

A WISH BEGINS WITH HOPE.
HOPE BEGINS WITH YOU.
ANNUAL REPORT
FISCAL YEAR 2022

2022



*I wish to be
a police officer*
Landen, 8
cancer

Make-A-Wish®



*I wish to have
a golf cart*

Sophia, 10
cancer

Photo: Dianna Jayne

12,800+

WISHES GRANTED
FISCAL YEAR 2022

A Wish Begins With Hope.

HOPE BEGINS WITH YOU.

I am honored to serve as the new President and CEO of Make-A-Wish® America, and excited to continue strengthening our mission so that we may grant many more life-changing wishes for children with critical illnesses. Having had the opportunity to be with Make-A-Wish for almost 10 years, and as a mother, I am deeply passionate about bringing hope and joy to our wish families when they need it most. It is my absolute privilege to serve in this role so that we may continue to advance our mission and reach every eligible child.

It is the unwavering dedication of supporters like you, and the collective momentum created by our wonderful 58 chapters nationwide, that makes progress possible. As our wish-granting efforts continued to re-emerge, we can proudly look back at the more than 12,800 wishes granted in fiscal year 2022. Today, thanks to you, we can see the fruits of our efforts toward closing the gap of wishes that were paused during the pandemic, through investments in our capabilities, our culture and our people.

As I look ahead to what such progress will do for our organization, I am filled with immense gratitude and hope. Gratitude for your invaluable support and trust; hope that every eligible child will soon have their wish come true.

Thank you for helping us carry our important mission forward.

Leslie Motter

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





MAKE-A-WISH FOUNDATION®

Financials

National Office Only

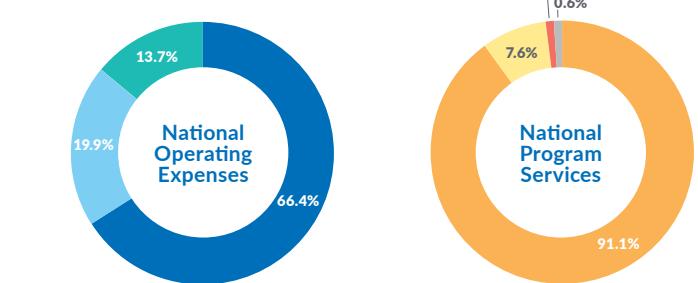
Year ended August 31, 2022

Unaudited Numbers

Total Revenue	\$202.0M	Total Net Assets	\$58.3M
Total Expenses	\$195.7M		

Operating Expenses*

Program Services	\$81.7M
Wish Granting	\$6.2M
Chapter Support	\$74.4M
Training & Development	\$0.4M
Public Information	\$0.6M
Fundraising	\$24.5M
Management and General	\$16.9M



Combined Enterprise

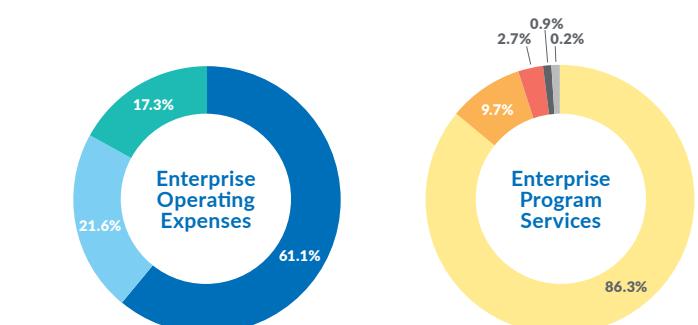
Year ended August 31, 2022

Unaudited Numbers

Total Revenue	\$436.9M	Total Net Assets	\$509.7M
Total Expenses	\$403.8M		

Operating Expenses*

Program Services	\$207.6M
Wish Granting	\$179.1M
Chapter Support	\$20.2M
Program Related Support	\$1.8M
Training & Development	\$0.8M
Public Information	\$5.7M
Fundraising	\$64.8M
Management and General	\$57.1M



*Excluding donated advertising and media

Copies of our financial statements for the year ended August 31, 2022, are available on our website at wish.org/about-us/making-a-difference/managing-funds.

