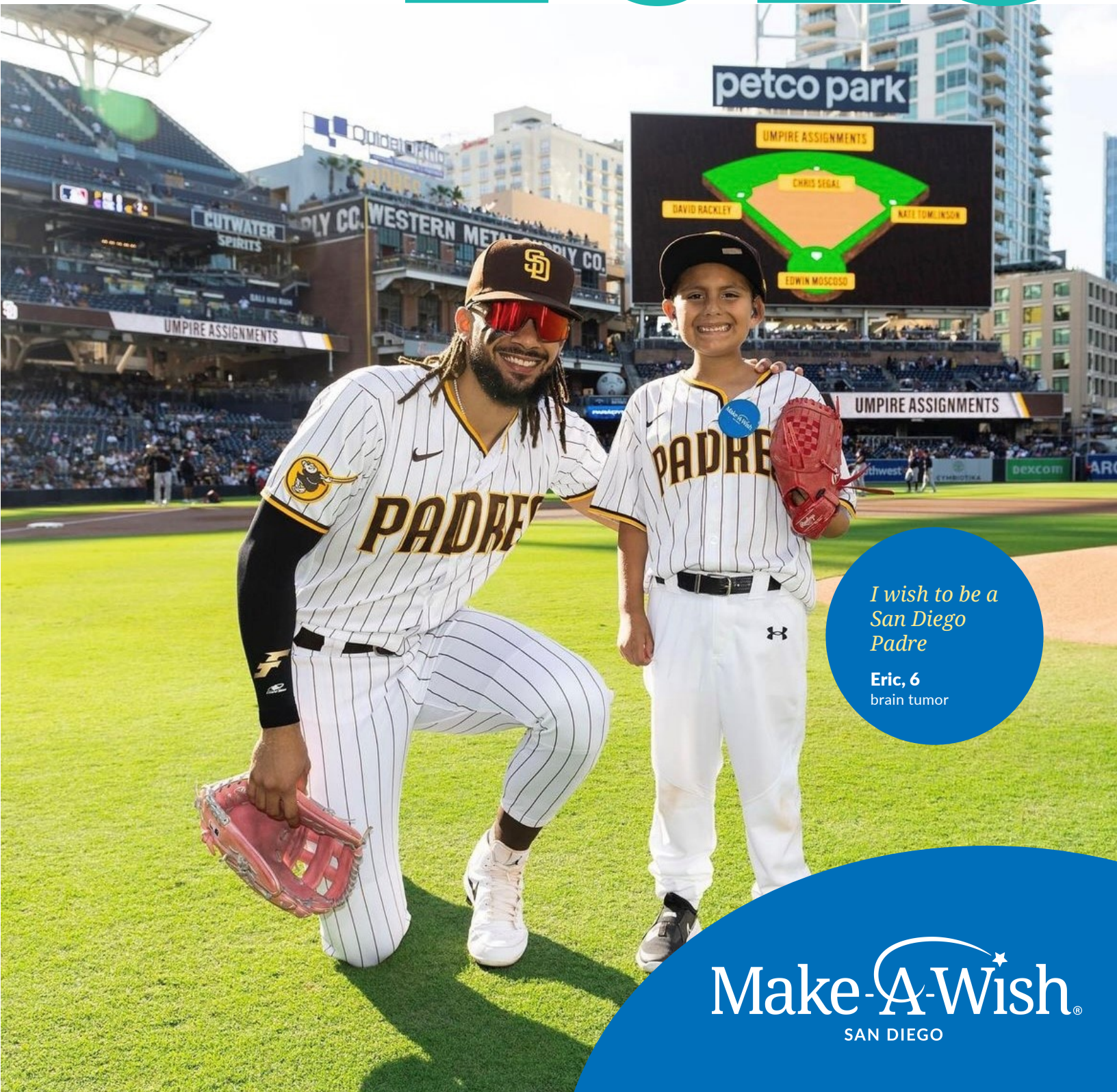


A WISH BEGINS WITH HOPE.

HOPE BEGINS WITH YOU.

