

2023

A CHILD MAKES A WISH.
YOU MAKE THE DIFFERENCE.
ANNUAL REPORT
FISCAL YEAR 2023



*I wish to go
to the beach*

Chrischell, 7
leukemia

Make-A-Wish®

A child makes a wish.

YOU MAKE THE DIFFERENCE.

There is much to be proud of as we reflect on fiscal year 2023. Within the pages of this Report, you will find remarkable accomplishments; most notably, 16,223 wishes granted – more than ever in a fiscal year throughout our organization’s 43-year history. That is all thanks to your outstanding commitment to children with critical illnesses. Thank you for the important role you play in making wishes come true.

We also celebrated the 150,000th Disney wish granted, along with other unique and record-breaking milestones with our largest corporate supporter. Several other national corporate partners were newly welcomed into the Make-A-Wish family, including Fanatics and Red Robin, who have already shown amazing dedication to the Make-A-Wish mission. Read more about our incredible corporate partnerships on Pages 6 through 9.

Additionally, Michael Jordan announced a \$10 million gift to Make-A-Wish America in honor of 34 years of wish granting and his 60th birthday – the largest individual donation in our organization’s history. More details about Michael’s legendary support for children with critical illnesses can be found on Page 11.

The extraordinary wish-granting efforts of FY23 also coincided with the securing of crucial support for the John Dawson Foundation Incidence and Prevalence Projections Study, which will help us update the number of children who may be eligible for a wish based on incidence rates, prevalence projections and race and ethnicity trends. Learn about this important project on Page 12.

And there’s even more inside to celebrate. Any one of these achievements could stand on its own as a defining moment for Make-A-Wish in FY23 – and yet, the stories you will read in this Report collectively represent the powerful impact YOU create every day. Your hard work, passion, care and commitment to creating life-changing wishes for children with critical illnesses is what makes Make-A-Wish the inspiring organization that it is – and one that is closer than ever to granting the wish of every eligible child. You, most certainly, make the difference.

Leslie Motter

Leslie Motter
President and CEO, Make-A-Wish America



16,200+

WISHES GRANTED
FISCAL YEAR 2023



I wish to be a firefighter
Jayce, 4
 kidney transplant

Photo: TJ Hamilton

Financials



National Office Only

Year ended August 31, 2023

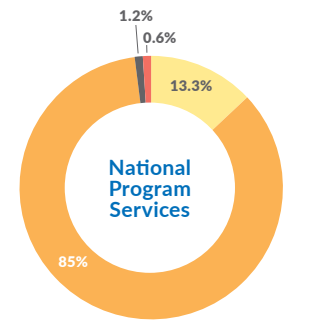
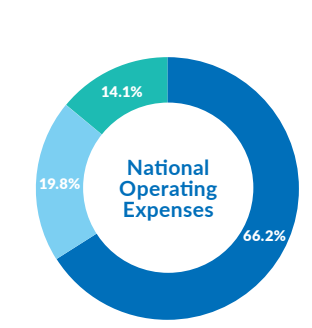
Unaudited Numbers

Total Revenue:	\$251.1M
Total Expenses:	\$238.4M

Total Net Assets:	\$71.0M
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Operating Expenses*

Program Services	\$90.4M
Wish Granting	\$12.0M
Chapter Support	\$76.8M
Training & Development	\$1.1M
Public Information	\$0.5M
Fundraising	\$27.0M
Management and General	\$19.2M



Combined Enterprise

Year ended August 31, 2023

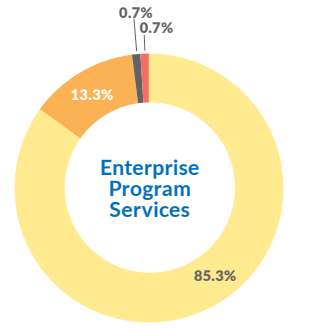
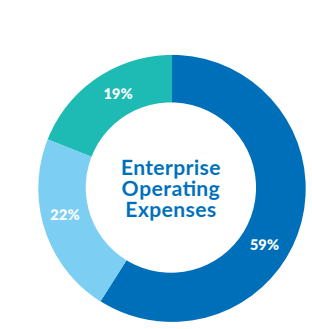
Unaudited Numbers

