



*I wish to have a
toy poodle puppy*

Bryce, 10
blood disorder

2023 Wish Report

In our 2023 fiscal year, we granted **307** wishes to children with critical illnesses in the greater Bay Area and assisted with **108** wishes from other chapters. With the help of supporters like you, we achieved a 12% increase in wishes granted and a 30% increase in wish assists granted compared to our 2022 fiscal year. As we enter our 40th year of granting wishes to children in the greater Bay Area, we envision a future where our impact continues to grow!

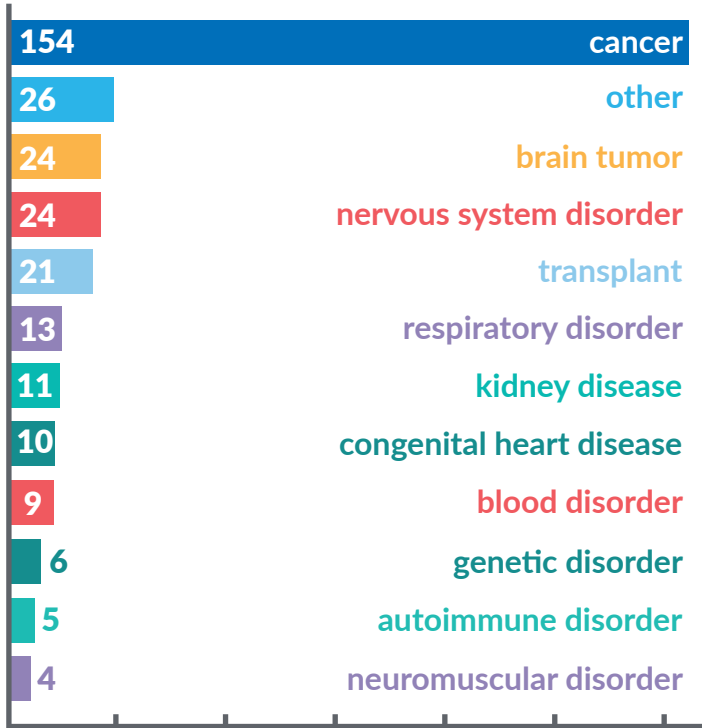
2024 marks our 40th birthday as a chapter, and your unwavering support helped us achieve this milestone!

Make-A-Wish[®]
GREATER BAY AREA



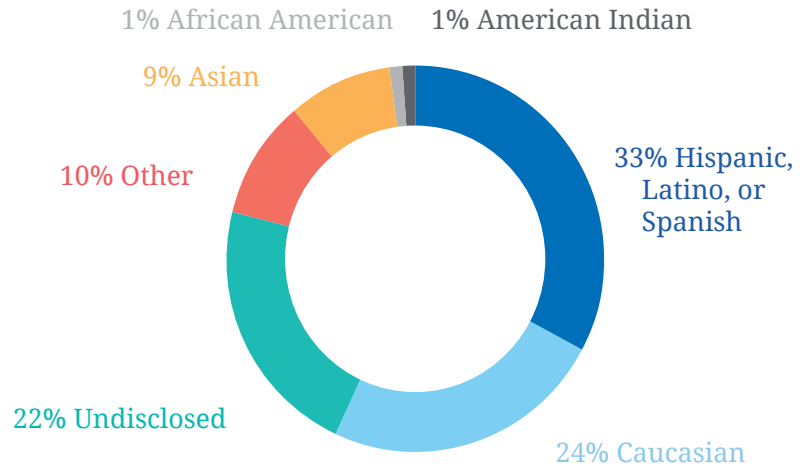
Wishes granted by medical condition

Granting a wish to a child battling a critical illness restores a piece of their childhood, allowing them to rediscover hope—a pivotal moment in their treatment and recovery journey.



