

Make-A-Wish®
WISCONSIN

Annual Report
FISCAL YEAR 2023 (Sept. 1, 2022 - Aug. 31, 2023)



*I wish to go to
the Walt Disney
World® Resort*

Callisto, 4
nervous system
disorder

Leadership

FY23 BOARD OF DIRECTORS

Executive Board

Craig Faust, Board Chair
Inpro Corporation
Beth Straka, Vice Chair
WEC Energy Group
John Herbers, Legal Chair
Reinhart Boerner Van Deuren s.c.
Tony Sikorski, Fundraising Chair
GE Healthcare

Shelia Dodds, MSW, Wish Granting Chair
Children's Wisconsin
Shannon Kobylarczyk, Treasurer
ManpowerGroup
Jona Mancuso, Secretary
Carma Laboratories
Luis Arroyo, Immediate Past Chair
Michael Best & Friedrich LLP

Board Members

Blaise Beaulier
Community Volunteer
Michael Bond
Snap-on Incorporated
Kathy Bubeck
Badger Mutual Insurance Company
Brian Dranzik
Milwaukee Mitchell International Airport
Cathy Dworak
Green Bay Packers
Christa Graverson
Baird
John Hagenow
Fusion Recruiters, LLC
Gavin Hattersley
Molson Coors Beverage Company
Kelly Kauffman
Milwaukee Bucks
Chris McIntosh
University of Wisconsin

Sherri Mowery Perrigo
Community Volunteer
Julie Niznansky
Associated Bank
Tammy Noll
Vyaira Medical
Shea O'Rorke
Northwestern Mutual
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AMPED Association Management
Katina Shaw
Milwaukee Brewers
Rich Thompson
ABC Supply Company
Colleen Valkoun
Community Volunteer
Dana World Patterson
Foundations for Freedom, Inc.

Advisors to the Board

Amanda Brandow, DO, MS
Michele Frommelt, M.D.
Susanne Gidan, MSW
Jill Grevenow, NP
David A. Margolis, M.D.

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

Hope begins with you.

I wish to go to Hawaii

Noelle, 5
cancer

It gives us great pleasure to report that Fiscal Year 2023 was another successful year for Make-A-Wish® Wisconsin! Thanks to the support of thousands of donors and volunteers like you, our chapter granted life-changing wishes for 382 children who are battling critical illnesses.

Every day, wishes like Noelle's come true – wishes that allow kids to see beyond their illnesses, to glimpse what the future could bring. And that kind of hope can give them a better chance of recovering.

Noelle's mom, Jaclyn, shared that "this wish allowed all of us to take a breath. We shared and created so many happy memories on this trip. We were able to take a step away from the hospital life and the nonstop worrying in every moment."

We know that this work is never done. Every 20 minutes, yet another child is diagnosed with a critical illness. Suddenly, their future is filled with painful treatments, long hospital stays and isolation from their friends and family.

But no matter what, this much is certain: Supporters like you will be there, stepping up to give more children the strength to fight their illnesses and the joy of simply being a kid again. For that, there are no words to thank you enough.



