



LOCAL WISHES LASTING IMPACT

2025 New Brunswick Impact Report

With Gratitude: A Letter to You

On behalf of Make-A-Wish® Canada, thank you for the generosity and belief that make our work possible. Your support continues to deliver meaningful impact for children with critical illness and their families across New Brunswick.

Children facing critical illness endure far more than physical symptoms; they experience prolonged uncertainty, fear, and emotional strain. A wish intervenes at a pivotal moment, providing more than joy or distraction. Wishes help restore hope, strengthen resilience, and support emotional well-being at a time when it is needed most. **Wishes Are Medicine.**

As a supporter in New Brunswick, you are an essential part of this impact. This report highlights how your generosity translates into measurable outcomes and real experiences for children in your community — from key statistics and insights to stories that reflect the depth of change a wish can create.

Your commitment ensures that more children can access this critical intervention when they need it most. As Wish Mom, Jessie, shared: “I truly felt [my daughter] had given up on her fight. Experiencing her wish was a breath of fresh air, and post-wish she is happier, more content, and has regained her willingness to endure medical procedures along with a happy spirit that shines so brightly. Having her personality restored is the biggest win I could have ever asked for.”

Thank you for believing in the power of a wish and for helping deliver hope, strength, and healing to wish kids and families across New Brunswick.

With sincere appreciation,



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



Karen Shaver
Vice President Mission
Make-A-Wish Canada

ABOUT MAKE-A-WISH CANADA — Make-A-Wish Canada creates life-changing wishes for children diagnosed with critical illnesses. **Wishes Are Medicine** — a vital part of a child’s medical journey that helps restore strength, hope, and resilience. Research shows that prescribed wishes can improve adherence to treatment, reduce emergency room visits, and deliver lasting health benefits.

Make-A-Wish Canada is part of the world’s leading children’s wish-granting organization, serving children in communities across Canada and in 50 countries worldwide. Over the past 43 years, Make-A-Wish Canada has granted more than 40,000 wishes, including 1,835 last year alone.

(On the cover: *Navy, 3, I wish to go to my favourite theme park*)

Not All Medicine Comes in a Bottle

Wishes Are Medicine

Every day across Canada, children face critical illnesses no child should have to endure. In these moments, hope, strength and resilience matter more than ever. With your support, they receive something research shows is a powerful part of their care: a wish prescription that supports their medical journey and reminds them they are so much more than their diagnosis.



“Having a wish to look forward to definitely helped Millie get through her treatments. When she felt like she couldn’t handle another poke or IV, we reminded her of seeing dolphins soon and she would muster up her strength.”

Pamela, Millie’s mom

[Click to watch Millie’s story](#)



95% of surveyed doctors believe wishes improve health outcomes.

Patients who received a wish reduced their likelihood of using the emergency room by half.

95% of surveyed medical providers observed that wishes gave children strength to fight their critical illness.

Medical Advisory Committee



“There are reasons why some people do better than others, and we don’t always know what they are. Sometimes it’s the power of positivity, the power of hope, the power of kindness, and that can literally make the difference in people’s care.”

Dr. Sarah Dyack, Medical Geneticist, IWK Health Centre
Make-A-Wish Canada Medical Advisory Committee

[Click to learn more from Dr. Sarah Dyack](#)



Sun, Sea, and Serenity – Brady’s Wish

Carol-Anne adopted Brady when he was just 19 months old. Developmentally delayed and undersized, what Brady needed most was a place to be cherished. Brady found that place with Carol-Anne, who gave him all the love, care, and joy a little boy could dream of.

Brady, now 16, is non-verbal, communicates using a tablet, and lives with several conditions including a nervous system disorder and a genetic disorder that require constant monitoring and frequent hospital visits. Despite these challenges, Carol-Anne tries to make Brady’s life as joyful as possible. “There are things Brady can’t do that maybe my friends and their kids can do, but we don’t let that stop him from getting out and enjoying life,” adds Carol-Anne. When discussing possibilities for Brady’s wish, the group trip to Planet Hollywood Cancún in partnership with Sunwing Vacations checked all the boxes. Brady had never been on an airplane, let alone travelled to a resort, so this would be a wish full of exciting new experiences.



