

Make-A-Wish[®]
WISCONSIN

★ CELEBRATING 40 YEARS OF WISHES ★

Annual Report

FISCAL YEAR 2024 (Sept. 1, 2023 - Aug. 31, 2024)



*I wish to go
to Hawaii*

Jahyda, 4
blood disorder

Leadership

FY24 BOARD OF DIRECTORS

Executive Board

Joe Imhoff, Board Chair
PwC

Beth Straka, Vice Chair
WEC Energy Group

John Herbers, Legal Chair
Reinhart Boerner Van Deuren s.c.

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GE Healthcare

Shelia Dodds, MSW, Wish Granting Chair
Children's Wisconsin

Shannon Kobylarczyk, Treasurer
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Jona Mancuso, Secretary
Carma Laboratories

Craig Faust, Immediate Past Chair
Inpro Corporation

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Snap-on Incorporated

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Michael Best & Friedrich LLP

Brian Dranzik
Milwaukee Mitchell International Airport

Joe Gehrke
Kesslers Diamonds

Christa Graverson
Baird

John Hagenow
Fusion Recruiters, LLC

Chad Hamilton
Sargento Foods

Gavin Hattersley
Molson Coors Beverage Company

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IDEX Corporation

Sherri Mowery Perrigo
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Julie Niznansky
Associated Bank

Tammy Noll
Vyaire Medical

Shea O'Rorke
Northwestern Mutual

Lynda Patterson
AMPED Association Management

Rich Thompson
ABC Supply Company

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.

It gives us great pleasure to report that Fiscal Year 2024 was another successful year for Make-A-Wish® Wisconsin!

Thanks to the support of thousands of donors and volunteers like you, our chapter granted a record breaking 451 life-changing wishes for children who are battling critical illnesses. In addition, we celebrated our 40th birthday in grand style with statewide birthday receptions and Patti's 25th anniversary as President and CEO.

Every day, wishes like Domonick'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.

Domonick's mom, Octavia, shared that "this wish impacted my family by giving us magical memories that we will never forget and experiences that we may never get again."

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: WishMakers 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.

Joe

Joe Imhoff
Board Chair

Patti

Patti Gorsky
President & CEO



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

Domonick, 8
blood disorder

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

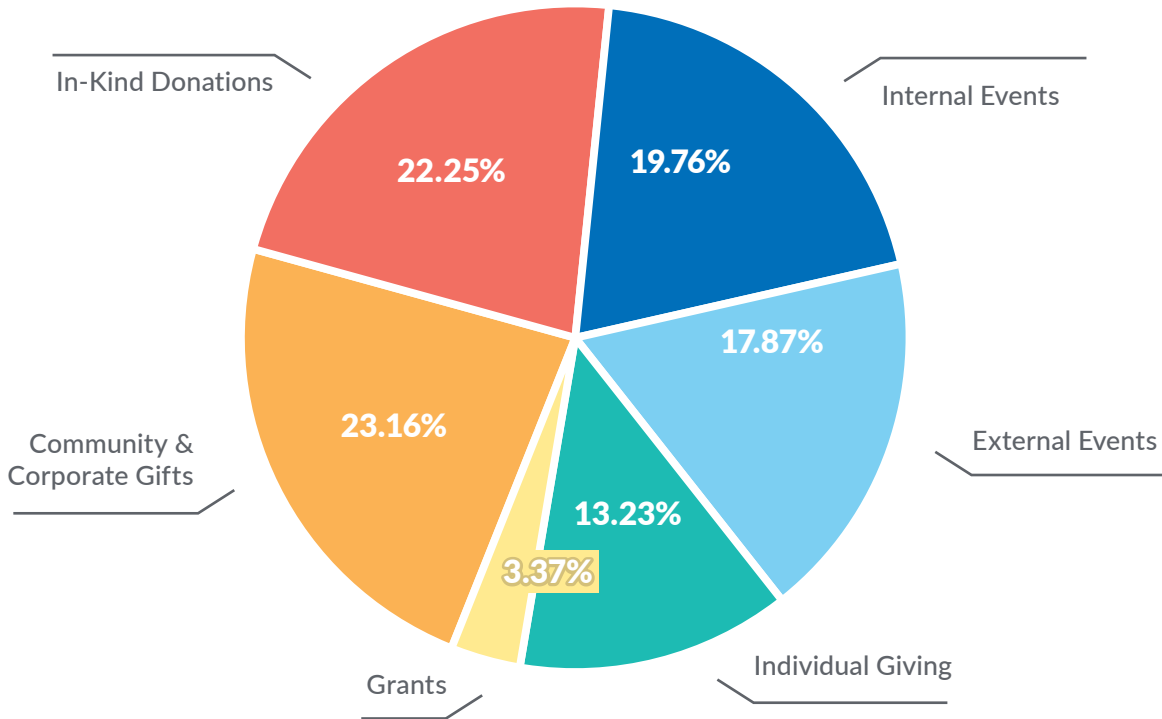
YEAR ENDED AUGUST 31, 2024

(With summary totals for year ended August 31, 2023)

