



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

The following giving categories represent common expenses related to wish-granting, and your unrestricted gift ensures that we can use your investment where and when it is needed most. Our staff will be happy to report the impact of your support in your chosen area of interest.

OPERATIONAL SUPPORT

The following opportunities allow a donor to support the essential programs that move the mission forward and support the granting of life-changing wishes. Donors will receive impact reports describing the strategies and successes of these mission critical initiatives.

Airfare \$300,000 Annually

Over 65% of our wishes involve travel, and airfare is our highest wish cost.

Recognized Office Space: \$100,000 Annually

While we serve the entire state of Iowa, our central office provides office and meeting space, donor processing and storage. **Name and design opportunity for a 5-year commitment.*

Luggage Fees: \$30,000 Annually

Little things add up. This is especially true when it comes to expenses like luggage fees. With fees starting at \$40/bag, this expense, which never takes the form of an in-kind gift, heavily impacts the wish-granting budget.

Volunteer Support: \$30,000 Annually

Support our statewide volunteer program. Cover the cost of background checks, t-shirts and supplies for our volunteer base. Supporting the 600+ Make-A-Wish Iowa volunteers, supports every wish across the state.

Technology Partner: \$25,000 Annually

Maintain our current level of technology providing for internet, phone, applications for managing wishes and replacement laptops.

Staff Development: \$15,000 Annually

A non-profit's mission cannot be fulfilled without the hard work of every team member. By investing in staff education, training and growth, we reduce turnover and continue to build a strong and efficient team.

Translation Services: \$10,000 Annually

As we continue toward our vision of reaching every eligible child, we must ensure our materials are available in multiple languages as well as providing translation services during the wish journey.

Wish Enhancements: \$11,250 Annually

When volunteers are working with the wish child and their family, we bring ice breaker gifts and wish enhancements. Your funds will bring joy to all wish kids and their families.

Wish Family Backpacks & T-shirts: \$7,000 Annually

All wish families receive a Make-A-Wish t-shirt. These shirts identify our wish kids as part of the Make-A-Wish family, allowing more seamless interactions with our wish partners and boost awareness for Make-A-Wish Iowa.

Stock the Fridge: \$500 Monthly

Keep the Make-A-Wish Iowa staff energized and ready to serve our wish families. Provide team snacks and beverages as a little thank you to keep the team going strong all month long.



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DIRECT WISH GRANTING SUPPORT:

The following opportunities represent wishes based on a yearly average. Donors will receive stories of children whose wishes have been granted through their generosity and join our Circle of Hope program.



| OPPORTUNITY | FIVE YEAR COMMITMENT | ONE YEAR COMMITMENT | ENDOWMENT COMMITMENT |
|---|----------------------|---------------------|----------------------|
| Wishes for Children with Cancer | \$5,775,000 | \$1,155,00 | \$28,875,000 |
| Florida theme park wishes | \$4,275,000 | \$855,000 | \$21,375,000 |
| Wishes for Children with Cystic Fibrosis | \$1,500,000 | \$300,000 | \$7,500,000 |
| Hawaii Wishes | \$1,350,000 | \$270,000 | \$6,750,000 |
| Emergency Wishes <i>Wish timeline 0-3 months</i> | \$750,000 | \$150,000 | \$3,750,000 |
| Wishes for Children with Cardiac Conditions | \$600,000 | \$120,000 | \$3,000,000 |
| Travel Trailers | \$500,000 | \$100,000 | \$2,500,000 |
| Electronic Wishes | \$255,000 | \$45,000 | \$1,125,000 |
| Endow One Wish Forever in a County | | | \$300,000 |

**There are many other types of wishes being granted, and opportunities for support may be further customized to your personal interest area.*

EVENT SPONSORSHIP: wish.org/iowa/events

Upcoming special events and sponsorships can be found on our website, including Wishes on Deck and local Gala's.

IMPACT:

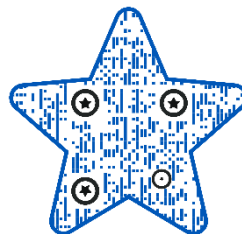
When you support Make-A-Wish Iowa, you're not only giving children a piece of their childhood back, but also bringing families closer together and uniting entire communities. Scan below to hear from our wish families:



[James' Wish](#)



[Evan's Wish](#)



[Lucy's Wish](#)



[Gavin's Wish](#)



TEAM UP WITH ONE OF THE MOST RECOGNIZED BRANDS IN THE COUNTRY

Make-A-Wish Iowa grants life-changing wishes for Iowa children with critical illnesses. The Make-A-Wish brand resonates with consumers, and an alignment with Make-A-Wish can drive increased sales and customer loyalty for our sponsors.

TOP 10%

Make-A-Wish ranks in the top 10 percent of all U.S. brands for quality, trust, social impact, shared values, and reputation.

#2 MOST LOVED

Make-A-Wish ranked in the top 5 of Morning Consult's 2022 "Most Loved Nonprofits."



78%

of consumers feel they are doing something positive for their community by purchasing from a company that supports Make-A-Wish.



71%

of consumers are more likely to choose a company that supports Make-A-Wish over other companies.



87%

of consumers will purchase a product because a company advocated for an issue they cared about.



92%

of employees agree they would be more committed to their employer if their employer was to support Make-A-Wish.

WHICH PARTNERSHIP WORKS FOR YOU?

SPONSORSHIP

Support a specific campaign, event, operational or direct wish cost. Event Sponsorship opportunities are listed on our website: wish.org/iowa/events.

IN-KIND SUPPORT

There are countless possibilities: printing, auction items, advertising, office supplies, wish enhancements, and more!

VOLUNTEER

Volunteers are the backbone of making wishes come true! Every wish requires two volunteer wish granters. Event volunteers are also needed across the state.





Wish Kid Addison heart condition

EVERY 20 MINUTES,
a family hears the devastating news that their child is diagnosed with a critical illness.
80% of them
will experience *traumatic stress.*

The Impact of a Make-A-Wish®

Trauma Relief



9 out of 10 wish kids reported that the wish experience relieved them from traumatic stress.

Emotional & Mental Well-Being



9 out of 10 wish parents saw their child's emotional well-being improve with a wish.

Turning Point



9 out of 10 medical providers say a wish increased compliance with treatment.

Strength to Fight



8 out of 10 wish kids reported that their wish gave them the strength to fight their critical illness.

Long-Term Impact



9 out of 10 medical providers Observed that the wish experience has a positive impact on a child's physical well-being and overall quality of life.

2022 Wish Impact Results: www.wish.org/impact-study

Evan's Wish Video: <https://youtu.be/1A19YP07HA4>

Annual Report: <https://wishreportiowa.com/>