



..... A CHILD MAKES A WISH.  
..... YOU MAKE THE DIFFERENCE.  
..... ANNUAL REPORT  
..... FISCAL YEAR 2024

# 2024

*I wish to be a  
pirate*

**James, 7**  
brain tumor

Make-A-Wish®





# *A child makes a wish.*

## **YOU MAKE THE DIFFERENCE.**

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In FY24, we achieved a historic milestone by granting 16,295 wishes, more than ever throughout our organization's 45-year history. It marks the enterprise's second consecutive year granting more than 16,000 wishes and is one reason Make-A-Wish® is rated the #1 Most Trusted Nonprofit Operating Locally Across 50 States.\* This achievement – as well as the others you will find in this Report – is a testament to our diligence and dedication to children with critical illnesses. We extend our heartfelt gratitude for your invaluable support in bringing these wishes to life.

In April 2024, our inaugural World Wish Month® marked the launch of WishMakers Wanted – a global, national and local initiative designed to rally the next generation of mountain movers to become WishMakers, supporting our vision that every eligible child's wish is granted. Further details on the remarkable impact of this exciting campaign can be found on Page 6.

Several national corporate partners were newly welcomed into the Make-A-Wish family in fiscal year 2024, including Chase, Nature's Own and Teleflora, who have already shown amazing dedication to the Make-A-Wish mission. Read more about our incredible corporate partnerships on Pages 8 through 12.

Our organization also advanced significantly through substantial growth and enhanced wish access and opportunity. By implementing elevated translation and interpretation services for many languages, we have made progress against barriers to granting wishes to non-English speaking families. Furthermore, we've taken meaningful steps to align our internal culture with our external brand by fostering a strong sense of belonging within our organization. One key initiative has been the creation of a comprehensive employee learning journey, which supports personal and professional growth and reflects our commitment to development at every level.

To that end, we began challenging ourselves to think creatively about artificial intelligence, which will allow us to take future steps toward advancing our technology to enable revenue generation, wish-granting efficiencies and more robust data security. We also have instituted an Enterprise Risk Management program to safeguard the future of our mission.

The Make-A-Wish mission continues to move forward, thanks to your unparalleled support and generosity. Your contributions have been pivotal in achieving significant advancements and transforming countless lives. We extend our deepest gratitude for your unwavering commitment to granting the wish of every eligible child. Together, we anticipate a future abundant with hope and new possibilities.

On behalf of myself, our National Board of Directors, and all of us at Make-A-Wish America, thank you for the important role you play in making wishes come true for children with critical illnesses.



*Leslie Motter*

Leslie Motter  
President and CEO,  
Make-A-Wish America



# 16,295

WISHES GRANTED

FISCAL YEAR 2024





*I wish to go  
to Hawaii*

**Soraya, 9**  
neuromuscular disorder





# Financials

## National Office Only

Year ended August 31, 2024

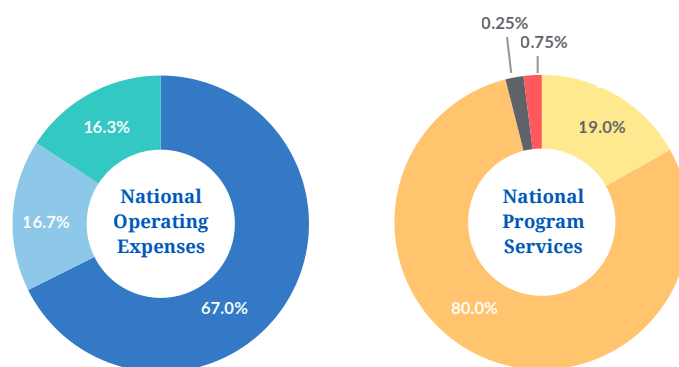
Total Revenue: \$215.5M

Total Expenses: \$206.8M

Total Net Assets: \$79.4M

### Operating Expenses\*

● Program Services	\$94M
● Wish Granting	\$17.4M
● Chapter Support	\$74.8M
● Training & Development	\$0.4M
● Public Information	\$1.4M
● Fundraising	\$23.4M
● Management and General	\$22.8M