A YEAR OF *Renewed Hope AND Exciting Progress*

The Fiscal Year 2022 Report represents the hard work, progress and transformational initiatives we have taken on to restore hope for wish kids and their families. We continued to prioritize the health and safety of wish families as more and more wishes were able to be granted post-pandemic. Exciting new research revealed a deeper story about our trusted relationship with our constituents and the everlasting impact of our mission. Because of you and an incredibly caring community of supporters, even more wish kids have been granted life-changing wishes.



Reemergence of Travel and Disney Wishes

In 2020, Make-A-Wish established a Reemergence Task Force to ensure we were prepared to resume wish fulfillment at an expedited rate once it was safe to do so following the COVID-19 pandemic. The task force has successfully positioned the organization to evolve our wish granting, fundraising and special event processes, as evident by the increase in number of wishes granted year-over-year since then. We are exceptionally proud of our progress, with more than 12,800 wishes granted in fiscal year 2022. We were thrilled to once again send wish kids on domestic travel wishes, and grant wishes for kids like Isabella, whose wish to go to Walt Disney World Resort was the first of its kind to come true post-pandemic. In addition to Walt Disney World wishes, a special thanks to our friends at Disney, who helped us resume many more wishes to go to Disneyland® Resort; Aulani, A Disney Resort & Spa; and film premieres.



#1 Most Trusted Nonprofit

Make-A-Wish was recognized as the #1 Most Trusted Nonprofit Operating Locally Across 50 States in 2022. We are proud to uphold this mark of quality and excellence, based on 2022 Morning Consult data.

"Since our founding in 1980, trust has always been at the heart of our mission. In fact, one of our core values is *Integrity*, and our chapters deliver our mission with compassion, transparency and respect every single day," said Leslie Motter, President and CEO of Make-A-Wish America. "Most mission delivery costs are covered by financial contributions from individual donors, and our supporters know that when they contribute to Make-A-Wish, they are having a direct and immediate impact on children with critical illnesses."

2022 Wish Impact Survey

In 2010, Make-A-Wish led a study that defined for the first time the impact of wishes on the children and families that are part of the Wish Journey. This research provided quantitative measures of the breadth and depth of the impact of the Make-A-Wish mission – previously supported by anecdotal knowledge and assumptions – that wish impact is not limited to the immediate emotional effects on wish kids. Rather, Make-A-Wish broadly enhances the quality of life for children and their families by promoting resilience and increasing well-being.

Then in 2022, in collaboration with our chapters, this research was expanded to include a much larger population of wish kids and parents, in addition to medical professionals. Over a decade later, **a large majority of Make-A-Wish alumni, parents and medical providers overwhelmingly agree that the wish experience contributes substantially to physical, mental and emotional health; and:**



Was a necessary part of the medical treatment journey, improved the odds of survival, provided a support system and better health outcomes, and gave the child a better chance of recovering from their critical illness.



Increased hope, strength, joy, confidence, self-esteem, quality of life and well-being.



Served as a coping mechanism and a turning point during treatment.



Brought families closer together and strengthened relationships with loved ones.



Helped kids overcome traumatic stress, hopelessness, depression and loneliness.

The survey was highlighted in a BuzzFeed article in April 2022, which generated more than 2.1 million impressions. For more, visit wish.org/impact-study.

SUCCESSFUL CAMPAIGNS. LIFE-CHANGING

Partnerships.

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 are able to open doors to exciting possibilities for wish kids. Our sincerest gratitude to all of our corporate partners for your dedication to advancing the Make-A-Wish mission. We are thrilled to share remarkable highlights from our mission champion, Disney.



Mission Champion – \$5 Million+

For children with critical illnesses, a wish can be transformative, bringing hope, strength and joy so they can forget about treatment and just be a kid. As of fiscal year 2022, Disney and Make-A-Wish have made more than 145,000 wishes come true over the course of their 42-year relationship. The entire Disney family works with Make-A-Wish to grant life-changing wishes, including theme park and resort vacations, cruises, shopping sprees, studio visits, talent meet-and-greets and sports-themed experiences.

