



Annual Report

FISCAL YEAR 2025 (Sept. 1, 2024 - Aug. 31, 2025)



*I wish to go to
the Walt Disney
World® Resort*

Brivi, 4
leukemia

Leadership

FY25 BOARD OF DIRECTORS

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PwC

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GE Healthcare

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Michael Best & Friedrich LLP

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Children's Wisconsin

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Molson Coors Beverage Company

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Medical College of Wisconsin,
Children's Wisconsin

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Baird

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Fusion Recruiters, LLC

Chad Hamilton
Sargento Foods

Jona Mancuso
Carma Laboratories

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Tammy Noll
Community Volunteer

Shea O'Rorke
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Association CEO

Nikki Stafford
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ABC Supply Company

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Jill Grevenow, NP

Jennifer Kwon, M.D.

Susan MacLellan-Tobert, MD

David A. Margolis, M.D.

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

Hope begins with *you*.

It gives us great pleasure to report that Fiscal Year 2025 was another successful year for Make-A-Wish® Wisconsin!

Thanks to the support of thousands of donors and volunteers like you, our chapter granted 434 life-changing wishes for children who are battling critical illnesses.

Every day, wishes like Vera's come true – wishes that allow kids to see beyond their illnesses, to glimpse what the future could bring. And that kind of hope can give them a better chance of recovering.

“I love to bake, it just calms me,” Vera said. “Since my wish has been granted, it’s been making me feel more passionate about baking and more calm overall.” Vera’s mom, Julie, shared that Make-A-Wish Wisconsin pivotally entered Vera’s life during a season of wearisome changes: “Her baking station just revitalizes her.”

We know that this work is never done. Every 20 minutes, yet another child is diagnosed with a critical illness. Suddenly, their future is filled with painful treatments, long hospital stays and isolation from their friends and family.

But no matter what, this much is certain: WishMakers like you will be there, stepping up to give more children the strength to fight their illnesses and the joy of simply being a kid again. For that, there are no words to thank you enough.

Joe

Joe Imhoff
Board Chair

Wendy

Wendy Cozzens
Make-A-Wish Wisconsin CEO

*I wish to have
a personal
baking station*

Vera, 9
respiratory
disorder



Make-A-Wish Foundation® of Wisconsin
Statement of Activities

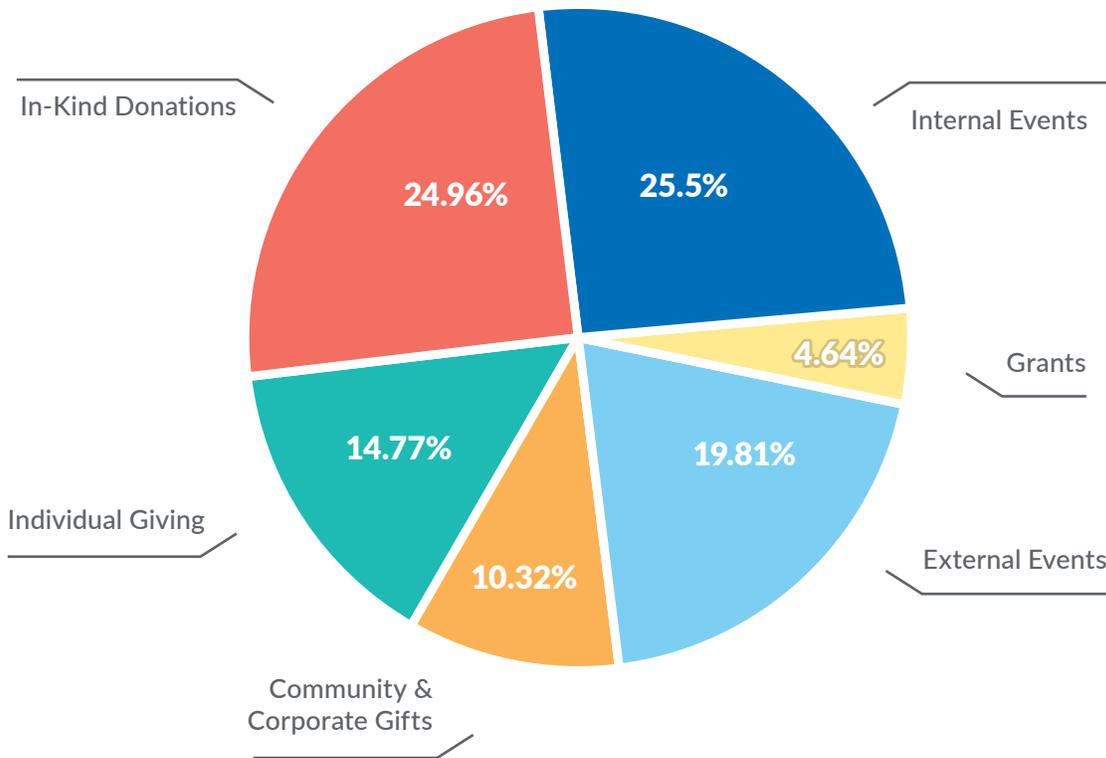
YEAR ENDED AUGUST 31, 2025

(With summary totals for year ended August 31, 2024)

