring extended hospital stays, doctor's visits and painful treatments, hope can be transformational for the wish children and families that we serve. It is restorative, it is unifying and it gives strength to our wish children and their families on the darkest of days.

This past year, our wish community persevered to overcome challenges of the pandemic so that children and families awaiting the transformative experience of a wish were not left behind. Participants from coast to coast joined our first national *Trailblaze for Wishes*, a virtual event that raised over \$570,000. Community fundraisers engaged online by becoming Wish Heroes, launching their own virtual and local activities that raised critical funds while abiding by public health guidelines. And in a year where many Canadians often felt nervous even leaving their homes, our national team of staff and volunteers persevered to bring the transformational wishes of 900 children to life. Together, we chose HOPE.

The future continues to be bright for our organization. We believe that in the next year we will be able to reignite the spark of travel wishes that so many children and families are eagerly awaiting. We believe we will be able to come *together* in towns and communities across this country to raise critical funds and grant life-changing wishes. And we believe that we will be able to accelerate our mission so that we can bring hope to thousands of children still waiting for their wishes to be granted.

Thank you for your generosity and commitment to our wish children, their families and the communities that support them. Thank you for choosing HOPE. I am honoured to join the Make-A-Wish Canada community, and I look forward to working with all of you in the years ahead as we bring every eligible child's wish to life.

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





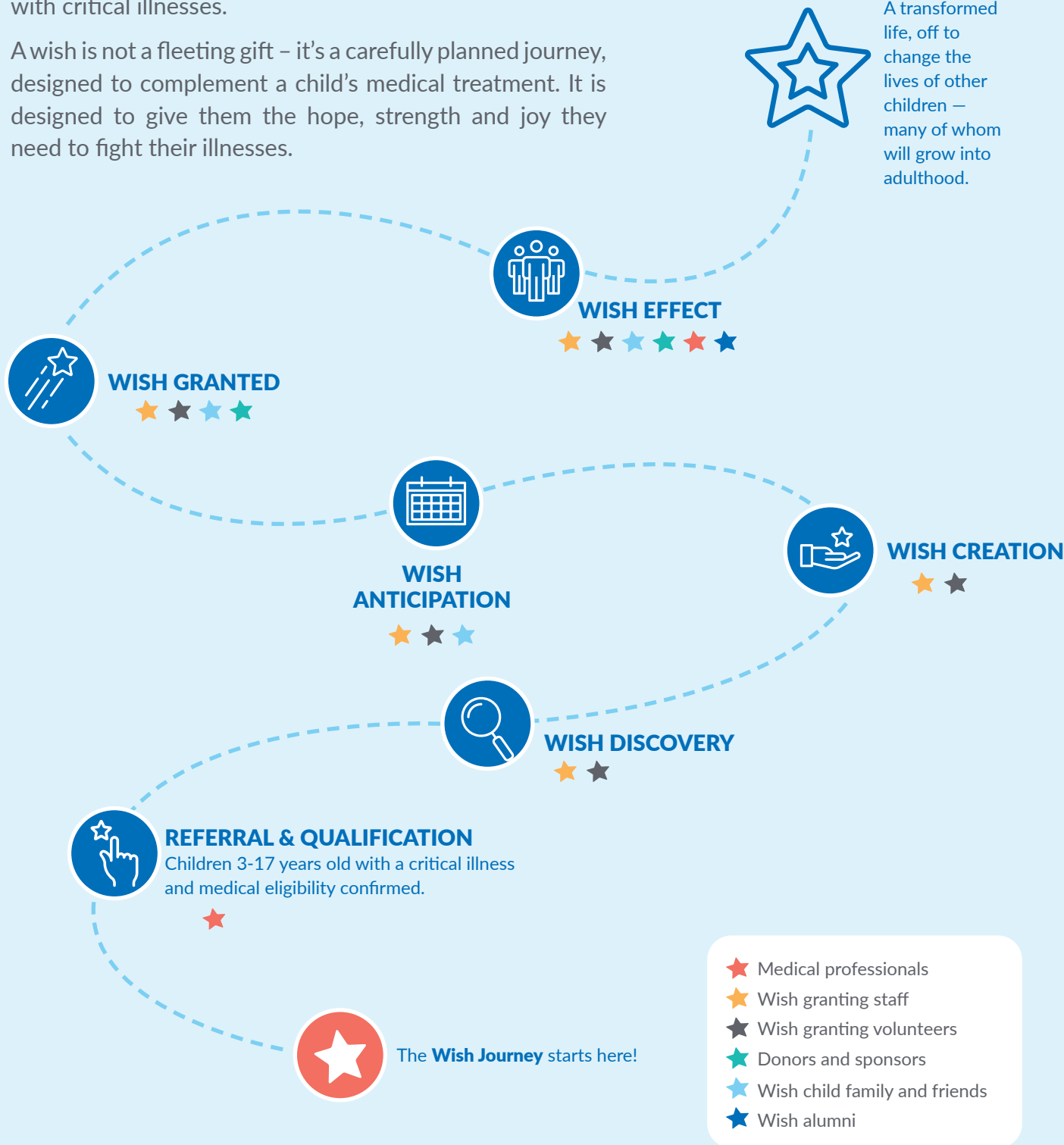
TURNING THE IMPOSSIBLE INTO THE UNFORGETTABLE:

The Wish Journey

Our mission is to create life-changing wishes for children with critical illnesses.

A wish is not a fleeting gift – it’s a carefully planned journey, designed to complement a child’s medical treatment. It is designed to give them the hope, strength and joy they need to fight their illnesses.

A transformed life, off to change the lives of other children – many of whom will grow into adulthood.



AJ'S STORY

A wish for a promising future

AJ – an extremely talented, artistic soul – loves drawing and sketching. Her artwork is displayed proudly around the house and she continues to develop her talent and passion through her education. She enjoys listening to Korean girl group Mamamoo, and oldies like The Beatles, Queen and Abba. When AJ was in grade 10, she suffered an injury from a fall. After struggling with painful migraines and vertigo-like symptoms, she had multiple tests and treatments. With no luck in treatment, she was taken in for an MRI and diagnosed with a brain tumour.

Her original wish to meet her musical idols was impacted by the COVID-19 pandemic, but the delay gave her the opportunity to reimagine her wish. AJ began to think about what would help her in her future. Aspiring to be an illustrator, graphic designer or tattoo artist, she knew that a wish to have the ultimate art and design package would be the perfect thing, just for her. When her wish was granted, AJ was overwhelmed and truly overcome with joy to see that she'd received everything she wished for. With a new desk, copic markers, state-of-the-art computer and more, AJ is well on her way to further discovering her talents and achieving her professional dreams.

Allan, AJ's dad said, "AJ has been an inspiration to our family, and we are so proud of her, especially during the times of battling sickness. There was never a day where she showed us that she was hurting, and never lost hope." He continued, "Everything she received as part of her wish means so much to her as it sets her up for success and enables her to continue on with her passion for drawing and designing! We are very happy for her to have had this opportunity!"



I wish to have the ultimate art & design package
AJ, wish granted 2021 brain tumour

"Everything she received as part of her wish means so much to her as it sets her up for success and enables her to continue on with her passion for drawing and designing!"

- Allan, AJ's dad



VOLUNTEERS STRENGTHEN

The foundation of Make-A-Wish® Canada

From coast to coast, Make-A-Wish Canada is strengthened by our exceptional community of volunteers. As governance leaders, fundraising champions, wish granting volunteers or through a myriad of other key volunteer roles across the country, volunteers play a critical role in delivering our mission.

Our National Board of Directors, Chapter Advisory Council and Medical Advisory Committee members are shining examples of volunteer leaders dedicated to our mission. Our National Board is accountable for governance oversight of the foundation, while our Chapter Advisory Council members represent twelve distinct Chapter Advisory Boards (CAB) from across the country. Our CABs consist of additional volunteer leaders from local communities who support wish children and their families in regions across the country, helping to fundraise and grant life-changing wishes for children with critical illnesses. Last but not least, our Medical Advisory Committee provides advice and counsel to the organization on medical issues as they relate to eligibility criteria, policies and programs.