A remarkable highlight from last year was the Disney Wish Ship Christening, during which all Make-A-Wish children, including past, present and future wish recipients, were honored as godchildren of the ship. Also in celebration of the Disney Wish and the incredible power of wishes, Disney Cruise Line worked with Make-A-Wish to create an exclusive line of merchandise that included a Mickey

Mouse and Minnie Mouse plush, ear headband, trading pin, spirit jersey and tumbler. Disney donated 10% of the purchase price from the sale of every item in the Disney Wish Limited Edition Collection to Make-A-Wish to grant even more life-changing wishes.

We also celebrated the return of ESPN's "My Wish" series, and, in a galaxy far, far away, a group of 20 wish kids had their wishes granted when they were given the opportunity to be one of the first to board Star Wars: Galactic Starcruiser. Make-A-Wish also benefitted from Disney's 2021 "From Our Family to Yours" holiday campaign, Super Bowl commercial inclusion, celebrity game show moments, and even a spotlight on "Dancing with the Stars!"

Thank you, Disney, for your incredible support, and for all you do for wish kids and their families.



Wish Champions – \$1 Million+



Signature Wish Partners – \$500,000+



Official Wish Partners – \$250,000+



Supporting Wish Partners – \$100,000+

Black Bear Diner

JetBlue

Sugarwish

Build-A-Bear Workshop

Transwestern®

Discover®

Jewelers for Children

Trusted Choice®

Fujitsu General America, Inc.

Liberty Mutual

World Travel Holdings

Helzberg Diamonds®

Mt. Olive Pickle Company

Zogenix

Sleep Number Corporation



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Isos Capital Management

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Keri Gohman

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Chapter Performance Committee Chair

G.J. Hart

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Steven Izen

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Constance K. Weaver

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James Wilkinson

Chairman and Chief Executive Officer,
TrailRunner International

Don Yaeger Jr.

Award Winning Keynote Speaker,
Business Leadership Coach,
New York Times Best-Selling Author
and Longtime Associate Editor
for Sports Illustrated

**NON-VOTING
ADVISORY MEMBERS****Lesli Creedon**

President and Chief Executive Officer,
Make-A-Wish Mid-Atlantic

Jared Perry

President and Chief Executive Officer,
Make-A-Wish Utah

Patty Gorsky

President and Chief Executive Officer,
Make-A-Wish Wisconsin

Kate Vickery

President and Chief Executive Officer,
Make-A-Wish Maine

Dr. Shoba Srikantan, MD, FAAP

Medical Director, Humana
National Medical Advisory Council Chair

A Heartfelt Investment

IN CHILDREN'S EVERLASTING JOY

For years, our donors at Make-A-Wish America have been making a huge impact on children with critical illnesses and their families nationwide. Without their passion and vision of positively impacting children through our chapters, we would be significantly behind on our wish granting capabilities. Creating an inspired group of donors who generously give to Make-A-Wish America is key to our mission, and we are humbled to highlight Jeff Baker in this fiscal year 2022 Annual Report.

When Jeff's wife, Marilyn, was battling breast cancer, she often would look around the treatment rooms and remark how difficult it must be for children and their families to go through the same treatments. This moved Jeff and Marilyn to use whatever resources they had available to help kids and families in a way that would go beyond just making life easier for them. They wanted to bring joy to them and provide them with wonderful memories by supporting Make-A-Wish.

Initially, Jeff invited friends and relatives to donate to Make-A-Wish in Marilyn's memory. Then, working with the Make-A-Wish National Office, he established an annual multi-year financial gift plan to support as many wishes as possible. A few years later, in addition to annual gifts to the National Office, he established a concurrent gift program to support innovations being developed by the Make-A-Wish Mid-Atlantic chapter. In 2021, a planned giving agreement was developed and finalized under the Make-A-Wish Named Endowment Fund Gift Program, from which a significant portion of Jeff's estate will go toward our mission in honor of his legacy.

