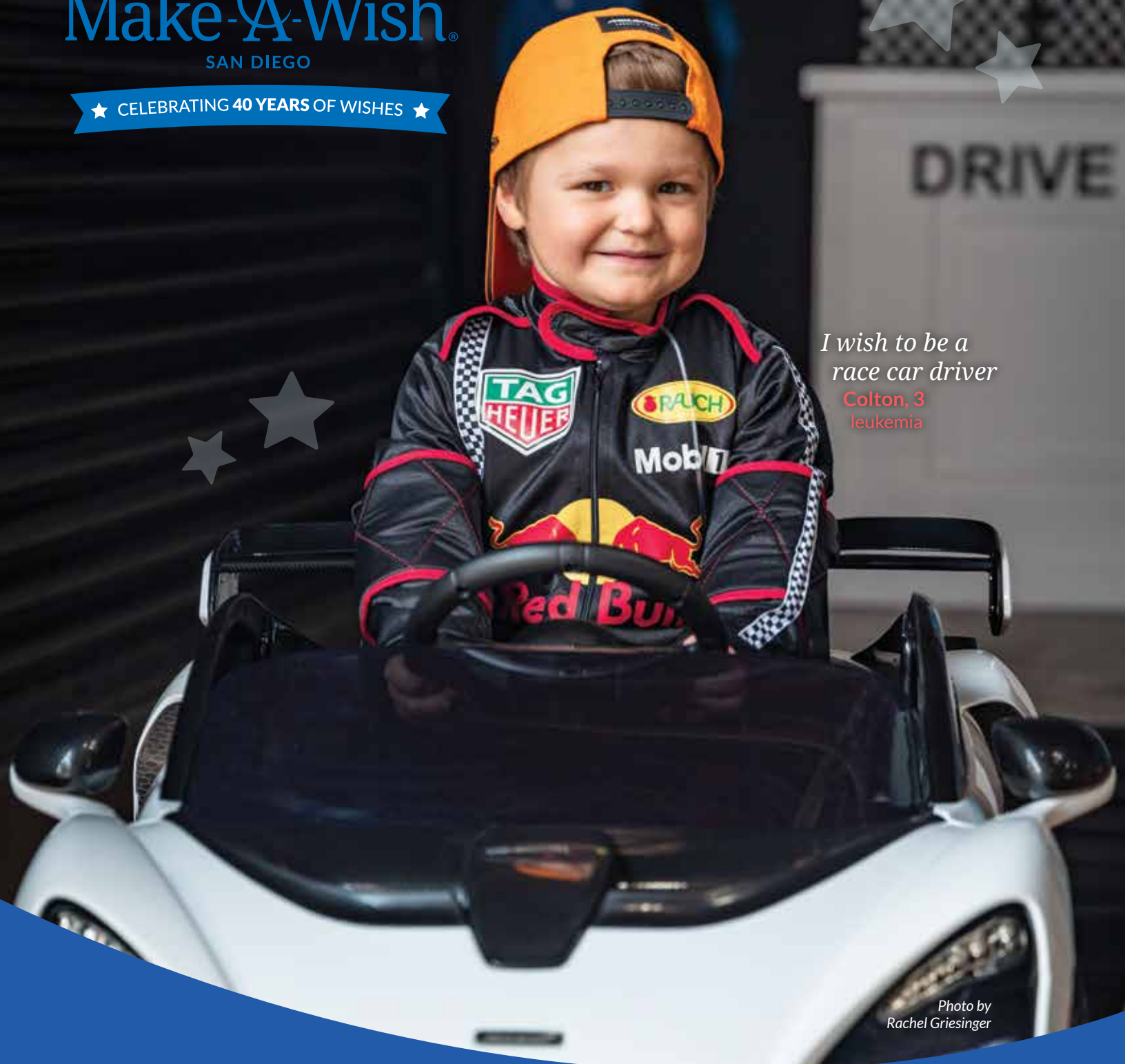


Make-A-Wish[®]
SAN DIEGO

★ CELEBRATING 40 YEARS OF WISHES ★



*I wish to be a
race car driver*

Colton, 3
leukemia

Photo by
Rachel Griesinger



Make-A-Wish[®]
SAN DIEGO

ANNUAL REPORT | FISCAL YEAR 2022

Together, we restore *hope*

FOR CHILDREN WITH CRITICAL ILLNESSES

Dear Make-A-Wish® San Diego Family,



This has been a year of celebration, determination, and reflection. Together, we worked tirelessly to grant more wishes than we've seen since before the pandemic. We

