



*I wish to have  
a quinceañera  
shopping spree*

Janely, 15  
brain tumor

## 2024 Wish Report

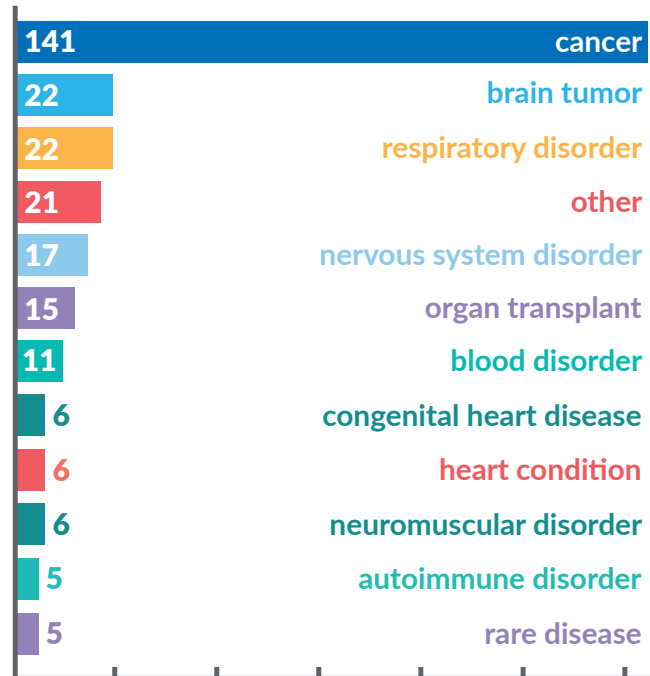
In our 2024 fiscal year, we granted **277** wishes to children with critical illnesses in the greater Bay Area and assisted with **105** wishes from other chapters.

Make-A-Wish®  
GREATER BAY AREA



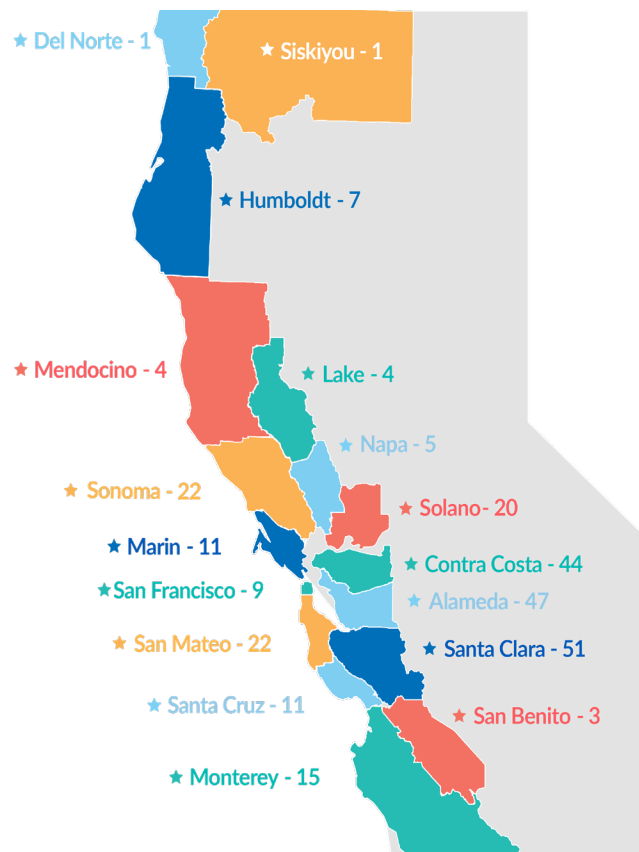
## Wishes granted by medical condition

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.