## Combined Enterprise

Year ended August 31, 2024

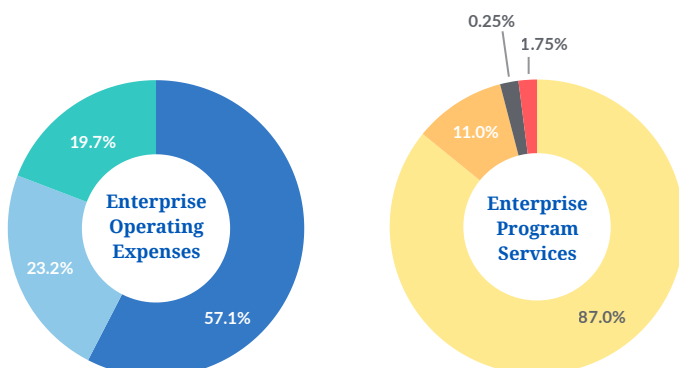
Total Revenue: \$534.3M

Total Expenses: \$500.6M

Total Net Assets: \$571.6M

### Operating Expenses\*

● Program Services	\$201.4M
● Wish Granting	\$175.8M
● Chapter Support	\$23.0M
● Training & Development	\$0.5M
● Public Information	\$2.1M
● Fundraising	\$81.9M
● Management and General	\$69.2M



\*Excluding donated advertising and media Copies of our financial statements for the year ended August 31, 2024, are available on our website at [wish.org/about-us/making-a-difference/managing-funds](https://www.wish.org/about-us/making-a-difference/managing-funds).



# wishmakers **wanted**



In 2024, Make-A-Wish® relaunched World Wish Day® as World Wish Month® – the time of year when the Make-A-Wish community unites and invites the world to join our mission. Our bold new campaign – WishMakers Wanted – challenges the next generation of mountain movers, heart-forward make-it-happeners, donors, volunteers, partners and collaborators to become WishMakers, to help ensure that every eligible child receives their wish.

World Wish Month is more than a moment – it’s a movement. It’s when we amplify our voice, deepen understanding of wish impact, and create clear, actionable pathways for anyone to take action for wish kids. Because wishes don’t come true by luck or chance – they come true because of WishMakers. Everyone has the power to help make a wish come true. Everyone has the power to be a WishMaker. It’s as easy as sharing your time, talent or treasure. Every little bit makes a difference.

## Your Support *By the Numbers*



**118%**  
**Revenue Goal Achieved**

through participating  
Corporate Partners - including  
8 new partnerships and 31 brands



**1.2 Million+**  
**WishMakers Recruited**

including donors, fundraisers and  
cause marketing supporters



**7 Million**  
**Social Reach**

across platforms during the  
month of April



**7,000+**  
**Media Mentions**  
during the month of April



**3.7 Billion**  
**Media Impressions**  
in total during the month  
of April

## What is a wishmaker?

A WishMaker  
is anyone who  
**takes action**  
for wish kids

Advocate

Tell Your  
Wish Story

Become a  
“Wish Granter”

Participate in a  
Wish Reveal

Lend Your  
Special Skills

Volunteer

Offer  
Language  
Translation  
Services

Buy Products  
and Services  
that Give Back

Have Your  
Employer  
Match Your  
Gift

Participate in  
a Local Walk

Participate in a  
Social Media  
Challenge

Become a  
Corporate  
Partner

Donate Goods  
or Services

Make a Cash  
Donation

Donate Airline  
Loyalty Miles  
or Hotel Points

Attend a Gala

Provide a  
Wish Boost

Participate  
in a Wish  
Sendoff

Round Up at  
Register

Start a  
Fundraiser



# An Industry Leader

## Make-A-Wish Wins National Recognition for World Wish Month Rebrand

We're proud to share that Make-A-Wish was recently honored with the **Association of National Advertisers (ANA) In-House Excellence Award** in the category of **Rebrand/New Product Launch** for the inaugural World Wish Month campaign.

The ANA is a leading industry association with a membership of more than 1,600 marketing professionals, brands and businesses across the United States. The ANA In-House Excellence Awards recognize outstanding in-house marketing and advertising work and celebrate the creativity, strategic thinking and business impact of internal teams. Entries are judged on strategy, creative execution and results by a panel of client-side, agency and in-house peers in the industry.

The **WishMakers Wanted** campaign launched in April 2024 as a rallying cry to inspire people everywhere to take action for wish kids. The campaign exceeded expectations by recruiting more than 1.2 million WishMakers, earning more than 7,000 media mentions, achieving 118% of revenue goals, and helping establish World Wish Month as a powerful, ownable platform for long-term engagement and impact.

