



LOCAL WISHES LASTING IMPACT

2025 Newfoundland and Labrador 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 Newfoundland and Labrador.

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 Newfoundland and Labrador, 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 Newfoundland and Labrador.

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](#)



A Turning Point Toward a Brighter Future – Alexa G’s Wish

I wish to go to my favourite theme park

Alexa G, 5
leukemia



Alexa is a brave and joyful five-year-old who inspires everyone around her. But just three years ago, her life was upended by a leukemia diagnosis. Her days once filled with colouring, listening to music, and playing with her brother, Jermaine, were replaced with chemotherapy, hospital visits, and countless needles.

Alexa’s parents chose to wait until she completed treatment before her wish to visit her favourite theme park could come true. “We wanted Alexa to enjoy her wish as carefreely as possible, and to not have any worries but having fun,” says Alexa’s mom, Selina.

Alexa’s magical wish began with a moment fit for a hero. “Her wish was revealed during a heartfelt ceremony at the RCMP headquarters, where her bravery was celebrated in full,” recalls Selina. From that point on, every moment of her wish was better than the last. Give Kids The World Village offered endless adventures, and the pool quickly became Alexa’s favorite spot; a place of laughter and splashes shared with her brother. “Alexa’s wish felt like a reward for enduring the hardest moments of her life,” says Selina.

The memories of Alexa’s wish have become a powerful reminder of hope. “Alexa’s wish wasn’t just a getaway for our family; it was a turning point. It marked the end of a difficult journey and the beginning of a bright, beautiful future,” adds Selina.



Strength, Joy, and Healing – Alexa E’s Wish

I wish to go to Alberta to visit my family

Alexa E, 7
leukemia



Alexa is a vibrant, and happy seven-year-old, but while she was still in diapers, clutching her bottle and pacifier, her world turned upside down. What began as swollen lymph nodes behind her ear led to months of tests and searching for answers. Eventually, a biopsy confirmed the worst: leukemia.

Alexa’s parents felt helpless as she endured two and a half years of chemotherapy, transfusions, lumbar punctures, and surgeries. “We felt like life had handed us the worst possible scenario. We were terrified, overwhelmed with helplessness, and wished more than anything that it could have been one of us instead of her,” recalls Mandy.

Through all her treatments, Alexa showed a strength that amazed even her doctors. After ringing the bell of hope a few weeks before her fifth birthday, signifying she was cancer-free, Alexa chose her wish, a trip to visit her cousins in Alberta and experience the fun and excitement of the West Edmonton Mall. “From an egg hunt with the Easter Bunny, to sleeping inside the Fantasyland Hotel, every moment was unforgettable,” remembers Mandy.

Seeing Alexa beam with pride and happiness during her wish reminded Mandy of just how far she’s come. “Alexa’s wish gave us a chance to experience healing and joy. It helped us move forward, embracing life with gratitude and love. We will be forever thankful.”



Wishes by the Numbers

132

Wishes granted in Atlantic Canada in FY25

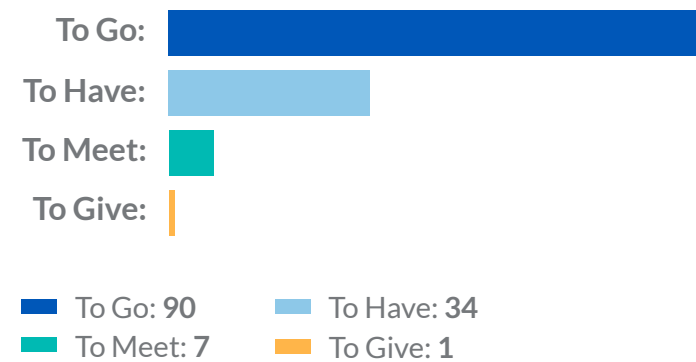
1,835

Wishes granted in Canada in FY25

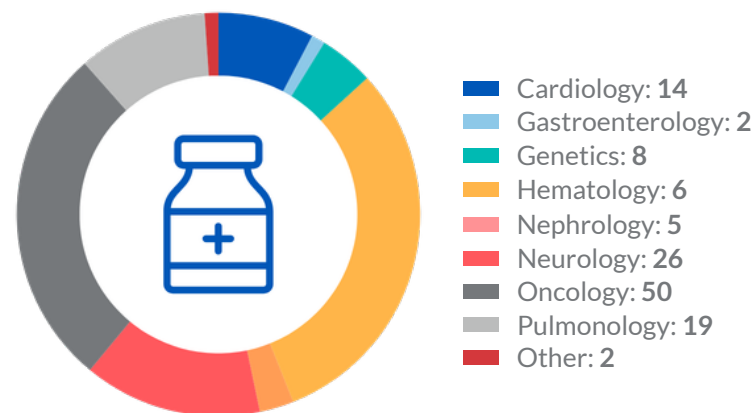
92

Communities wishes were granted in Atlantic Canada in FY25

Wishes by type in Atlantic Canada: 132



Wishes by Illness in Atlantic Canada:



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.

Wish Leadership

Celebrating those who guide, inspire, and support wishes across Newfoundland and Labrador.

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.”



Chapter Advisory Board

Newfoundland and Labrador’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.

Larry Vodden
Dr. Desmond Whalen
Clarah Germain
Rebecca Ryan

Wish Granting Excellence

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

Run the Rock

In 2025, Run the Rock celebrated 30 years of dedication to granting wishes, a milestone rooted in community, service and tradition. With HMCS St. John's on active deployment, 14 alumni crew members took on the more than 900-kilometer relay run from Port aux Basques to St. John's, carrying the spirit of the event across the province. Their commitment resulted in more than \$185,000 raised, the highest total in the event's history. Deployed shipmates also joined the effort, contributing an additional \$15,000. Together, this remarkable show of teamwork has helped raise \$2 million over three decades, reflecting the strength, generosity and determination that define Newfoundland and Labrador.



