

**WHEN STARS ALIGN.**  
**ANNUAL REPORT FY20**

2020

*I wish to be an  
astronaut*  
**Aegis, 6**  
nervous system disorder



**Make-A-Wish®**  
SAN DIEGO

## OUR MISSION

# Together,

WE CREATE LIFE-CHANGING WISHES FOR  
CHILDREN WITH CRITICAL ILLNESSES.

Since 1983, Make-A-Wish San Diego has granted over 4,600  
life-changing wishes for children in San Diego and Imperial Counties.

At Make-A-Wish, the goal is simple: to come into a child's life during a difficult time and provide hope and a much-needed break from the daily challenges they are forced to face. A wish can provide experiences that *money just can't buy*.

A wish has the power to change a child's mental state, provide desperately-needed respite for a family, and allow the child and his/her family to experience a sense of normalcy. We serve children from all areas of both San Diego and Imperial Counties and our demographics span every socio-economic and ethnic group. No eligible child is ever turned away, and a family's financial status, race, or religion has no bearing on whether or not a child will receive a wish.

.....  
350+  
.....

Wish Kids Currently Waiting For a Wish

*I wish to have a gaming  
computer*

**Tiba, 14**  
nervous system disorder



.....  
Did you know the average cost of a wish is \$10,000?  
Consider making a donation in honor of a wish today!  
.....

Dear Make-A-Wish San Diego Family,

The year 2020 was many things, and “unprecedented” seems to be the most common description. Few of us were left unscathed by this worldwide health crisis called COVID-19, and our wish families were certainly no exception. Even without the presence of a pandemic, our wish kids have dealt with feelings of isolation, missed out on everyday joys, and been forced to live in constant fear of their illnesses worsening from exposure to something as simple as a common cold. 2020 took this uncertainty and fear to a whole new level.

The Make-A-Wish team has been challenged like never before to find creative ways to safely bring hope to our kids and their families, and I am proud of all that our dedicated volunteers and staff have accomplished over the past year. Typically, about 75% of wish kids choose to travel and those trips often involve large crowds and airplanes, both of which are not possible during a pandemic. However, that didn’t stop us from delivering our mission.

We connected with kids and each other virtually, found innovative ways to grant wishes locally, and focused on what we “CAN” do rather than what we “CAN’T.” In a way, these constraints feel very familiar for our kids and families, given their health challenges. We have learned from them and are all the better for it.

As we look to the year ahead with optimism that more normal patterns of travel and interaction will resume, we will keep an even more watchful eye on the safety of our kids and their families. We are also delighted to have mastered many new ways to deliver our mission that don’t involve travel or crowds, and that, I suppose, is a silver lining of sorts. We are grateful for the continued generosity of our supporters and we know that as our wish-granting activities accelerate to meet the growing number of wish kids who’ve had to wait, you will be there right alongside us, just as you have been for the past 40+ years.

Within this annual report, you will also read that we lost our dear friend, Irene Oberbauer to a very long battle with cancer. Irene was a longtime board member and past board chair, and she lived out our mission every single day. Irene left her mark on our hearts and in her honor, we have started a special endowment fund that will grant wishes in her name every year. A fitting legacy for an incredible woman!

Although we are mindful of the collective grief we’ve all experienced the past year, we are also filled with hope and gratitude for everything we will accomplish in the year to come. Thank you for being part of the Make-A-Wish family and for making the world a better place for our kids ... one wish at a time.



A handwritten signature in black ink that reads "Chris Sichel".

Chris Sichel  
President & CEO

# Financials

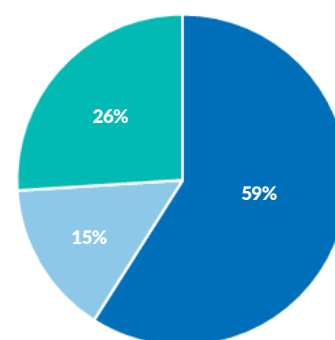
## Make-A-Wish Foundation of San Diego, Inc.