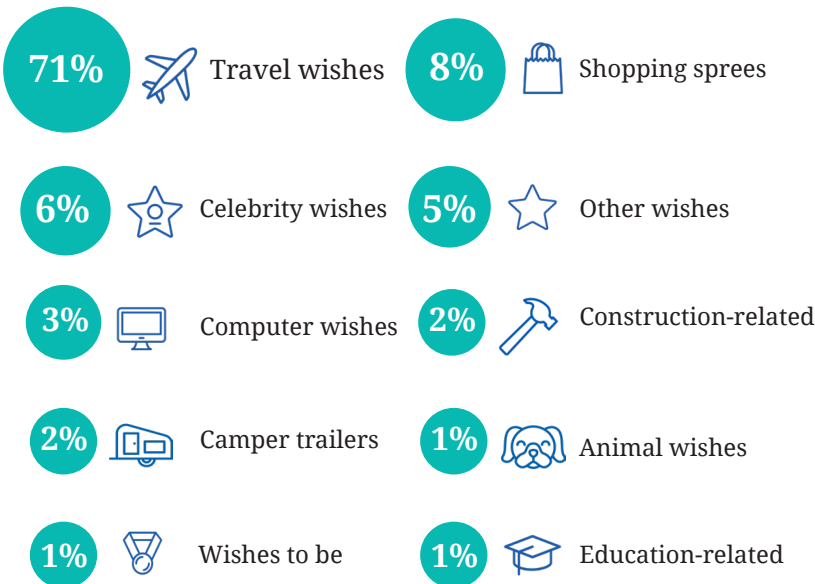
Wishes granted by ethnicity

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.



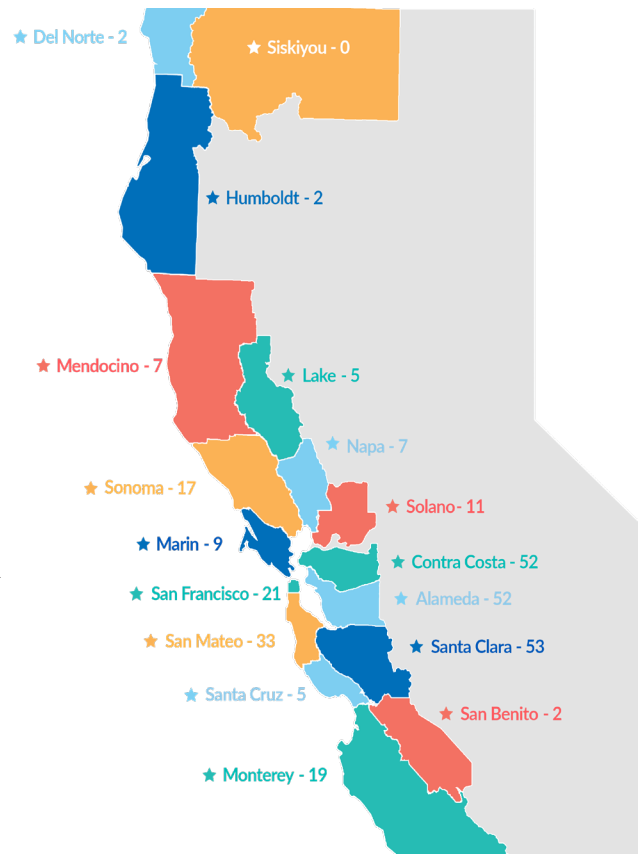
Wishes granted by type

While each wish is unique to each child, they typically fit within five categories: I wish to have, I wish to meet, I wish to go, I wish to be, and I wish to give.



Wishes granted by county

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

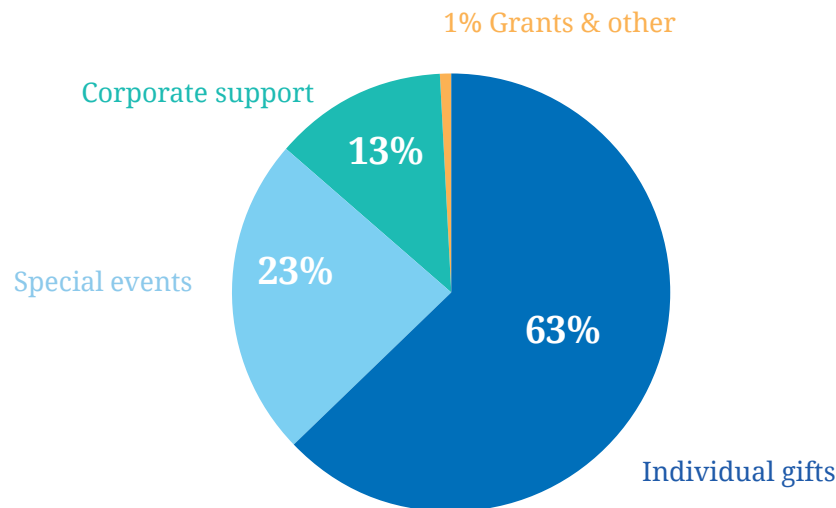


* Map and ethnicity data do not include wishes granted through Make-A-Wish America's Wish Exchange program, wish assists, or wish families who moved out of our territory during the wish process.