Tons of Toonies

Powell's Supermarket once again brought their communities together through their annual Tons of Toonies and Fall for a Wish events in Bay Roberts and Carbonear. With games, family fun and the support of employees and volunteers, this grassroots effort raised \$10,000 to help grant life-changing wishes. The success of the event reflects the generosity of the Powell family, Atlantic Grocery Distributors, and everyone who gave their time and support. Year after year, this community-driven initiative shows how local businesses and neighbours can make a meaningful difference for wish families across the province.



Trees of Joy St. John's

Our second annual Trees of Joy event brought the magic of the season to life on December 9 at the St. John's Convention Centre. Donors, volunteers and wish families came together for a day filled with warmth, wonder and connection. Ten wish kids led a joyful parade through a forest of beautifully decorated Christmas trees — each one thoughtfully personalized to reflect each child's unique interests. Events like Trees of Joy remind us that wishes are more than moments; they are shared experiences that create lasting memories. We are deeply grateful to everyone who made this day so special and look forward to Trees of Joy 2026.



Ice Bubble Bath

In April, 15 brave participants got freezin' for a reason, taking the plunge into the Atlantic Ocean for the fifth annual Ice Bubble Bath. Their hard work paid off, raising more than \$22,000 for wish kids. One standout fundraiser even collected enough to grant an entire wish. With additional support from new corporate partner, Enercon Builders, this year's Ice Bubble Bath helped fund two life-changing wishes. The event is a powerful example of how individual determination — combined with community and corporate support — can create meaningful impact for children facing critical illness.



Wing N It

Our partners at Wing N It in Bay Roberts once again showed their incredible commitment by hosting their annual cornhole tournament in support of Make-A-Wish Canada. With enthusiasm from staff, owners, and participants, the event exceeded its goal, raising \$12,000 to help grant wishes. Year after year, Wing N It proves that sustained partnerships and employee engagement can have a powerful ripple effect for wish families. We are grateful for their generosity and leadership, and we look forward to continuing this meaningful partnership in 2026.



RCMP Wish Trees

For 40 years, the Royal Canadian Mounted Police (RCMP) in Newfoundland and Labrador have played a vital role in bringing communities together through the Wish Tree campaign. Each December, RCMP detachments across the province light Christmas trees, host gatherings and collect donations in support of Make-A-Wish. This longstanding tradition reflects a deep commitment to service, compassion and community connection. Seeing families, neighbours and officers come together year after year is a powerful reminder of the collective impact of giving. We extend our sincere thanks to RCMP NL for four decades of unwavering support and partnership.



Ways to Give

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



Celebration & Recognition

Turning Gratitude Into Action

Celebrating Yolanda, a wish mom and Women for Wishes leader.

Yolanda embodies the spirit of community at the heart of Make-A-Wish Canada. A devoted mom to four, and a passionate Women for Wishes participant, Yolanda has turned her family's wish journey into meaningful action for other families facing critical illness.

After her daughter, Willow, was diagnosed with cancer at age five, Yolanda and her family spent 17 months navigating treatment far from home. During that time, their small Newfoundland community rallied around them, offering unwavering support. That experience left a lasting impression. Today, Yolanda channels that same sense of care and belonging into her fundraising efforts, organizing events like volleyball and softball tournaments that bring her town together in support of wish kids like Willow.

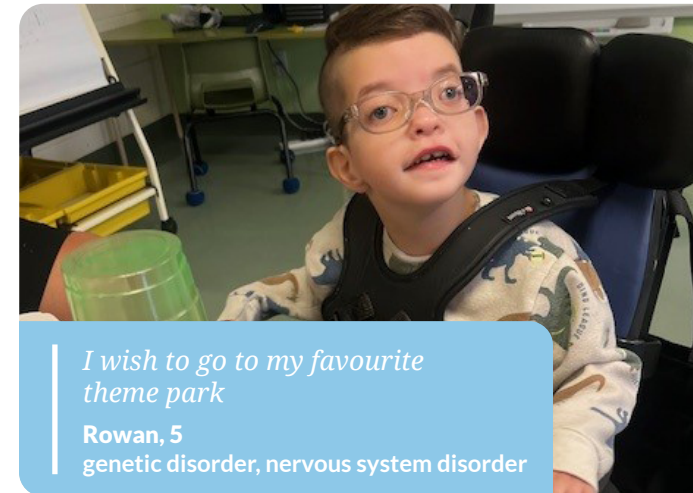
As a member of Women for Wishes, Yolanda is helping ensure other families experience the same hope her own family did. "Receiving a wish goes far beyond the experience," she says. "It shows wish kids and their families that people are rallying behind them, cheering them on, and supporting them all the way."

Through her leadership and generosity, Yolanda continues to prove that **Wishes Are Medicine**, further strengthened by community, compassion, and connection.



What Healing Looks Like

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



Number of Active Volunteers in Atlantic Canada: 240



Norine Taylor
Provincial Volunteer of the Year



Samantha Situ-Pham
Rookie of the Year



His Majesty's Canadian Ship (HMCS) St. John's
Community Impact Award

Thank You for Making a Difference

Click to join our volunteer team.





*I wish to go to a beach resort
in Cancun*

Rose, 7
brain tumour

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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