



**MAKE-A-WISH INDIA RESPONSE TO COVID-19
& ITS SUSTAINED EFFORTS
TO CONTINUE GRANTING WISH OF CHILDREN WITH
A CRITICAL ILLNESS**



A brief outline the project activities:

Make-A-Wish Foundation® of India was established as a Trust in 1995. In 25 years, we have fulfilled wishes of 74,568 children diagnosed with a critical illness. The Foundation is dedicated to granting the most cherished wish of children between the ages of 3 and 18 years, living with a critical illness, like Cancer, Thalassaemia, Heart, End stage Renal ailments, HIV and many such life-threatening medical conditions.

Across India, MAW India partners with over 150 hospitals and 24 NGOs, where 600+ pediatric doctors refer almost 10,000 children/p.a. coming from lower socio-economic families. Before COVID, MAW India could grant wishes of 7,500 children p.a., with support of 23 paid staff and 189 active volunteers. Due to lack of funds and volunteers, MAW India could not fulfill as many wishes in this pandemic.

MAW India follows the wish journey process, that involves the following steps:

- ✓ Doctor at a partner hospital refers the child for a wish granting experience
- ✓ MAW India volunteer interacts with the wish family at the hospital and identifies three wishes / child
- ✓ MAW India staff does its due diligence to validate the child is getting one wish and is not a repeat wish child
- ✓ MAW India arranges activities to grant the wish in a memorable way
- ✓ Documentation is done in SalesForce CRM solution used by MAW India
- ✓ Wish process is completed by sending donor reports with the Wish child details, wish cost, photographs and donation receipt.





The response:

MAW India partners with government hospitals, where most of the beneficiaries come from the lower socio-economic sections of the society.

Since COVID-19 started with a strict lockdown from March 2020, children from these families had loss of income, did not have access to public transport, were not able to reach the hospitals for medical treatment, and thus not able to get their wishes granted.

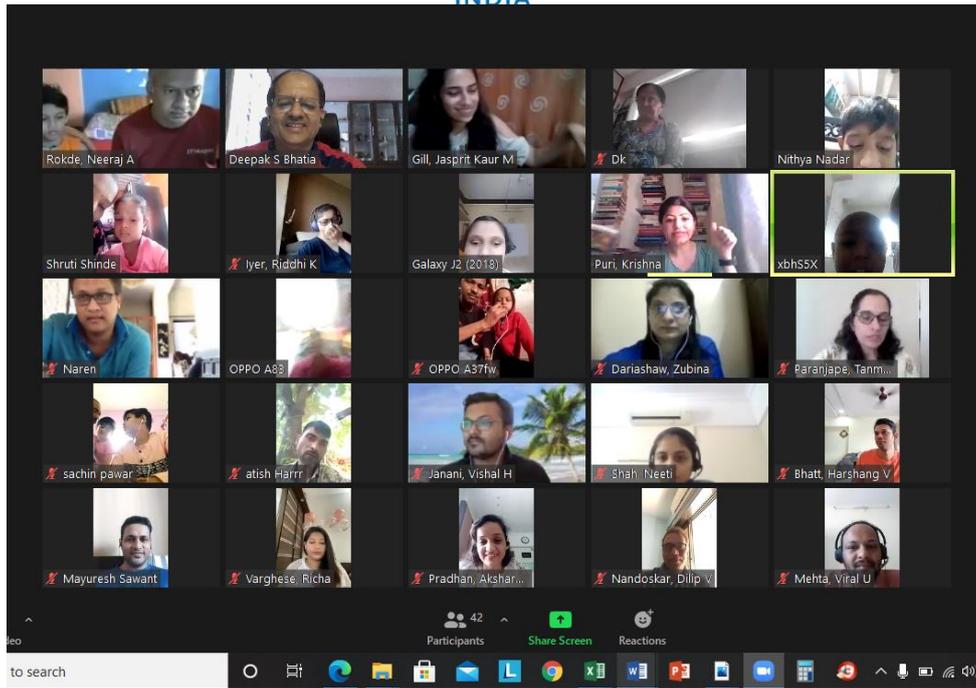
MAW India team of staff and volunteers ensured that all safety protocols were followed at all times, to ensure safety of the wish children as well as themselves. Along with whole hearted support from doctors, social workers, supply chain vendors the team at MAW India adopted a new approach to get the referral from doctors on wtsap / email / phone call and then identify the wishes in a similar way. The supply chain vendors would then get the wish gifts delivered to the hospital for the doctor to grant a wish or get the wish gifts delivered to the children at their residence. Doctors and parents have shared that in these difficult times, the children getting a wish granted is something they had least expected, and that it has immensely helped keep the child motivated in these long painful treatments combined with the COVID challenge to maintain social distance and adhere to safety protocols.

