

SWISHES FOR WISHES



Ja’Kobi Gillespie
Make-A-Wish®
EAST TENNESSEE

A Signature Community Partnership Opportunity

With Ja’Kobi Gillespie & Make-A-Wish® East Tennessee

Together, We Can Ensure Every Child Receives a Wish

Make-A-Wish® East Tennessee is committed to a bold and urgent goal: to provide a wish for every eligible child with a critical illness in East Tennessee — without delay. Through *Swishes for Wishes*, Ja’Kobi Gillespie and Make-A-Wish East Tennessee are uniting businesses and community leaders around a campaign that transforms on-court moments into life-changing hope for children across our 36-county region. For the remainder of the season, fans, businesses, and supporters can pledge a gift to Make-A-Wish East Tennessee based on Ja’Kobi’s points and assists, or make a fixed gift..


Why Partner with Swishes for Wishes?

- Direct impact on children with critical illnesses in East Tennessee
- Alignment with one of the most trusted nonprofit brands in America
- Increased brand awareness, goodwill, and customer loyalty
- Unique PR, media, and storytelling opportunities
- Long-term partnership opportunities that grow alongside your business


Flexible Giving Options

Sponsorship commitments may be fulfilled as a one-time gift or as a multi-year pledge (not to exceed 3 years).

Sponsorship Opportunities



\$10,000	Funds one wish <ul style="list-style-type: none">• Social media recognition• 2 tickets to campaign celebration event
\$30,000	Funds two wishes <ul style="list-style-type: none">• Social media recognition• 4 tickets to campaign celebration event• Commemorative plaque signed by Ja’Kobi Gillespie
\$50,000	Funds five wishes <ul style="list-style-type: none">• Social media recognition• Host a wish engagement event with area wish kids• Press release & check presentation• 8 tickets to celebration event
\$100,000+	Funds 10+ wishes <ul style="list-style-type: none">• All previous benefits• Customized recognition & engagement plan



Our Commitment to Our Partners

Make-A-Wish® East Tennessee is deeply committed to maximizing brand exposure, media coverage, and community recognition for our partners. Our goal is not just to fund wishes — it is to build lasting partnerships that enhance your business while transforming lives.

The Power of a Wish

Since 1988, Make-A-Wish East Tennessee has granted more than 1700 wishes for children locally, bringing joy and hope to wish kids and their families. We seek to bring every eligible child's wish to life—because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness.

Our Mission:

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

Make-A-Wish traces its inspiration to 7-year-old Chris Greicius, a child with leukemia who wished to be a police officer. In 1980, a group of caring individuals came together and made his wish come true. The impact of Chris' wish was felt throughout the community, becoming the inspiration for what is now the Make-A-Wish Foundation. No one could have known that his wish would create a movement of hope that has transformed millions of lives.

In the U.S., a child is diagnosed with a critical illness every 20 minutes. **Today, our chapter has more than 100 local children who are waiting for their wish to be granted, and we need the support of our community to grant these wishes when children need them most.** Our goal is to ensure every child battling a critical illness receives the joy and hope a wish provides.

Wishes Are Transformational

"If you could have one wish, what would it be?" Through this one simple question, a child can dream and imagine their future. Wishes are limited only by a child's imagination. Each granted wish brings wish kids, their families, volunteers, medical professionals, and their communities on a wish journey to **go, give, have, be, or meet**. Wishes are not a "nice to have" for a child; wishes are a "need to have."

"My child is now 25 and we still constantly talk about the Disney Cruise. When he is hurting, he imagines being on the island. It's his happy place."

Marian, wish parent

"My wish of a college scholarship gave me long term purpose and continues to remind me of what I am capable of achieving despite my disease."

Anonymous, wish alumni

"Before I received my wish, my quality of life was horrible, and I had no desire to keep going. When I learned I would be getting a wish, I had something that made me want to fight for my life. Now, instead of having 100 seizures a day, I have less than 10 a day."

Anonymous, wish alumni



I wish to be a superhero

Kaheem, 5
cancer

The power of a recent local wish

Dempsey, from Chattanooga, was diagnosed with a Brain Tumor. Dempsey loved soccer and his wish was to go to a Chattanooga Red Wolves Soccer match. He and his family were able to get box seats at the last home game of the season against the Portland Hearts of Pine. The Chattanooga Red Wolves greeted Dempsey and his family with a swag bag and a home team jersey for him to keep!