Craig Faust
Board Chair



Patti Gorsky
President & CEO



Make-A-Wish Foundation® of Wisconsin
Statement of Activities

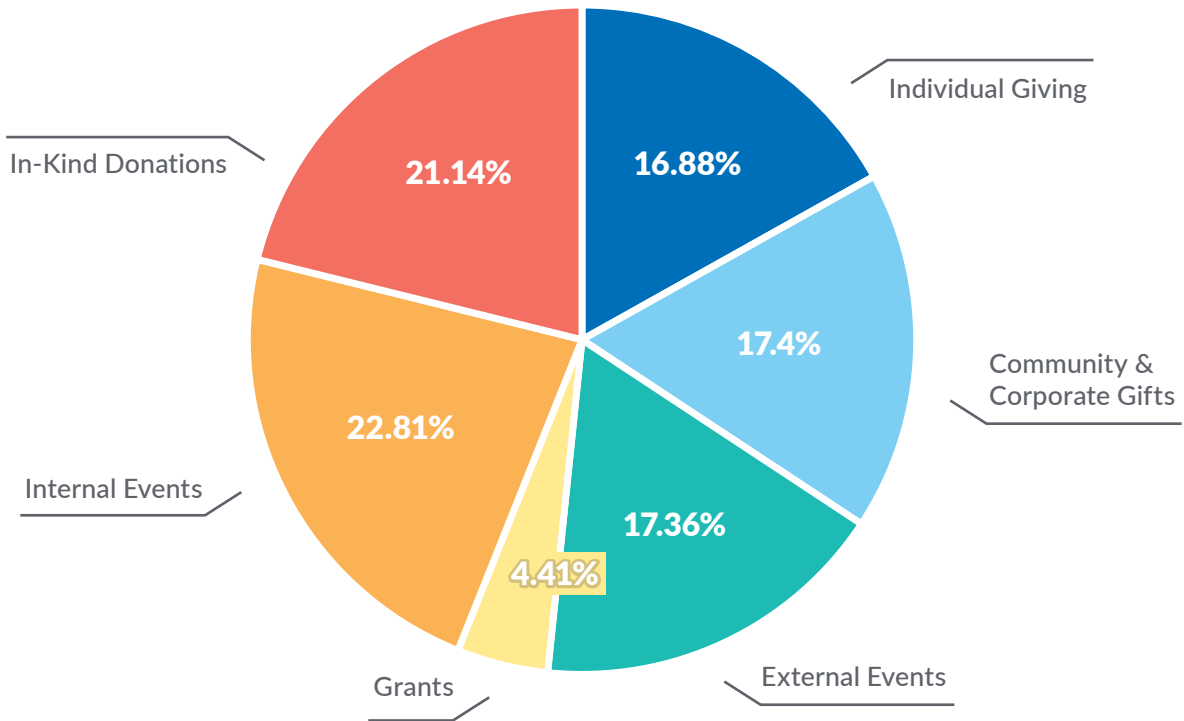
YEAR ENDED AUGUST 31, 2023

(With summary totals for year ended August 31, 2022)

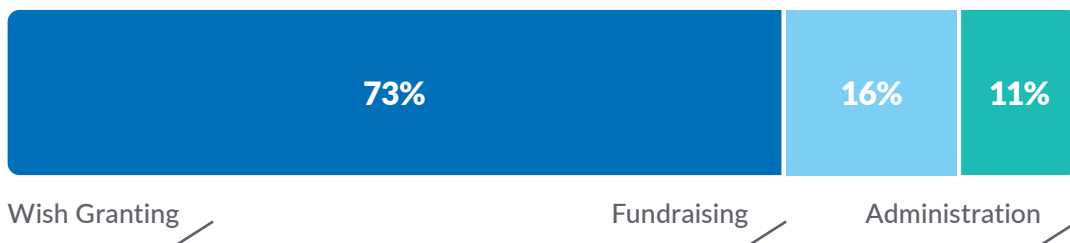
	Without Donor Restrictions	With Donor Restrictions	2023 Total	2022 Total
REVENUES, GAINS, AND OTHER SUPPORT				
Public Support:				
Contributions, Cash	\$ 5,413,183	\$ -	\$ 5,413,183	\$ 4,940,465
Contributions, Donated Goods and Services	1,829,700	392,162	2,221,862	1,591,007
Grants	463,183	-	463,183	753,027
Total Public Support	7,706,066	392,162	8,098,228	7,284,499
Internal Special Events, Cash	2,771,253	-	2,771,253	3,076,516
Internal Special Events, Donated Goods and Services	200,548	-	200,548	255,900
Less Costs of Direct Benefits to Donors	(557,524)	-	(557,527)	(544,592)
Total Internal Special Events	2,414,277	-	2,414,277	2,787,824
Investment Gain, Net	1,174,923	11,690	1,186,613	(2,199,457)
Forgiveness of Paycheck Protection Program Loan		-	-	269,797
Other Income	5,841	-	5,841	1,650
Net Assets Released from Restrictions	676,662	(676,662)	-	-
Total Revenue, Gains, and Other Support	11,977,769	(272,810)	11,704,959	8,144,313
 EXPENSES				
Program Services:				
Wish Granting	7,509,025	-	7,509,025	6,241,668
Support Services:				
Fundraising	1,675,544	-	1,675,544	1,512,360
Management and General	1,174,189	-	1,147,189	1,014,196
Total Support Services	2,882,733	-	2,882,733	2,526,556
Total Expenses	10,331,758	-	10,331,758	8,768,224
CHANGE IN NET ASSETS	1,646,011	(272,810)	1,373,201	
Net Assets - Beginning of Year	16,863,391	2,158,659	19,022,050	19,645,961
NET ASSETS - END OF YEAR	\$ 18,509,402	\$ 1,885,849	\$ 20,395,251	\$ 19,022,050