In COVID-19 many corporate donors diverted their CSR funds to COVID relief and rehabilitation programs, making it difficult for MAW India to get funds to grant wishes of children. Due to lack of funds, in FY 20-21 there was a drop of 50% in funds and 40% drop in number of wishes being granted.

With improvement of COVID response, these children started to come for their medical treatments and thus get their wish granted. Doctors have started to refer many new children. This made the situation difficult for MAW India, as we now have more wishes to fulfill, and thus our need for more volunteers and funds.

Online wish granting events were conducted to make wish granting memorable. These events involved employee engagements, opportunity for wish children to speak about their wish, doctors speaking about the impact of a wish and thus leading to beneficial outcomes. Sharing some event fotos for your kind perusal.





Employee engagement in Zoom wish granting event



Wish child smile says it all

MAKE-A-WISH FOUNDATION[®] OF INDIA

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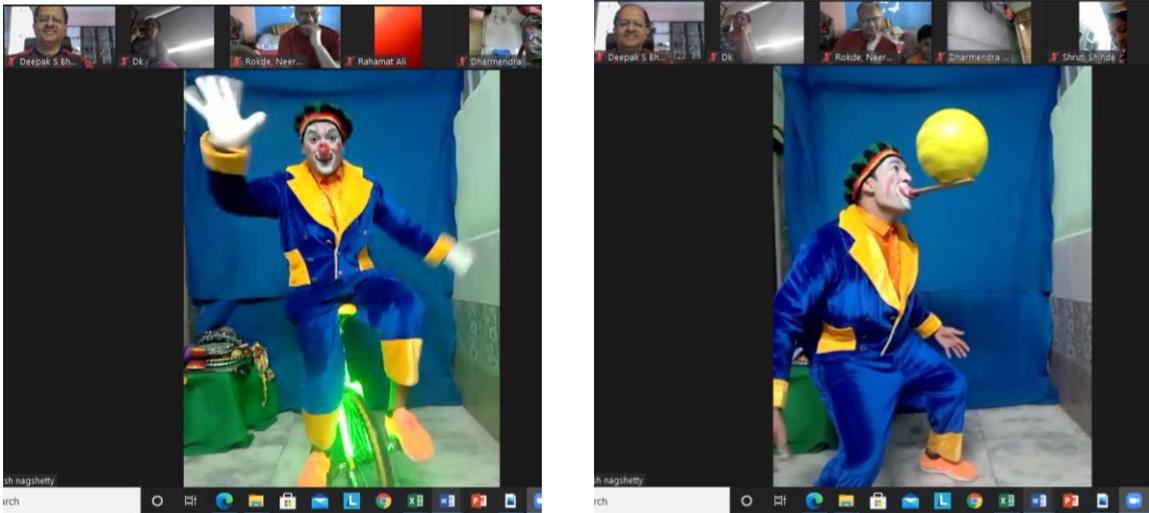
Web : www.makeawishindia.org

Registered under the Bombay Public Trust Act 1950 No. E-15573 + All donations are exempted from tax under section 80G of Income Tax Act 1961