In 2021, we are grateful to acknowledge over 140 leaders who form the fabric of our senior volunteer leadership across Canada. In a year where wish delivery was more challenging but more critical than ever, our volunteer leaders across the country helped make the impossible, possible. On behalf of the staff at Make-A-Wish Canada, and our wish children and families across Canada who benefit from your generosity of time, resources, and spirit – thank you to our exceptional community of volunteer leaders.

CAB member Neil McLaughlin stands with wish kid Ava and her brother Cohen at 2021 Golf For Wishes event.*

*local COVID protocols at the time allowed for individuals to be masked or unmasked at outdoor events based on personal choice.



MAKE-A-WISH FOUNDATION® OF CANADA

Boards, Councils & Committees

2021 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

SECRETARY

Carley Parish, Hampton, NB
Partner, Lutz Longstaff Parish

DIRECTOR-AT-LARGE

Dan Markou, Toronto, ON
Executive VP & Chief People & Culture Officer, Shaw Communications

DIRECTORS

Peter Noonan, Toronto, ON
Managing Director, NPZ Consulting Inc.

Jacques Perreault, Montreal, QC
Senior Partner, Brightspark Ventures

Carl Viel, Québec City, QC
President & CEO, Québec International

Shawn White, Dartmouth, NS
External Affairs Manager, GSK Canada

2021 CHAPTER ADVISORY COUNCIL

Brenda Abrams, Chair
Ontario Chapter Advisory Board
Lawyer (Retired)

Joël Cormier, Chair
Quebec Chapter Advisory Board
Sr. Vice President, Chicken Division, Exceldor

Darryl Dowd, Chair
Manitoba & Nunavut Chapter
Advisory Board
Aviation Executive, Winnipeg,
Manitoba

Kim Enge, Chair
Saskatchewan Chapter Advisory
Board
Manager, Liquidity and Capital,
Innovation Credit Union

David Henry, Chair
Eastern Ontario Chapter Advisory
Board
Partner, Borden Ladner Gervais LLP

Virgil Hlus, Chair
BC & Yukon Chapter Advisory
Board
Partner, Clark Wilson LLP

Alyson Hodson, Chair
Northern Alberta & Northwest
Territories Chapter Advisory Board
President and CEO, Zag Creative

Darren Nantes, Chair
Nova Scotia Chapter Advisory Board
Chairman and CEO, Nantes Capital

Carrie Lonardelli, Chair
Southern Alberta Chapter Advisory
Board
Chief Finance Officer, Bonnetts
Energy Corporation

Jim Travers, Chair
Prince Edward Island Chapter
Advisory Board
Partner, Stewart McKelvey LLP

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

Jim Wyatt, Chair
New Brunswick Chapter Advisory
Board
Safety Program Partner, Irving Oil

2021 MEDICAL ADVISORY COMMITTEE

Shawn White, Nova Scotia
External Affairs Manager, GSK
Canada

Dr. Tom Cheung, Ontario
Physician, Family Practice

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

Heather Falk, Manitoba
Retired

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

Dr. Heather Hodgson-Viden,
Saskatchewan

Assistant Professor, General
Pediatrics, Royal University Hospital

Alyson Hodson, Alberta
President and CEO, Zag Creative

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

Darren Nantes, Nova Scotia
Chair and CEO, Nantes Group

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

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

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

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



I wish to have an indoor jungle gym

Rowan, 5
leukemia

ROWAN'S STORY

A wish to spark the imagination

Rowan is a playful five-year-old boy whose favourite colour is purple – but he’s a big fan of the whole rainbow! He has a big imagination and loves building things out of recycling and masking tape. His little brother, Asher, makes a great companion and they love chasing each other and playing in their playroom forts together.

Rowan was diagnosed with leukemia just before his second birthday. The family recalls being taken by complete surprise upon receiving the news of Rowan’s diagnosis. He spent his first few days in hospital fighting for his life in the ICU and his second birthday was spent getting a CT scan and bone marrow biopsy. Over the next two-and-a-half years, Rowan underwent a chemotherapy treatment protocol which resulted in side effects, more tests and scans, and isolation. Despite the struggle, Rowan is now five years old and thriving, enjoying spending time with his family.

