

# 2024

## ANNUAL REPORT



*I wish to ride  
in a combine  
harvester*

**Henry, 3**  
cancer

**Make-A-Wish**  
MISSOURI & KANSAS



MAKE-A-WISH

MAKE-A-WISH



## The mission of Make-A-Wish Missouri & Kansas<sup>®</sup>

is to grant life-changing wishes to children with critical illnesses. We believe that a single wish can transform a child's life—and that belief guides everything we do. It inspires us to create experiences that lift spirits, spark hope, and exceed expectations for every wish child. It pushes us to stretch every donated dollar and resource to make the biggest impact possible. Most importantly, it drives our vision: to grant the wish of every eligible child.

Wishes are far more than gifts or one-time events—they change lives. They give children courage to face medical treatments, help parents find renewed hope, and inspire volunteers, donors, sponsors, and entire communities to see the difference they can make. A wish doesn't just impact the child, it inspires everyone involved.

*I wish to have  
a puppy*

**Nick, 12**  
leukemia

# A Letter of *Hope* from our Team

Each wish begins with a simple but powerful spark—*hope*.

This past year, that spark grew into something extraordinary. Thanks to the compassion and generosity of our community, **more than 365 local children experienced the life-changing joy of a wish come true.**

Each one of those moments—each smile, each celebration, each sigh of relief—was made possible because of **you**. Every wish we grant is a reflection of what happens when people believe in something bigger than themselves.

It's hospitals, schools, companies, and families coming together to lift up children when they need it most. It's volunteers giving their time, donors giving their hearts, and partners giving their support, all united by a shared belief that hope can change everything.

As we look ahead, we're filled with gratitude and determination. Gratitude for every person who made wishes possible, and determination to reach every child still waiting. Because for each child facing a critical illness, a wish is more than a moment of joy; it's a chance to wish, to heal, and to look toward the future with confidence.


From the bottom of our hearts, **thank you for helping us bring hope to wish kids and families across Missouri and Kansas.** Together, we're proving that when a community believes in hope, there's no limit to the impact we can provide.

*Warmest Wishes,*



**Caroline Schmidt**  
President & CEO  
Make-A-Wish Missouri & Kansas

**Make-A-Wish**  
MISSOURI & KANSAS



*I wish to go  
to Walt Disney  
World*

**Kaden, 3**  
cancer



365

..... WISHES GRANTED .....

..... FISCAL YEAR 2024 .....

.....

.....

.....



# Hope is *powerful* medicine— and a wish delivers it.

Wishes transform health journeys and strengthen survival.

In 2010, Make-A-Wish® conducted a first-of-its-kind national study to measure the true impact of a wish on children with critical illnesses and their families. The findings confirmed what wish families, volunteers, and medical professionals had long observed: a wish experience creates tangible, lasting improvements in a child's emotional and physical well-being.

More than a decade later, expanded research conducted in 2022 reaffirmed and deepened those findings across a broader population of wish alumni, parents, and healthcare providers. **The results were clear—wishes are not just simply nice experiences; they are a necessary part of a child's treatment journey.**

**94%**

of wish alumni reported that their wish made them feel more joyful, confident and hopeful for their future.

**9 OUT OF 10**

medical providers observed that the wish experience has a positive impact on – and even improves – a child's physical well-being and overall quality of life.

**95%**

of wish parents reported seeing their child's emotional well-being improve through the wish journey.