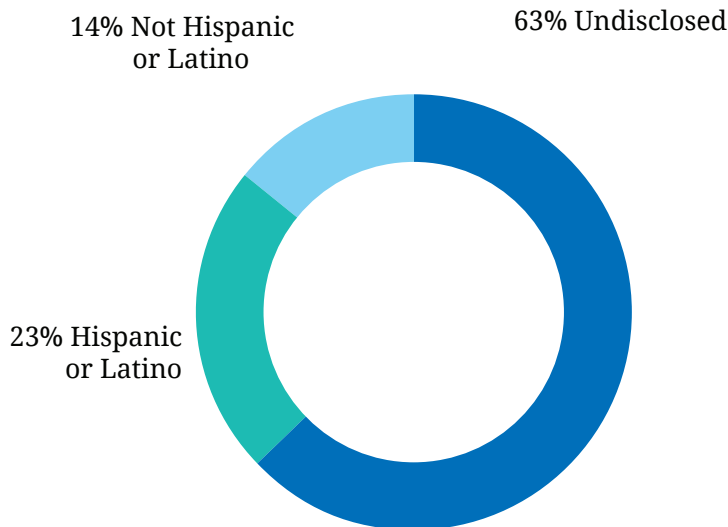
## Wishes granted by county

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

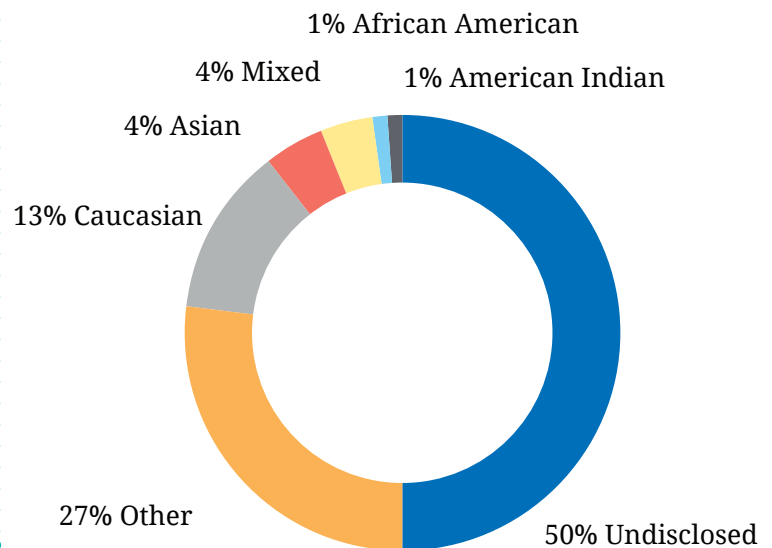




## Wishes granted by ethnicity



## Wishes granted by race



Demographic data by ethnicity and race 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.

