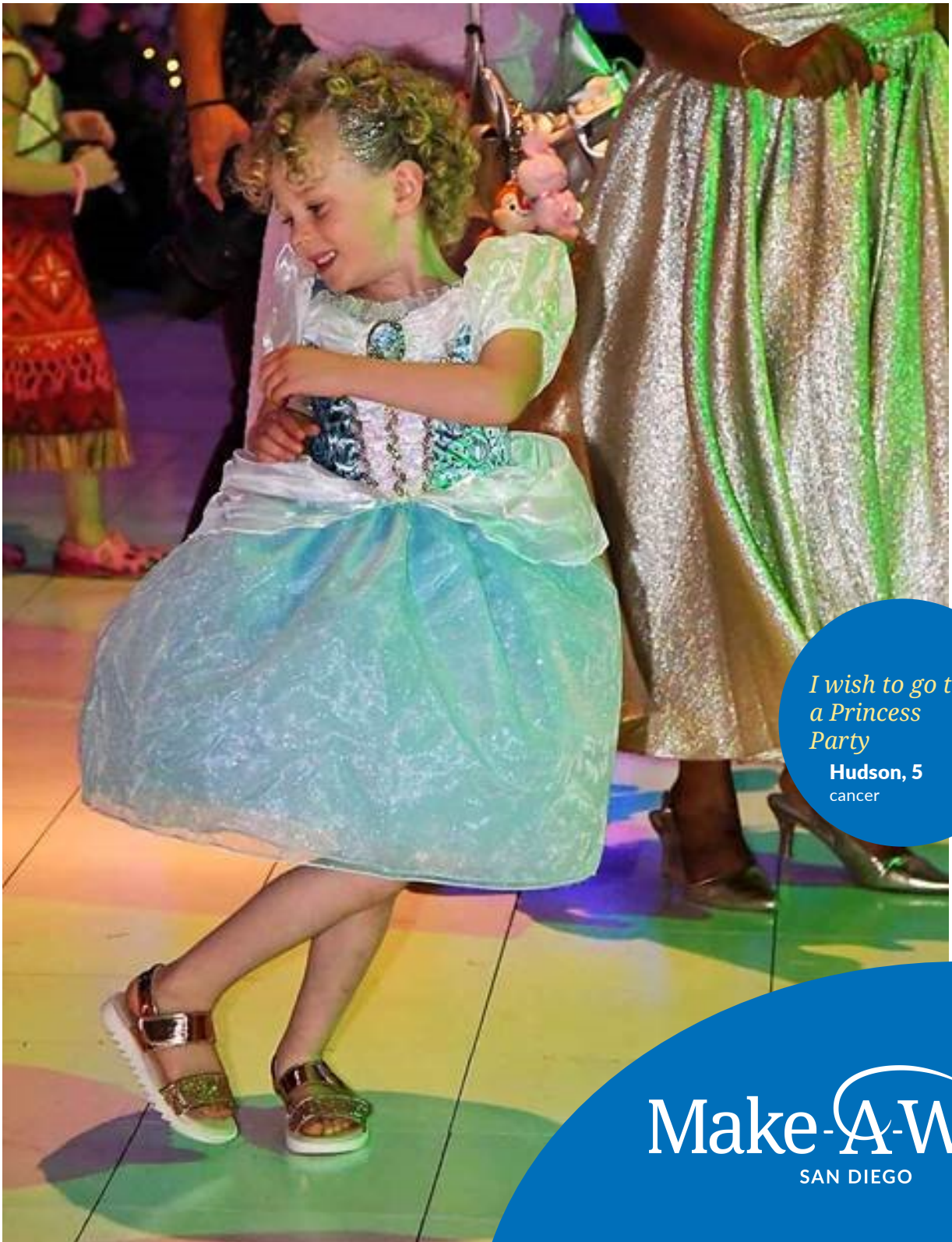


A WISH BEGINS WITH HOPE.

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.

#1

Most Trusted Nonprofit
Operating Locally
Across 50 States

MAKE-A-WISH®

MORNING CONSULT®
2024



YOU SUPPORT. YOU INSPIRE.
YOU *make a difference for wish kids.*



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 & Electric



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 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

Jason Conge
La Estrella del Año

Ana Hutz
Community Impact

Meghan Von Behren
Spark of Magic

Matt Ginsky
Events Shining Star

Kelly Grosse
Wish Granter of the Year

Lindsay Gold Carucci
Volunteer of the Year



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 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.

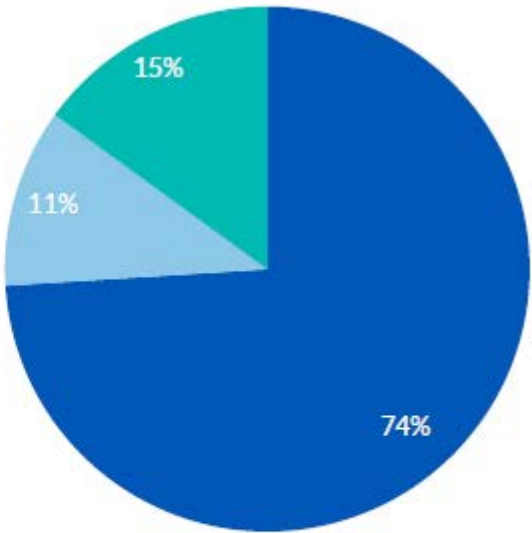
Financials

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

POPULAR WAYS TO GIVE

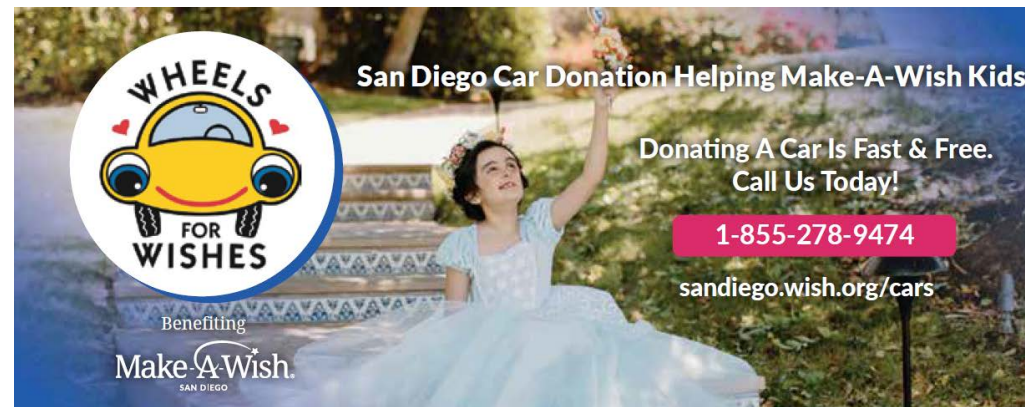
- Cash donation
- Naming Make-A-Wish® San Diego in your will (bequest) or living trust
- Naming Make-A-Wish® San Diego as a beneficiary of a retirement account
- Giving from your IRA
 - Qualified Charitable Distribution (QCD)
 - Required Minimum Distribution (RMD)

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



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



I wish to go on
a Disney cruise

Caleb, 11
respiratory disorder



PHONE: 858.707.9474

EMAIL: INFO@SANDIEGO.WISH.ORG

WEB: 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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