*2022 Wish Impact Study*

*“The journey through a critical illness is so long and so arduous; it robs so many of the childhood experiences from a child and from their family. It is exhausting for a family physically, emotionally, and spiritually, and it's hard to see where the end of that tunnel will lead. Then, in the midst of the chaos and uncertainty, comes a wish experience.”*

James B. Fahner, MD, FAAP, Division Chief, Pediatric Hematology/Oncology, Helen DeVos Children's Hospital




*I wish to go to  
New York*

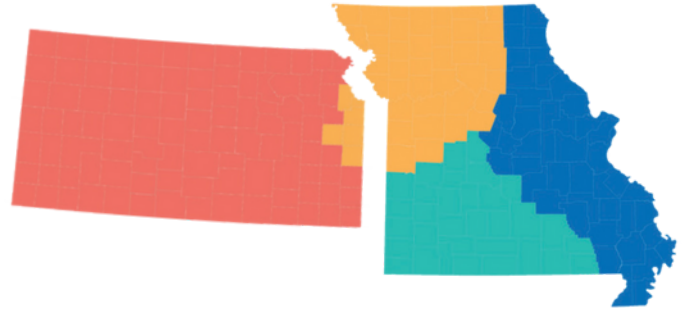
**Mary Kate, 17**  
cancer

# Every Age. Every Wish. Every Place.

A Look at Who We Serve and How Their Wishes Take Shape.

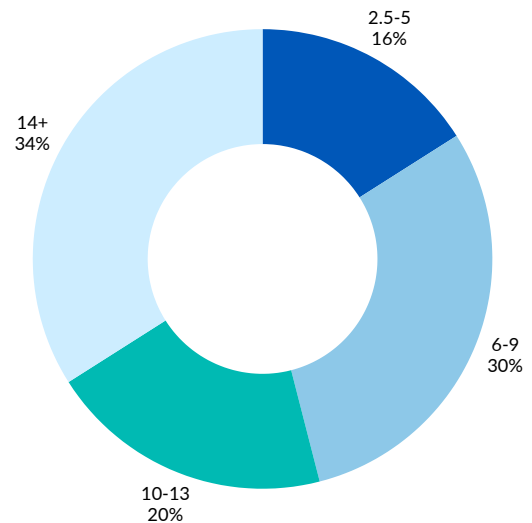
## Wishes By Region

St. Louis	124	
Kansas City	110	
Kansas	85	
Southwest Missouri	46	





## Wishes By Age


2.5 - 5 years	16%	
6 - 9 years	30%	
10 - 13 years	20%	
14+ years	34%	





## Wishes By Type

 *I wish to go...*  
251

 *I wish to have...*  
79

 *I wish to be...*  
3

 *I wish to give...*  
2

 *I wish to meet...*  
30

*I wish to be a  
supermodel*

**Aisha, 13**  
brain tumor





◆ You're going  
- to -  
WALT DISNEY World. ◆

*I wish to go to Walt  
Disney World*

Isla, 3  
cancer

# Investing in Joy

Your Financial Support Helped Spark Hope for Hundreds of Wish Kids this Fiscal Year.



## Fiscal Year 2024

Year ended August 31, 2024

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Total Revenue	\$11,807,554	Total Net Assets	\$7,260,238
Total Expenses	\$9,446,430		

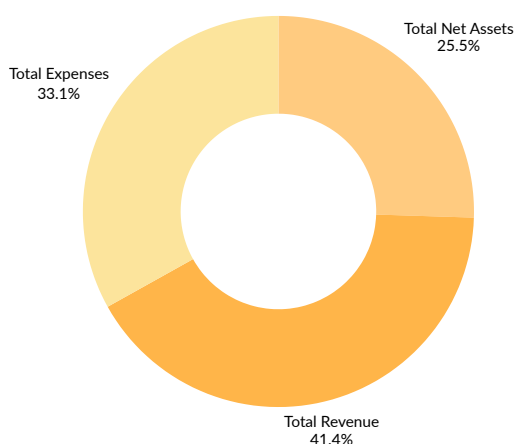
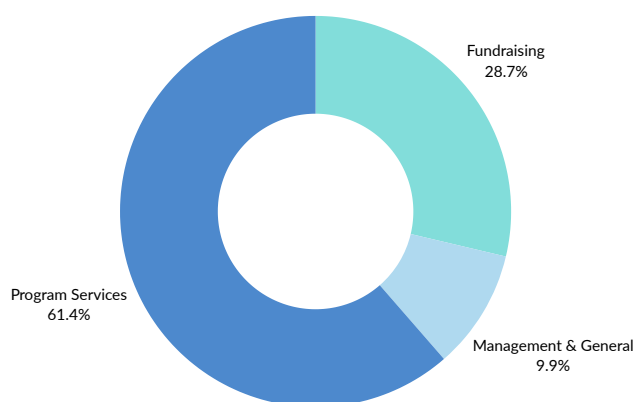
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## Operating Expenses\*