ANNUAL REPORT
FISCAL YEAR 2023

2023



*I wish to be a
San Diego
Padre*

Eric, 6
brain tumor

Make-A-Wish
SAN DIEGO

LETTER FROM THE CEO

Suzanne Husby



Dear Friends of Make-A-Wish San Diego,

Our mission is simple: together, we create life-changing wishes for children with critical illnesses and I'm proud to lead our dedicated team in carrying out this important work every day. As you read through our FY23 Annual Report and learn about the 222 life-changing wishes that were granted, you will also get to know our board of directors, staff, and volunteers who work together to make wishes possible. Families often say that dealing with their child's illness felt isolating, but the wish experience made them feel supported and cared for, often by people they had never met. This is why the Make-A-Wish mission is so very special, it brings people together.

Our national Make-A-Wish network is comprised of 58 local chapters, each serving kids in their own communities and for us, that means our wish families, medical partners, volunteers, donors, and staff all live here in San Diego and Imperial Counties. We are neighbors helping neighbors.

As each child chooses their wish, our team of volunteers and staff work together to plan the most meaningful experience, which always involves members of our community. Sometimes it's an established partner like La Costa Limousine, Playground Warehouse, or the San Diego Padres and other times it's an individual or business who hasn't yet had the opportunity to help grant a wish.

Whether the support is large or small, the child's wish would not have been the same without each person who said "yes" when we asked. The baker who donated waste bin-shaped cookies for a wish to be a trash truck driver, the painter who made sure an e-bike was a teen's favorite shade of purple, the tech expert who donated their time to set up a brand-new gaming computer... the gift of time and kindness provided by these community members made each child's wish feel even more special.

On a personal note, this year I celebrated my 20th anniversary on staff, helped grant many local wishes as a volunteer Wish Granter, and completed the 28-mile Trailblaze Challenge hike for the fifth year. I'm proud to be part of this incredible mission and believe wholeheartedly in the power of a wish. If you're already a member of the community that makes wishes come true, I thank you, and if you're not yet involved but would like to be, please reach out; there is a place for everyone here at Make-A-Wish.

Sincerely,

Suzanne Husby

Suzanne Husby
President and CEO, Make-A-Wish San Diego



*I wish to have
a puppy*

Holly, 11
cystic fibrosis



I wish to have a greenhouse
Edan, 15
 leukemia

MAKE-A-WISH SAN DIEGO BOARD MEMBERS

Board Officers



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



Tiffany Scarborough
VICE CHAIR
 Biotech Industry
 (Retired)



Caroline Perry
TREASURER
 Chief Operating Officer,
 San Diego Padres



Warren Ruiz
SECRETARY
 Director of Supply Management
 San Diego Gas and Election



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

Board Members



Carolina Araya
 Sr. VP, Strategic Accounts,
 AMN Healthcare



Tom Brown
 President,
 Sierra Pacific West



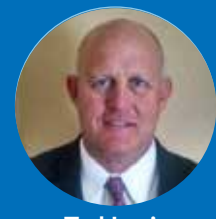
Dan Fitzgerald
 President & CEO, Pacific
 Southwest Structures, Inc.



Kim Hegardt
 President,
 Names Family Foundation



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



Ted Lavin
 President & CEO,
 Incentives Credit
 Advocate



Angie Robert
 Executive Communications
 Leader, Intuit



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



Justin Tomlin
 Chief Strategy Officer,
 TotalMed, Inc.



Jessica Wakefield
 VP, Engineering & Operations,
 Sony Interactive Entertainment



Dai Logan
 Community Volunteer



Vivianne Villanueva Dhupa
 Community Volunteer

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.

2024 VOLUNTEER AWARD RECIPIENTS

Congratulations to our 2024 Volunteer Award Recipients! Thank you for all that you do.



