

According to Gallup's 2025 *State of the Global Workplace* report, **only 31 percent of U.S. employees are engaged at work**. That means nearly 70 percent are mentally checked out, costing businesses billions each year. Purpose-driven programs like Wishmakers at Work can be an effective component of an employee engagement strategy.

Wishmakers at Work is a turnkey workplace giving program benefiting Make-A-Wish North Texas, with the goal of engaging and inspiring employees to fundraise to help grant wishes. It creates a unique opportunity for companies to **strengthen culture and boost morale** while making a tangible difference in the lives of children with critical illnesses. More than just volunteering and fundraising, it's a smart way to **align your values, engage your employees, and deliver impact**.

Doing Good is Good for Business

Make-A-Wish is consistently ranked as **one of the most trusted nonprofit organizations** in the country. With strong name recognition and a mission that people understand, companies can be confident aligning with a brand known for integrity, impact, and heart. When you partner with Make-A-Wish, your employees and customers instantly recognize that your company is backing a meaningful and reputable cause.

- **Higher Productivity:** Purpose-driven employees are more motivated, collaborative, and resilient.
- **Lower Turnover:** Engagement is a proven driver of retention, especially among younger workers.
- **Leadership Development:** Organizing wish events builds cross-functional skills like planning, communication, and influence.
- **Enhanced Brand Reputation:** Companies that give back attract top talent and earn customer loyalty.

Intangible Impact that Can't Be Measured—But Will Be Felt

Not everything can be measured in spreadsheets or ROI charts. When your company helps grant a wish, you're giving a child with a critical illness hope, strength, and a reason to keep fighting. These experiences bring teams together as they see the impact of their efforts in real time and in real lives. Partnering with Make-A-Wish North Texas isn't just good business—it's a powerful way to show your values in action.