



# THE WISHING PLACE

*Where wishes have a place to call home*

A place for our wish kids' imaginations to soar, to share our story with the community, and to foster the culture and growth of our team.





# Make-A-Wish<sup>®</sup>

CENTRAL AND WESTERN  
NORTH CAROLINA

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**Granting wishes isn't just nice, it's a necessity.**

When a family receives their child's diagnosis, their world turns upside down. Children who receive wishes are critically ill and the medical community tells us that wishes give hope and a profoundly effective way to cope with devastating illness. We want to grant the wish of every eligible child. To get there, we must build our organizational foundation to grant more wishes.

Establishing a permanent home for Make-A-Wish shaves our expenses and generates income in support of wish granting activities.



Wishes make a lasting impact. They provide wish children renewed hope, strengthen family bonds, and positively influence a child's medical treatment. Researchers believe the experience of a wish is integral to a child's overall treatment plan.

Enhancing the  
Wish Journey  
& GRANTING  
MORE WISHES  
*through Building Ownership*

Make-A-Wish Central & Western North Carolina purchased the Wishing Place in July 2018 and held our official grand opening on January 29, 2019. Buying our first home in Charlotte is not just a need; it is a smart investment, it builds equity, it hedges against inflation, and it's a powerful move in expanding our mission, both now and in the future.  
**It makes business sense.**



*I wish to have  
a shopping spree*

**Natiya, 4**  
leukemia



*I wish to host a costume  
party for all the kids  
in the hospital*

**Peyton, 8**  
blood disorder



*I wish to have  
a therapy pool*

**Kamille, 10**  
genetic disorder

## MORE THAN JUST *good business*, OWNING THE WISHING PLACE PROVIDES ...



### ***An environment that sparks the imagination and wonder of our wish kids during their Wish Discovery Visit.***

The Wish Discovery Visit is the wish child and family's first impression of us and their wish journey – we want it to be stress free and for them to be in amazement as soon as they walk in the door! It is the time they explore and declare their wish. Each Wish Discovery Visit takes place at centralized locations with one staff member and one volunteer wish granter working as partners with the family. Nearly 60% of our wish visits take place at our headquarters office with the other 40% conducted at our referring hospitals throughout the region we serve.



### ***Accessibility for every child.***

The Wishing Place is completely ADA compliant and accessible for every child who enters its doors. It has an elevator to all floors, an incredible ramp to the front door aptly named the Walkway of Wishes, reserved parking for visiting wish families, large decks, outdoor spaces, wish themed offices, and so much more.

### ***Additional funding for wishes!***



Owning the Wishing Place frees up roughly \$144,000 in revenue each year that can now be invested in granting more wishes! This means approximately 24 wishes will be funded each year, not by raising more, but merely by saving more! In 10 years, we will have saved \$1.44 million from what would have been rent or a mortgage, equating to 240 wishes granted.



### ***Walkway of Wishes***

We give an opportunity for community members to leave a legacy by purchasing a brick on the Walkway of Wishes, the pathway that carries each child and their family to the front doors of the Wishing Place to declare their wish. Bricks can be purchased and engraved with a personal message for \$300 per brick.

