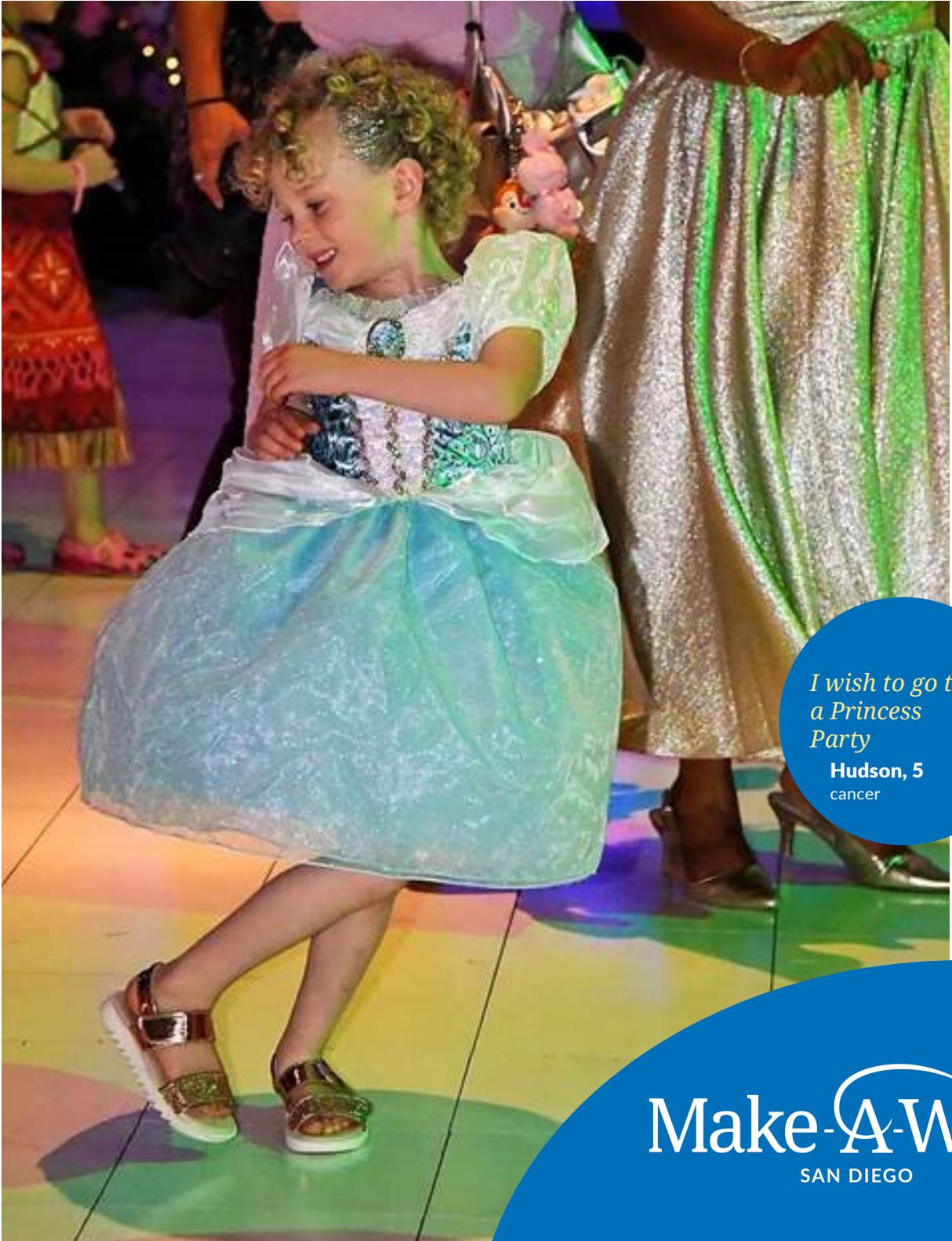


A WISH BEGINS WITH HOPE.

HOPE BEGINS WITH YOU.