formed new community partnerships, strengthened existing relationships, and increased our staff and volunteer resources to meet this need; as a result, we were able to ensure every wish was full of magical surprises and uniquely tailored to each child.

We celebrated the granting of our milestone 5000th wish with the help of our long-time partners at the San Diego Padres. Our WINE & WISHES Gala saw record-breaking success at its new venue, the Fairmont Grand Del Mar, and our beloved Trailblaze Challenge hikers came out in force to test themselves physically, while raising critical funds and awareness for the Make-A-Wish mission.

Each of these successes felt even more meaningful because they took place during a challenging year. Expenses have increased across the board and the cost of granting a wish is higher than ever. The nonprofit industry has felt the impact of this tough economic environment and Make-A-Wish is no exception. Together, we persevered, and are so grateful to our

Board of Directors and loyal supporters who made it possible for us to continue granting wishes without delay.

This year also marks our chapter's 40th anniversary and to date, we've created life-changing wishes for more than 5,000 local children and welcomed thousands more from across the country who wished to visit San Diego.

This far-reaching impact 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 to create hope, strength, and joy for local kids dealing with critical illnesses and are proud to carry on her legacy.

I am honored to lead this dedicated team of staff, volunteers, and 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 years to come.

Suzanne Husby

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

☎ 858.707.9474
💻 info@sandiego.wish.org
🌐 www.sandiego.wish.org

MAKE-A-WISH SAN DIEGO BOARD MEMBERS

Board Officers



David Bialis - CHAIR
Sr. VP & GM,
Cox Communications (Retired)



Lisa Paul-Hill - VICE CHAIR
President & CEO,
Wheelhouse Credit Union



Timothy Broadhead - TREASURER
Owner & CEO,
Indian Motorcycle of San Diego



Krista Torquato - SECRETARY
Managing Director,
Private Bank Market Leader



Trevor Outman - MEMBER AT LARGE
Founder & Board Member, Shipware, LLC



Richard Kelley - IMMEDIATE PAST CHAIR
President & GM, NBC 7/
Telemundo 20 San Diego (Retired)

Board Members



Carolina Araya
Sr. VP, Strategic Accounts,
AMN Healthcare



Dustin Cano
Co-Owner, Meritage Wine
Market & Tasting Room



Kim Hegardt
President, Names Family
Foundation



George H. Kaelin, III
Partner, Allen
Semelsberger & Kaelin, LLP



Dr. Gail Knight
Sr. VP & Chief Medical Officer,
Rady Children's Hospital



Dr. Michael J. Lalich
Area Medical Director & Chief
of Staff, Kaiser Permanente



Ted Lavin
President & CEO,
Incentives Credit Advocate



Caroline Perry
Chief Operating Officer,
San Diego Padres



Warren Ruis
Director, Supply Management
San Diego Gas & Electric



Tiffany Scarborough
Biotech Industry (Retired)



Dr. Seema Shah
Medical Director of Epidemiology
and Immunization Services,
County of San Diego



Justin Tomlin
Chief Strategy Officer,
TotalMed, Inc.



