

Make-A-Wish®
SOUTH CAROLINA

FISCAL YEAR
2022-2023

joy report

Wish Alum, Cameron

*I wish to go to the
GRAMMY Awards*

Pebbles, 16
transplant





A Letter from our *President & CEO*

What a year to celebrate: 255 wishes granted! This is such an incredible accomplishment for our Make-A-Wish community and I'm so happy for the families that we were able to provide these life-changing wishes to.

It is a privilege of my work to meet some of the most remarkable children in our great state. When I spend time with them and their families, I am always humbled by their strength and resiliency, and reminded of the immense importance of our work - work that would not be possible without you.

Our Make-A-Wish South Carolina family of donors, volunteers, staff, board of directors and alumni came together this year in big ways to deliver one-of-a-kind wish send-offs, sponsorships, and in-kind services to create incredible wishes that required specific talent and skills. Our team was intentional in devoting time to celebrate these partnerships and cultivate relationships for continued and sustainable growth for our chapter so that we can create even more life-changing wishes in the coming years.

Our chapter leadership also focused on building our next three-year strategic plan. We spent a great deal of time on this plan to support our vision of increasing capacity

over the next three years to grant 250+ wishes annually and sustainably, while simultaneously building capacity for future growth. It is a truly comprehensive strategy that will carry us to an even better tomorrow and bring us closer to reaching every eligible child in South Carolina.

In 2024, we are once again set to accomplish outstanding feats and continue the momentum of last year. Our staff and board are inspired and ready to make magnificent wishes come true, because we know that our wish families need us to help reduce the trauma and sadness that comes with their child's critical illness. Hope is powerful medicine for our wish kids and their families, and we will work extra hard this year to reach as many families as possible while keeping the chapter in a healthy financial position.

Thank you for your loyal support, for the 255 families we helped this year and for the many we'll help in 2024. Your partnership allows us to achieve our goals for our future and I am incredibly grateful for your investment in our mission.

Misty Farmer

Misty Farmer
President and CEO
Make-A-Wish® South Carolina

Hope begins with *us*

When children are battling a critical illness, their normal childhood is taken away from them. A wish gives kids the opportunity to look outside their illness and restores a sense of childhood back to the child and normalcy back to the family. Each wish experience isn't just a single moment in time, but an entire experience created specifically for each wish child. Creating that experience requires an incredible amount of brainpower, creativity, time, and generosity that wouldn't be possible without the commitment from members of our wish community, like you.

OUR MISSION

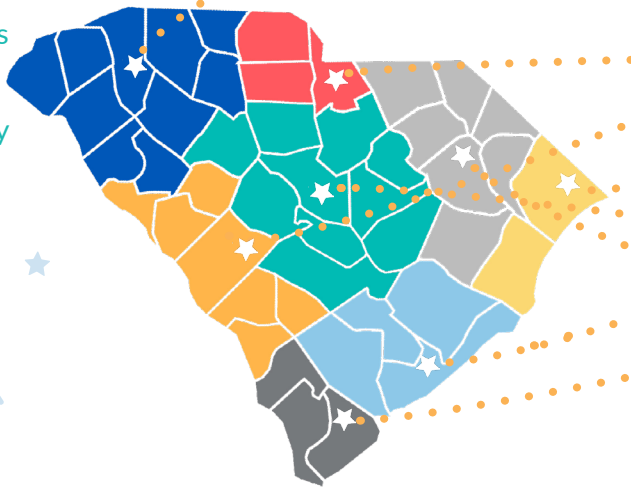
To create life-changing wishes for children with critical illnesses.

OUR VISION

To grant the wish of every eligible child.

OUR VALUES

- Child Focus
- Impact
- Community
- Integrity
- Innovation



A message from our Board Chair

On behalf of our board of directors, I want to thank you for your support in fiscal year 2023. Wishes were granted throughout South Carolina. From Longcreek to Georgetown and Landrum to Daufuskie Island and everywhere in between, our wish community changes the lives of wish children and their families each day and 2023 was no exception.

It is only with the willingness, compassion and action from our family of donors and volunteers that we were able to grant 255 remarkable wishes.

