



*I wish to go to  
Hawaii to see  
Japanese influences*

Abby, 16  
leukemia

## 2022 Wish Report

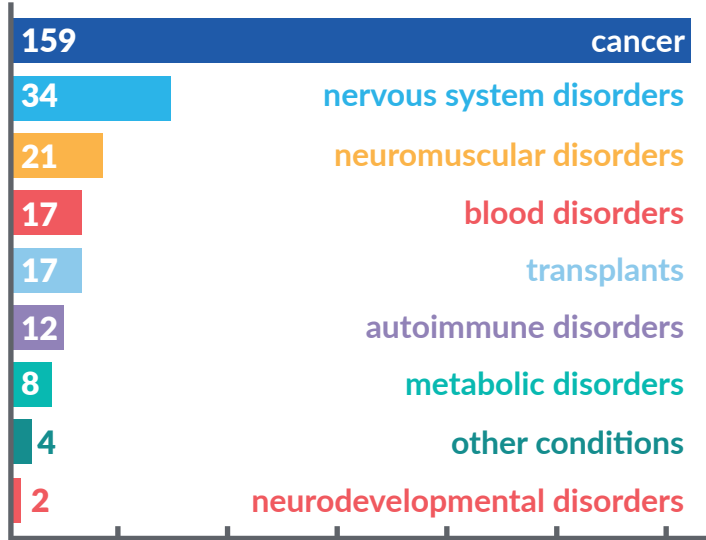
In our 2022 fiscal year, we granted **274** wishes to children with critical illnesses and assisted with **83** wishes from other chapters. With fewer restrictions on travel and gatherings, we were thrilled to be able to send our wish kids on trips and grant their party and in-person celebrity wishes once again. The return of travel helped us to almost double our wish numbers from last fiscal year.

**Thanks to your support, we are well on our way to pre-pandemic levels of wish granting!**



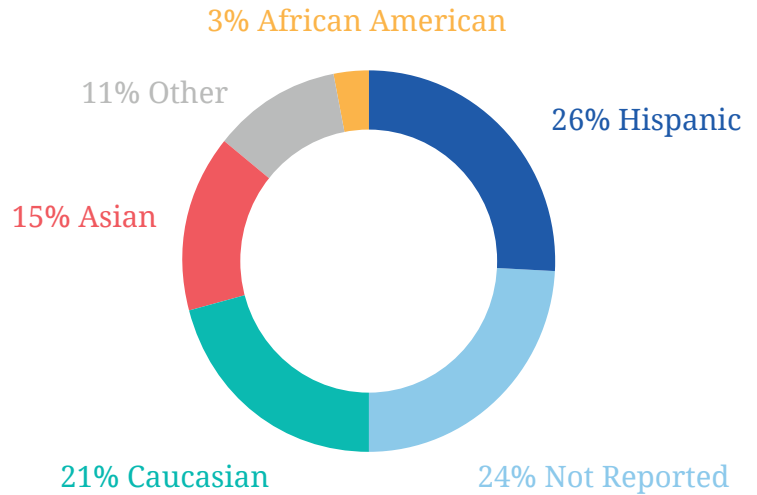
## Wishes granted by medical condition

Research shows that children who have wishes granted build the physical and emotional strength they need to fight a critical illness. This improves their quality of life and produces better health outcomes.



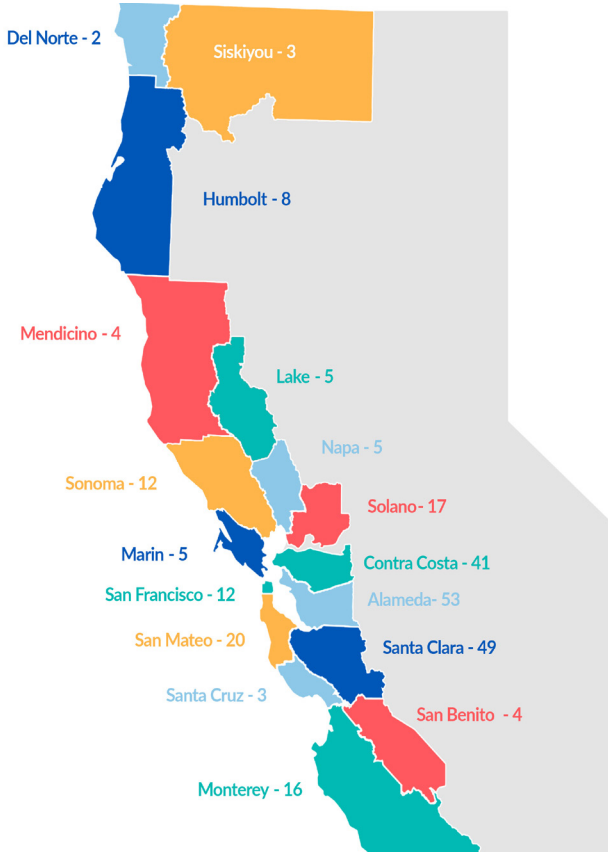
## Wishes granted by ethnicity

Demographic data by ethnicity is self-reported and optional for each wish family. We are committed to championing diversity, equity, and inclusion in wish granting and continue to serve a diverse span of ethnic groups.