Vivianne Villanueva Dhupa
Community Volunteer

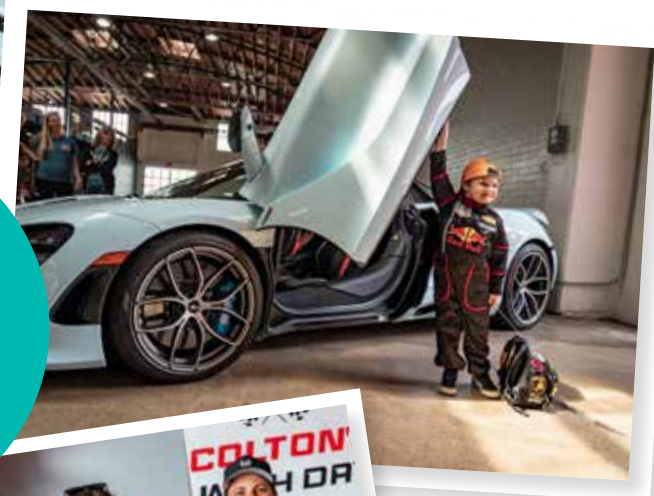
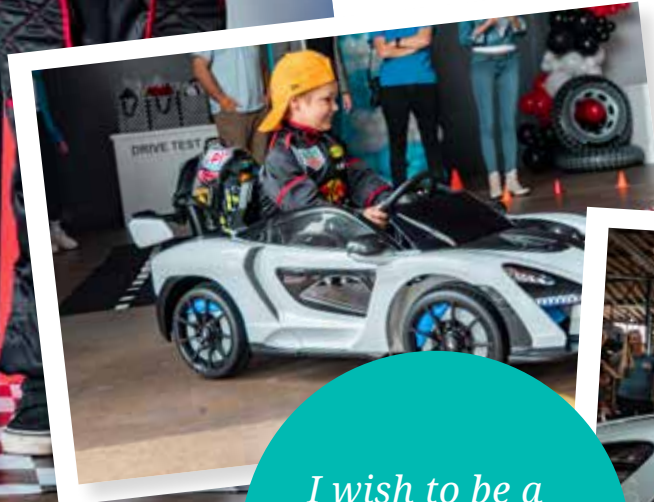
Colton's Wish

At only three years old, Colton could name every luxury car he saw on the road ... McLaren, Bugatti, and Porsche, just to name a few. It began with mere curiosity after watching the Disney movie Cars, and grew into a total love for high-end race cars from all over the world, giving Colton something to focus on during his leukemia treatments. As his passion for race cars grew, so did his dream of one day becoming a real-life McLaren driver. Colton's dream recently became a reality through the granting of his wish.

Colton and family arrived by limo to the Garage Collective, an exclusive members-only car club, where they were greeted by a crowd of cheering friends and family. Once in his official race suit, Colton was surprised with a brand new McLaren just his size! He got behind the wheel to take a road test set up just for him and after passing with flying colors, he was presented with his very own driver's license. He got to climb through every car in the showroom, including his most coveted – a real McLaren, and drive in a Formula 1 simulator. His wish experience wrapped up with gifts, cake, and a pizza party with friends and family. This wish experience allowed Colton to escape his everyday reality of dealing with illness and just be a kid again.

I wish to be a race car driver
Colton, 3
 leukemia

COLTON'S WISH DAY



Photos by Rachel Griesinger

Volunteers Change Lives!

Over 350 specially trained volunteers generously give their time and energy to our organization. Our volunteers come from all walks of the community and serve the mission in a variety of ways. The time commitment varies based on the type of volunteer role. Bilingual volunteers (English/Spanish speaking) are our current greatest need. Visit our website to learn more at sandiego.wish.org/volunteer or call us at 858.707.9474.

Congratulations to our 2023 Volunteer Award Winners!



Rookie of the Year,
Alicia Stolebarger



Airport Greeter of the Year,
Todd Himaka



Leader of the Future,
Jamal Helewa



Events Shining Star,
Christine Brovelli



La Estrella del Año,
Lydda Ochoa



Volunteer of the Year,
Shereen Willey



Wish Granter of the Year,
Elisabeth Heath



Trevor Stolebarger Heart & Soul,
Joe Ramirez

Wish Granting Steps

We have an ambitious vision – to grant the wish of every eligible child in San Diego and Imperial Counties. We believe that wishes change the odds for children fighting critical illnesses; it's why we do what we do. Wishes have the ability to help kids envision life beyond their medical conditions, decrease a family's anxiety, and bring entire communities together.