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Program Services	\$5,797,490
Fundraising	\$2,711,373
Management & General	\$937,567

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*In fiscal year 2024, Make-A-Wish® Missouri & Kansas received \$891,550 in in-kind advertising support through our partnership with Lamar Advertising. This donated media supported key fundraising initiatives and is reflected in the organization's fundraising expenses, resulting in an inflated fundraising expense ratio. Excluding this in-kind support, the program expense ratio for fiscal year 2024 would be 68%.*

# Guiding the Vision, Leading with Hope.

Make-A-Wish® Missouri & Kansas Governing  
Board of Directors.

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PricewaterhouseCoopers

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Superior Bowen

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Litigation at Enterprise Mobility

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Controller, Charter Communications

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### Dr. J. Allyson Hays

Pediatric Hematologist/Oncologist  
Children's Mercy Kansas City

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FanDuel Sports Network

### Robert Wolf

CEO, Intterra

### Jesse Worcester

Co-Founder & Partner,  
Worcester Investments



*I wish to go  
adaptive skiing  
with my family*

**Gage, 8**  
nervous system  
disorder

# Disney – Where Joy Becomes Magic

For 4-year-old Promise from Wichita, joy lives in the little moments – a burst of giggles, a twirl in a sparkly dress, or the magic of her favorite Disney Princesses. Her journey with a complex respiratory condition has been challenging, but the princesses she adores have taught her that true beauty shines from courage and kindness.

This year, Promise's world transformed in the most enchanting way. As part of The Walt Disney Company's inaugural Disney Week of Wishes, celebrating 45 years of partnership with Make-A-Wish®, Walt Disney World® Resort hosted its second-ever Once Upon A Wish™ Party, a multi-day celebration where nearly 50 wish kids were swept into stories of bravery and wonder.

*“These moments are life-changing for the kids and families. They build them up with strength and resilience, and they have a lasting impact on them — and also on us.”*

Josh D’Amaro, Chairman,  
Disney Experiences



*I wish to be a  
princess*  
**Promise, 5**  
respiratory condition



Disney

Make-A-Wish.

Promise's wish to be a princess became the centerpiece of her family's joy. During the event's magical makeover night, she was whisked away for her royal transformation, complete with shimmering makeup, a gown fit for royalty, and a tiara that sparkled.

Her journey culminated at The Royal Ball, where Promise met nearly every Disney Princess and danced beneath glowing chandeliers as iconic fairytales came to life around her. Just as in the stories and movies she loves, Promise, along with her fellow wish kids, were officially crowned Disney Royalty.

For her parents, it was a moment they'll cherish forever. After years defined by medical appointments and uncertainty, they watched their daughter shine with pure joy, completely herself.

Thanks to Disney, the world's largest wish granter, Promise discovered that the magic she admired in her heroes was inside her all along.

*"We are so honored when kids choose Disney to grant their wish – it's a very special privilege to share these experiences with them and help them make joyful new memories."*

Josh D'Amaro, Chairman,  
Disney Experiences



*“It’s been more than 45 years since my son Chris recieved his wish, and I am still amazed and inspired how one little boy’s dream to be a policeman has touched the lives of so many.”*

LINDA PAULING, MOTHER OF MAKE-A-WISH & CO-FOUNDER

## Join the Conversation!

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