173



Travel wishes

30



Shopping sprees

27



Celebrity wishes

16



Computer wishes

5



Other wishes

5



Camper trailers

4



Construction-related

3



Room makeovers

3



Wishes to be

3



Playset wishes

2



Sporting equipment

2



Party wishes

2



Car makeovers

1



Animal wish

1

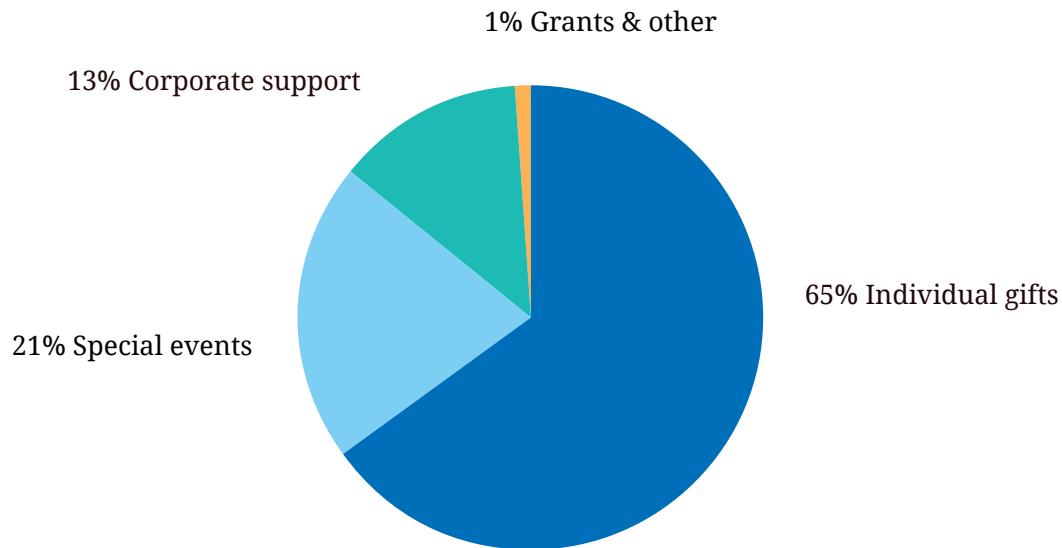


Education-related



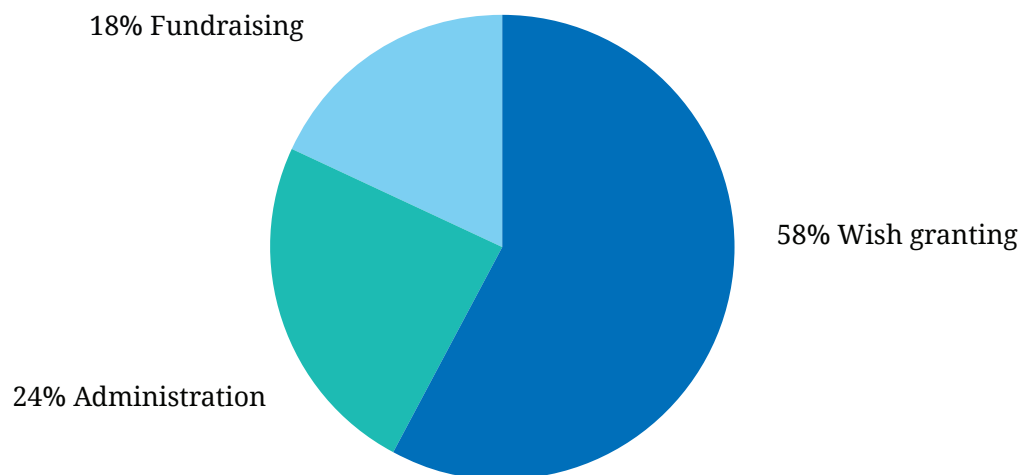
## How our funds are raised

We are a 501(c)(3) tax-exempt organization that relies on the generous contributions of individuals, corporate partners, event attendees and fundraisers, and foundations to make life-changing wishes possible. In-kind donations of goods and services are also vital to financing our mission, although only cash donations are included in this breakdown.



## How our funds are spent

We are committed to ensuring that the funds entrusted to us support our mission. We allocate the majority of our resources to wish granting while maintaining necessary investments in fundraising and administrative support to sustain our impact. The breakdown below includes both cash and in-kind contributions.





# Thank you to our FY24 Champions of Hope

We are thrilled to recognize these generous corporations as current members of our Champions of Hope society. Thank you, hope champions, for your pivotal role in helping children with critical illnesses experience the power of a wish.

## **GOLD STAR HOPE CHAMPIONS** **(\$50,000+ ANNUAL INVESTMENT)**

**TD SYNnex CORPORATION**  
**CAPITOL SUBARU**

## **SILVER STAR HOPE CHAMPIONS** **(\$25,000+ ANNUAL INVESTMENT)**

**ENTERPRISE HOLDINGS**  
**SONY INTERACTIVE ENTERTAINMENT**

## **BRONZE STAR HOPE CHAMPIONS** **(\$10,000+ ANNUAL INVESTMENT)**

**DEL GRANDE DEALER GROUP**  
**KISSED BY AN ANGEL**  
**GOOGLE**  
**APPLE**  
**CALPINE RUSSELL CITY ENERGY CENTER**  
**SOLID PERSONNEL**

Champions of Hope is our giving society for corporate donors who invest in our wish granting annually at the \$10,000 level and above.\* The support of philanthropic businesses and their employees is vital to our mission of creating life-changing wishes for children with critical illnesses throughout Northern California. To learn more, visit [wish.org/greaterbay/champions-hope](https://wish.org/greaterbay/champions-hope).

*\*Champions of Hope member levels and benefits are based on unrestricted cash donations that are not affiliated with events or other campaigns.*





*I wish to be  
a perfumer*  
**Monika, 10**  
brain tumor



## Monika's scent-sational wish

**When she was six years old, Monika's vision began to blur. She had more and more trouble seeing the world.**

Doctors discovered a brain tumor was crushing Monika's optic nerve. She endured five chemotherapy treatments, bravely fighting the tumor.

As Monika's vision diminished, her sense of smell grew increasingly important. One day, Monika's dad Laurent, gave her a perfume-making kit, and her passion for creating fragrances blossomed. "I just got into it and started making perfume. It's just so much fun," says Monika.

After Monika decided on her wish to be a perfumer, Make-A-Wish connected with the team at long-time partner Sephora and by/ rosie jane, a Los Angeles-based brand renowned for its clean fragrances and body care products.

"One of the best parts about working on wishes like Monika's is not only the engagement with the wish family and the vision around the wish but also the collaboration," says Senior Wish Manager Becki Smith. "It was so great to work with by/ rosie jane and Sephora to help imagine the reality of Monika's wish."

Once everything was in place, Monika and her family flew to Los Angeles. To kick off her wish day, Monika spent an hour at Sephora with a personal shopper! Next, founder and CEO Rosie Johnston and the by/ rosie jane team welcomed Monika with a custom lab coat.

Monika's wish day unfolded with a tour of the facilities and the lab, followed by a fragrance creation lesson with Rosie herself. After breathing in all the available scents, Monika combined her favorites and created her own personalized fragrance. "I chose plumeria, rose, pineapple, amber, and cotton candy. They smelled very sweet, and Rosie was so nice and amazing," says Monika.

Once "Monika's Perfume" was created, Monika designed her own label. She took samples home and had a custom shipment sent to her.

"This wasn't just about creating a fragrance; it was about making a dream come true," says Rosie. "Seeing the joy and excitement on Monika's face was incredibly heartwarming. Being able to help fulfill a wish is a privilege we'll always cherish."

**Make-A-Wish®**  
GREATER BAY AREA

[wish.org/greaterbay](https://wish.org/greaterbay)

**1333 Broadway, Suite 200, Oakland**