I have been involved with Make-A-Wish for over 15 years, but I believe that I've witnessed the most exciting growth for the organization over the last year. Resuming normal operations post-covid, we were all a little unsure of how things might work. We were also aware of our wish kids and wish families who were delayed during COVID and were waiting on our team to grant their wishes. So, we entered the year with both excitement and some nervousness – how would things really work? The demonstrated commitment from our staff, board members, donors, volunteers, medical advisors and wish alumni resulted in a remarkable year as we began working through our backlog of wishes, and instilled confidence that the best is yet to come.

I hope you will continue your support throughout 2024. I assure you that myself, every board member, and all of our staff are well aware of the privilege and honor it is to grant wishes, and we will continue to work together with you to grant wishes to every eligible child in our state.

With thanks,

Tom

Tom Pate
Board Chair
Make-A-Wish® South Carolina



Board of Directors

Tom Pate, Chair
V.P. Business Services,
Blackbaud

Lane Lewis, Vice Chair
Retired
Global Technology Executive

Ben Walker, Treasurer
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Debbie Tucker
VP Talent, Inclusion &
Communications, Hubbell
Incorporated

Irish "Ryan" Neville,
Immediate Past Chair
Attorney,
Neville Law Firm, LLC

Jeff Tallman
Director of Golf,
McConnell Golf LLC

★ *255 Wishes Granted* 🎉



King



Brianna



Laila



Colton



Lily



Sarah Grace



Callie



LJ



I wish to have a playset

Aiden, 5
lymphoma

Matt O'Neill
Owner,
Matt O'Neill Real Estate

Meredith Dial
Marketing Manager,
Dial Grimm & Rupert

Micki Solomon
Micki Solomon Consulting

Shayla Wilson
Project Manager,
Michelin

Sherrie Turner
Senior Vice President, Financial
Advisor
Pinnacle Financial Partners

Steve Carr
General Manager,
Dave & Buster's Myrtle Beach

Tammy Whaley
Assistant V.P. for Advancement
& Alumni Relations – Carolinas
Campus & Executive Director,
S.C. Osteopathic Medical
Society

**Denise Reisner, Medical
Advisor**
Pediatric Nurse Practitioner,
Prisma Health BILO Charities
Children's Cancer Center



Music Heals the Soul

Pebbles was shocked when she was diagnosed with a rare autoimmune disease. Making the situation even scarier, at the hospital Pebbles learned that she was in liver failure. She was immediately placed on the transplant list and was fortunate to receive a new liver shortly after. With few complications, Pebbles has transitioned beautifully.

Throughout her health crisis, thinking about a wish gave Pebbles a pleasant distraction and filled her with hope. It was her love of music that led her to wish to go to the GRAMMY Awards. Pebbles had a full make-over, walked the red carpet, met a few celebrities and best of all, made life-long friends with three other wish kids who wished to go to the GRAMMYS, too!

“Those girls and I are tight. So close. We’re friends for life now.”

Since her wish has been granted, Pebbles has felt a renewed sense of joy. It was through her wish that she got to know her new friends and learn about their health battles. Pebbles gained a new perspective on her own medical journey. “I realized my situation could’ve been much worse,” she said. “I’m grateful each day that I was allowed this opportunity.”



I wish to go to the GRAMMY Awards

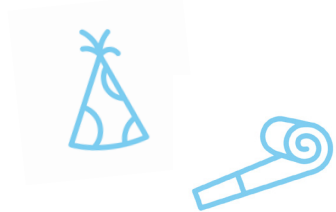
Pebbles, 16
transplant

Celebrating hope & joy

A Look Back at 2022-2023

Here are some of our favorite moments from this past year that we want to celebrate with you all - the community that made them possible.

1 We granted our 4,000th wish: Kiana wished to go to Walt Disney World®



From the moment 7-year-old Kiana was diagnosed with leukemia, her beautiful, carefree childhood was shattered as she experienced isolation, fear, and unknowns, causing trauma and stress on top of her critical diagnosis.

During her many medical treatments, Kiana wished she could escape her illness and just be a kid again. She wished for the childlike wonder where make-believe and reality blend as one. She imagined the happiest and most magical place on earth - Walt Disney World®!

