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FOR IMMEDIATE RELEASE

Arkansas – Make-A-Wish Mid-South is excited to announce a ground-breaking partnership with the Willard and Pat Walker Charitable Foundation. As part of the Wishes are Waiting campaign, the Walker Foundation has agreed to match dollar for dollar up to \$500,000 over the next two years.

“Every child deserves to be a child. They deserve to have happiness and hope for a better today and a healthier tomorrow. The Walker Foundation is pleased to play a small role in that journey. We are honored to partner with Make-A-Wish in their efforts impacting children across our region,” said Mandy Macke, Executive Director of the Willard & Pat Walker Charitable Foundation.

The Wishes Are Waiting campaign, chaired by Regional Board member Danyelle Musselman, is supported by prominent and respected leaders in their respective industries and communities who make a campaign gift of \$10,000 or more. The effort launched in 2022 under Musselman's leadership to address the gap of kids waiting for wishes and funds needed to grant those wishes. The campaign has ambitious goals, including raising an additional \$1,000,000 beyond the annual budget over the course of three years. At the end of FY24, Make-A-Wish Mid-South aims to raise \$4.3M and grant 315 wishes annually.

"I've seen firsthand the value and impact of wishes," said Danyelle Musselman. "The Make-A-Wish mission is one I hold very dear to my heart. I believe that wishes truly can be a turning point for kids battling critical illnesses."

In joining this campaign, donors can make a profound impact in the lives of children and families in our community.

"This campaign is essential in transforming the future of our organization. It will allow Make-A-Wish Mid-South to think bigger and shore up our future, ensuring wish kids can continue to dream big and experience the life-changing medical impact a wish offers," said Casey Tansey, Make-A-Wish Mid-South CEO.

The robust campaign also offers donors the opportunity to enjoy exclusive social events and other benefits as they connect directly with the wish kids they're helping to serve. Make-A-Wish is proud to welcome dozens of both new and longtime donors across Arkansas into the Wishes are Waiting campaign.

Make-A-Wish® grants the wishes of children with critical illnesses. Doctors diagnose one child every 20 minutes with a critical illness. Recent studies have shown that wishes provide long-term impact through increased emotional and physical health, making children more likely to overcome their conditions. Each year, Make-A-Wish Mid-South grants wishes for more than 300 children locally. Make-A-Wish relies solely on fundraisers, corporate support, and donations from the public to transform lives, one wish at a time. Learn more at wish.org/midsouth.

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