This recognition is especially meaningful as it highlights the power of purpose-driven storytelling and the future potential of this new campaign. In a crowded pool of submissions from the best marketers in both the for-profit and non-profit world, Make-A-Wish and WishMakers Wanted rose to the top, proving that impact and innovation can be achieved through creativity and commitment.

This award is a testament to the passion, creativity and excellence of our in-house team – and to the far-reaching power of a wish.

*"The ANA In-House Excellence Awards represent one of the highest honors in the marketing industry, attracting entries from Fortune 500 companies and iconic global brands. That our **WishMakers Wanted** campaign earned top recognition in its category speaks volumes about the power of its message, the precision of its strategy, and the exceptional talent and collaboration of our in-house team. This achievement not only validates the impact of our work - it also sets the stage for the continued evolution of **World Wish Month**, empowering us to expand its reach, deepen engagement, and inspire even more individuals, partners, and communities to become WishMakers and help grant more life-changing wishes."*

- Janell Holas, Chief Marketing Officer, Make-A-Wish America

Make-A-Wish®





# *New partnerships.*

## **LIFE-CHANGING OPPORTUNITIES.**

At Make-A-Wish, we believe that every wish granted brings joy and hope to a child's life. However, for every wish we fulfill, there are still two more waiting to come true. This is where the importance of our corporate partners comes into play. Their support is crucial in helping us achieve our mission and make wishes possible for children with critical illnesses across the country.

In fiscal year 2024, we were delighted to welcome several new corporate partners into the Make-A-Wish family. Their commitment and generosity will make a significant difference in our efforts to grant wishes and bring smiles to the faces of children who need it the most. We are grateful for their partnership and look forward to collaborating with them to create even more life-changing moments.



If your company is interested in joining our all-star roster of corporate supporters, please email [partnership@wish.org](mailto:partnership@wish.org).

# SPECIAL THANKS TO OUR VALUED CORPORATE PARTNERS

## Mission Champion - \$5 Million+



## Wish Champion - \$1 Million+



## Signature Wish Partners – \$500,000+



## Official Wish Partners – \$250,000+



## Supporting Wish Partners – \$100,000+

Atlantis Paradise Island Bahamas

Benjamin Moore

BHG Financial

Black Bear Diner

Camping World

City Electric Supply

Discover

Duck Donuts

FLOR

Helzberg Diamonds

Jazwares

Jewelers for Children

Jumpzylla

Leggett & Platt

Marquis Corp.

Mt. Olive Pickle Company

Porsche

Railbookers Group

Torchy's Tacos

Turtle

UnitedHealth Group

Winnebago





# Snapshots



## OF OUTSTANDING CORPORATE SUPPORT

Our corporate partners understand that a wish empowers a child to reclaim their childhood and experience transformative joy. It is thanks to the success of these important partnerships that we can continue to create life-changing wishes for children with critical illnesses. Our sincerest gratitude to all of our corporate partners for your dedication to advancing the Make-A-Wish mission in fiscal year 2024. We are thrilled to share remarkable highlights from our largest champions: Disney, Fanatics, Subaru, Avis, Chase and Southwest Airlines.



### Mission Champion – \$5 Million+

In honor of Disney's 100th anniversary, Disney and Make-A-Wish marked a milestone year of partnership, storytelling and transformational impact.

In fiscal year 2024, Disney provided a record-breaking \$30 million in support – including in-kind donations for more than 7,100 wishes. This extraordinary generosity directly advances our mission to create life-changing wishes for children with critical illnesses.

Throughout the year, Disney elevated wish stories and our alliance across its platforms. *Good Morning America* and ABC stations and affiliates shared 100 powerful wish-granting stories across their broadcast, digital and social channels. The “Wish Together” campaign connected Make-A-Wish and Disney’s animated film *Wish* to immersive experiences, fundraising activations, and community engagement. “Create 100,” a global auction featuring one-of-a-kind items from icons such as Beyoncé and Christian Louboutin, also raised additional funds to support our mission. Disney also prioritized the Make-A-Wish PSA across its owned channels, resulting in more than 100,000 airings over the course of a year.

