



*Restore HOPE with a wish.*

## ANNUAL REPORT FY21



*I wish to have a Sweet 16 party*  
**Presley, 16**  
cancer



# OUR MISSION

# Together,

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



*I wish to have an iCarly makeover*

**Aspen, 19**

nervous system disorder

Since 1983, Make-A-Wish San Diego has granted more than 4,800 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 needed break from the daily challenges they are forced to face.

The wish experience provides a child with a sense of empowerment and hope for the future; it's an opportunity for the child and their family to regain a sense of normalcy.

Make-A-Wish serves children from all areas of San Diego and Imperial Counties. No eligible child is ever turned away, and a family's financial status, race, or religion has no bearing on whether a child will receive a wish.

116

Wishes Granted – Fiscal Year 2021

# Together, We Restore Hope

## FOR CHILDREN WITH CRITICAL ILLNESSES

Dear Make-A-Wish® San Diego Family,

For those of you I haven't had the pleasure of meeting, I'd like to introduce myself. I've been with Make-A-Wish San Diego for 18 years, starting as an intern and holding many positions within the Wish Department throughout the years. Most recently, I served as Vice President of Mission Delivery, overseeing the organization's wish granting operations, volunteer management, and medical outreach. In July 2021, I was given the greatest honor and challenge of my career, stepping in as President & CEO of this organization that means so much to our community.

Throughout 2021 our dedicated team of staff, volunteers, and community partners have worked together to bring wishes to life for children across San Diego and Imperial Counties. We've slowly resumed granting wishes that involve air travel and large gatherings, our signature events have made a comeback, and our Make-A-Wish family has begun to gather in person once again. This slow and safe return to normalcy has us looking toward the future with a renewed sense of optimism.

With that in mind, we can't look to the future without reflecting on our past. Next year will mark our chapter's 40th anniversary and to date, we've created life-changing wishes for more than 4,800 children in our area and welcomed thousands more from across the country whose wish was to visit San Diego. The broad impact we've had is only possible because our fearless founder, Jamie Tucker, joined a fledgling movement called The Make-A-Wish Foundation back in 1983 and took on the monumental task of starting a chapter in our area. We are forever grateful for Jamie's vision.

As we recognize the history of our organization, we also look toward a bright future with new partnerships and opportunities within the community. Speaking of new, we recently opened the doors at our new office location, which meets the growing needs of our team and allows us to better serve our wish families and volunteers.

I am proud to lead this dedicated team of staff, volunteers, and loyal supporters into the next chapter of our organization's history- and with your help, we can continue our important work of creating life-changing wishes for kids with critical illnesses for years to come.



*Suzanne Husby*

Suzanne Husby  
President & CEO  
Make-A-Wish San Diego

# Financials



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

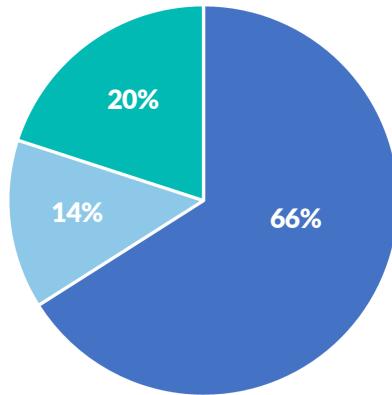
Year ended August 31, 2021\*

Total Revenue	\$5,574,671
Total Expenses	\$4,564,104
Total Net Assets	\$9,440,080

### Operating Expenses\*

Program Services	\$ 3,005,677 (66%)	●
Fundraising	\$648,455 (14%)	●
Management and General	\$909,972 (20%)	●

### Operating Expenses



■ Program Services ■ Fundraising ■ Management & General

\*Based on FY21 audited financial statements (performed by CliftonLarsenAllen): FY20 dates September 1, 2020--August 31, 2021

As our organization continued to operate through the COVID-19 pandemic in 2021, we were still unable to safely offer a complete variety of wishes (including those involving air travel and large gatherings.) For that reason, our program expense is not yet back to pre-pandemic levels but has increased significantly since 2020. Our Program Services costs averaged 79% of total expenses over the ten years preceding the pandemic.

National efforts are underway to return to granting all wish types when it is deemed safe to do so. We anticipate returning to historical program-to-administration ratios in the coming year.



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

# THANK YOU TO OUR 2021 supporters



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*I wish to go on a road trip to Las Vegas*

Nikki, 5  
leukemia



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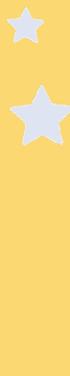
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*I wish to have a shopping spree*

**Jayleen, 10**  
nervous system disorder



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I wish to go to  
New York City  
Ariana, 16  
nervous system disorder

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*I wish to have  
mobility equipment*  
Kate, 8  
nervous system disorder



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*I wish to have a  
gaming computer*  
Racheal, 17  
autoimmune disorder

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Make-A-Wish San Diego

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