Wendy Remington
Rookie of the Year



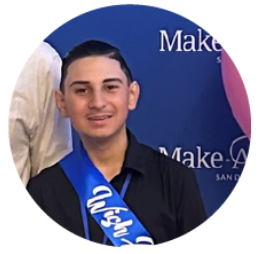
Alyssa Erb
Events Shining Star



John Mangiaracina
Wish Greeter of the Year



Blanca Equihua
La Estrella del Año



Giovanni Giannone
Leader of the Future



Michele Wulff
Dynamic Duo



Judy Sweet
Dynamic Duo



Sherri Gonzalez
Mentor of the Year



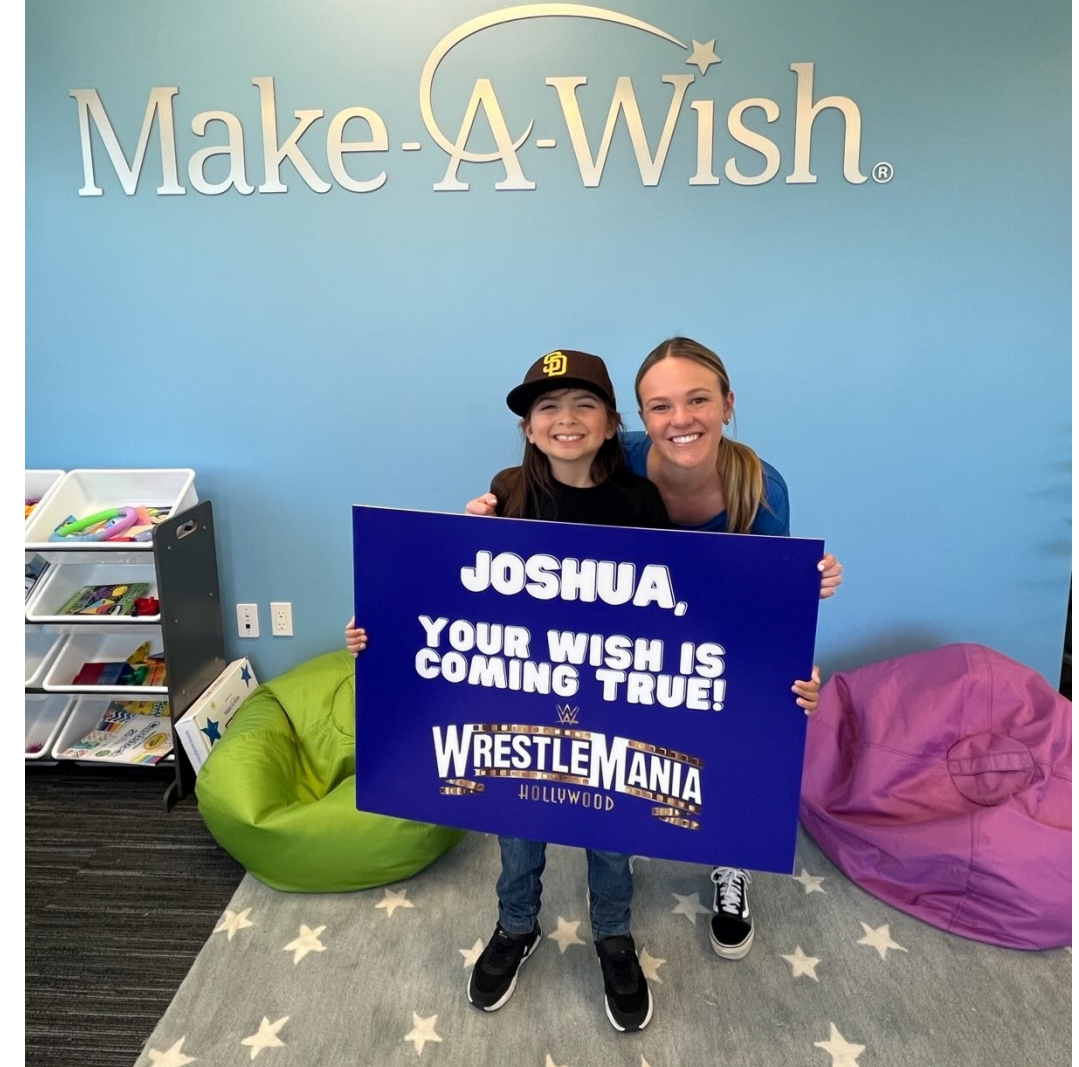
Kate Nicholls
Volunteer of the Year



Heather Rider
Wish Granter of the Year



Liz Farnsworth
Trevor Stolebarger Heart & Soul Award



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 can help kids envision life beyond their medical conditions, decrease a family's anxiety, and bring entire communities together.