STEP 1 Referral

We rely on medical professionals, parents, and children themselves for referrals. A child with a critical illness over the age of 2 ½ and younger than 18 at the time of referral is potentially eligible for a wish.



STEP 2 Medical Eligibility

To be eligible for a wish, the child must be diagnosed with a critical illness that is currently placing their life in jeopardy.



STEP 3 The Wish

Our dedicated wish-granting volunteers meet with the child, and their family, to help determine the essence of the child's wish.



STEP 4 Creating Joy

Along with the support of the community, our team strives to create life-long memories by providing an unforgettable wish experience driven by the child's creativity.

Visit wish.org/refer to learn more or to refer a child today.

Thank you to all our medical partners and referral sources who help us reach more eligible children every year!

Who Can Refer A Child

- Medical Professionals (doctors, nurses, social workers, child life specialists)
- Parents/legal guardians of the potential wish kid
- Potential wish kids
- Family members with detailed knowledge of the child's current medical condition

Celebrating 40 years in the making.

One wish at a time.

The Power of A Wish:

Nearly four decades after the San Diego chapter of the Make-A-Wish Foundation was established on December 21, 1983, the organization's singular focus has remained the same – to make a difference in the lives of children dealing with critical illnesses. Make-A-Wish began as a volunteer-run organization that relied on the community to make each child's wish a reality. Almost 40 years later, Make-A-Wish San Diego continues to bring the community together to grant every wish without delay.

What was the first wish granted in San Diego?

The chapter's first official wish was granted in early 1984 for Emily, a 4-year-old who wished for a family trip to Disneyland. Most of that first year was spent hosting kids from other communities who wished to visit San Diego. The top requests? To visit the world-famous San Diego Zoo and SeaWorld! Since its founding, Make-A-Wish San Diego has granted over 5,000 wishes to local children and hosted thousands of other kids from across the country.

1983



December 21, 1983:
Make-A-Wish Foundation
of San Diego was founded



Jamie Tucker, Founder of the Make-A-Wish Foundation of San Diego.

2000



1000th Wish
Audrey, 11
leukemia

I wish to have a horse
Milestone Wish Hosted by
Del Mar Horse Park



2006



2000th Wish
Caroline, 9
leukemia

I wish to have a horse
Milestone Wish Hosted by
Hotel del Coronado



On a sunny December day in 2006, 9-year-old Caroline was invited to a celebration at the Hotel del Coronado that unbeknownst to her, would culminate in the granting of her wish! Caroline was asked to be the Wish Kid Ambassador to help ring in the Make-A-Wish Foundation of San Diego's 2000th wish. She stepped on stage in front of a small crowd and as soon as she raised her arm to ring the ceremonial bell, her brand new horse was walked out from behind the stage and she learned that her wish, was actually the 2000th! Caroline squealed with joy and ran over to hug her new best friend, then suited up in riding gear and took her very first walk around the lawn at the hotel. It was an incredibly special day for everyone in attendance.

2012



3000th Wish
Khadji, 15
nervous system disorder
*I wish to have my
own basketball court*

Milestone Wish Hosted by
the San Diego Padres



In 2012, the San Diego Padres hosted the granting of Make-A-Wish San Diego's 3000th wish. 15-year-old Khadji, who was battling a nervous system disorder, thought he was there to throw out the first pitch but soon learned that his wish to have a basketball court in his backyard had been granted. A timelapse video of the court being constructed in his backyard was played on the jumbotron in front of a cheering crowd. "This is a life-changing experience for us," shared Khadji's dad Robert. "Just the prospect of having his wish granted has boosted Khadji's self-esteem and helped our entire family. We are blessed to have Make-A-Wish playing a part in our lives ... it makes you feel like you're not alone in this."