Funding

WHERE DOES IT COME FROM?



WHERE DOES IT GO?



Wishing for Fishing

Evan is your typical, always-on-the-go, video-game-playing, Sour Patch Kid-eating, outdoors-loving, 11-year-old kid. Except, unlike most kids, Evan battles a medulloblastoma, a malignant brain tumor that arises in the cerebellum, a part of the brain located at the base of the skull.

During his time at UW Health American Family Children's Hospital, Evan was referred to Make-A-Wish Wisconsin, and it didn't take him long to decide on his wish: a boat to go fishing. Evan's mom, Chelsie, had this to share about his wish:

"Evan has been doing relatively well during his chemotherapy treatments but the last cycle really knocked him down for awhile. It took about two weeks after the wish reveal before he could actually use the boat and one of the reasons was treatment and recovery.

The day we finally got him out on the water he had spent all day on the couch. When my husband got home from work that day he asked Evan if we should go out on the boat. Evan got a huge smile on his face immediately and finally perked up. We were only on the water for an hour but his energy level and state of mind improved immensely! He kept saying how much he loved the boat and how amazing it was.

I asked Evan if getting this boat made it worth having cancer. He immediately said, "No, but it sure makes it easier and it's nice to have something to look forward to after treatments."

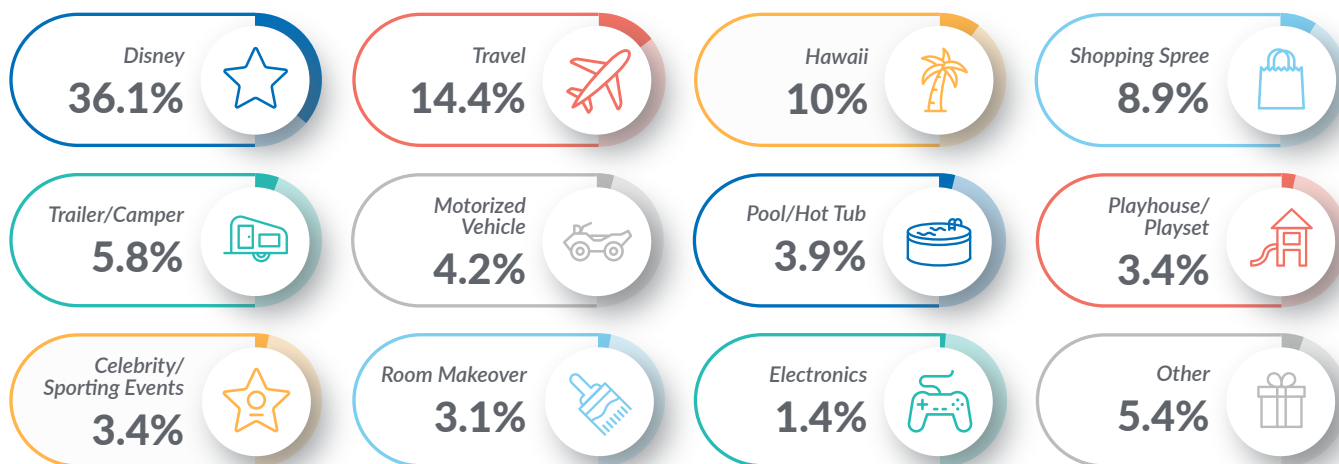


*I wish to have
a fishing boat*

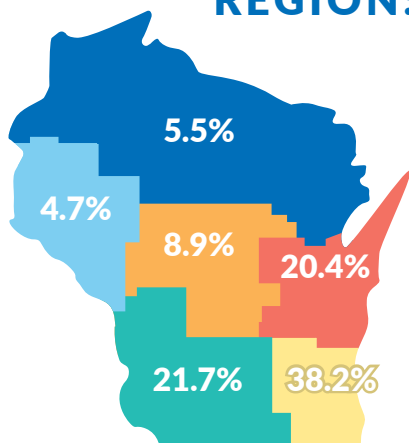