ANNUAL REPORT  
FISCAL YEAR 2024

# FY24



*I wish to go to  
a Princess  
Party*  
**Hudson, 5**  
cancer



**Make-A-Wish**  
SAN DIEGO

# 2024 YEAR IN REVIEW

As a valued member of our Make-A-Wish family, we're excited to celebrate the incredible milestones we've achieved together over the past year. Your generosity has been vital in bringing life-changing wishes to local children, spreading hope, strength, and joy. Thank you for making such an impact!

## Milestones Celebrated



International travel & cruises resumed in 2024.



Trailblaze Challenge San Diego had its first-ever third hike weekend.



WINE & WISHES raised a record-breaking \$1.3 million.

## Make-A-Wish San Diego by the Numbers

**207**  
Wishes Granted in 2024

**21**  
Staff

**18**  
Board of Directors

**257**  
children referred to San Diego chapter

**243**  
Wish Assists  
*\*Wish Assist: children traveling to San Diego for their wish*

**\$10,000**  
Average cost of a wish in San Diego

**345**  
Volunteers

**5,395**  
Total Wishes Granted since we were founded in 1983

Fiscal Year 2025 Annual Revenue Budget: **\$5,513,734**



## Wishes Granted in 2024

Wish alumni, parents, and medical providers overwhelmingly agree that the wish experience contributes substantially to the physical, mental, and emotional health of a child and their family. Take a look at the life-changing wishes we granted in 2024!



**139**

### I wish to go

- I wish to go to the 2024 Super Bowl
- I wish to go to Yellowstone National Park
- I wish to go swimming with dolphins in Hawaii
- I wish to go to Canada to see Niagara Falls
- I wish to go to Punta Cana
- I wish to go to Disney World



**55**

### I wish to have

- I wish to have a custom PC
- I wish to have a college scholarship
- I wish to have multiple instruments
- I wish to have a Paw Patrol Party
- I wish to have a room makeover
- I wish to have a shopping spree



**11**

### I wish to meet

- I wish to meet Jeffrey Dean Morgan
- I wish to meet Jey Uso
- I wish to meet Patrick Mahomes
- I wish to meet the Deftones
- I wish to meet the Dallas Cowboys



**2**

### I wish to be

- I wish to be a zookeeper
- I wish to be a princess

Make-A-Wish has maintained its strong position in the annual Morning Consult study of the Most Trusted Brands. This means that Make-A-Wish continues to be the #1 Most Trusted Nonprofit Operating Locally Across 50 States in 2024.





*I wish to go to Hawaii and swim with dolphins*  
**Lola, 6**  
 brain tumor

# 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



**Justin Tomlin**  
**MEMBER AT LARGE**  
 Chief Strategy Officer,  
 TotalMed, Inc.



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



**Karen Sedgwick**  
 Executive Vice President  
 and Chief Financial  
 Officer, Semptra

## Board Members



**Kim Alessio**  
 Community Philanthropist



**Ami Aranha**  
 Director in Wealth  
 Management, Aspiriant



**Carolina Araya**  
 Sr. VP, Strategic Accounts,  
 AMN Healthcare



**Tom Brown**  
 President,  
 Sierra Pacific West



**Vivianne Villanueva Dhupa**  
 Community Volunteer



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



**Kim Hegardt** President,  
 Names Family  
 Foundation



**Dr. Michael Lalich**  
 Area Medical Director and  
 Chief of Staff, Kaiser  
 Permanente San Diego



★ **Dai Logan**  
 Community Volunteer



**Angie Robert**  
 Executive Communications  
 Leader, Intuit



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



**Jessica Wakefield**  
 VP, Engineering & Operations,  
 Sony Interactive Entertainment

# Volunteers Change Lives!

Over 340 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](http://sandiego.wish.org/volunteer) or call us at 858.707.9474.

