



HOPE IS ESSENTIAL

2020 ANNUAL REPORT



Make-A-Wish[®]
MID-SOUTH

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Veronica Tansey
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*I wish to have
a ball pit*

Antonio, 9
neuromuscular disorder



MISSION INNOVATION

Keeping the health and safety of wish kids, their families and volunteers top of mind, the challenge of creating meaningful wish experiences for children with critical illnesses in the midst of a global pandemic seemed insurmountable at first.

Wish Kids Need Us Now

Children served by Make-A-Wish are already facing uncertainty and fear related to their illnesses. Our team knew that wish kids needed hope and joy now more than ever and set out to find new ways to build resilience for children who must wait even longer for their wishes. We boosted communication and made a special effort to be open and honest with wish families. We also leveraged technology for more frequent conversations and marshaled support from talented community members, fostering a sense of belonging even though everyone must stay apart.

We are still granting as many wishes as possible.

While wishes involving travel or large groups are postponed, there are many other wishes that kids are experiencing. Volunteers and staff put their heads together on imaginative ways to make these life-changing and impactful experiences come to life. Pets and animals, campers, pools, shopping sprees, musical instruments and playsets were just some of the wishes granted in the spring and summer months. Each day brings new and innovative ways to fulfill the heartfelt wishes of wish kids, restoring strength and building hope.

*I wish to have
a she shed*

Olivia, 11
brain tumor



OUR VISION

To grant the wish of every eligible child.

WHO WE ARE AND WHO WE SERVE

Since Make-A-Wish Mid-South's inception in 1986, more than 6,000 children with critical illnesses have experienced life-changing wishes. We serve children across Arkansas, West Tennessee and North Mississippi, spanning every socioeconomic factor and ethnic background. We've never turned away a child eligible for a wish and a family's financial status, race or religion has no bearing on whether a child will receive a wish.

THE WISH JOURNEY



STEP 1

Referring a child

We rely on medical professionals, family members and sometimes children themselves for referrals. A child with a critical illness between the ages of 2.5 to 18-years-old may be eligible for a wish.



STEP 2

Determining the wish

Dedicated Wish Granting Volunteers meet with the child and their family to walk through the wish process and determine the child's wish.



STEP 3

Planning the wish

The Wish Coordinator works with the family to schedule the wish and coordinate every detail, providing hopeful wish reminders along the way!



STEP 4

Creating hope

Alongside the community and wish sponsors, we create unique wish experiences, driven by the child's creativity, building hope and increasing resilience.



*I wish to have
a PS5*

Shawn, 16
heart condition



DON'T WAIT FOR HOPE *create it.*

“Before starting treatment, our daughter Luna loved horseback riding. It was a very special activity for her but she had to stop after her cancer diagnosis. Being back on the saddle was something she looked forward to through her months of treatment. On the day of her wish, she was so surprised to see the horseback riding equipment! It not only meant a pretty gift but also something to keep her fighting. The equipment was a promise that in the future she'd be back to doing what she enjoys the most.”

- Luna's dad, Mario

*I wish to have
horseback riding
equipment*

Luna, 6
leukemia



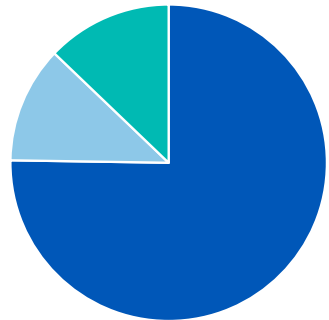
Financials

Year ended August 31, 2020

Total Revenue	\$4.4M
Total Expenses	\$4.2M
Total Net Assets	\$5.5M

Use of funds

Program Services	\$3.1M (75%)
Fundraising	\$495,000 (12%)
Management and General	\$534,000 (13%)



Sources of Revenue

Corporate Giving	\$590,000 (14%)
External Events	\$592,000 (14%)
Grants	\$128,000 (3%)
In-Kind Contributions	\$755,000 (17%)
Internal Events	\$627,000 (14%)
Major and Planned Gifts	\$386,000 (9%)
Public Support (direct and indirect)	\$912,000 (21%)
Other income	\$373,000 (9%)



For a complete copy of our annual audit report, conducted by CliftonLarsonAllen LLP, call 901-680-WISH.

MAKE-A-WISH MID-SOUTH BY THE

numbers



397

kids are currently waiting for their wish to be granted.



293

volunteers bring to life wishes for children with critical illnesses.



6,000+

Mid-South wishes granted to local kids since 1986.



244

children qualified for a wish.



*I wish to have
a camper*

Keegan, 4
leukemia

Make-A-Wish[®]
MID-SOUTH

[wish.org/midsouth](https://www.wish.org/midsouth)



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