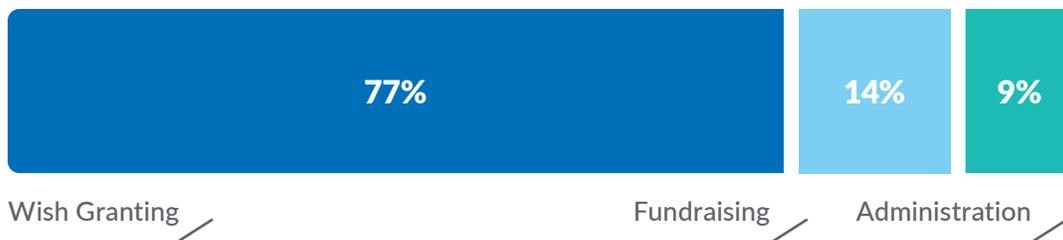
	Without Donor Restrictions	With Donor Restrictions	2025 Total	2024 Total
REVENUES, GAINS, AND OTHER SUPPORT				
Public Support:				
Contributions, Cash	\$ 4,133,055	\$ 172,142	\$ 4,305,197	\$ 5,832,462
Contributions, Donated Goods and Services	2,061,918	319,401	2,381,319	2,374,248
Grants	456,868	-	456,868	400,650
Total Public Support	6,651,841	491,543	7,143,384	8,607,360
Internal Special Events, Cash	2,876,256	-	2,876,256	2,585,619
Internal Special Events, Donated Goods and Services	60,064	-	60,064	130,899
Less Costs of Direct Benefits to Donors	(483,183)	-	(483,183)	(574,180)
Total Internal Special Events	2,453,137	-	2,453,137	2,142,338
Investment Income, Net	1,808,449	41,679	1,850,128	3,002,761
Other Income	8,190	-	8,190	10,583
Net Assets Released from Restrictions	611,617	(611,617)	-	-
Total Revenue, Gains, and Other Support	11,533,234	(78,395)	11,454,839	13,763,042
EXPENSES				
Program Services:				
Wish Granting	8,683,174	-	8,683,174	11,152,929
Support Services:				
Fundraising	1,623,409	-	1,623,409	1,908,056
Management and General	1,048,105	-	1,048,105	1,033,119
Total Support Services	2,671,514	-	2,671,514	2,941,175
Total Expenses	11,354,688	-	11,354,688	14,094,104
CHANGE IN NET ASSETS	178,546	(78,395)	100,151	(331,062)
Net Assets - Beginning of Year	18,341,913	1,722,276	20,064,189	20,395,251
NET ASSETS - END OF YEAR	\$ 18,520,459	\$ 1,643,881	\$ 20,164,340	\$ 20,064,189

Funding

WHERE DOES IT COME FROM?



WHERE DOES IT GO?



I WISH TO GO TO HAWAII

Escape from the Unknown

Kingston, 13, is your typical active child who loves to play in sports, as well as hide-n-seek, tag and essentially any game outdoors with friends. Except, unlike most kids, he has been diagnosed a genetic condition where his heart's electrical system takes longer than usual to recover between beats, which can lead to dangerous heart rhythms and potentially sudden cardiac arrest.

Children with Kingston's condition are more likely to have symptoms with exercise, but can sometimes have symptoms with strong emotions or even while resting.

Christa, Kingston's mother, shares that "thankfully, Kingston has never experienced any symptoms so far. However, because he also carries the gene, this condition can be triggered at any point of his life. After being diagnosed, Kingston started on heart medications, to help lower the chances of heart problems like arrhythmias and sudden cardiac arrest. Unfortunately, he noticed the medications made him slower. He felt he couldn't run as fast or he would get tired easily. Because of this, he decided not to continue with soccer this year, which he has been playing since 3rd grade."

Kingston has an interest in other cultures, adventure and really loves swimming and the water. When he heard from friends that Hawaii is beautiful and has active volcanoes, he knew Hawaii could be his perfect escape for all of that and more.