To celebrate World Wish Month, Disney and the ABC team pulled out all the stops, helping to launch the WishMakers Wanted campaign on the set of “*LIVE with Kelly and Mark*” in New York. The Walt Disney Company also celebrated World Wish Day by sharing powerful wish stories across its global platforms, from ESPN’s NFL Draft coverage to magical experiences at Disney Parks worldwide, including new activations at Walt Disney World® Resort; Disneyland® Resort; Aulani, a Disney Resort & Spa; and beyond.

ESPN's “My Wish” series was once again a success, returning for its 17th year on *SportsCenter*, and spotlighting the inspiring journeys of five children whose lives were forever changed when their wishes to meet their favorite sports heroes and teams came true.

Thank you to the entire Disney family for helping move our mission forward – bringing hope, strength, and joy to every eligible child through the power of a wish.

*I wish to go to  
Aulani, a Disney  
Resort & Spa*

**Jordi, 8**  
leukemia





In FY24, Fanatics and Make-A-Wish America continued to change the game for children with critical illnesses through our partnership rooted in purpose, passion and impact. Throughout the year, Fanatics - the official sports partner of Make-A-Wish America - helped support an incredible 364 life-changing wishes, each one a testament to the power of sports and community.

Fanatics' commitment was felt across the country and at the most exclusive sporting events, including the Super Bowl and WWE WrestleMania, where 19 and 25 wishes were granted, respectively.

During these events, Fanatics helped enhance the wish experience by outfitting each wish kid with custom gear, exclusive merchandise and providing once-in-a-lifetime fan experiences that created memories to last a lifetime.

A wonderful example of these experiences can be found in the enhancements that Fanatics provided to our 2024 Super Bowl wish kids. Fanatics hosted the group of 25 at their flagship

Lids store for a shopping experience with a special guest surprise from NFL super stars Davante Adams, Micah Parsons and Damar Hamlin.



Beyond the wish experience, Fanatics helped elevate the partnership through strategic storytelling media amplification. With more than 1.4 billion potential media impressions and 28 million impressions across owned channels, the partnership collaboration reached hearts and homes nationwide.

Fanatics' unwavering support has not only helped grant wishes - it has transformed lives.

As one wish mom shared about her son's wish to meet Tom Brady, which came true at Fanatics Fest, *"We are beyond grateful for every single moment and every little detail. Thank you for giving our son an experience he will never forget and one I know he will cherish forever."*



For the 13th consecutive year, Make-A-Wish was selected as one of four national charity partners of the Subaru Share The Love® event. Between Nov. 16, 2023, and Jan. 2, 2024, Subaru and its retailers raised more than \$2.9 million for Make-A-Wish.

Throughout the event, Subaru retailers across the country hosted wish engagements for local wish kids. Each event was tailored to the child's wish and included favorite foods, fun activities and more.

Subaru's generosity has touched countless lives and brought joy and hope to so many children and their families. The impact of Subaru's contributions goes far beyond monetary value; it instills a sense of community and compassion that is truly priceless. Subaru's commitment to creating positive change and granting wishes has been nothing short of inspiring.

Since 2011, Subaru has donated more than \$35 million, helping to grant more than 3,600 wishes nationwide. We extend our deepest thanks to the Subaru team and retailers for their tireless efforts and heartfelt dedication to the Make-A-Wish mission.





In March 2024, Make-A-Wish announced a new national corporate partnership with Chase to help make travel wishes possible for children facing a critical illness. Currently, more than 75% of all wishes granted involve some form of travel. Chase contributed \$1.5 million in Ultimate Rewards® points and \$500,000 to fuel travel wishes for kids like Jonas (pictured here). Make-A-Wish is now a participating charity in Chase's Pay Yourself Back® feature, where eligible cardmembers can join in the mission by donating at [wish.org/chase](https://wish.org/chase), then redeem Ultimate Rewards for the value of the donation by using Pay Yourself Back® through the Ultimate Rewards portal. In Summer 2024, during Make-A-Wish's Summer of Wishes campaign, Make-A-Wish, Chase, Prizmo, and The Points Guy collaborated on a sweepstakes where entrants could donate to Make-A-Wish for a chance to "Win 1 Million Chase Ultimate Rewards Points for the Trip of a Lifetime Planned by The Points Guy". This campaign generated an additional \$150,000+ for Make-A-Wish.

In our first year of partnership, Chase supported more than 300 travel wishes. Chase is helping Make-A-Wish bring wish trips to life, believing deeply in both the power of travel and the life-changing impact of a wish. We are excited to continue our partnership and grant more travel wishes, together.