Total Revenue:	\$542.6M
Total Expenses:	\$526.8M

Total Net Assets:	\$520.9M
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Operating Expenses*

Program Services	\$194.4M
Wish Granting	\$165.8M
Chapter Support	\$25.8M
Training & Development	\$1.5M
Public Information	\$1.3M
Fundraising	\$73.2M
Management and General	\$63.1M



*Excluding donated advertising and media
 Copies of our financial statements for the year ended August 31, 2023, are available on our website at wish.org/about-us/making-a-difference/managing-funds.

New partnerships.

LIFE-CHANGING OPPORTUNITIES.

For every wish Make-A-Wish grants, there are two more wishes waiting to come true. This is why each one of our corporate partners is essential to fulfilling our mission. We were thrilled to welcome these new corporate partners into the Make-A-Wish family in fiscal year 2023.



If your company is interested in joining our all-star roster of corporate supporters, please email partnership@wish.org.

SPECIAL THANKS TO OUR VALUED CORPORATE PARTNERS

Wish Champion - \$1 Million+



Signature Wish Partners – \$500,000+



Official Wish Partners – \$250,000+



Supporting Wish Partners – \$100,000+

ADP	Duck Donuts	Mt. Olive Pickle Company	Sugarwish
Black Bear Diner	Helzberg Diamonds®	Party City Retail Group	Torchy's Tacos
Build-A-Bear Workshop	Jewelers for Children	Quidel	Transwestern Commercial Services
Discover Financial Services	Marriott Vacations Worldwide	Shoe Carnival	Trusted Choice®

Snapshots

OF OUTSTANDING CORPORATE SUPPORT

Our corporate partners understand that a wish empowers a child to reclaim their childhood and experience transformative joy. It is thanks to the success of these important partnerships that we can continue to create life-changing wishes for children with critical illnesses. Our sincerest gratitude to all of our corporate partners for your dedication to advancing the Make-A-Wish mission in fiscal year 2023. We are thrilled to share remarkable highlights from our biggest champions: Disney, Fanatics, Red Robin and Subaru.



Mission Champion – \$5 Million+

Together, Disney and Make-A-Wish have made more than 150,000 wishes come true over the course of our more than 40-year relationship. This invaluable collaboration shined even brighter in fiscal year 2023, as it was the largest year of Disney's support on record with \$27 million in contributions. Walt Disney World wishes surpassed any other year with \$20 million in budget-relieving in-kind donations.

Another remarkable highlight was the dedication of three windows on Main Street, U.S.A. at Disneyland Resort on World Wish Day®, in special honor of our longtime relationship. It was the first time in Disneyland park's history that a window on Main Street, U.S.A. has been dedicated to a nonprofit organization. Later in the year, we marked our 150,000th wish granted together

with Mikayla's wish to perform at Disney, during World Princess Week and the Once Upon a Wish Party – the largest wish-granting event ever held at Walt Disney World, in which an additional 50 kids' wishes came true!

Make-A-Wish also benefited from incredible media moments with Disney, including the ABC Christmas Day Show, Rose Parade, "Dancing with the Stars" Disney Night, the ESPN "My Wish" Series and more. Disney also graciously hosted Make-A-Wish in Orlando, Fla., for our organization's annual Global Conference.

Thank you to the entire Disney family for continuing to work with Make-A-Wish to grant life-changing wishes, including theme park and resort vacations, cruises, shopping sprees, studio visits, talent meet-and-greets, sports-themed experiences and more.