Even wishing about her trip helped lift Kiana's spirits! During treatments, talking about her wish became a wonderful distraction as she would cheerfully chatter to her medical team, imagining all about the princesses she would meet one day.

Kiana's wish marked an important milestone for our chapter, as it was our 4,000th wish! We brought together members of our wish community, our friends from [MUSC Shawn Jenkin's Children's Hospital](#), and Kiana's family to enjoy an afternoon of snacks and cheer amid the hospital's courtyard. Donors and wish alumni also attended! Kiana and her family were able to share their story and Kiana loved getting to pet one of the hospital's therapy dogs. Kiana's enthusiasm and joy was visible to everyone there, and we know she'll enjoy the memories of her wish for many years to come.



2

Trailblaze Challenge® expands onto the Palmetto Trail

Our popular fundraising program - Trailblaze Challenge - which challenges individuals to hike 20+ miles in one day while raising funds for wishes over the course of a training period, stepped into new territory! The program introduced three new hikes for the Spring journey - all on the Palmetto Trail.



The Palmetto Trail traverses the state from the mountains to the sea and our program offered three unique hikes - in the Upstate, Midlands and Lowcountry - where hikers could choose their adventure and learn more about our beautiful state.



249 hikers blazed a path for wishes in one of the most exciting seasons we've ever had and collectively raised more than \$600,000 in one season.

Volunteers come together for a statewide retreat

3

For the first time since 2019, our chapter held our annual Volunteer Retreat at Furman University! The program included staff presentations on the current state of the chapter, wish granting updates, and additional volunteer opportunities. Volunteers also had a chance to interact directly in round table discussions. We had a very special guest as Wish Kid Rhiannon shared stories about her recent trip to Walt Disney World®.

The day concluded with a community project as all volunteers worked together to send a small package of hope to every wish child waiting on their wish to be granted in our state.

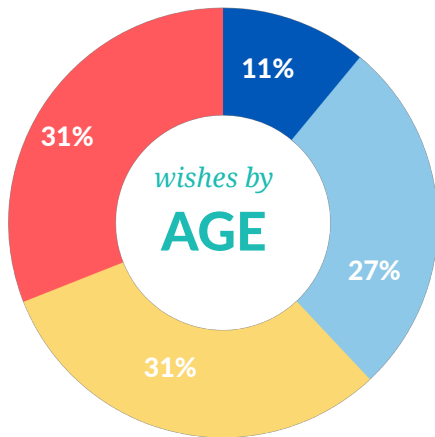
It was truly special to have this time with our volunteers from across South Carolina gather to learn, celebrate hard work, and prepare for the future of wish granting.



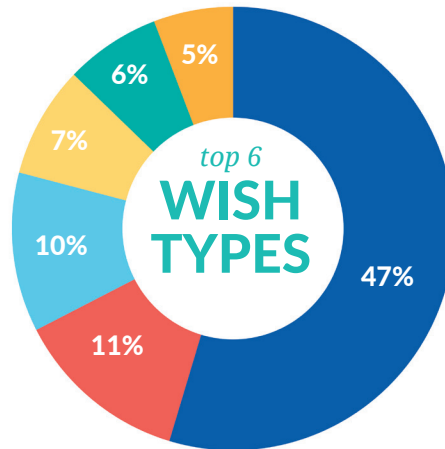
By the *numbers*



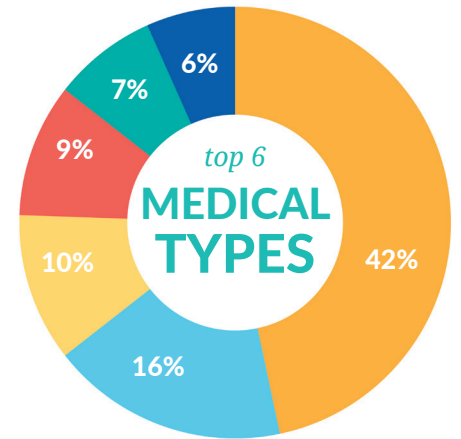
Throughout our 39 years, Make-A-Wish South Carolina has granted more than 4,000 wishes to children with critical illnesses throughout our chapter area at zero cost to the child. We are inspired by the courage of each of those 4,000 kids and families — and by your courage to give even when times are tough. This year we reached **255 local children** with the hope and joy of a wish come true.