Since 2010, Southwest Airlines has been dedicated to taking wishes to new heights. Southwest and their employees have impacted thousands of wishes by providing budget-relieving travel for the organization and LUV to each wish experience. In FY24, Southwest donated over \$1 million worth of travel to make wishes come true. Additionally, Make-A-Wish was re-added to Southwest's Points for a Purpose® program under the Life-Saving Transportation cause area.

To celebrate the re-launch, a Dec. 1–14 bonus points campaign raised \$175,000 for Make-A-Wish. Customers who donated \$25 or more received Rapid Rewards® bonus points, with matching points also going to Make-A-Wish. In July 2024, Southwest helped grant a wish for a young boy from Michigan, Avyukt, who wished to be a Pilot (pictured here). Southwest curated a once in a lifetime opportunity for Avy and his family. From the red-carpet welcome, to exploring the flight deck, simulators, holding model airplanes bigger than himself, and practicing important cabin announcements – this experience will stay with Avyukt and his family forever.

Thank you for helping us grant life-changing wishes for kids, like Avyukt. We are grateful for your support.



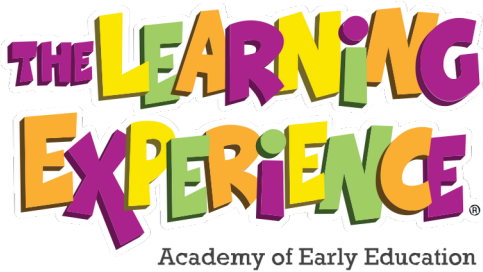
Avis has been a proud national corporate partner for more than 20 years. Avis provides rental cars at a significant discount, providing much needed budget relief to Make-A-Wish's rental car needs. In addition, when the public books a reservation on [avis.com/wish](https://avis.com/wish), you can save up to 35% off Pay Now rates and 5% is donated to Make-A-Wish. In the month of April, in celebration of World Wish Month, this donation increases to 20%. Avis has made a multi-level commitment to make the car rental process a stress-free experience for our wish families. Avis employees at the car rental kiosks and at the corporate level are engaged and committed to our mission. Avis is driven to grant wishes.

In FY24, the value of the Avis program represented over \$2 million in cost savings and in-kind support. Thank you for your unwavering dedication to Make-A-Wish.

# Peer-to-Peer

## FUNDRAISING PRIDE

Wish granting takes a community, and our peer-to-peer fundraisers help lead the charge. These individuals, organizations and companies proudly activate their networks to support the Make-A-Wish mission – and they have fun while doing it. Thanks to their creativity and competitive spirit, year after year they provide incredible support to wish kids. We are thrilled to recognize two stellar fundraising partners.



The “Let’s Grant Wishes” campaign by The Learning Experience (TLE), one of the fastest-growing childcare brands, has been a truly heartwarming and transformative journey, one that brought the hundreds of communities that TLE serves together in the spirit of giving, empathy and hope.

The annual campaign allowed little learners to live out the values of TLE’s unique philanthropy curriculum to support Make-A-Wish. It ignited excitement across TLE centers nationwide, inspiring children, families and educators alike to come together for a meaningful cause. Through creative activities, fun fundraising events, and shared stories of bravery, children learned the powerful lesson that even the smallest acts of kindness can make a big difference.

The campaign didn’t just raise vital funds to help grant life-changing wishes for children facing critical illnesses – it also sparked conversations about compassion, resilience, and the importance of helping others. Every glitter-covered wish star, every coin in a donation jar and every child’s heartfelt contribution played a part in making wishes come true. As the campaign culminated in celebrations filled with joy and gratitude, it became clear that the impact extended far beyond dollars raised. It fostered a sense of unity, purpose and pride within each TLE center.

The “Let’s Grant Wishes” campaign wasn’t just about granting wishes – it was about empowering tens of thousands of children to believe they can be the change in someone’s life and guiding them to become the next generation of great wish granters and philanthropists.







Chi Omega, the largest women's fraternal organization in the world, has maintained a longstanding and impactful partnership with Make-A-Wish® since 2002. This collaboration is rooted in shared values of service, compassion, and community impact. Through this partnership, Chi Omega chapters across the nation dedicate themselves to fundraising, volunteering, and raising awareness to support the Make-A-Wish mission of granting life-changing wishes to children with critical illnesses.