Fanatics and Make-A-Wish joined to form a first-of-its-kind partnership to support sports-related wishes. Fanatics, a leading global digital sports platform, became the "Official Sports Partner" for Make-A-Wish and sports-related wishes in the U.S. will now be granted under the co-brand of Fanatics Make-A-Wish. With more than 900 sports partnerships, exclusive contracts with thousands of top-tier athletes, and a brand that is focused on the sports fan, Fanatics is uniquely positioned to create once-in-a-lifetime experiences for wish

kids and their families and elevate the broader sports-related vertical that Make-A-Wish is building. Fanatics' \$10 million contribution and in-kind donations will support life-changing wishes such as athlete meet-and-greets, Championship games, All-Star Weekends, Rookie Drafts and the world's premier sporting events – and help close the gap in the number of sports wishes waiting to be granted. The official partnership comes after many years of Fanatics' support for Make-A-Wish, helping enhance wish kids' experiences at



sporting events, including most recently, at the MLB All Star Game in July 2023. Additionally, Fanatics Chief People Officer Orlando Ashford was appointed to the Make-A-Wish America National Board of Directors, with a focus on strengthening our long-term growth. Thank you, Fanatics, for changing the game for children with critical illnesses!



Make-A-Wish was thrilled to welcome Red Robin as the newest corporate partner in fiscal year 2023 with a three-year commitment of \$3.05 million. Under the leadership of long-time Make-A-Wish supporter and former board member G.J. Hart, Red Robin began donating 10 cents for each kids meal sold at

all of their restaurants across all corporate-owned and participating Franchise restaurants in the U.S. and Canada. In the first eight months of the partnership, Red Robin donated more than \$717,000 to Make-A-Wish. Red Robin also supported chapters with donations of in-kind meals to mark milestones in children's Wish Journeys and party packages as event auction items. We are so grateful for Red



Robin's outstanding support, and we look forward to sharing more opportunities to grant wishes together in the years ahead.



For the 12th consecutive year, Make-A-Wish was selected as one of the national charity beneficiaries of the Subaru Share The Love Event. Between Nov. 17, 2022, and Jan. 3, 2023, Subaru and its retailers raised more than \$2.7 million for Make-A-Wish. Additionally, Subaru

hosted a Week of Wishes in July 2023, featuring retailers across the country granting wishes in their community. Each event was tailored to the child's wish and included favorite foods, fun activities and more. Since 2011, Subaru has donated more than \$29 million, helping to grant more than 3,300 wishes nationwide. Thank you, Subaru, for your unwavering



dedication to the Make-A-Wish mission. We are so grateful for your support.

I wish to be a Disney performer

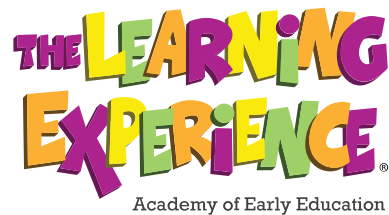
Mikayla, 17
cancer



Peer-to-Peer

FUNDRAISING PRIDE

Wish granting takes a community, and our peer-to-peer fundraisers help lead the charge. These individuals, organizations and companies proudly activate their networks to support the Make-A-Wish mission – and they have fun while doing it. Thanks to their creativity and competitive spirit, year after year they raise the bar for wish kids. We are thrilled to recognize two stellar fundraising partners.



The Learning Experience (TLE) has steadily grown its fundraising prowess, contributing more than \$5 million to Make-A-Wish since the partnership began in 2018. As an academy of early education for “little learners” ranging from infants to preschoolers, TLE has more than 350 centers nationwide. Philanthropy is at the core of TLE’s mission, and each center is challenged to raise \$5,000+ annually for Make-A-Wish. Last year, the TLE community raised \$2.4 million to help deliver rejuvenating wish experiences and give children the strength needed to fight their critical illnesses. Centers across the country are also active partners in wish engagement. Together, they share wish stories, host events and attend wish reveals. Even Bubbles the Elephant, TLE’s iconic blue mascot, has joined in the wish fun.