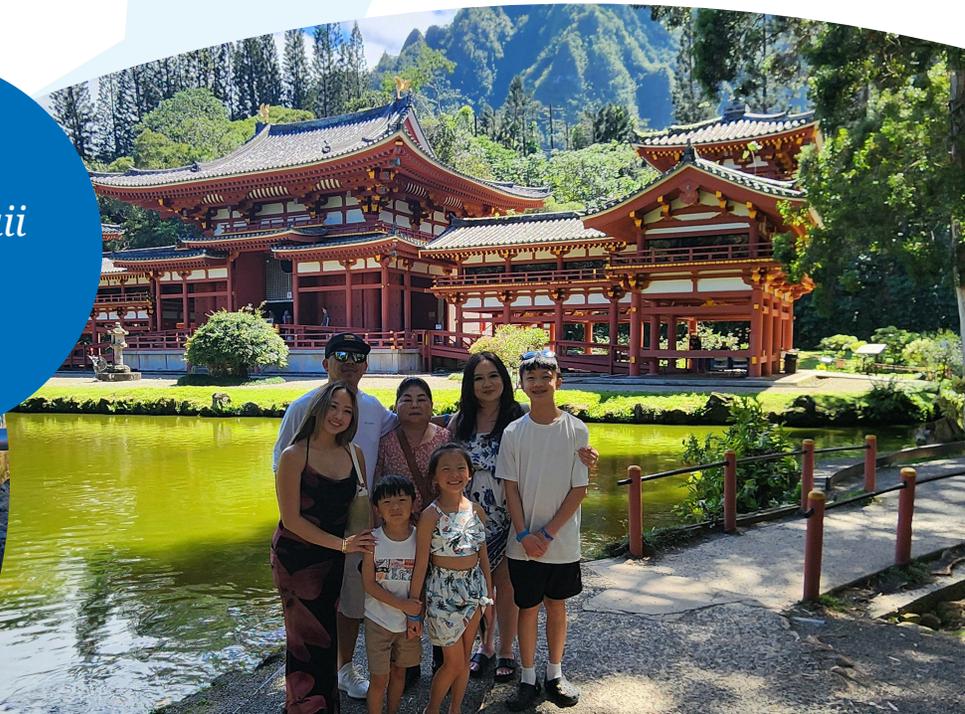
"Kingston's wish trip really was bittersweet. Although Kingston can live a pretty normal life, there is always that thought in the back of our minds that tomorrow is not really promised. **If something were to happen to him, it would be instant. No goodbyes... no warning signs... no way of knowing. We are so appreciative of being able to go and experience his Hawaii wish as a family.**

Kingston enjoyed his snorkeling excursion. He had a great time swimming with all the fish and seeing so many different varieties. We loved the mountains and all the ocean views. He most definitely also loved eating shrimp musubi.

Being able to see the joy on Kingston's face and create beautiful memories within this wish trip has made us so grateful for each day we continue to have with him. We created many wonderful memories and will definitely keep them dear to our hearts," Christa expressed gratefully.