Dempsey and his family connected so well during his Make-A-Wish experience that on November 1st the Chattanooga Red Wolves attended his birthday party right before Dempsey's passing on December 1st. Dempsey's medical team shared that his family even put him in his Red Wolves jersey. A few players who were unable to attend the birthday party put together a video to share as well.



*I wish to attend a
Chattanooga Red
Wolves Game*

Dempsey, 10
Brain Tumor



Make-A-Wish East Tennessee by the Numbers



1750+

Wishes granted since
inception in 1988



100+

Wishes granted annually



36

Counties served in East
Tennessee



58

Chapters in
the U.S.



50

Countries on five
continents



TOP 10%

Of all U.S. brands for quality,
trust, social impact, shared
values and reputation



2.3M+

average earned media
impressions each year

Wishes Are Local

Make-A-Wish East Tennessee partners closely with local children's hospitals across our region to ensure that children battling critical illnesses are referred and properly qualified. We grant wishes to children ages 2½ to 18 years old. More than 50% of wish children are battling cancer, followed by diseases of the nervous system, sense organs, and transplants. Today 80% of wish kids survive their illness, carrying the transformational impact of the wish experience far into adulthood.

This year, we brought to life 87 magical wishes and are focused on granting the 100+ wishes on our waiting list and the more than 90 wish referrals we receive each year. We work diligently to provide a wish for every child when the child needs it most.

Our goal is to grant wishes for every eligible child diagnosed with a critical illness in our region. Make-A-Wish East Tennessee carefully stewards the financial resources we have available to grant wishes.

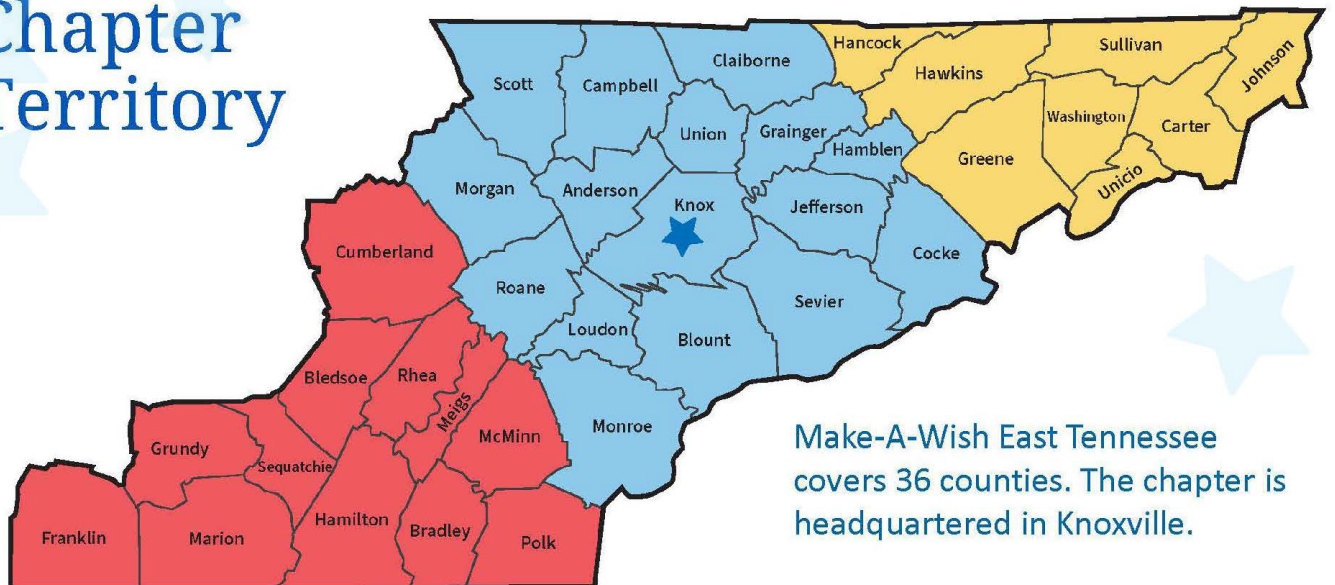
Funds raised here, stay here.

*I wish to have a
goldendoodle puppy*

Maelin-Kate, 6
rare blood disorder



Chapter Territory



Make-A-Wish East Tennessee covers 36 counties. The chapter is headquartered in Knoxville.

Thank you for your consideration of this proposal! We look forward to discussing this with you and answering any questions you may have.