“Our partnership with Make-A-Wish connects directly to our brand mission and commitment to making a positive difference in the lives of children, their families and the communities we serve,” said Brad Wahl, Chief Brand Officer. Thank you, TLE, for uniting families and communities in support of wish kids to give them hope for today – and tomorrow.



Chi Omega Sisters have created a fundraising powerhouse, raising more than \$33 million for Make-A-Wish since 2001. With a vision to serve the world, more than 405,000 members within the 181 Chi Omega chapters across the U.S. prioritize community work. Make-A-Wish has been Chi Omega’s nationally selected philanthropy since 2002, and sisters have spent more than 1.4 million hours (equating to nearly 160 years) volunteering on behalf of wish kids. “Our partnership with Make-A-Wish has grown by leaps and bounds since the beginning of our alliance,” said Leslie Herington, CEO of the Chi Omega Fraternity. “The mission of Make-A-Wish resonates positively with our members, since they have the unique opportunity to volunteer alongside Sisters of all ages.”

Last year, Chi Omega raised more than \$2 million through their annual events and fundraisers, including Wish Week, Waffles for Wishes and Parents’ Weekend auctions. Thank you, Chi Omega, for your dedication as students and alumnae. Together, you help to ensure every eligible child can receive the hope and joy of a wish.

A legendary gift,

A HEARTFELT INVESTMENT IN WISH KIDS

Inspired by 34 years of granting wishes and his 60th birthday, the legendary Michael Jordan announced a \$10 million gift to Make-A-Wish America, the largest in the national organization’s history. Mr. Jordan’s incredible generosity provides critical funds for mission investments and helps alleviate a wish backlog caused by the pandemic. Additionally, a portion of his gift establishes an endowment to increase wish granting funds in perpetuity.

“Michael using his birthday as a chance to make history for Make-A-Wish speaks to the quality of his character and his loyal dedication to making life better for children with critical illnesses,” said Leslie Motter, president and CEO, Make-A-Wish America. “We hope that the public will be inspired to follow in his footsteps by helping make more wishes come true.”

Mr. Jordan’s support for Make-A-Wish dates back to the first wish he granted in 1989. In the years since, he has granted hundreds of wishes to children around the world, becoming one of the all-time most requested celebrity wish granters. He remains one of the organization’s most popular wish requests. In 2008, he was named Make-A-Wish Chief Wish Ambassador for the life-changing impact he has had on wish kids and their families.



5 WAYS DONORS CAN GROW THEIR IMPACT

1. Multi-Year Commitments

Multi-year commitments allow Make-A-Wish to make financial plans and schedule more wishes.

2. Establish an Endowment

Endowments make an impact forever and are a great way to honor a loved one. They also help provide Make-A-Wish with a more sustainable future.

3. Establish a Gift Match Fund

Gift matching funds utilized through mini-campaigns help renew and recruit donors to the mission.

4. Include Make-A-Wish in Estate Plans

Bequests and other gift vehicles create donor legacies and provide critical wish-granting resources.

5. Start a Conversation

Make-A-Wish would love to engage with you regarding your philanthropic goals and the funding needs of our mission. To learn more about how your donation can have a lifelong impact, email Brian Powell, Senior Director of Leadership and Planned Giving, at bpowell@wish.org.

Reaching Every Eligible Child

THE JOHN DAWSON FOUNDATION INCIDENCE AND PREVALENCE PROJECTIONS STUDY

Thanks to the generosity of the John Dawson Foundation, resources were secured in FY23 to launch an important initiative that will project the number of children who may be eligible for a wish based on incidence rates and prevalence projections. Race and ethnicity trends will also be tracked for each disease incidence rate. Completing this project is instrumental in moving the Make-A-Wish enterprise toward our shared vision to reach every eligible child, while also addressing any potential health equity disparities. With the last study completed more than 12 years ago, there is urgency to refresh the current data related to time and eligibility changes – ultimately, helping to identify

and reach the children who may qualify for a wish more readily. Progress is well under way: Thanks to the foundation's investment, we were able to hire Meghan Boop, a nurse with strong background in research and pediatric care, to help guide the study for all chapters. After a request-for-proposal was distributed to multiple research companies, Accenture was selected to perform the study research in a robust, detailed and accurate manner, with the support of Meghan Boop and Bethaney Kaye, Director of Medical Affairs. Database accessibility will also be essential to ensuring data can be refreshed and updated in the future, as our goal is to replicate this study every six years.