Year ended August 31, 2020\*

Total Revenue	\$4,311,774
Total Expenses	\$3,734,479
Total Net Assets	\$8,429,513

### Operating Expenses\*

Program Services	\$ 2,211,938 (59%)	●
Fundraising	\$567,195 (15%)	●
Management and General	\$955,346 (26%)	●



\*Based on FY20 audited financial statements (performed by CliftonLarsenAllen): FY20 dates September 1, 2019--August 31, 2020

In December 2019, an outbreak of a novel strain of Coronavirus (COVID-19) began. On March 11, 2020, the World Health Organization characterized COVID-19 as a pandemic.

As of August 31, 2020, with only a few local exceptions, travel wishes are still paused. Over the past three years, travel wishes have been approximately 59% of wishes granted, and the number of granted wishes of all types averaged approximately 181. The number of wishes granted in the current year was 113.

In addition to the impact on travel and large gathering wishes, the Foundation has also canceled or converted fundraising events to virtual events. The Foundation continues to evaluate all expenses and fundraising efforts in light of the impact of COVID-19. National efforts are underway to return to all types of wish granting and fundraising efforts when it is deemed medically safe.



Prior to COVID-19, our Program Services costs averaged 79% of our total expenses over the last ten years. We anticipate returning to historical program-to-administration levels in 2021 and beyond.

# THANK YOU TO OUR 2020 *supporters*

## \$100,000-\$999,999

Alexis & Ron Fowler  
Cheryl & Bernard Daleiden  
Macy's  
Michael Carroll (1938-2019)  
Robert Schachtel (1944-2020)



*I wish to have a  
motorized scooter*  
**Xuan, 14**  
nervous system disorder

## \$50,000-\$99,999

Anonymous Donor Advised Fund at the Chicago Community Foundation  
Give Kids The World Village  
The Louis & Gladys Foster Family Foundation  
Tiffany Scarborough & Terry Beck

## \$25,000-\$49,999

Jack in the Box  
Laura Hart  
Manchester Grand Hyatt San Diego  
Names Family Foundation  
Subaru El Cajon  
The Walt Disney Company  
Walter J. and Betty C. Zable Foundation  
Vista's Big Give  
Wheelhouse Credit Union

## \$15,000-\$24,999

Airlinx Aircraft Services, Inc.  
AMN Healthcare, Inc.  
Bank of America  
Brian Davey, D.D.S.  
Charlie Persico  
David Bialis  
David C. Copley Foundation  
Emerging Leaders Council  
Jacquelyn L. Green (1950-2018)  
Paula & Donald Heye  
San Diego Gas & Electric  
Subaru of America  
Susy & Bill Harris



*I wish to have a  
playhouse*  
**Savior, 3**  
leukemia

## 2020 Supporters (cont.)

### \$5,000-\$9,999

Brian Cox Mechanical  
Catherine & Robert Shaw  
Daniel Sheppard  
Dave & Buster's  
David Imper  
Earnest Piper  
Edward Kashian  
Ellen & Steve Osinski  
Ellen Scott

Fashion Fairies

Georgia Wundrow Fogg

Hilton - Memphis Shared Services

Hotel del Coronado

Infantino

Jake Gellos

JJ's Landscaping

John Luttgens

Kathleen & Richard Kelley

Manpower

Marilyn & Donald Davidson

Marquis Spas

Meritage Wine Market and Tasting Room

Michael Cox

Paula Larkin

Playground Warehouse

Protel Communications, Inc.

Regina & Anthony Magit

RKC Construction

Sears

Silvia & Dan Greenbaum

Sycuan Band of the Kumeyaay Nation

Tiffany & Terence Cooke

The Gilbert J. Martin Foundation

The Nordson Corporation Foundation

The Sundt Foundation

The Susan Scott Foundation

United Way of San Diego County

Chi Omega, Kappa Lambda Chapter

Stephanie & Scott Mullaly

MediExcel Health Plan

Barbara & Douglas Sands

Wastewise

### \$10,000-\$14,999

Alaska Airlines

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Shipware LLC

Stacy & Aleksander Renshaw

The Padres Foundation

Trusted Choice

WestAir Gases & Equipment, Inc.