While Brady enjoyed the movie characters, the lazy river, and feeling the sand beneath his feet, Carol-Anne felt a sense of calm and joy watching Brady thrive in Cancún. She also experienced a true sense of belonging, surrounded by other wish families who understood Brady’s medical journey. “When you’re on your own, you think you’re the only one with a child with disabilities. To see other wish kids and families, and to witness them all experiencing the wish trip in different ways, was so special for me.”

Asked to sum up Brady’s wish, Carol-Anne remarked, “Wishes like Brady’s give so much hope and inspiration to kids and families. Make-A-Wish, please continue to grant these wishes, because they make such a huge difference in these children’s lives.”

I wish to go on a beach vacation with my mom

Brady, 16
genetic disorder, nervous system disorder

Shining in the Moment – Willow’s Wish



I wish to go to my favourite theme park

Willow, 7
genetic disorder

With her bright eyes and joyful spirit, Willow lights up every room, especially when she’s at the hockey rink cheering on her big brother, Tatum. But behind her smile is a journey marked by resilience. Diagnosed with a genetic disorder at just seven weeks old, Willow’s rare condition has meant countless hospital stays, surgeries, and moments of uncertainty. “Even a simple cold could lead to serious complications and long hospital admissions,” says Willow’s mom, Megan.

The effect of Willow’s condition on her family has been immense. Plans often change at a moment’s notice, and her parents have had to split their time between caring for Willow and supporting Tatum. “It’s hard when one of us can’t be there for his hockey games or school events, because we’re with Willow,” Megan shares. “Despite all the challenges, Willow’s joy shines through. Though nonverbal, Willow is expressive and increasingly vocal, letting everyone know exactly how she feels.

Willow’s wish to go to her favourite theme park was an unforgettable experience for the entire family. She delighted in the vibrant lights, sounds, and colours of the parks and Give Kids The World, while her family enjoyed precious time together, free from worry. “She was mesmerized by the lights as we walked through the parks,” recalls Megan. “For me, it was a powerful reminder of just how far Willow has come.”

Willow’s wish was the first time the family could escape the hospitals, appointments, and the rigors of everyday life and just be a family. “We didn’t have to think about medications or appointments; we just lived in that moment. That’s something we’ll carry with us forever,” said Megan.



