



If you could ask for anything,  
what would it be?



Children are Waiting for their Wishes to be Granted

WHY

**WISHES SPARK IMAGINATION.**

They move children and their families beyond the illness into hope and possibility.

**YOU** can help us inspire more imagination, hope and happiness.

- **More than 400** critically ill children get their wishes granted each year
- **Nearly 600** additional children must wait up to a year for their wish to be granted. *Some children can't wait that long.*
- **And many critically ill children in our region haven't yet started wishing.**

WHAT

Grant More Wishes Now and In the Future

**FUND**

the backlog of wishes and rush wishes

**EXPAND**

volunteer and medical outreach to reach more children

**BUILD**

more efficient delivery systems

**ESTABLISH**

financial reserves for the future

Direct wish costs	\$5,630,000
Staffing and medical outreach	\$220,000
Infrastructure and technology upgrades	\$1,600,000
Volunteer recruitment, training and retention	\$50,000
Reserves and endowment	\$3,500,000
.....	
<b>Campaign Working Goal</b>	<b>\$11,000,000</b>

HOW

A Capacity Campaign to Raise \$11,000,000

GIFTS NEEDED TO RAISE \$11,000,000		
NO. OF GIFTS	GIFT AMOUNT	CUMULATIVE TOTAL
1	\$ 2,500,000	\$ 2,500,000
2	\$ 1,000,000	\$ 4,500,000
2	\$ 500,000	\$ 5,500,000
4	\$ 250,000	\$ 6,500,000
10	\$ 100,000	\$ 7,500,000
20	\$ 50,000	\$ 8,500,000
40	\$ 25,000	\$ 9,500,000
80	\$ 10,000	\$ 10,300,000
many	< \$25,000	<b>\$ 11,000,000</b>

**BOARD OF DIRECTORS**

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“Make-A-Wish helped my son, helped my wife and they helped me. And I can’t think of a better organization to give my money to. They stepped in at a time we needed it most.”

-ED CRANE, WISH DAD, FORMER BOARD MEMBER



**STORY**

**MISSION STATEMENT**

Together, we create life-changing wishes for children with critical illnesses.

**AWARDS & ACCOMPLISHMENTS**

Rated as one of the top-10 U.S. health nonprofit brands for the past eight years in the 2012-2019 Harris/EquiTrend® studies and in 2019 was ranked fourth.

Rated in the top 25% of all commercial American brands for its brand equity and momentum in the 2019 Harris/EquiTrend® study.

**KEY HISTORICAL POINTS**

- Built the Wishing Place in Sacramento in 2009. There are only five buildings like this in the world.
- Created life-changing wishes to nearly 9,000 children to date
- A wish is granted every 20 hours in our territory
- In 2017 we expand our footprint to cover 45 counties in California and Nevada
- Nearly 450 volunteers dedicate their time each year
- Only 5.5% of funds are spent on administrative costs

**PLANS**



**CURRENT WISHES THAT ARE WAITING BY REGION**

Northern Nevada & Lake Tahoe: **50**  
North State: **37**  
Sacramento: **152**  
Mid Valley: **84**  
Central California: **275**

**NATIONAL RESEARCH STUDY**

Patients who received a wish were **2.5** times more likely to have fewer unplanned hospital admissions and **1.9** times from likely to have fewer emergency department visits.

**INFO**

**FOUNDED**

1983

**STAFF**

30

**PLACE(S) OF OPERATION**

Headquartered in Sacramento with regional offices in Reno, Fresno and Bakersfield.

**ANTICIPATED GROWTH**

**SERVICE**

	FY19	FY20	FY21	FY22
Wishes Granted	408	430	442	455
Wish Growth	1%	5%	3%	3%

**BUDGET**

	FY19	FY20	FY21	FY22
Budget	\$8,600,000	\$9,096,355	\$9,369,246	\$9,650,323