- 2.5 to 5
- 6 to 9
- 10 to 14
- 15 to 18



- Disney Destinations
- Domestic Travel
- Shopping Spree
- Hawaii
- Motorized Vehicle
- Celebrity/Sporting Event



- Cancers
- Nervous System Disorders
- Heart Conditions
- Respiratory Disorders
- Transplants
- Blood Disorders

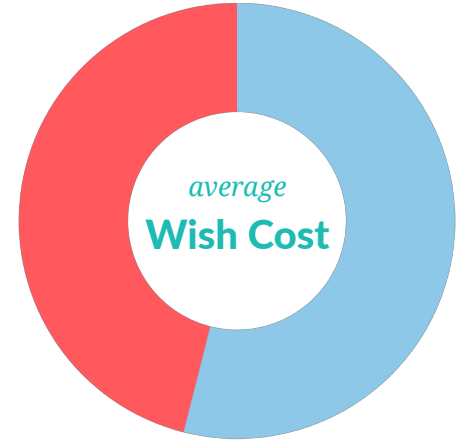
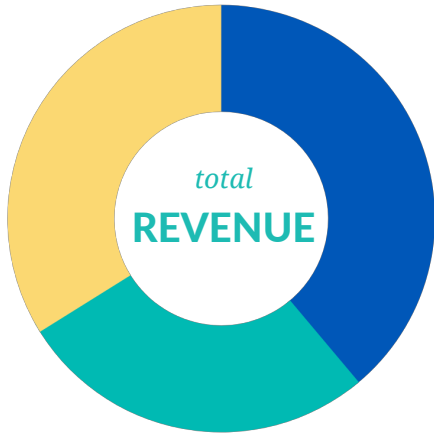





I wish to having a gaming system




Liam, 11
lymphoma



FY23 finances

*FY23 unaudited results



	Public Support Cash	\$1,948,662
	Public Support In Kind	\$1,313,486
	Events	\$1,559,420
Total		\$4,821,568

	Direct Wish Expense	\$2,861,291
	Wish Operations Expense	\$944,474
	Fundraising	\$1,082,622
	Management	\$359,882
Total		\$5,248,269

	Cash	\$5,837
	In Kind	\$4,985
Total		\$10,822



I wish to having a shopping spree

Brianna, 15
cancer



*I wish to zipline
over Hawaii*
Brady, 12
leukemia

ZIPPING AHEAD TO BETTER DAYS



Life changed very quickly for Brady and his family. It took Brady's medical team a week to diagnose him with B-Cell Acute Lymphoblastic Leukemia. Within hours he was whisked from the pediatric unit to the pediatric hematology/oncology department. It was overwhelming and he was in a lot of bone pain. He immediately was scheduled for port surgery and started chemo within 24 hours.

The entire trajectory of the family's life changed. They were staring at a three-year medical journey in a best-case scenario. For Brady, it was troubling to miss out on the things his peers were enjoying. "I had to miss the last half of third grade and the first quarter of fourth grade. I had to quit the basketball team and couldn't participate in fall sports. Even when I was cleared to play some sports, I didn't have much energy and I dealt with neuropathy in my feet."

The promise of a wish couldn't have come at a better time. "Having the anticipation of a wish provided a carrot at the end of a stick for Brady. It gave the long days spent in the hospital a new focus. It was something to dream about. Talking about the happiness of the future helped deal with the difficulties of the present," said Emily, Brady's mom.

Brady thought ziplining over

"My favorite part was the half a mile zipline that lasted an entire 60 seconds over Keana Farms on the North Shore of Hawaii. I zipped it upside down which was really fun."

a tropical forest would be the ultimate fun experience - and it was! "The half a mile zipline that lasted an entire 60 seconds over Keana Farms on the North Shore of Hawaii was my favorite part. I zipped it upside down which was really fun."

Brady's wish was granted just four months after his port removal surgery which gave the entire family a feeling of true closure and celebration to an incredibly difficult cancer journey.