Wishes by the Numbers

132

Wishes granted in Atlantic Canada in FY25

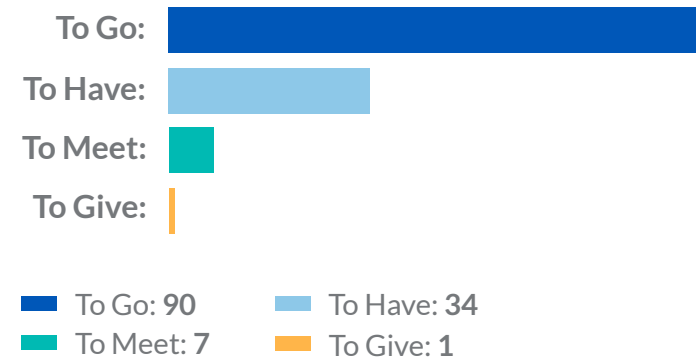
1,835

Wishes granted in Canada in FY25

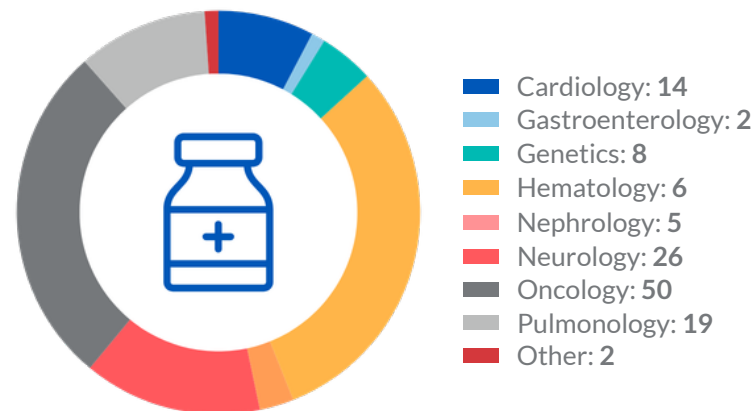
92

Communities wishes were granted in Atlantic Canada in FY25

Wishes by type in Atlantic Canada: 132



Wishes by Illness in Atlantic Canada:



Wish Leadership

Celebrating those who guide, inspire, and support wishes across New Brunswick.

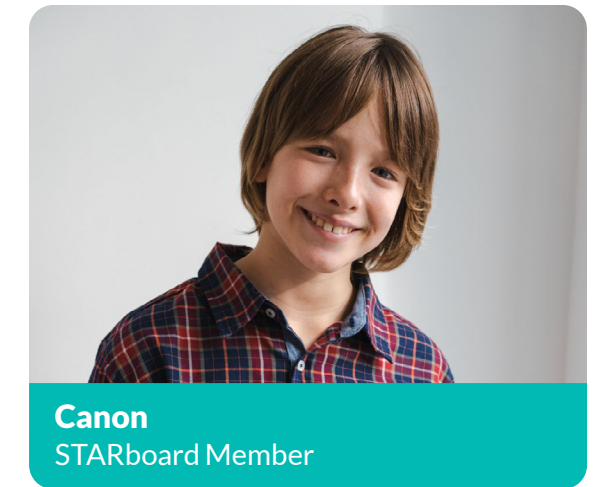
STARboard unites wish alumni ages 13 to 18 who volunteer to be a voice for wish children. Their advice, event support, and ambassador work help Make-A-Wish Canada better respond to the needs of wish families across the country.

Meet Your STARboard Member: Canon

“Hello, my name is Canon, and I’m 14. When I was 11, I started having pain in the left side of my stomach. After months of scans, doctors found a mass on my kidney, and I had to have my entire left kidney removed. I was diagnosed with cancer and began seven months of intense chemotherapy. Losing my hair and feeling sick week after week was difficult, but learning I was eligible for a wish gave me something to look forward to and helped me stay positive.

I’m obsessed with all things Halloween, so I wished to go to the largest Halloween convention in the world as a YouTuber! Getting to cut the ribbon to open the show, explore the massive floor, and connect with other Halloween fans was unforgettable.

I joined the STARboard because I know the impact a wish can have on a child going through treatment. A wish allows someone to dream each day instead of worrying. I’m excited to use my creativity and passion to help make a difference in other children’s lives, just like Make-A-Wish did for me.”



Every 2 hours...

a child in Canada is diagnosed with a critical illness

3,531

Wishes Are Waiting

in Canada as of October 1, 2025

126 referrals

were received in Atlantic Canada in FY25

Want to Learn More?

Click to view our FY25 Annual Impact Report.

Chapter Advisory Board

New Brunswick’s Chapter Advisory Board (CAB) supports Make-A-Wish in delivering fundraising and wish-granting efforts across the province. We are deeply grateful to the volunteers who share their expertise, time, and leadership.



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|--------------------------|------------------------------|
| Jim Wyatt (Chair) | Greg Keith |
| Carley Parish | Jodi Hackett |
| Christine Taylor | Lynn Power |
| Doaa Higazy | Stephanie Underhill-Tomilson |

Wish Granting Excellence

Generosity takes many forms. Here's just a few examples of how supporters in New Brunswick are helping grant life-changing wishes.