## 2025 VOLUNTEER AWARD RECIPIENTS

Congratulations to our 2025 Volunteer Award Recipients! Thank you for all that you do

**Elsa Peralta-Blanco**  
Rookie of the Year

**Ana Hutz**  
Community Impact

**Kelly Grosse**  
Wish Granter of the Year

**Jason Conge**  
La Estrella del Año

**Meghan Von Behren**  
Spark of Magic

**Lindsay Gold Carucci**  
Volunteer of the Year

**Matt Ginsky**  
Events Shining Star



## 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.



### STEP 1 Referral

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.



### STEP 2 Medical Eligibility

To be eligible for a wish, the child must be diagnosed with a critical illness that is currently placing their life in jeopardy.



### STEP 3 The Wish

Our dedicated wish-granting volunteers meet with the child and their family to help determine the heart of the child's wish.



### STEP 4 Creating Joy

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.

Visit [wish.org/refer](http://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

# OUR MISSION

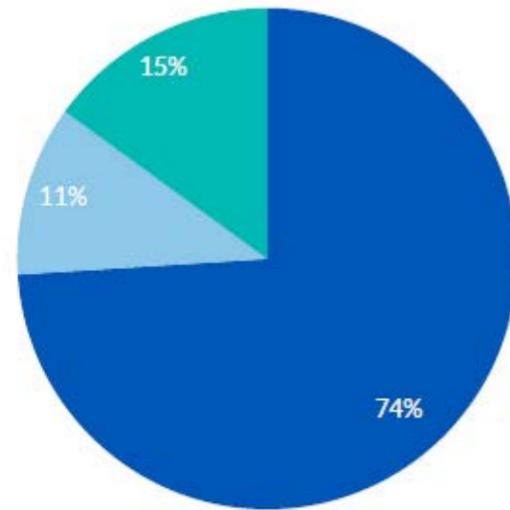
**Together,** we create life-changing wishes for children with critical illnesses

Since 1983, Make-A-Wish San Diego has granted over 5,400 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, 2024



Total Revenue	\$8,944,802
Total Expenses	\$6,275,030
Total Net Assets	\$10,611,345

### Operating Expenses\*

Wish Granting	\$4,629,451 (74%)
Management and General	\$677,716 (11%)
Fundraising	\$967,863 (15%)

- Wish Granting
- Management and General
- Fundraising

Copies of our audited financial statements for the year ended August 31, 2024



# 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  
Sr. Director, Communications



Ariadna La Salle  
Chief Program Officer



Carter Weast  
Senior Manager, Development



Lyon Frazier  
Database & Operations Manager



Kelli Loper  
Senior Manager, Wish Assist & Community Partnerships



Grace Da Silva  
Senior Manager, Events



Hallie Noel  
Director, Medical Outreach



Lauren Rigby  
Volunteer Manager



Sofia Besneirigoyen  
Bilingual Wish Manager



Zully Racik  
Development Data Specialist



Colleen Edwards  
Senior Coordinator, Events



Sophia Garcia  
Operations Coordinator



Sophie Parker  
Marketing Coordinator



Frida Cortez  
Bilingual Wish Coordinator



Avery Moon  
Fundraising Partnerships Coordinator



Fernanda Quezada  
Bilingual Wish Coordinator



Samantha Lingao  
Events Assistant

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

**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](http://sandiego.wish.org/cars)

Benefiting **Make-A-Wish SAN DIEGO**

You can make the *impossible possible.*

**WISHES IN FLIGHT.**

Donate airlines miles today at [wish.org/sandiego/miles](http://wish.org/sandiego/miles)

SAVE THE DATE!

**imagination**

PRESENTED BY **PSSI**

SATURDAY, 5PM-11PM  
**10 · 11 · 2025**  
PARK HYATT AVIARA CARLSBAD

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](mailto:smunoz@sandiego.wish.org)



*I wish to go on a Disney cruise*

**Caleb, 11**  
respiratory disorder



PHONE: 858.707.9474

EMAIL: [INFO@SANDIEGO.WISH.ORG](mailto:INFO@SANDIEGO.WISH.ORG)

WEB: [WWW.SANDIEGO.WISH.ORG](http://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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