Emily said, "The memories we made will stay with us forever. The mental image of him ziplining upside down like Spiderman, a look of pure joy plastered on his face - it's so special."



"Talking about the happiness of the future helped deal with the difficulties of the present."



Events that *inspire*



Make-A-Wish South Carolina is funded by individuals, corporations and events. We strive to host uplifting and inspiring signature events that move our mission forward. We are grateful to have an outstanding community that provides their support. Fiscal year 2023 was an outstanding year when we witnessed the determination of a record number of individuals raising an equally impressive amount of funds.

WISH NIGHT

The gala moves to Isle of Palms

In 2023, Wish Night moved to Wild Dunes Resort on Isle of Palms. The annual event on IOP was a tremendous success, raising record-breaking funds for 61 wishes. In addition, three wish alumni attended and Nyleek's wish to have a golf cart was granted live onstage.



TRAILBLAZE CHALLENGE®

An unprecedented year of hiking

This fiscal year, Trailblaze Challenge expanded to include a 2nd trail - the Palmetto Trail. The numbers are impressive. Overall this fiscal year, Trailblaze Challenge undertook 6 hikes on 2 trails (6 sections!) within 3 S.C. regions with 350 hikers. In the end, hikers endeavored to grant 119 wishes!



W.I.S.H. SOCIETY

Inspiring achievements

Nine women came together to demonstrate the power of strength and hope this year. Through individual fundraisers and personal networking, they collectively raised \$76,000 for South Carolina children. Lowcountry Honoree, Trudy Billings, was named Woman of the Year after she topped \$25,000 raised.



At Make-A-Wish South Carolina, we know the last 39 years would not have been possible without the creativity and the commitment of countless donors, partners, volunteers, and champions of our work. This year we are humbled to have partnered with new supporters and to have continued our meaningful relationship with existing partners in our mission of creating of life-changing wishes. With **you**, hope is possible.



More than
200
active volunteers



Kids for Wish Kids®
22
schools & universities
participated



More than
10,000
donors made wishes
come true

Life-changing partnerships

Since our partnership began in 2012, TD SYNEX *Share the Magic* has been the chapter's largest corporate partner, funding over 50 wishes annually through their donation. Founded in 2011 by Peter Larocque, President of North America for TD SYNEX, TD SYNEX *Share the Magic* has raised more than \$19 million since its inception for Make-A-Wish South Carolina and three other Upstate children's charities.



TD SYNEX *Share the Magic* provides support for Upstate, South Carolina children and youth facing incredible challenges such as life-threatening illnesses, abuse, neglect, or developmental delays. In 2022, TD SYNEX *Share the Magic* raised more than \$428,000 for Make-A-Wish South Carolina through community and private events, including their Day at the Drive event, golf tournament and Celebration at Hartness.

This year, the power of a wish rippled through the rooms at Greenville's TD SYNEX office when Rhiannon's wish was revealed. The company's executive leadership team, committee members, and their clients and vendors gathered to show their support to 7-year-old Rhiannon who battles a rare disease. With the aid of our friends at Brother International, TD SYNEX packed the room and the crowd roared as Rhiannon was surprised and told, "Your wish to go to Walt Disney World® is coming true!" With a tiara on her head, Rhiannon gazed around the Rapunzel-themed room in wonder. It was a day fit for a princess and brought so much joy to Rhiannon and her family. Wishes like Rhiannon's would not be possible without community and corporate partner support and we're incredibly grateful for TD SYNEX *Share the Magic*'s dedication to investing in our mission.

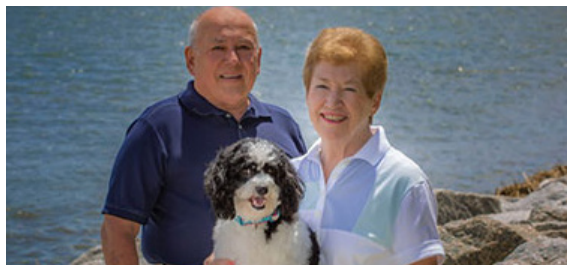


I wish to go to Walt Disney World® Resort
Rhiannon, 7
rare disease

People who *transform lives*

Wishes unite communities and bring people closer together. We are honored to shine a light on a few of the brightest stars in our Make-A-Wish family who light up the lives of wish kids.