2017



4000th Wish
Cai, 6
leukemia

*I wish to have
a camping trailer*

Milestone Wish Hosted by
the San Diego Padres



In 2017, the Padres hosted Make-A-Wish San Diego's 4000th wish. 6-year-old Cai and his family loved to go on camping trips but when Cai was diagnosed with leukemia, the need for a clean, sterile environment meant the family could no longer tent camp. Cai longed to get back outdoors with his family and decided a camping trailer would be the best way to resume their favorite activity. When his wish day arrived, Cai received the surprise of a lifetime when his wish to have his very own camper was revealed in front of a packed ballpark. Over 100 of Cai's friends, family, and medical team came together to help celebrate. When asked what he thought about his wish, Cai shared, "It's the best day EVER."

2023



5000th Wish
Eric, 6
brain tumor

I wish to meet the Padres

Milestone Wish Hosted by the San Diego Padres



On June 15th, the organization teamed up with the San Diego Padres to grant its milestone 5000th wish! Eric, a 6-year-old battling a brain tumor, dreamed of meeting his favorite baseball team. When Eric's wish journey began several months earlier, he was using a wheelchair while working to regain mobility he had lost during treatment. His medical team rallied around his wish and focused his physical therapy sessions on building the strength to walk onto the field and throw out the first pitch. Eric's wish served as constant motivation and on his wish day, he was so proud to walk on the field alongside his baseball heroes. For kids dealing with a critical illness, a wish creates joy in the moment and represents hope for a brighter future.

Leadership Overview

1985

Jamie Tucker
Executive
Director

1988

Gail Knight
Executive
Director

1991

Ilene Hubbs
Executive
Director

2003

Teresa Davis-
Pusztai
Executive Director

2005

Chris Sichel
President
& CEO

2021

Suzanne Husby
President
& CEO

OUR MISSION

Together, we create life-changing wishes for children with critical illnesses

Since 1983, Make-A-Wish San Diego has granted over 5,000 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.

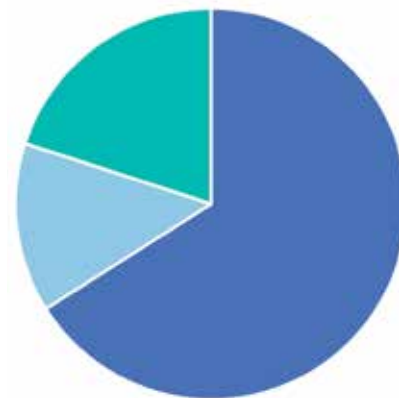
The wish experience provides a child with a sense of empowerment and hope for the future; it's an opportunity for the child and their family to regain a sense of normalcy.

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.

Financials

Make-A-Wish Foundation of San Diego, Inc.
Year ended August 31, 2022*

Total Revenue	\$3,887,632
Total Expenses	\$5,054,132
Total Net Assets	\$8,273,580



Operating Expenses*

Program Services	\$3,528,639 (70%)
Fundraising	\$646,094 (13%)
Management and General	\$879,399 (17%)



Copies of our audited financial statements for the year ended August 31, 2022, are available on our website at www.sandiego.wish.org/our-chapter.

MAKE-A-WISH SAN DIEGO

Staff



Suzanne Husby
President & CEO



Danielle Lopez, MBA
Chief Financial & Operating Officer



Dana Vandersip, CFRE
Chief Development Officer



Christine Reed, MBA
Director, Communications



Stefanie Muñoz
Director, Donor Relations



Ariadna La Salle
Director, Wishes



Lyon Frazier
Database & Operations Manager



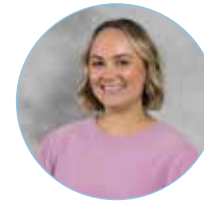
Danielle Ice
Sr. Manager, Volunteer Services