"I believe that in order to really make a difference, one must make a strong and lasting commitment," Jeff said. "That means providing as generous an annual gift as is possible

"A donation to Make-A-Wish makes it possible for a family like ours to feel extremely valued and loved. Thank you can never be enough to express our deep gratitude that we have for the people that made this possible, not only for my son but for our entire family."

- HANNAH, WISH MOM TO GAGE, WHO BATTLES A NERVOUS SYSTEM DISORDER AND WISHED TO GO ADAPTIVE SKIING WITH HIS FAMILY

and committing to make such gifts for many years. These kinds of long-term commitments will allow Make-A-Wish to plan and develop programs going into the future."

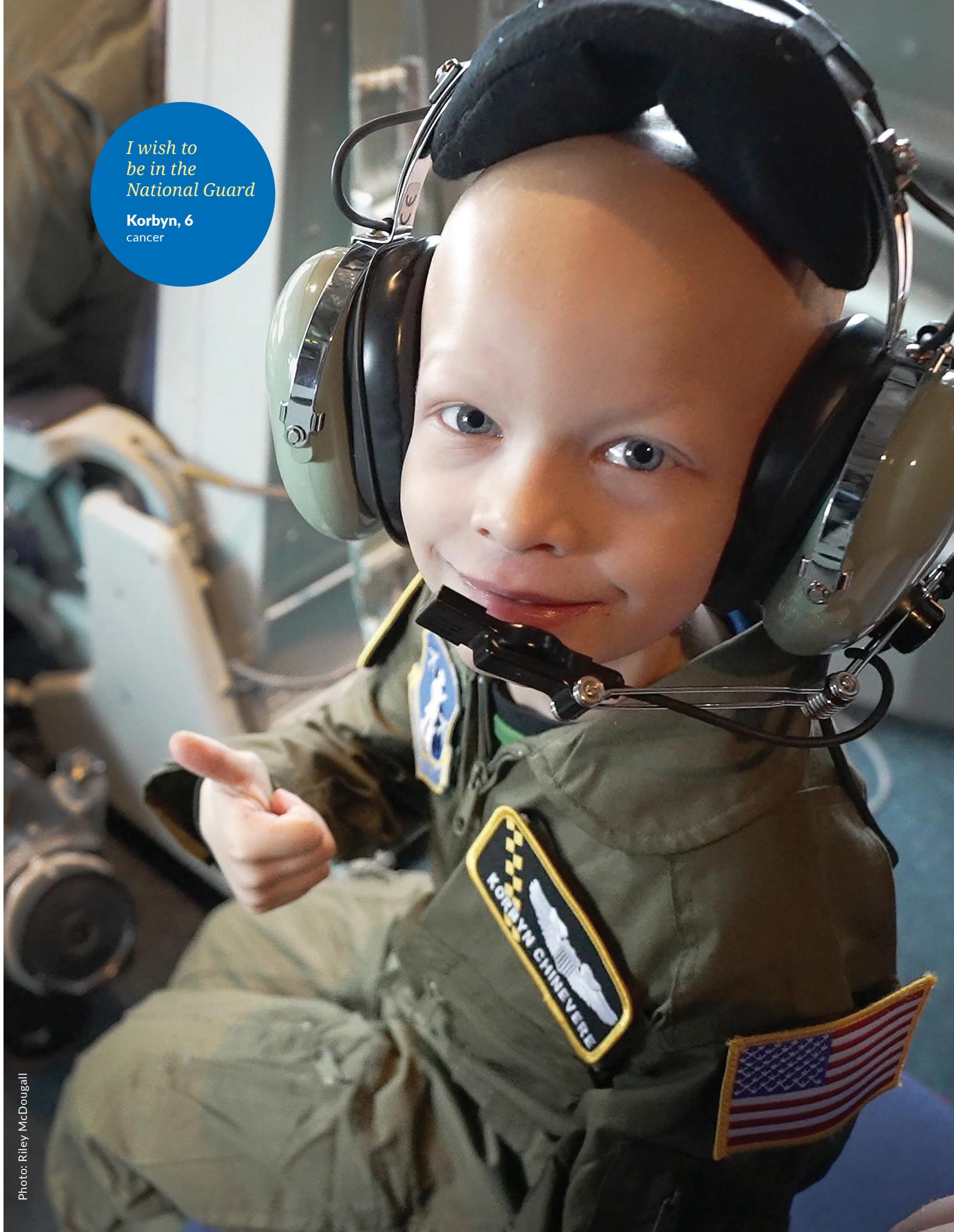
Jeff and his family are joined by thousands of other donors just like you, who have made Make-A-Wish a priority in their giving. As we carry our mission forward through fiscal year 2023, we are thrilled to continue our relationship with you, propelling more wishes than ever to our kids. Together, we are the difference makers.