CREATING LEGACIES OF HOPE FOR WISH KIDS

Year after year, we continue to be humbled when we hear from donors that have chosen to include Make-A-Wish in their estate plans, either through bequests or beneficiary designations. More than \$10 million was raised through planned giving vehicles in FY23.

Thank you to each donor that has established a legacy of hope – ensuring future generations of children will receive the hope, joy and strength needed to fight their critical illnesses. By sharing your philanthropic intentions today, you help Make-A-Wish better prepare for the future as we work to secure the vital resources needed to offer rejuvenating wishes to every eligible child.

Considering your own legacy gift? With one simple sentence, you can join others by giving through your will or living trust. Sample unrestricted bequest language:

"I give the sum of \$__ or __% to the Make-A-Wish Foundation of America [Chapter], 1702 E. Highland Ave., Suite 400, Phoenix, AZ 85016 [or Chapter Address], Tax ID 86-0481941 [or Chapter Tax ID], to be used or disposed of as its Board of Directors deems appropriate in its sole discretion."



I wish to meet and ride a unicorn

Mya, 5
nervous system disorder

1,916

Gifts of \$25,000 or greater

923

Gifts from charitable foundations

655

Stock and IRA gifts

1

New study funded to assess unreached wish kids

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Former US Ambassador to the OECD

NON-VOTING ADVISORY MEMBERS

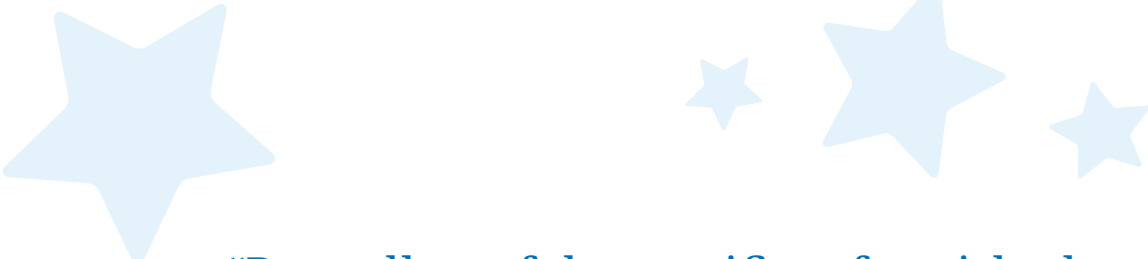
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President & CEO, Make-A-Wish Tri Counties

Patti Gorsky
President & CEO, Make-A-Wish Wisconsin

Lesli Creedon
President & CEO, Make-A-Wish Mid Atlantic


Allison Tyler
President & CEO, Make-A-Wish Mississippi

Dr. Doug Scothorn MD, PhD
Pediatric Hematology/Oncology at Mission Children's Health System



“Regardless of the specifics of a wish, they each have one thing in common: They provide hope at a time when there is not much good for a child to look forward to. Days in the hospital go faster when there is something to look forward to, and long days in a clinic pass more quickly when showing everyone around you pictures from your wish experience.”

- DOUGLAS SCOTHORN, M.D., PH.D.,
CHAIRMAN OF THE MAKE-A-WISH AMERICA NATIONAL
MEDICAL ADVISORY COUNCIL, PEDIATRIC HEMATOLOGY/ONCOLOGY,
MISSION HEALTH, ASHEVILLE, N.C.



Join the Conversation



Make-A-Wish America
1702 E. Highland Ave., Suite 400, Phoenix, AZ 85016