Evan 11
brain tumor

382 Lives Transformed

WISH TYPES THIS YEAR:



WISHES BY REGION:



Southeastern	38.2%
Southwestern	21.7%
Northeastern	20.4%
Central	8.9%
Northern	5.5%
Western	4.7%
Out of Territory	0.6%

WISHES BY DIAGNOSIS:

Leukemia	19.63%
Cancer	13.35%
Nervous System Disorder	10.73%
Lymphoma	7.85%
Respiratory Disorder	7.33%
Brain Tumor	6.81%
Congenital Heart Disease	6.81%
Liver Transplant	4.45%
Genetic Disorder	3.14%
Kidney Disease	3.14%
Blood Disorder	2.88%
Heart Condition	2.36%
Neuromuscular Disorder	2.36%
Other	9.15%

"It's an unsaid power that wish experiences give kids. These kids are living longer, they're living better, they're having more fun in their lives. And it all started with one experience ... their wish." - Anup Patel, MD, Nationwide Children's Hospital

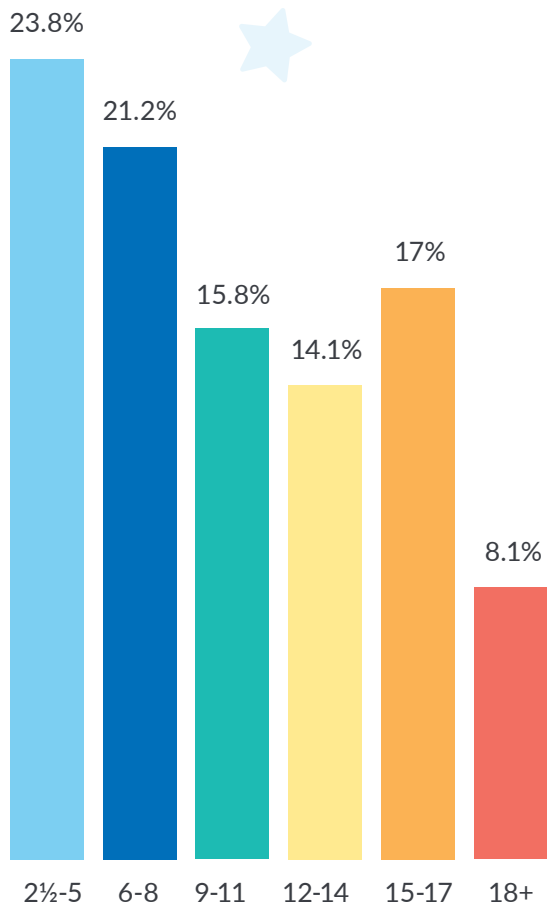
WHO IS ELIGIBLE?

A child with a critical illness who has reached the age of 2½ and is younger than 18 at the time of referral and has not received a wish from any other wish granting organization is potentially eligible for a wish from Make-A-Wish Wisconsin.

After a child is referred, Make-A-Wish will work with the treating physician to determine the child's eligibility for a wish, i.e. suffering from a progressive, degenerative or malignant condition currently placing the child's life in jeopardy.

These are the only criteria used to determine a child's eligibility.

WISHES BY AGE:



*I wish to go to
the Walt Disney
World® Resort*

Sebastian, 3
leukemia





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