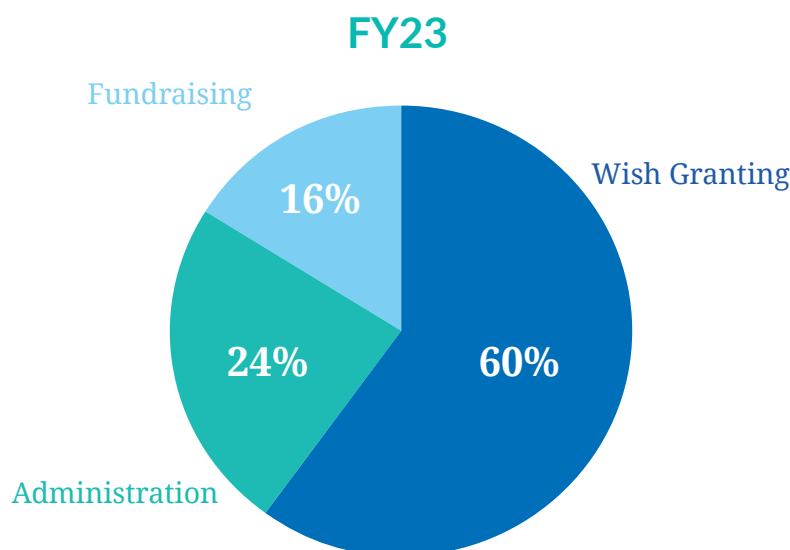
How our funds are raised

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 the 2022 fiscal year, our grant line included the COVID-19 PPP forgiveness loan in our funding. However, our 2023 fiscal year grant line indicates a substantial decrease in grant funding as the loan is no longer recognized. Our current grants are received from private foundations and now mirror percentages closer to one percent of the total funds raised, similar to the pre-pandemic period.



How our funds are spent

In our 2022 fiscal year, we still had limitations in wish granting due to ongoing travel restrictions, supply chain and service shortage issues, and wish postponement related to COVID-19. As more pandemic restrictions have lifted, we've increased our spending on wish granting in our fiscal year 2023. It's important to note that, during this time, we also experienced challenges of higher costs for travel, goods, and services due to inflation, increasing the overall cost of wish granting. In addition to inflation, another major contributor to the rise in wish costs was the increase in travel wishes, from 38% in FY22 to 71% in FY23.





*I wish to be a
fashion designer*

Vivek, 19
leukemia

Inspiring hope through designs

Vivek was diagnosed with leukemia two days after his high school graduation. His plans for college and a bright future were abruptly halted, and instead of heading to UCLA, Vivek underwent 186 days of intensive treatment. To cope with the isolation and uncertainty, he turned to art therapy, sketching and transforming his drawings into shirts.

For his wish, Vivek wanted to bring hope to children in similar situations facing critical illnesses. Working together with Make-A-Wish Greater Bay Area and Macy's Sun + Stone clothing line, Vivek used the designs he sketched in the hospital to create clothing with inspirational messaging for children like him.

"It's always been a dream of mine that I could help other kids going through the same thing by creating these designs," says Vivek. "After all, my designs helped me get through my treatments, and maybe they can help others get through theirs."

Vivek launched three unique clothing designs through Macy's Sun + Stone for online and in-store purchase. In honor of his wish, Macy's donated 50% of the December 2022 sales of Vivek's collection back to Make-A-Wish Greater Bay Area, raising \$20,000 to grant more wishes.

"People always ask why I am in the field that I'm in," Dr. Ram Rao, Vivek's primary doctor and a Pediatric Hematology Oncology Fellow at Stanford University, said at Vivek's wish celebration. "It's days like this. To see Vivek put so much effort and creativity behind it and not do it for himself, but to help others, really gives you a real perspective on life. This is why I do what I do."

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