Snow Golf

For 24 years, Sherry and Glen Gray have led the Snow Golf event. The event was held at the Midland Meadows Golf Course and to date has raised an incredible \$365,000. Each year, the event brings the community together to help grant life-changing wishes for children facing critical illnesses. The Grays' dedication is deeply personal and their pride shines through in every swing and donation. For families and children, the impact of this long-standing partnership is immense, showing how consistent generosity and heart can create moments of hope, joy, and lasting memories.



HMCS Fredericton Ride for Wishes

The 13th annual Ride for Wishes sees HMCS Fredericton's crew cycle across New Brunswick for five days, raising almost \$35,000 for children with critical illnesses. In partnership with Make-A-Wish Canada, this charitable ride has brought hope, strength, and joy to local wish families for over a decade. Supporters cheer on the riders and contribute through donations and sponsorships. The event is a powerful demonstration of dedication and community spirit, showing how consistent effort and heart can help grant wishes that transform children's lives and create memories that families treasure forever.



Believe in Wishes Train Ride

Presented by NB Southern Railway, the Believe in Wishes Train Ride has become a beloved New Brunswick holiday tradition. In 2025, it raised over \$100,000 to support life-changing wishes for children with critical illnesses. Families board the festive train in pyjamas, if they wish, clutching golden tickets as the air fills with laughter, the scent of hot cocoa, and cheerful carolling. Energetic elves lead the way while children's eyes light up at every magical moment, especially when they meet a very special, red-suited visitor. The event creates joyful memories and shows the healing power of hope and togetherness.



Ways to Give

Click to learn more about the many ways to support our mission.



W I S H E S

A R E

M E D I C I N E

NAME: KIAN
AGE: 5
ILLNESS: LEUKEMIA



Celebration & Recognition

Building the Way Forward

Celebrating over \$1 million raised by the New Brunswick Road Builders.

For nearly 25 years, the New Brunswick Road Builders have been steadfast champions for children with critical illnesses through their extraordinary support of Make-A-Wish Canada. Since 2001, they have raised more than \$1 million, making this the largest community fundraising partnership in New Brunswick and in the organization's history.

Each year, their Annual General Meeting brings together members of the roadbuilding community to rally around a shared purpose. Through live and silent auctions and generous donations, the AGM has become a cornerstone moment of impact. In January 2025, their record-setting event raised over \$150,000, helping push the partnership past its historic milestone.

More than the funds raised, the Road Builders' support reflects a deep belief in the power of a wish to bring hope, strength, and resilience to children and families when they need it most. Their commitment has helped ensure that wish kids across New Brunswick and beyond experience moments that change how they face their medical journeys.

As they prepare to celebrate 25 years of impact in 2026, the New Brunswick Road Builders continue to show what's possible when a community builds something meaningful together.



Number of Active Volunteers in Atlantic Canada: 240



Nancy Hickey
Provincial Volunteer
of the Year



Elizabeth Richard
Rookie of the Year



New Brunswick Road Builders
Community Impact Award

Thank You for Making a Difference

Click to join our volunteer team.



What Healing Looks Like

Thanks to your support vital wish prescriptions were filled for kids like...



I wish to meet Connor McDavid
Félix, 11
respiratory disorder



I wish to meet my favourite hockey player
Cameron, 15
respiratory disorder



I wish to have a shopping experience
Jacob, 17
congenital heart disease



I wish to have a shopping experience
Jehu, 5
nervous system disorder



I wish to go to my favourite theme park
Austyn, 10
nervous system disorder



I wish to go to my favourite theme park
Lily, 9
neuromuscular disorder



*I wish to go on a beach vacation
with my mom*

Brady, 16
genetic disorder, nervous system disorder

Invest in Hope






A gift of publicly traded securities is a meaningful way to help grant life-changing wishes for children facing critical illness.

You may eliminate capital gains tax and receive a charitable receipt for the full value — while granting more wishes across our province.

Learn how you can invest in hope:
makeawish.ca/donate-securities

Imagine Accreditation

Accredited under Imagine Canada's National Standards Program, Make-A-Wish Canada ensures that every donor gift is managed responsibly to create meaningful impact.

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