## 2020 Supporters (cont.)

*I wish to have a  
backyard makeover*

**Nora, 6**  
nervous system disorder



### \$2,500-\$4,999

ABC Supply  
Aiklik Global, LLC  
Alfred Lindahn  
Ana & Kashif Ahmed  
Avis  
Becky Smiser  
Bev Burroughs & Jeff Jakus  
Carmen Rebozo Foundation, Inc.  
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Diana Flynn  
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Easy Turf, Inc.  
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Karol Schoen  
Kathy & Stuart Weinstock  
Katie & Dustin Cano  
La Costa Limousine  
Laura & John Danahy

Local Media San Diego, LLC  
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Minerva & Kenneth McEneaney  
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Rosemary & Ki Cheung  
Ryan Hatch  
Salesforce  
San Diego Coaster Company  
Susan Lisowsky  
Susie & Bill Davidson  
Sylvia Liwerant  
The Mattfolk Family Foundation  
The Wilson Sexton Foundation  
Tri-City Healthcare District  
Trident Adventures  
UnitedHealth Group  
World Wrestling Entertainment



## 2020 Supporters (cont.)

### \$1,500-\$2,499


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Judith Revak  
Judith Tronsue  
Keebler  
Keeley & John Luhnnow  
Kim Menke  
Kimberly & James Peterson  
Kristen & Bradley Tvedt  
Laura & Rick Bregman



*I wish to have  
musical instruments  
& lessons*  
**Jade, 15**  
leukemia

LEGOLAND California Resort  
Leslie Talansky  
Lisa Pedersen  
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Marge Novak  
Mary Alice & Charles Muirhead  
Maxine & Gary Kreitzer  
National Collegiate Athletic Association  
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Watertree Health  
Western Outdoors News





*I wish to have an  
adaptive tricycle*  
**Sara, 18**  
nervous system disorder



## 2020 Supporters (cont.)

### \$1,000-\$1,499

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Melissa & Gilbert Juarez  
Michael & Leslie Ashor  
Neil Puri  
Nicholas Palmer  
Phil's BBQ  
Phyllis & Ron Montbleau  
Rancho Buena Vista High School  
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Robert Lankford  
Ron Geyer  
Ronald Jakob  
Ryan Boggs  
Ryan Kennedy  
Samantha Diep  
Sathya & Parvathi Pokala  
Scentsy  
Sheraton Universal Hotel  
Shereen & Sam Attisha  
South County Buick GMC  
Steven and Barbara Collins  
Susan & Dan Carter  
Susan & Richard Barry  
Susan Brennecke  
Susan Morris  
Sweetie & Michael Lalich  
Tatiana Watkins  
The Hill Charitable Foundation  
The Saluto Foundation  
Theda and Tamblin Clark Smith Family Foundation  
Tien & Todd Brye  
Tracy & Roger Gedney  
Tuff Shed  
United Way - California Capital Region  
Val & Jeffrey Matthews  
Valerie Hofer  
Veronica Reyes & Imran Ahmed  
Zita Liebermensch

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# *In Memory of ...*

## *Irene Oberbauer*



On November 21, 2020, the Make-A-Wish San Diego family lost a beloved, longtime friend of the organization, Irene Oberbauer. Irene was deeply involved with our chapter for more than 15 years — as a wish-granting volunteer, board member and chair, WISH Circle founder, donor, mentor, friend, visionary, driver, graceful warrior ... the list goes on.

Thanks to Irene's vision, determination, and tireless efforts, and influence in our community, she was an inspiration to everyone she touched her far-too-short lifetime. Irene's bigger-than-life personality and limitless energy brought joy to all who knew and loved her in our Make-A-Wish family. She will be missed beyond words.

In memory of Irene and her indomitable spirit, Make-A-Wish San Diego has established The Irene G. Oberbauer Fund\* in her name, to grant wishes in perpetuity and honor Irene's spirit of giving for years to come.

*\*Gifts made to The Irene G. Oberbauer Wish Endowment Fund at The San Diego Foundation will support wishes for kids with critical illnesses.*

# Stay in Touch!



@wishsandiego



@sandiegowish



@sandiegowish



@sandiegowish

*I wish to have a  
Disney backyard*  
**Makala, 4**  
heart condition



**Make-A-Wish®**  
SAN DIEGO

Make-A-Wish San Diego

[www.sandiego.wish.org](http://www.sandiego.wish.org)

858-707-9474

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