 <p>STEP 1 Referral</p> <p>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 can be referred.</p>	 <p>STEP 2 Medical Eligibility</p> <p>To be eligible for a wish, the child must be diagnosed with a critical illness that is currently placing their life in jeopardy.</p>	 <p>STEP 3 The Wish</p> <p>Our dedicated wish-granting volunteers meet with the child and their family to help determine the heart of the child's wish.</p>	 <p>STEP 4 Creating Joy</p> <p>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.</p>
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Visit wish.org/refer to learn more or to refer a child today.

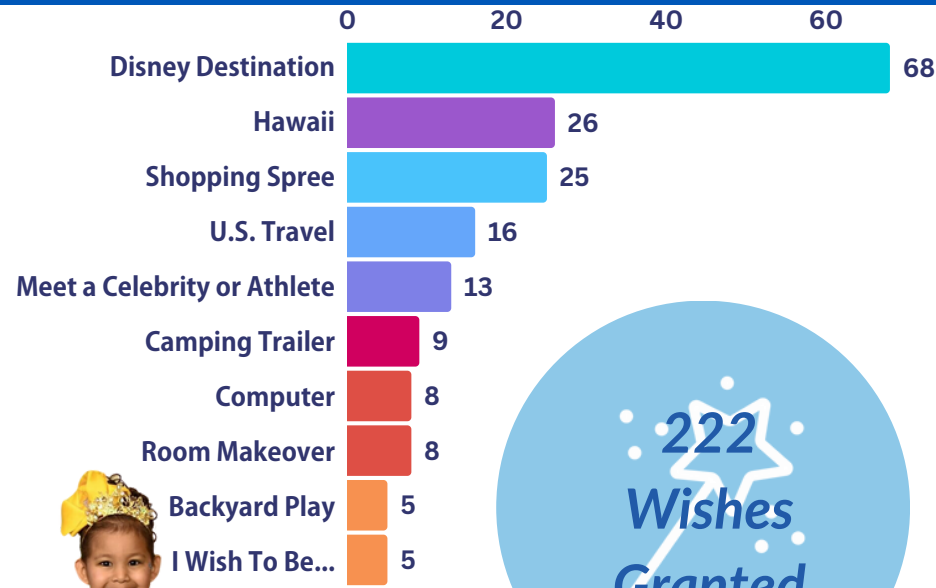
Thank you to all our medical partners and referral sources who help us reach more eligible children every year!

Who Can Refer A Child

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



Most Popular Wishes



I wish to go to Disney World

Eliana, 5
leukemia

Lizzie's Wish



Elizabeth "Lizzie" loves her family, her friends, and her pets. Two of those pets - pigs Moose and Marvin - are especially cherished, as they have helped 6-year-old Lizzie deal with numerous chemotherapy treatments, as well as various other procedures for her leukemia diagnosis. In fact, she loves her pet pigs so much that she was inspired to wish for a "piggy-themed play structure" for her backyard! Thanks to our corporate partner Genentech, along with community volunteers, her wish for a play structure became a reality, where she, her family, and her pigs can enjoy many outdoor moments together.

Lizzie's medical journey began with a sudden diagnosis shortly after her 4th birthday, leading to intense treatments. "It was a complete shock; we did not see it coming," Lizzie's mother said. Diagnosed with acute leukemia, Lizzie underwent chemotherapy treatment - including at one-point - daily chemo treatments for a month, lumbar punctures, and surgery for a chest port. Throughout it all though, her pet pigs Moose and Marvin provided comfort, solidifying their place as cherished family members.

Lizzie's wish day started with a classroom celebration and homemade cookies that were decorated with yellow ribbons symbolizing childhood cancer. A limo ride to Dave & Buster's to enjoy games while the structure was assembled followed. The highlight of the day was the surprise unveiling of her custom-built playground, accompanied by a rock painting activity with her friends. "My family and friends are amazing. I love them so much," Lizzie said about the day's events.

Lizzie recently rang the bell of triumph, symbolizing the completion of her chemotherapy.

"She loves those pigs... They will go into her bedroom with her and she reads them stories. Sometimes she's a teacher and she teaches them. They both love her, too,"
said Lizzie's mom, Iliana.



INTERNATIONAL TRAVEL IS BACK

Exciting news: international travel wishes will officially resume on September 1, 2024 for the first time since the pandemic!