Rowan’s wish idea was inspired by his love of fort building after seeing indoor climbing equipment. He and his family expanded on the idea, leading Rowan to wish for an indoor jungle gym playroom at home. When his wish came true, Rowan couldn’t wait put everything to use, exclaiming, “This is super, super exciting and makes me happy!”

Reflecting on the wish experience, Melissa, Rowan’s mom said, “It’s been wonderful to have this wish to look forward to, particularly during a pandemic which has just extended the overall isolation of treatment itself. It’s wonderful to see him with something that brings him pure joy after all he’s been through and missed out on!”

“It’s been wonderful to have this wish to look forward to, particularly during a pandemic which has just extended the overall isolation of treatment itself.”

- Melissa, Rowan’s mom



MAKE-A-WISH FOUNDATION® OF CANADA



Financial Results

At Make-A-Wish Canada, our mission is to grant life-changing wishes to children with 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 our important mission.

As with many charities, our fundraising programs faced significant headwinds during the pandemic. These challenges required us to halt in-person events and reimagine new virtual approaches to inspire and engage our community of supporters. We are immensely grateful that the support of our donors remained strong throughout the past year.

In 2021, Make-A-Wish Canada granted 43% fewer wishes than the previous years due to restrictions from the pandemic. More than 60% of our wishes typically require travel for wish children and their families. To ensure the safety of our wish children and families, and to comply with all provincial and federal public health restrictions, we halted all travel during this 2021 year. Funds raised to deliver these wishes remain on our balance sheet and will be spent to fulfill these life-changing wishes once it is safe to do so. As a result of this short-term situation, our total mission program expenses were reduced by 50%.

In 2022 Make-A-Wish Canada aims to accelerate delivery of our wishes and fundraising activities as the public health restrictions are lifted across Canada. It is our sincerest hope we can safely fulfill the life-changing wishes of many children waiting for their wishes across Canada which will significantly increase our mission program expenses.

MAKE-A-WISH FOUNDATION OF CANADA

STATEMENT OF OPERATIONS

Year ended September 30, 2021, with comparative information for 2020

	2021	2020
REVENUE:		
Donations & fundraising	\$ 16,297,504	\$ 21,018,236
Donations-in-kind	459,510	4,756,436
Bequests	4,352,788	2,359,413
Investment income	6,608,267	1,890,662
Government subsidies	3,245,171	2,802,194
	30,963,240	32,826,941
EXPENSES:		
Programs	9,808,733	19,779,912
Fundraising	7,698,828	9,614,594
General and administration	2,603,756	5,414,911
	20,111,317	34,809,417
Excess (deficiency) of revenue over expenses	\$ 10,851,923	\$ (1,982,476)

TRAILBLAZE FOR WISHES:

Showing imagination in challenging times

With the COVID-19 pandemic shuttering the doors on in-person fundraising events, it was necessary for Make-A-Wish® Canada to find ways to connect and inspire Canadians to take part in new, virtual events supporting our mission. *Trailblaze For Wishes* was launched virtually, coast to coast, in 2021 to encourage Canadians to safely get outdoors, fundraise, and take steps toward granting life-changing wishes.

By accumulating kilometres and donations in cities, in towns and in rural settings all across the country, more than 1,400 registered participants “came together” to raise more than \$570,000 during the course of a 10-week challenge period. Walkers, runners and hikers put their best feet forward, not only raising vital funds for the granting of wishes to children with critical illnesses, but sending inspiring messages of hope all along the way.

The amazing participants and generous donors of *Trailblaze For Wishes* proved that the mission of granting wishes is important, even when we can't gather together within our communities to raise critically needed funds.

Join us in 2022, and learn more at www.trailblazeforwishes.ca.



Make-A-Wish
TRAILBLAZE
FOR WISHES



HOLIDAY FUNDRAISERS

Community support makes wishes come true

The holidays are a wonderful time of year and across the country, Make-A-Wish® brings out the best in community spirit and generosity through a variety of fundraising events that build hope into the hearts of wish children. From *Trees of Joy* events, *Calendar of Wishes*, *24 Days of Wishes* and fun-filled Ugly Sweater fundraisers, the holiday period is a wonderful celebration of generosity and giving. Prior to COVID-19, these events provided moments of in-person connection, where donors, partners and wish families could come together to experience the joy of the holidays with one another. Though these events became virtual occasions in the face of the ongoing pandemic, the creativity and powerful spirit of the events ensured that the magic of the holidays – and the generosity of our volunteers, donors and partners – continued even as everyone had to remain physically apart.