*I wish to
go to Hawaii*

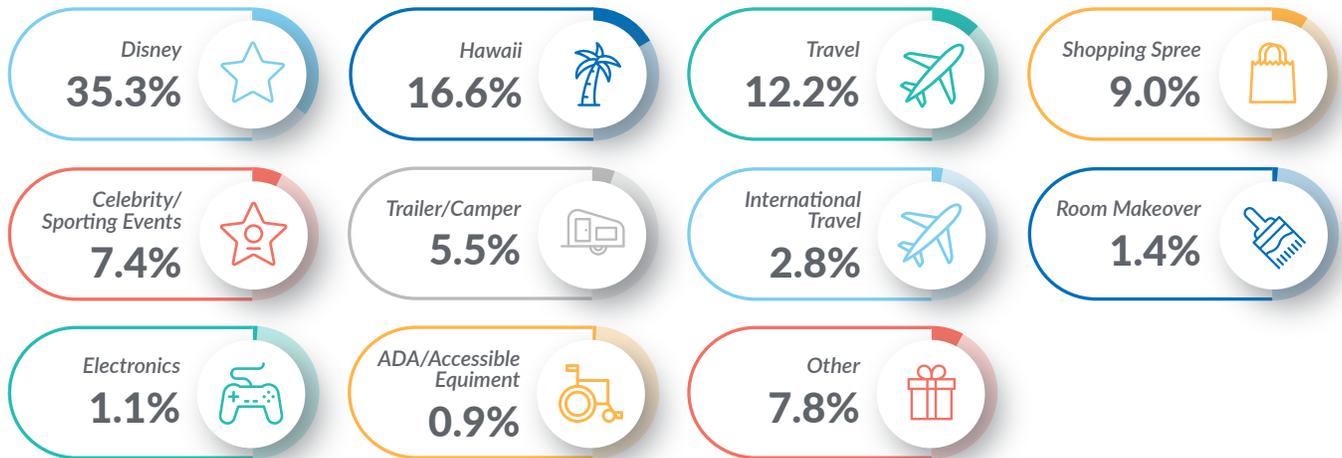
Kingston, 13
leukemia



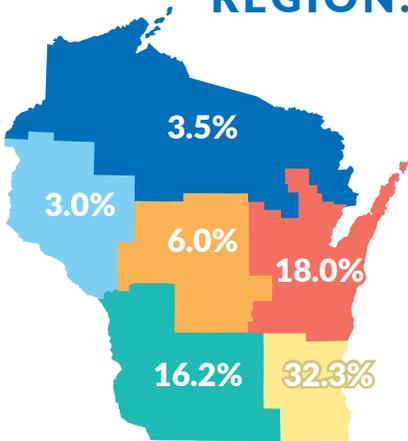
434

lives transformed through the power of a *wish* this year

WISH TYPES:



WISHES BY REGION:



Southeastern	32.3%
Southwestern	16.2%
Northeastern	18.0%
Central	6.0%
Northern	3.5%
Western	3.0%
Out of Territory	21.0%

WISHES BY DIAGNOSIS:

Leukemia	18.9%
Respiratory Disorder	15.0%
Cancer	12.9%
Lymphoma	8.5%
Nervous System Disorder	7.1%
Brain Tumor	5.3%
Congenital Heart Disease	5.0%
Blood Disorder	3.9%
Heart Condition	3.7%
Genetic Disorder	2.8%
Gastrointestinal Disorder	2.1%
Kidney Disease	2.1%
Neuromuscular Disorder	2.1%
Other	10.6%

"It's an unsaid power that wish experiences give kids. These kids are living longer, they're living better, they're having more fun in their lives. And it all started with one experience ... their wish." - Anup Patel, MD, Nationwide Children's Hospital

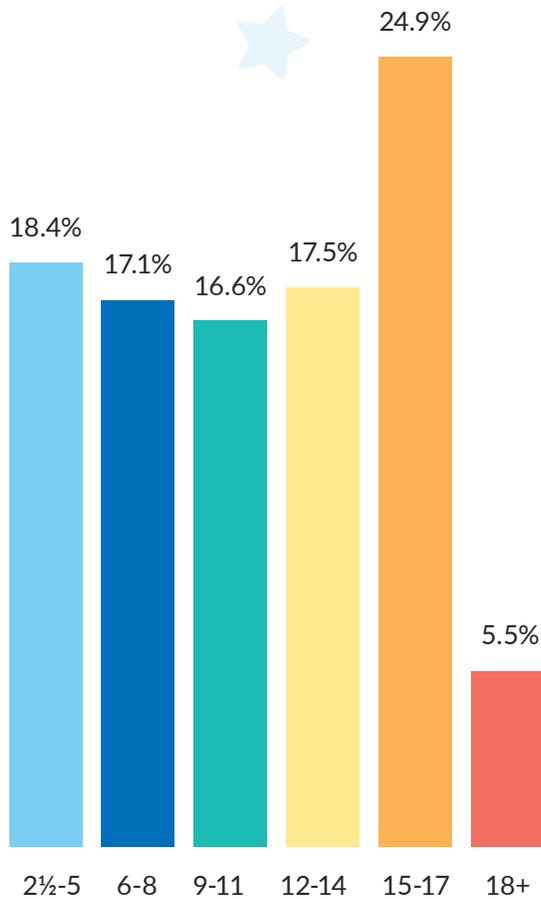
WHO IS ELIGIBLE?

A child with a critical illness who has reached the age of 2½ and is younger than 18 at the time of referral and has not received a wish from any other wish granting organization is potentially eligible for a wish from Make-A-Wish Wisconsin.

After a child is referred, Make-A-Wish will work with the treating physician to determine the child's eligibility for a wish, i.e. suffering from a progressive, degenerative or malignant condition currently placing the child's life in jeopardy.

These are the only criteria used to determine a child's eligibility.

WISHES BY AGE:



*I wish to go to
the Walt Disney
World® Resort*

**Hazel, 4
cancer**





Make-A-Wish®

WISCONSIN

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