OUR MISSION

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

Since 1983, Make-A-Wish San Diego has granted over 5,200 life-changing wishes for children in San Diego & 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.

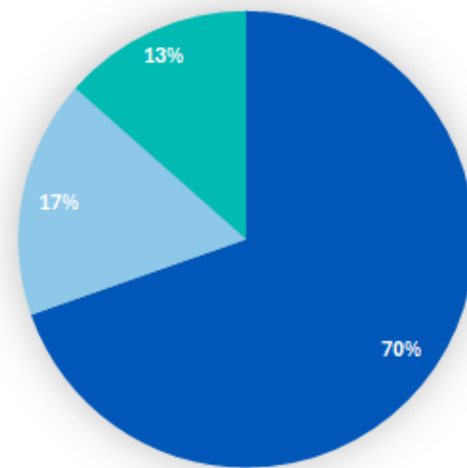
Financials

Make-A-Wish Foundation of San Diego, Inc.
Year ended August 31, 2023*

Total Revenue	\$5,870,906
Total Expenses	\$6,202,913
Total Net Assets	\$7,941,573

Operating Expenses*

Wish Granting	\$4,319,813 (70%)
Management and General	\$1,046,247 (17%)
Fundraising	\$836,853 (13%)



● Wish Granting
● Management and General
● Fundraising

Copies of our audited financial statements for the year ended August 31, 2023 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



Stefanie Muñoz
Chief Development Officer



Christine Reed, MBA
Director, Communications



Ariadna La Salle
Director, Wishes



Carter Weast
Donor Relations Manager



Lyon Frazier
Database & Operations Manager



Kelli Loper
Wish Assist Manager



Grace Da Silva
Special Events Manager



Hallie Noel
Medical Outreach Manager



Lauren Rigby
Volunteer & Community Engagement Coordinator



Sofia Besneirigoyen
Sr. Bilingual Wish Coordinator



Zully Racik
Development Coordinator



Colleen Edwards
Events Coordinator



Jason Reyes
Marketing Coordinator



Frida Cortez
Bilingual Wish Coordinator



Avery Moon
Fundraising Partnerships Coordinator



Fernanda Quezada
Bilingual Wish Coordinator

CREATE A LEGACY OF WISHES

POPULAR WAYS TO GIVE

- Cash donation
- Naming Make-A-Wish® San Diego in your will (bequest) or living trust
- Naming Make-A-Wish® San Diego as a beneficiary of a retirement account
- Giving from your IRA
 - Qualified Charitable Distribution (QCD)
 - Required Minimum Distribution (RMD)

GIFTS THAT PAY YOU BACK

- Charitable Remainder Trusts
 - Annuity Trust
 - Unitrust
- Charitable Gift Annuities
 - Current
 - Deferred
 - Flexible

OTHER WAYS TO GIVE

- Charitable Lead Trusts
- Appreciated stocks and other assets
- Life insurance
- Donor Advised Fund

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

You can make the *impossible possible.*

Make-A-Wish.
WISHES IN FLIGHT.

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

Tickets on Sale!

STARS THAT SHINE

PRESENTED BY **PSSI**
PREFERRED SEATING SOCIETY

SATURDAY, 5PM-11PM
10 * 12 * 2024
PARK HYATT AVIARA RESORT

Make-A-Wish SAN DIEGO | **W** | wine & wishes GALA

CREATE A LEGACY

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

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 in the future. Planned Giving Contact: Stefanie Muñoz, Chief Development Officer, (619) 279-5202, or smunoz@sandiego.wish.org



I wish to have a barn makeover

Kaylee, 13
leukemia

Photo: Joe Ramirez



PHONE: 858.707.9474

EMAIL: INFO@SANDIEGO.WISH.ORG

WEB: WWW.SANDIEGO.WISH.ORG



STAY CONNECTED!

Follow us and share your Make-A-Wish moments on social media!



[@Make-A-Wish San Diego](https://www.facebook.com/Make-A-Wish-San-Diego)



[YouTube.com/wishsandiego](https://www.youtube.com/wishsandiego)



[@wishsandiego](https://www.instagram.com/wishsandiego)



[Make-A-Wish San Diego](https://www.linkedin.com/company/Make-A-Wish-San-Diego)

Make-A-Wish San Diego Office

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