## Wishes granted by county

Make-A-Wish Greater Bay Area serves 17 counties in Northern California, from Monterey county to the Oregon border.



## Wishes granted by type

Wishes are as unique as the child but generally fall into five categories: I wish to have, I wish to meet, I wish to go, I wish to be, and I wish to give.

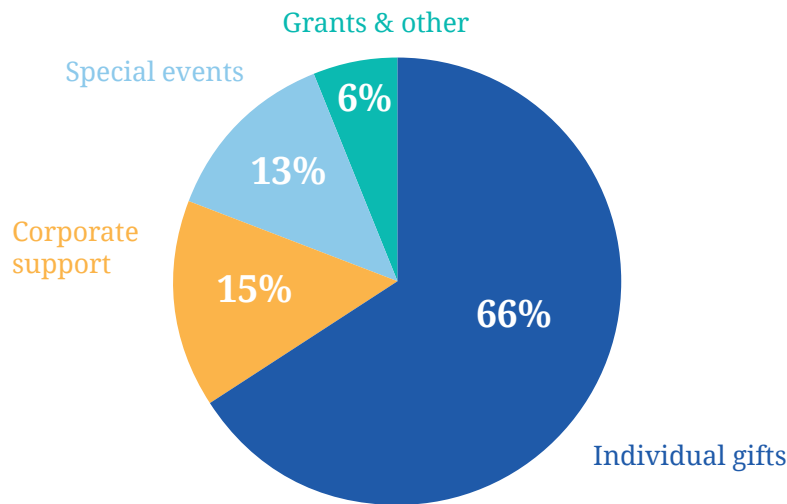


\* Map does not include wishes granted through Make-A-Wish America's Wish Exchange program, wish assists, or wish families who moved out of our territory during the wish process.



## How our funds are raised

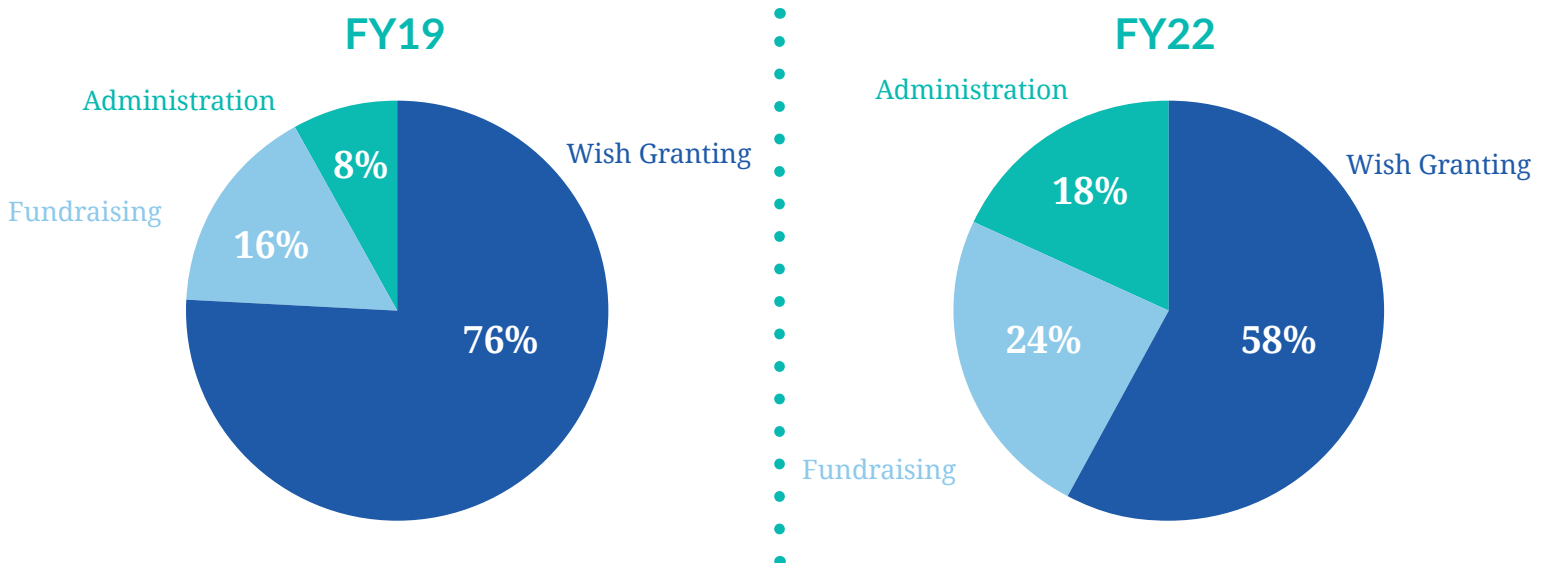
We are a 501(c)(3) tax-exempt organization that relies on the generous contributions of individuals, corporate partnerships, planned gifts, and grants to make life-changing wishes possible. In-kind donations of goods and services also help finance our mission. In normal years, we receive no federal or state funding. However, our grant line for the 2022 fiscal year reflects a COVID-19 PPP loan. Prior to the COVID-19 pandemic, our grants were received from private foundations and typically represented closer to one percent of our total funds raised.