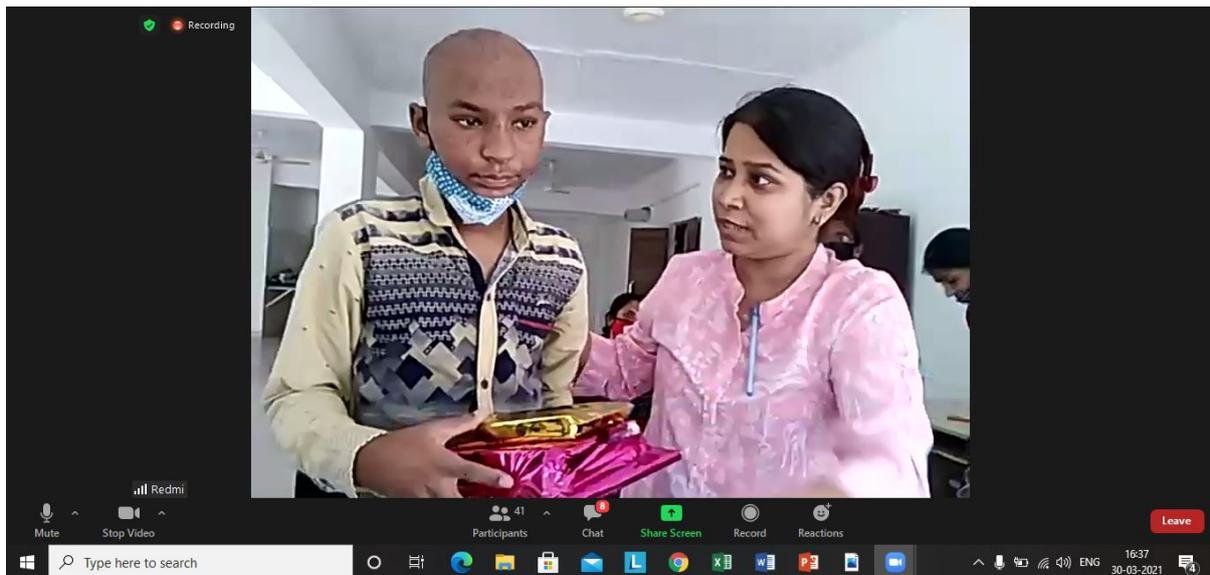


Make-A-Wish[®]

INDIA



Clown act to entertain the wish kids



During the online event, a doctor grants the wish of a child at

The Shankara Cancer Hospital in Bangalore

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Outputs:

- Granted wishes of only 2,987 children in 2020 and then bounce back to 4,565 in 2021 children diagnosed with a critical illness
- With improving control over the pandemic situation, in 2022 MAW India hopes to grant wishes of 7,000+ children
- Apart from wishes “To Have”, we hope to soon start granting wishes where children wish “To Meet a celebrity” or “To Be someone” or “To Go to a place within India”.
- Conducted wish granting events online / in hospitals / MAW India offices
- Granted wishes in a memorable way with activities like art & craft, painting, magic show, clown performances, getting wish children to sing / play a musical instrument.
- Provided enough opportunities for all stake holders (corporate employees, doctors, volunteers, social workers, parents) to engage with wish children
- Maintain proper documentation in SalesForce and communication to donors

Outcomes:

- Sustained efforts to grant the wish of every eligible child and thus Transform their lives
- Able to enrich the human experience with hope, strength and joy
- Get the community and all stakeholders to have more faith in the Power of Granting A Wish
- Work with doctors to grant memorable wishes thus help reduce the dropout rate of children from medical treatment

We appeal to all well-wishers, individuals, corporates, trusts, foundations to support the efforts of Make-A-Wish India to fulfill wishes of children with a critical illness. Please reach out to Deepak S Bhatia on ceo@makeawishindia.org or on ++91 9821222506 to discuss your generous donation or your desire to volunteer with time & skills that help us accomplish our goals.

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