The partnership offers Chi Omega members a unique opportunity to make a tangible difference in the lives of children and their families. By engaging with wish recipients and participating in wish-granting experiences, members often witness firsthand the joy, hope, and strength a wish can bring. These experiences align closely with Chi Omega's values of personal integrity, community involvement and service to others.

Chi Omega's partnership with Make-A-Wish exemplifies how collegiate organizations can drive meaningful social change. It empowers members to become compassionate leaders and lifelong advocates for service. As the partnership continues to grow, so does its impact – fueling hope for thousands of children and reinforcing Chi Omega's commitment to making the world a better place, one wish at a time.



# Honoring Joaquin Hidalgo

## MAKE-A-WISH'S 2024 PHILANTHROPIST OF THE YEAR

Through his leadership as a National Board Member, establishment of the Hidalgo Sports Wish Fund and engagement with chapters over the years, Joaquin Hidalgo has made a deep impact on the mission of Make-A-Wish. In recognition of his service and life-changing contributions, the Make-A-Wish Foundation is thrilled to recognize him as the 2024 Philanthropist of the Year.

This award celebrates a commitment to making the world a better place through the power of a wish. It seeks to inspire others to join in this journey of compassion and generosity.

Make-A-Wish donors play an essential role in the organization's ability to be successful. While every donor is incredibly important, those recognized for this award have a proven record of exceptional impact. Through their direct financial support, honorees demonstrate outstanding leadership for the Make-A-Wish community, and stand as shining example of how philanthropy can change the world.

*"After a long and very successful career with Nike, I promised myself that I would give more in the second chapter of my life. Make-A-Wish was where I wanted to dedicate my philanthropy, because I wanted to contribute to a charity that made me feel just as passionate as I did about my professional and athletic career. Truthfully, I can't think of a better organization to support."*

*"Make-A-Wish is a daily reality check on what's important in life. The challenges these children and their families endure, while seeing their wishes granted and the happiness it brings, is truly inspiring. To bring joy to kids through the granting of a wish is life-changing. There is no other charitable organization quite like it." —Joaquin Hidalgo*



*Pictured: Joaquin, wish kid Emily and Laila Cook, CEO of Make-A-Wish Oregon*



## 5 WAYS DONORS CAN GROW THEIR IMPACT

### 1. Multi-Year Commitments

Multi-year commitments allow Make-A-Wish to make financial plans and schedule more wishes.

### 2. Establish an Endowment

Endowments make an impact forever and are a great way to honor a loved one. They also help provide Make-A-Wish with a more sustainable future.

### 3. Establish a Gift Match Fund

Gift matching funds utilized through mini-campaigns help renew and recruit donors to the mission.

### 4. Include Make-A-Wish in Estate Plans

Bequests and other gift vehicles create donor legacies and provide critical wish-granting resources.

### 5. Start a Conversation

Make-A-Wish would love to engage with you regarding your philanthropic goals and the funding needs of our mission. To learn more about how your donation can have a lifelong impact, email Brian Powell, Senior Director of Leadership and Planned Giving, at [bpowell@wish.org](mailto:bpowell@wish.org).



# A Legacy of Hope

## TOM'S LASTING GIFT TO MAKE-A-WISH

For Tom, supporting Make-A-Wish has always been about one thing: bringing hope to children when they need it most. His journey with the organization began years ago when he first learned about its mission. Deeply moved by the life-changing impact wishes have on children facing critical illnesses, Tom felt an immediate connection that only deepened over time.

That connection led him to take on leadership roles within the organization – first serving on the Arizona chapter's board and eventually stepping into the role of board chair. Through these experiences, Tom gained an intimate understanding of the mission, operations, and the incredible care taken to ensure every dollar makes a meaningful difference. "Make-A-Wish does exactly what it promises—bringing joy and hope to children during their toughest moments," he said.

That trust and belief in the mission inspired Tom to include Make-A-Wish as a beneficiary of his life insurance. "I wanted my legacy to reflect what I care most about: protecting and guiding children who are facing unimaginable challenges," Tom shared.

"For me, everything begins and ends with the well-being of children. They deserve joy, light, and hope." Tom's planned gift is more than a charitable act; it expresses his deeply held values. He believes that when children are faced with critical illnesses, they should still be able to experience the joy of childhood, and he wants to ensure that continues long into the future.