## How our funds are spent

Like many nonprofits, our program expense ratio was greatly impacted by the COVID-19 pandemic. As a comparison, in FY19—the year prior to the pandemic—we used more than 75 percent of our funds in support of wish granting, far exceeding the program service allocation standards set forth by the nation’s leading charity watchdog groups, including the Council of Better Business Bureaus’ Wise Giving Alliance.

Although our program expense ratio improved by nine percent from FY21, we still had limitations in wish granting due to ongoing travel restrictions for cruises and international travel, supply chain and service shortage issues, and wish postponement related to COVID-19. It’s important to note that, as our spending on wish granting was reduced, we also increased our cash reserves during these fiscal years. This was done to ensure that, as restrictions ease and we are able to grant more wishes, we will have the funds to ensure that no child waits longer than necessary to receive a life-changing wish.



# Thank you to our FY22 Champions of Hope

We are thrilled to recognize these generous corporations as current members of our Champions of Hope society. Thank you, hope champions, for your pivotal role in bringing life-changing wishes to life!

## Gold Star Hope Champions

(\$50,000 annual investment)

**Horizon Therapeutics**

**Morrison Avenue Capitol**

**TD SYNEX Corporation**

## Silver Star Hope Champions

(\$25,000 annual investment)

**Apple**

**Bay Alarm**

**Capitol Subaru**

**CORSAIR**

## Bronze Star Hope Champions

(\$10,000 annual investment)

**Athletics**

**Calpine Russell City Energy Center**

**Capital Group**

**Destination Wealth Management**

**Five9, Inc.**

**GetInsured**

**Nelson Connects/ Higher Growth**

**Search**

**OneOC**

**PlayStation**

**Solid Personnel**

Champions of Hope is our giving society for corporate donors who invest in our wish granting annually at the \$10,000 level and above.\* The support of philanthropic businesses and their employees is vital to our mission of creating life-changing wishes for children with critical illnesses throughout Northern California. To learn more, visit [wish.org/greaterbay/champions-hope](http://wish.org/greaterbay/champions-hope).

*\*Champions of Hope member levels and benefits are based on unrestricted cash donations that are not affiliated with events or other campaigns.*



## Inspiring the community through art

When Maika was 9 years old, she was diagnosed with severe aplastic anemia, a rare blood disorder. Over the next few years, she spent a lot of time in the hospital undergoing treatment. A bone marrow transplant, for which her younger brother, Alistair, was the donor, allowed her to live a more normal pre-teen life.

For her wish, Maika wanted to gather the community that supported her during her illness to create a piece of art that would inspire others. Working together with the help of a local artist, more than 70 friends and family members brought Maika's vision to life in a 20 foot by 30 foot space on the side of a building in downtown Oakland, near Jack London Square. For her mural, Maika chose to use the quote: "It doesn't get easier, you just get stronger."

"I wanted to include a quote because I've always been really inspired by how few words it took to make something resonate so much," Maika says of her wish.

Maika's wish turned out to be a gift to Oakland during a time in the COVID-19 pandemic when everyone really needed some hope and strength. The mural was revealed at a local gathering in November 2021.

"Make-A-Wish Greater Bay Area rallied around us just like our family and friends," Maika's mom, Viola, said at the celebration. "The love, excitement, and support from everyone involved is what keeps us smiling and grateful."

**Make-A-Wish**<sup>®</sup>  
GREATER BAY AREA

[wish.org/greaterbay](https://www.wish.org/greaterbay)  
1333 Broadway, Suite 200, Oakland