We look forward to all of these events returning to their original formats for 2022, when once again our valued communities will be able to join together again in the spirit of the holidays!



PARTNER SNAPSHOT

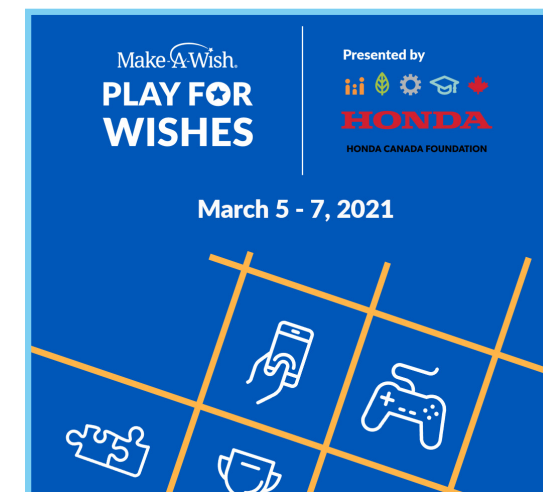
The Honda Canada Foundation

Relationships are at the heart of all our partnerships, and Honda Canada Foundation (HCF) is a wonderful example of an organization with whom Make-A-Wish® Canada has a longstanding connection.

Our comprehensive partnership with Honda Canada Foundation began more than ten years ago, and includes a broad spectrum of activities that raise funds, build awareness and engage employees with the unifying purpose of delivering wishes to children with critical illnesses.

Through the Honda Indy Toronto, Honda Canada Foundation grants, employee donations, dealership donations, in-kind support, race fan donations, event sponsorship and vendor and supplier donations, HCF and its partners have contributed more than \$2 million to Make-A-Wish Canada. This robust relationship has a direct and immediate impact on the ability of Make-A-Wish to grant wishes, and provides stability and resilience to our organization, representing an enduring commitment to our mission of reaching every eligible child in Canada.

Support from national partners like Honda Canada Foundation sends an important message about the opportunity for corporate leaders to make a tangible impact benefiting children in communities across the country, through an enduring commitment to Make-A-Wish Canada. We are immensely grateful to Honda Canada Foundation for their exceptional support.



The HCF came through during COVID-19, helping us pivot from in-person events to online fundraisers such as Play For Wishes. Thank you for your support!

Make-A-Wish is one of Honda Canada Foundation's longest standing charity partners. I've seen the power of a granted wish firsthand and it's been a pleasure to work with this team as we aspire to achieve and support Make-A-Wish's vision."

-Laura Heasman, Operations Manager, Honda Canada Foundation



To learn more about partnership opportunities with Make-A-Wish Canada, visit makeawish.ca/partnerships.

IN YOUR COMMUNITY

Our Regional Offices

WESTERN CANADA

BRITISH COLUMBIA & YUKON
112-2025 W Broadway
Vancouver, BC V6J 1Z6

NORTHERN ALBERTA & NWT
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 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