"Donors like the Bakers are such an important part of the work we do every day to grant children's wishes. I've seen over and over again, and research has proven, that wishes are far more than just a nice thing," said Leslie Motter, President and CEO of Make-A-Wish America. "For kids, having their wish to look forward to can give them the strength they need to fight and comply with their medical treatments. And the impact of a wish can last for an entire lifetime – providing happy memories and a necessary source of strength. We are so grateful to the Bakers and all of our national donors."

I wish to
be in the
National Guard

Korbyn, 6
cancer

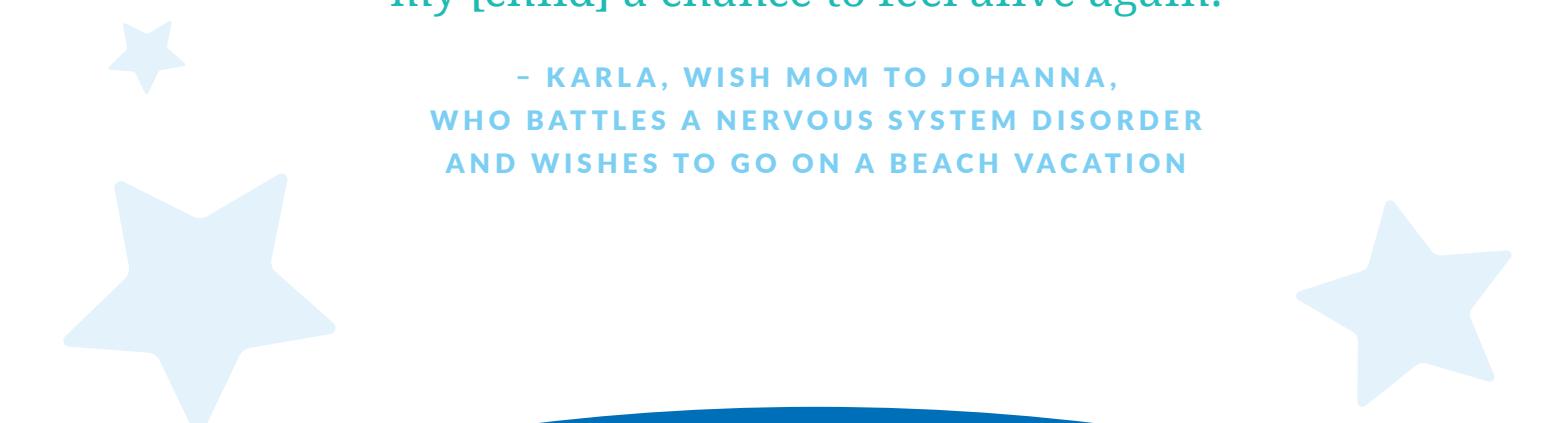
Photo: Riley McDougall





“Kids really need time to be happy and forget about the anxiety and physical pain critical illness causes. Make-A-Wish came into our lives to make us joyful in the middle of the storm ... Thank you for giving my [child] a chance to feel alive again.”

- KARLA, WISH MOM TO JOHANNA,
WHO BATTLES A NERVOUS SYSTEM DISORDER
AND WISHES TO GO ON A BEACH VACATION



Join the Conversation



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