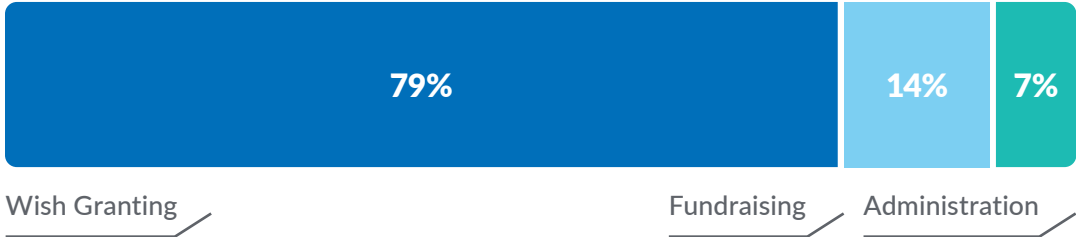
	Without Donor Restrictions	With Donor Restrictions	2024 Total	2023 Total
REVENUES, GAINS, AND OTHER SUPPORT				
Public Support:				
Contributions, Cash	\$ 5,650,949	\$ 181,513	\$ 5,832,462	\$ 5,413,183
Contributions, Donated Goods and Services	2,019,891	354,357	2,374,248	2,221,862
Grants	400,650	-	400,650	463,183
Total Public Support	8,071,490	535,870	8,607,360	8,098,228
Internal Special Events, Cash	2,585,619	-	2,585,619	2,771,253
Internal Special Events, Donated Goods and Services	130,899	-	130,899	200,548
Less Costs of Direct Benefits to Donors	(547,180)	-	(574,180)	(557,527)
Total Internal Special Events	2,142,338	-	2,142,338	2,414,277
Investment Gain, Net	2,973,974	27,787	3,002,761	1,186,613
Other Income	10,583	-	10,583	5,841
Net Assets Released from Restrictions	728,230	(728,230)	-	-
Total Revenue, Gains, and Other Support	13,926,615	(163,573)	13,763,042	11,704,959
EXPENSES				
Program Services:				
Wish Granting	11,152,929	-	11,152,929	7,509,025
Support Services:				
Fundraising	1,908,056	-	1,908,056	1,675,544
Management and General	1,033,119	-	1,033,119	1,147,189
Total Support Services	2,941,175	-	2,941,175	2,882,733
Total Expenses	14,094,104	-	14,094,104	10,331,758
CHANGE IN NET ASSETS				
	(167,489)	(163,573)	(331,062)	1,373,201
Net Assets - Beginning of Year	18,509,402	1,885,849	20,395,251	19,022,050
NET ASSETS - END OF YEAR	\$ 18,341,913	\$ 1,772,276	\$ 20,064,189	\$ 20,395,251

Funding

WHERE DOES IT COME FROM?



WHERE DOES IT GO?



Wish 8,000

"Lulu is larger than life. She's funny. She just has this bigger than life personality," says Marjorie, Lulu's mother. This energy comes across in her singing, which she fell in love with at an early age. Lulu's wish to sing with an orchestra was the result of weeks of rehearsal and a lifetime of struggle.

At two years of age, Lulu was always carrying a tune. When she was three, she had her tonsils taken out and had severe bleeding as her body struggled to clot. At age nine, while in New York listening to musicals on Broadway, the trip ended abruptly when she had a nose bleed that wouldn't stop for days. She spent her 10th birthday in the hospital. Test after test finally revealed an autoimmune disease that kept her blood from clotting. Chemo and steroids pushed it into remission.

Lulu kept singing, winning a dozen competitions, until the worst was yet to come. At age 16, doctors found a blood clot in Lulu's brain and eventually diagnosed her with lupus, a rare disease without a cure. Her immune system attacks its own tissues and organs. A rupture in her kidney led to an emergency surgery where her lungs filled with blood, she received five blood transfusions and was in ICU for three weeks. Most notably for Lulu, she could not breathe on her own. "I remember thinking I don't know if I will ever be able to sing again," Lulu lamented.

During treatment, Lulu's doctors mentioned Make-A-Wish. Lulu dreamed of singing with an orchestra at a time that it was physically not possible. Slowly, over time, her voice came back. "Make-A-Wish motivated me to drag myself up onto my feet again and really try to push through," says Lulu. Four weeks of intense rehearsals brought her to the Bradley Symphony Center, to perform with her peers, the Milwaukee Youth Symphony Orchestra.

"There's a force when I am on stage. I don't hurt when I'm on stage. I'm not in pain when I am on stage," Lulu exclaimed. **"I finally have something in my world that is really good and really positive. My wish surpassed my wildest dreams."**

"When you have a critical illness thinking of the future can be difficult. Make-A-Wish has given Lulu a broader view of what her life can be," said Marjorie. "The lupus will never go away, but she can live in it and live with it and know that she has a bright future ahead of her."