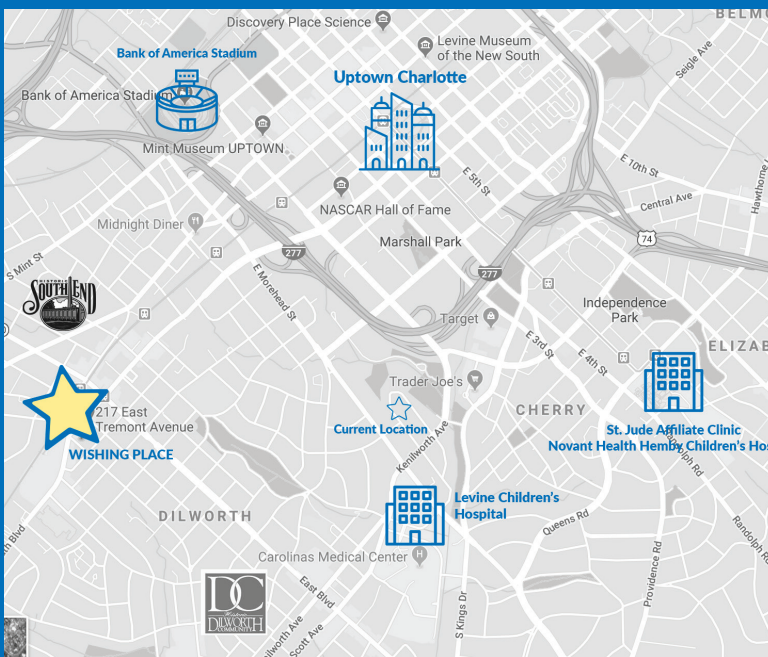


# MORE THAN JUST *good business*, OWNING THE WISHING PLACE PROVIDES ...



## *Training and Meeting Spaces*

The Wishing Place provides space to train new wish granting volunteers, host donors, hold board meetings, and so much more! We can physically bring the community into our mission.



## *Location, Location, Location!*

With a location convenient to our Charlotte area referring hospitals, the Wishing Place is a mere 1.6 miles from Levine and Hemby Children's Hospitals!

There is incredible value in curb presence, showing the community that we are truly in their neighborhood. The Wishing Place is in a high-traffic area, central to everything, and is a marketing tool unto itself. People driving by can't miss us! Everyone in the Queen City will know the Wishing Place.

## *Attract & retain talented team members*



Creating productive and collaborative indoor and outdoor work spaces will increase job satisfaction and effectiveness while providing planned space for future growth.

Our employees are young and energetic and our mission incites excitement, passion, and commitment.

## \$2,050,000 CAPITAL CAMPAIGN FOR THE WISHING PLACE: *Breakdown of Funds*

**\$1.95 MILLION** PURCHASE OF THE PROPERTY



*Commitments to date (January 2020) \$1.3 mm*

### **\$100K** TO CREATE AN ANNUAL OPERATING CAPITAL EXPENDITURE ACCOUNT

It is a forward thinking effort to prepare for future maintenance needs and regular utility costs with the goal to maximize available funding for wishes.

As donors become increasingly critical of organizational overhead costs and the percentage of their gifts being spent on mission, it is vital that Make-A-Wish® Central and Western North Carolina preserve the ability to state that more than **81% of every dollar** given is spent on our mission. Having an operational capital account to support building costs and maintenance keeps our overhead costs low. We look forward to this account providing organizational stability for us to grant wishes for decades to come.





*I wish to be a Carolina Panthers football player*

Trey, 13  
Hodgkin's lymphoma

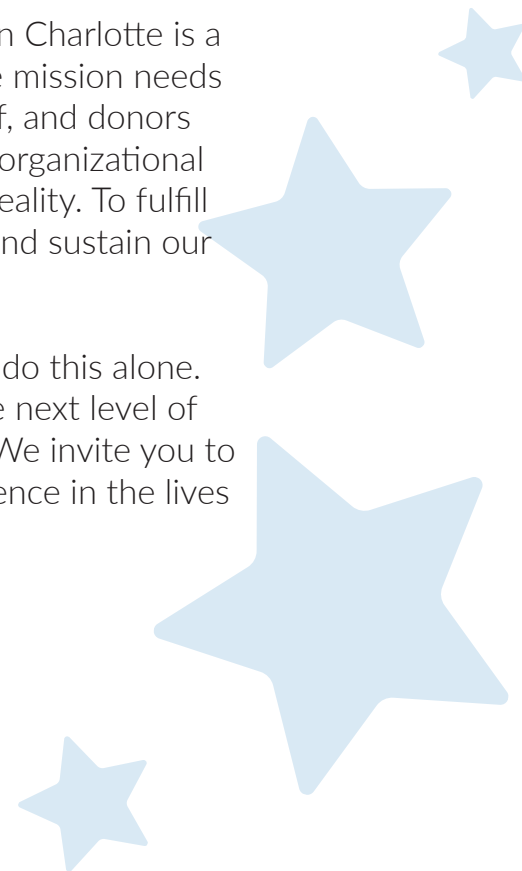
visionaries needed:

## Laying the foundation **TO GRANT MORE WISHES**

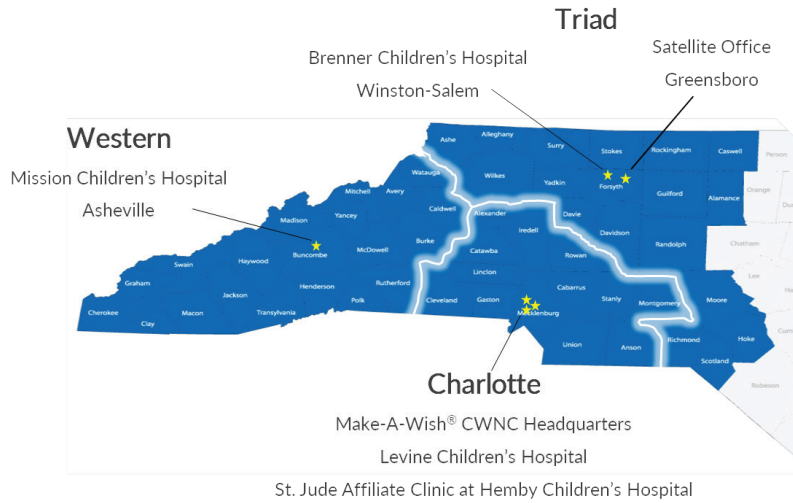
Now is the time for Make-A-Wish® to pursue the growth needed to fulfill every eligible child's wish. Our goals are ambitious, driven by research that establishes the positive medical impact wish experiences have on children and their families.

Developing a permanent home in Charlotte is a foundational step in meeting the mission needs of our wish kids, volunteers, staff, and donors while fulfilling the financial savings, income generation, and organizational flexibility and sustainability we need to turn our vision into reality. To fulfill the wish of every eligible child we must resource our team and sustain our organization to pursue growth at this level.

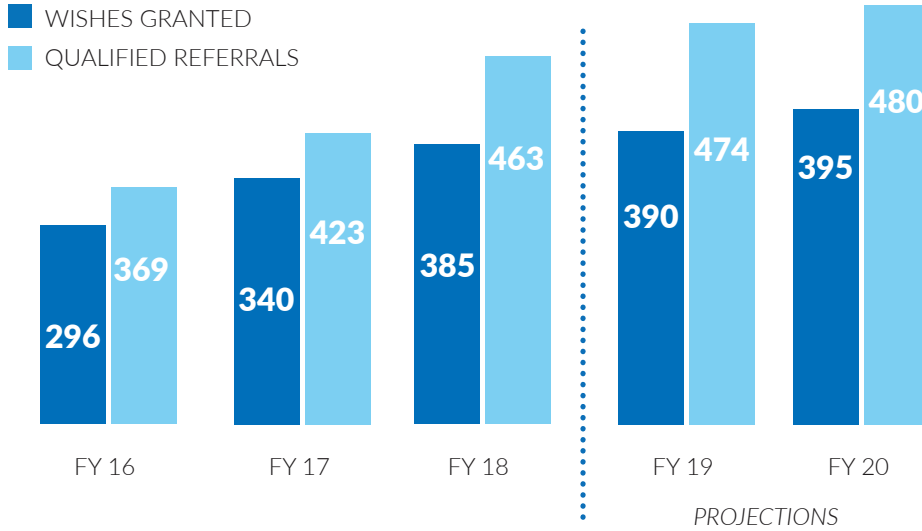
Mission growth of this magnitude is exciting and we cannot do this alone. Your partnership is a vital step in taking Make-A-Wish to the next level of impact in the lives of critically ill children and their families. We invite you to join in this important opportunity to make a profound difference in the lives of families in Central and Western North Carolina.