Now, Tom is encouraging others to join him. Whether it's a large gift or a small one, he believes every contribution matters. "Even the smallest planned gift can create moments of magic," he said. Tom hopes that his legacy will continue granting wishes for generations to come.

His story reminds us all that when we plan today, we can bring joy tomorrow to children who need it most.



## GIVE THE GIFT OF JOY FOR WISH KIDS TODAY

Year after year, we continue to be humbled when we hear from donors that have chosen to include Make-A-Wish in their estate plans, either through bequests or beneficiary designations. More than \$10 million was raised through planned giving vehicles in FY24.

Thank you to each donor that has established a legacy of hope – ensuring future generations of children will receive the hope, joy and strength needed to fight their critical illnesses. By sharing your philanthropic intentions today, you help Make-A-Wish better prepare for the future as we work to secure the vital resources needed to offer rejuvenating wishes to every eligible child.

Considering your own legacy gift? With one simple sentence, you can join others by giving through your will or living trust. Sample unrestricted bequest language:

*"I give the sum of \$ \_\_\_ or \_\_\_% to the Make-A-Wish Foundation of America [Chapter], 1702 E. Highland Ave., Suite 400, Phoenix, AZ 85016 [or Chapter Address], Tax ID 86-0481941 [or Chapter Tax ID], to be used or disposed of as its Board of Directors deems appropriate in its sole discretion."*



2,118

Gifts of \$25,000  
or greater

4,855

Gifts from charitable  
foundations

679

Stock and  
IRA gifts

*I wish to have  
a charro party*

**Angelo, 5  
cancer**

## FISCAL YEAR 2024 NATIONAL BOARD OF

# Directors

### CHAIR

#### Derrick Hall

President & CEO, Arizona Diamondbacks

### CHAIR ELECT

#### Reba Dominski

EVP, Chief Social Responsibility Officer  
and President, US Bank Foundation

### DIRECTOR MEMBERS

#### Orlando Ashford

Chief People Officer, Fanatics

#### Dolf Berle

President & CEO, Nothing Bundt  
Cakes

*Digital, Data & Technology Chair*

#### Scott Braun

CEO, SB Projects

#### Phil Colaco

Former CEO, Deloitte

#### Josh D'Amaro

Chairman, Disney Parks  
Experiences & Products

#### Dr. Shirley Davis

President & CEO,  
SDS Global Enterprises, Inc.

#### Doug Eckrote

Senior Vice President of Small Business  
Sales and eCommerce,  
CDW Corporation  
*Audit & Finance Committee Chair*