Donor Spotlight



Ned and Suzie Allen

Ned and Suzie Allen have been longtime supporters of Make-A-Wish. They have served in many capacities to help fulfill the mission of granting wishes to every eligible child. Ned has served as South Carolina's Board Chairman as well as on the Make-A-Wish America Board of Directors. Suzie has served as the chairperson of the National Board of Alumni. Both are dedicated volunteers as well.

In 2015, Ned was quoted as saying, "I've had families say 'Before the wish, my child had no interest in looking toward to the future,' and they come back from their wish and say 'I didn't realize the world had this much potential and promise.'"

In 2003, Ned & Suzie Allen set up a memorial fund with Make-A-Wish to honor their late grandson, Chip. Because of their generosity and support, they are able to fully fund two wishes each year, bringing hope and joy into the hearts of wish kids and their families.

Legacy Spotlight



Lou and Sue Kinkle

Volunteers Lou and Sue Kinkle are on a mission to help wish families feel renewed energy and joy in Myrtle Beach and beyond. After discovering the life-changing impact wishes had on the families they interacted with, they knew they wanted wish impact to continue for years to come for even more families.

"My husband, Lou, and I are both wish granting volunteers. Together, we've seen the lasting impact that wishes have on children with critical illnesses. We've witnessed firsthand the transformative power of a wish and how it provides hope and joy for all involved. That's why Lou and I have chosen to name Make-A-Wish in our estate plans. I invite you to join us in leaving a legacy of hope and joy for children and families who need it most."



To learn more about creating a legacy, visit wish.org/sc/plannedgiving.

Partner Spotlight

Through community partnerships, corporate donors increase awareness, drive engagement, increase employee morale, and raise funds for wishes. Culver's and Hadwin-White Subaru have made significant impacts as community partners. Culver's has raised more than \$21,000 in fiscal year 2023 during their July wish star campaign. Hadwin-White Subaru raised over \$19,000 this past year through their holiday Subaru Share the Love® Event. And they didn't stop there! Both companies provided in kind support and hosted wish celebrations, making wish families feel extra special.





“There is still beauty in the midst of ashes, rainbows after a storm and light peeking through a forest of darkness. Everybody who makes dreams come true are beautiful rainbows of bright light to me.”



Paula, C'Jaydence's grandmother

I wish to go to Walt Disney World® Resort
C'Jaydence, 11 nervous system disorder



We are inspired by the courage our wish kids and families demonstrate every day. *Their courage and your commitment are what motivate us to keep going.*



I wish to have a shopping spree

Grant, 11
leukemia

I wish to have a king size bed

Brynn, 16
transplant



I wish to have a hot tub

Sarah Grace, 7
cancer



You are essential to wishes.

Commitment, creativity, celebration, courage, community...you. That's what it takes to make wishes come true. As we embark upon the next 39 years, we are so grateful for the way our Make-A-Wish community has rallied around families of South Carolina — and we are so excited for what lies ahead. Here's a sneak peek into a few events in 2024 that we're looking forward to!

A Look Ahead: 2024



1. Our chapter turns 40!

2024 marks the 40th anniversary of the South Carolina chapter. We'll celebrate the legacy of life-changing wishes granted over the last 40 years, the people and community who have made wishes come true and we'll also look forward to the possibilities of the next 40 years.



★ CELEBRATING 40 YEARS OF WISHES ★

2. Trailblaze Challenge® enters it's 10th season

Another milestone is forthcoming in 2024 as our popular hiking program, Trailblaze Challenge, launches it's 10th season in the fall. It'll be a time to cheer the many miles that have created many smiles across the state and across the trails - all thanks to dedicated hikers.

3. World Wish Month 2024

WishMakers wanted! In April 2024, Make-A-Wish® will issue an international invitation to join our mission and create the phenomenal power of wishes for waiting wishes and future generations.



I wish to have a wheelchair accessible golf cart

JJ, 10
nervous system disorder



Thank you for helping us create lasting hope every day!

Make-A-Wish®

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