# CHAPTER REFERENCE GUIDE



(Fiscal Year = September through August)



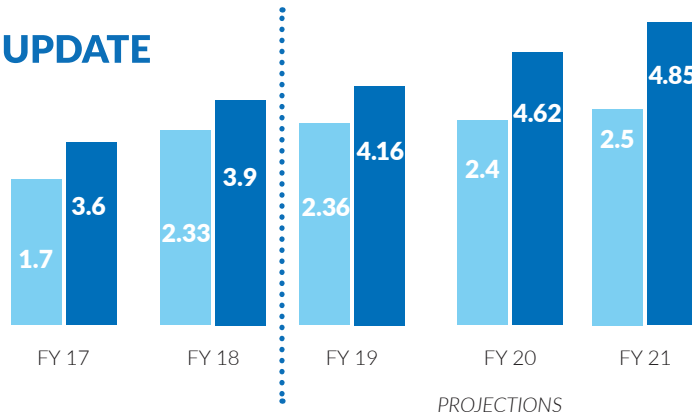
**Wish Eligibility Requirements**  
 A child who ...  
 is between the ages of 2½ and 17 at the time of referral  
 is battling a critical illness  
 has never received a wish before

	MNT	CLT	TRD	Total
# Wishes Granted	63	179	143	385
Incidence Rate	71	207	150	428
% Incidence	88%	86%	95%	89%

## REVENUE UPDATE

IN MILLIONS

■ CASH RAISED  
 ■ IN-KIND RECEIVED







## WISHING PLACE NAMING OPPORTUNITIES

Bring wish experiences to life, leave a legacy and grant more wishes by investing in the Make-A-Wish® Central & Western North Carolina Wishing Place.

Structural Naming Opportunity	Gift Level	Description of Impact	Available
Wishing Place	\$1,000,000	Premier recognition featuring individual or company name alongside the Make-A-Wish logo on the Wishing Place main street sign and entrance. <i>Example: "Greg and Kathy Thompson Wishing Place."</i> Will be referred in all collateral and materials as the namesake.	1
Wish Room	\$500,000	Name the room that wish families have their initial Wish Discovery visits. Individual/Company brand will be reflected throughout the room to create a fun, whimsical environment for imagination and hope.	<b>SOLD OUT</b>
Conference Room	\$250,000	Name the Wish Conference Room. Prominently positioned on the main floor entry, this room will also host Wish Discovery Visits.	1
Welcome & Lobby Area	\$250,000	The first impression when entering the Wish House. Name the space that will create a warm environment for staff, wish families, and visitors.	<b>SOLD OUT</b>
Building Floor	\$100,000	Name one floor. Two floors available for naming: second and third floors. Name will have elevator signage and floor signage.	2
Grand Staircase	\$250,000	Name the grand staircase that invites all to enter.	<b>SOLD OUT</b>
Wish House Kitchen	\$100,000	Name the kitchen that will host all guests of the Wishing Place.	1
Wish House Elevator	\$100,000	Name the elevator that will carry staff, wish kids, and visitors to all floors.	1
Structural Naming Opportunity: Wish Themed Offices	\$50,000	Name 1 of 7 offices that are themed to reflect the wonder and imagination of our wishes. Themes include: Disney, Travel, Outdoors, Cruise/Beach/Sea, Superheroes/Harry Potter, Entertainment and Sports	2 of 7 SOLD
Wish Family Parking Space	\$25,000	Your individual/company name on a reserved wish family parking space.	2
Lobby Bench	\$25,000	An engraved plaque with your individual/company name on our welcome bench in the lobby.	<b>SOLD OUT</b>

Capital gifts can be made in one lump sum, or in multi-year commitments up to five years. For example, a \$250,000 commitment can be spread over five years as annual gifts of \$50K.