#### Keri Gohman

CEO, AbacusNet  
*Chapter Performance Chair*

#### Cheryl Heinonen

Former Partner, Brunswick  
Group

#### Joaquin Hidalgo

Former President, Nike North America

#### Steven Izen

Founder and CEO, Lokai

#### Rebecca Messina

Senior Advisor, McKinsey & Company  
*Revenue Chair*

#### Stan Moss

CEO, Polen Capital

#### Sundeep Reddy

Executive Vice President & Chief  
Accounting Officer, Salesforce

#### Tierney Remick

Vice Chair & Co-Leader, Board and  
CEO Services, Korn Ferry

#### Linda Rutherford

Chief Administration Officer,  
Southwest Airlines

#### Amy Waldron

Director of Healthcare & Life  
Sciences, Google Cloud

#### Constance Weaver

Chief Marketing Officer, Equitable

#### James Wilkinson

Chairman and CEO,  
TrailRunner International

#### Michelle Wilson

Founder and Co-CEO,  
Isos Capital Management

### NON-VOTING ADVISORY MEMBERS

#### Melissa Arias

President & CEO,  
Make-A-Wish Alaska & Washington

#### Laila Cook

President & CEO,  
Make-A-Wish Oregon

#### Pattie Mullins

President & CEO,  
Make-A-Wish Tri Counties

#### Allison Tyler

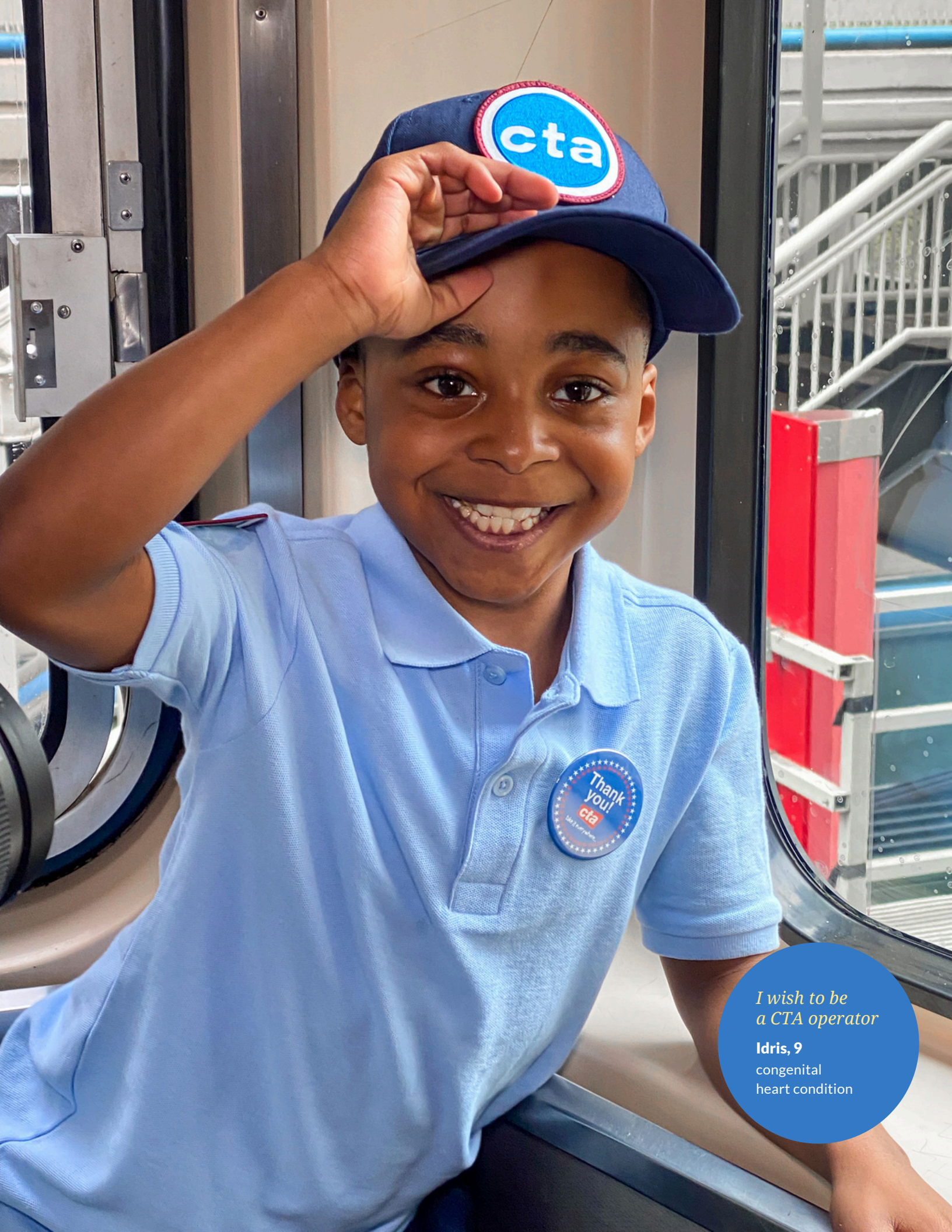
President & CEO,  
Make-A-Wish Mississippi

#### Dr. Doug Scothorn MD, PhD

Pediatric Hematology/Oncology at  
Mission Children's Health System









*I wish to be  
a CTA operator*

**Idris, 9**  
congenital  
heart condition





*“Regardless of the specifics of a wish, they each have one thing in common: They provide hope at a time when there is not much good for a child to look forward to. Days in the hospital go faster when there is something to look forward to, and long days in a clinic pass more quickly when showing everyone around you pictures from your wish experience.”*

– DOUGLAS SCOTHORN, M.D., Ph.D.,  
CHAIRMAN, MAKE-A-WISH AMERICA NATIONAL MEDICAL ADVISORY COUNCIL,  
PEDIATRIC HEMATOLOGY/ONCOLOGY, MISSION HEALTH



## Join the Conversation

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@MakeAWish



@makeawish



@makeawishamerica



@makeawish



Make-A-Wish America  
1702 E. Highland Ave., Suite 400, Phoenix, AZ 85016