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

ATLANTIC

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

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

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

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



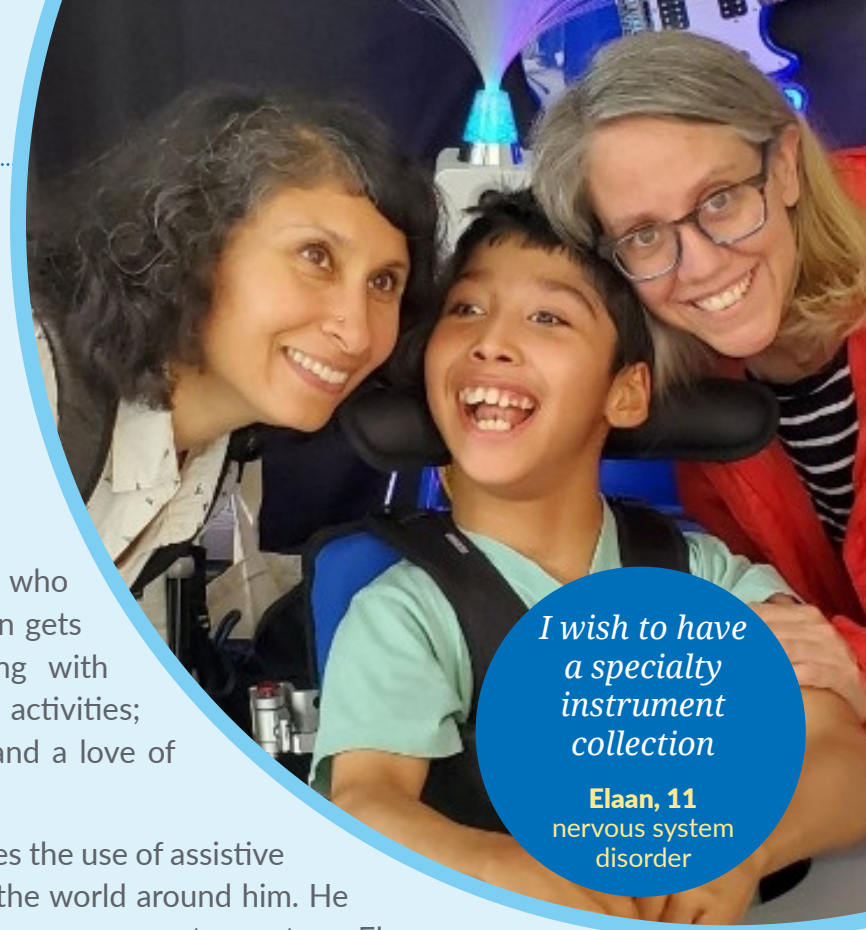
I wish to have photography/ videography equipment

Aaron, 18
cancer



ELAAN'S STORY

A wish to fill a home with music



I wish to have a specialty instrument collection

Elaan, 11
nervous system disorder

Elaan is an 11-year-old, grade five student who has an infectious sense of humour – he often gets his classmates and teachers laughing along with him. Going to school is one of his favourite activities; in addition to a knock-knock joke specialty and a love of music, Elaan loves to learn.

Since he lives with cerebral palsy, Elaan requires the use of assistive technology to communicate with and access the world around him. He has learned how to use switches and an eye gaze computer system. Elaan thrives in nature and enjoys walking with his walker and going on community outings in his wheelchair.

Elaan has been in a school support program with his teacher, Jennifer Bygrave and Educational Assistant, Sean Fredette, for four years – they are experts in Elaan's needs. Knowing how much Elaan loves music, they suggested a specialty music collection as the perfect wish. Together with Make-A-Wish®, Jennifer and Sean spent three months designing and selecting assistive technology musical items that enable Elaan to experience music. They volunteered their time after school to create Elaan's special music cart.

On wish day, friends, family, Make-A-Wish staff and all Elaan's teachers joined in for the big reveal. The teachers quickly removed a black curtain and unveiled his musical cart. Designed to be a musical sharing experience for Elaan and his family, the cart has an iPad connected to devices and instruments that Elaan will be able to control with the use of switches. Built for portability, the cart can travel from Elaan's school to home, and tuck out of the way when not in use. His teacher quickly showed Elaan how his musical cart worked and at the touch of a button Elaan is in full control of everything from drums to a keyboard, and so much more.

Elaan's parents, Natasha and Lynda, are also musical and will be able to share in many musical adventures with Elaan. His wish will bring the entire family so much joy for many years to come.



*I wish to have a
backyard playset*

Harper, 5
brain tumour



Wishes make the impossible, possible.

“Severe acute and chronic illnesses hit children and families harder than we think. Wishes provide joy, escape and an uplifting experience that has a huge positive impact on the kids’ lives and futures. The opportunity to grant wishes to the children and young people I care for helps them to recover, to heal and to provide great memories for them and their families, both now and in the future.”

- Dr. Bruce Crooks
Paediatric Haematologist/Oncologist
IWK Health Centre, Halifax
Medical Advisory Committee member

Make-A-Wish[®]
CANADA

Make-A-Wish Foundation[®] of Canada
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Join our wish community:

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