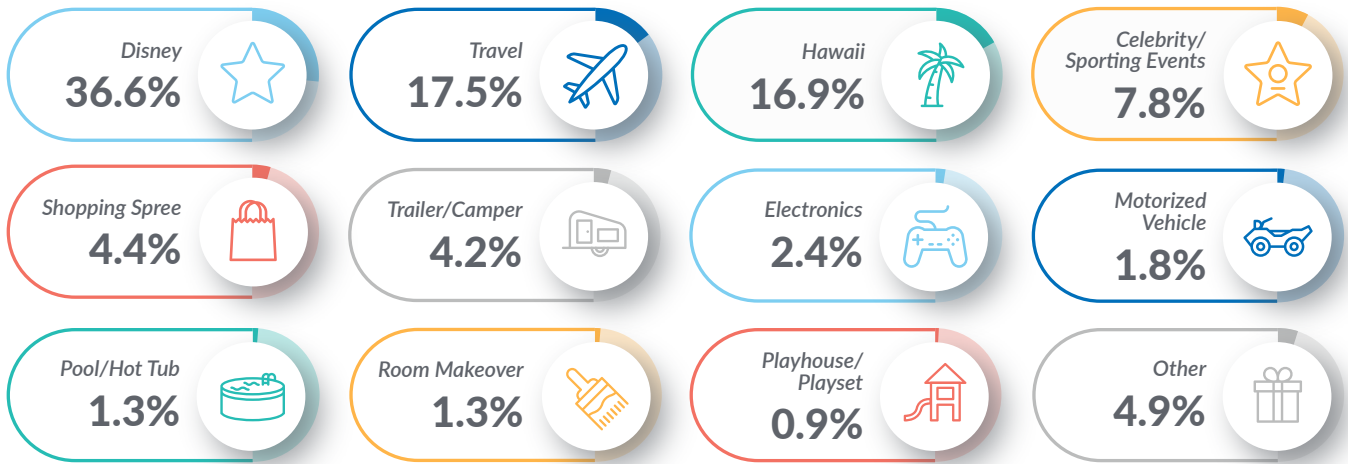
*I wish to sing
with an orchestra*

Lulu, 18
autoimmune disorder

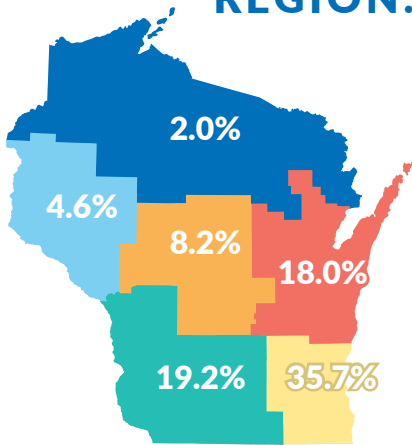
451

LIVES TRANSFORMED THROUGH THE POWER OF A WISH

WISH TYPES THIS YEAR:



WISHES BY REGION:



Southeastern	35.7%
Southwestern	19.2%
Northeastern	18.0%
Central	8.2%
Western	4.6%
Northern	2.0%
Out of Territory	12.3%

WISHES BY DIAGNOSIS:

Respiratory Disorder	19.7%
Leukemia	18.9%
Cancer	10.2%
Nervous System Disorder	7.3%
Lymphoma	6.2%
Congenital Heart Disease	5.3%
Brain Tumor	5.1%
Blood Disorder	4.9%
Heart Condition	4.7%
Liver Transplant	2.7%
Genetic Disorder	2.2%
Autoimmune Disorder	2.0%
Kidney Disease	1.8%
Other	9.1%

"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

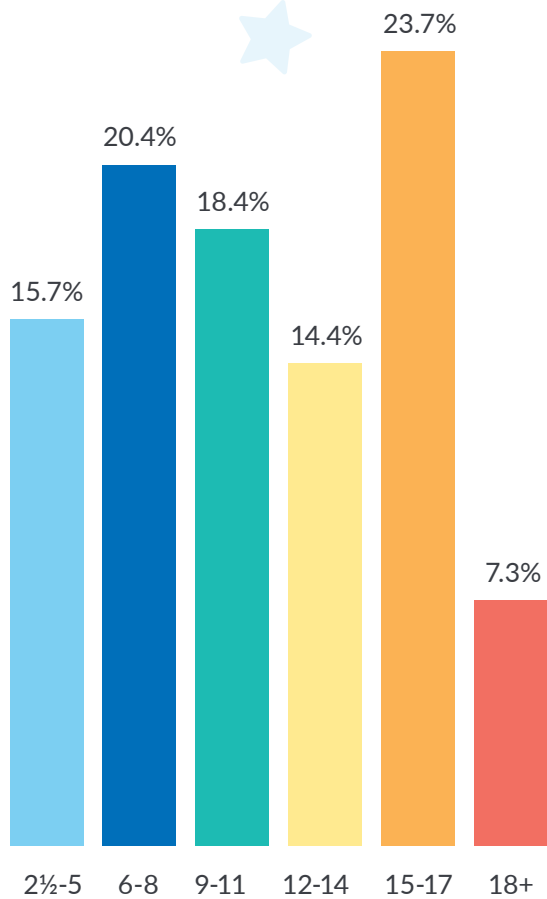
WHO IS ELIGIBLE?

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 meet
the Green Bay
Packers*

Jaxon, 10
heart condition





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