Heather Ginsky
Sr. Manager, Corporate & Community Partnerships



Hallie Noel
Medical Outreach Manager



Carter Weast
Donor Relations Manager



Grace Da Silva
Special Events Manager



Kelli Loper
Wish Assist Manager



Sofia Besneirigoyen
Bilingual Wish Coordinator



Anna Bateman
Wish Coordinator



Lucia Anaya
Marketing Coordinator



Carolyn Tran
Operations Coordinator



Zully Sandoval
Development Coordinator



Kenya Flores
Bilingual Wish Coordinator



Taylor Distelrath
Wish Specialist II



Maddie O'Donnell
Wish Assist Coordinator



Jason Reyes
Wish Administrative Assistant



Colleen Edwards
Events Coordinator

205

Wishes Granted
Fiscal Year 2022

Upcoming *Events*



Make-A-Wish
TRAILBLAZE CHALLENGE
SAN DIEGO
presented by
wheelhouse CREDIT UNION

SAVE THE DATES:
MAY 17-19, 2024
MAY 31-JUNE 2, 2024

28 MILES. ONE DAY. HIKE THE PCT.
WWW.TRAILBLAZECHALLENGESD.ORG



You can make the impossible possible.

Make-A-Wish
WISHES IN FLIGHT.

Donate airline miles today at sandiego.wish.org/miles



WHEELS FOR WISHES

San Diego Car Donation Helping Make-A-Wish Kids

Donating A Car Is Fast & Free. Call Us Today!

1-855-278-9474

sandiego.wish.org/cars

Benefiting
Make-A-Wish SAN DIEGO

CREATE A LEGACY

that will impact **wish kids** for years to come.



"I became involved with the organization through the first Trailblaze Challenge in 2016. During the training, I fell head over 'hills' with the mission and the staff. When the hike was over, I called the office and asked how I could stay involved. I joined the WISH Circle and, a few years later, became a Wish Granter. With this first-hand knowledge of what a difference a wish can make for a sick child and their family, I knew I wanted to become a Legacy of Wishes member. Little did I know that being part of fulfilling kids' wishes would fulfill my own wish."

~ Stephanie Mullaly, Legacy of Wishes Member

Common Types of Planned Gifts



- Bequest
- Charitable Remainder Trust
- Life Insurance
- Beneficiary designation in an IRA or 401k/403b plan

By including the Make-A-Wish Foundation® of San Diego in your estate plans, you can provide the resources necessary to grant inspiring wishes for children now and in the future. Please let us know if you've already named us in your estate, so we can thank you during your lifetime!

A deferred gift can help you balance your financial goals and ensure your charitable legacy — all while possibly achieving significant tax benefits. A planned gift, such as a bequest in your will or trust, life insurance beneficiary designations, or beneficiary designations in your IRA or other retirement funds, ensures you will continue to bring much-needed joy to children with critical illnesses well into the future. You'll do more than help grant wishes, you'll create a legacy that will impact our wish kids for years to come.

Ensure your legacy of kindness and generosity lives on with a planned gift. Planned Giving Contact: Dana Vandersip, Chief Development Officer, (619) 279-5202 / dvandersip@sandiego.wish.org

I wish to be a chef

Daniela, 6
leukemia



Photo by Joe Ramirez

Please join us for our

W&W wine & wishes
GALA
spark
PRESENTED BY
PSSI
STRUCTURAL CONCRETE

We are celebrating 40 years of wish granting in San Diego!
Wishes can spark the belief that anything is possible for a
child - inspiring hope, light, and change for the community.

YOU ARE INVITED TO OUR **WINE & WISHES GALA "SPARK"**

SATURDAY, 6PM-11PM

10 * 14 * 2023

AT THE FAIRMONT GRAND DEL MAR

BLACK-TIE GALA · HOSTED BAR · SEATED DINNER
LIVE ENTERTAINMENT · DANCE FLOOR · COMPLIMENTARY VALET



Reserve tickets & tables or sponsor the event:

SANDIEGO.WISH.ORG/WINE

Make-A-Wish
SAN DIEGO