2025

FISCAL YEAR 2025
September 2024 - August 2025



Make-A-Wish®

SAN DIEGO

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Biotech Industry (Retired)

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Kim Hegardt
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Dr. Michael Lalich
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Dai Logan
Community Volunteer

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President & GM, NBC 7 / Telemundo 20 (Retired)

Karen Sedgwick
Executive Vice President & Chief Financial Officer, Sempra

CEO Update



Suzanne Husby
Chief Executive Officer

Dear WishMakers,

As we reflect on Fiscal Year 2025, I'm filled with gratitude for the extraordinary people that make our mission possible. Thanks to your generosity, this was a year defined by the power of community, as we banded together to create life-changing wishes for children with critical illnesses.

This year we granted 200 wishes to kids and their families across San Diego and beyond. Wishes can take many forms—from tech toys or playhouses to Disney vacations, meeting a sports hero, visiting an international destination, and more. The possibilities are nearly endless! Each wish reflects the child's unique personality and brings together a compassionate community of volunteers, donors, medical partners, and staff who rally behind them to create hope, strength, and joy when it's needed most.

We are proud to share that once again, Make-A-Wish was recognized as the #1 Most Trusted Nonprofit operating locally across all 50 states.* This distinction reinforces our commitment to transparency and mission-driven impact. Trust is something we must earn every day, and we take that responsibility to heart.

Inside this Annual Report, you'll find:

- Wish highlights from Fiscal Year 2025
- Our latest financials and how your generous support was utilized
- A listing of our dedicated staff and volunteer board members
- Opportunities to get involved in the Make-A-Wish mission

As we look to the coming year, we're determined to grant every child's wish without delay, despite rising wish costs. With your help, we can make the impossible feel possible for kids facing critical illnesses. On behalf of the children we serve, thank you for being part of the Make-A-Wish San Diego family and for believing in the power of a wish.

With gratitude,

Suzanne Husby

Suzanne Husby
Chief Executive Officer
Make-A-Wish San Diego

**Morning Consult, 2025*

MAKE-A-WISH SAN DIEGO

Staff



Suzanne Husby
Chief Executive Officer



Danielle Lopez, MBA
Chief Financial & Operating Officer



Stefanie Muñoz
Chief Development Officer



Ariadna La Salle
Chief Program Officer



Christine Reed, MBA
Sr. Director, Communications



Grace Da Silva
Director, Event Philanthropy



Hallie Noel
Director, Medical Outreach



Carter Weast
Sr. Manager, Development



Kelli Loper
Sr. Manager, Wish Assist & Community Partnerships



Lyon Frazier
Database & Operations Manager



Lauren Rigby
Volunteer Manager



Sofia Besneirigoyen
Bilingual Wish Manager



Colleen Edwards
Events Manager



Zully Racik
Development Data Specialist



Avery Moon
Fundraising Partnerships Coordinator



Frida Cortez
Bilingual Wish Coordinator



Fernanda Quezada
Bilingual Wish Coordinator



Sophia Garcia
Operations Coordinator



Sophie Parker
Marketing Coordinator



Sarah Giles
Wish Administrative Assistant



Samantha Lingao
Events Assistant

Our Mission

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

Our Vision

To grant the wish of every eligible child



I wish to go to the Walt Disney World® Resort

O' Chai, 5

leukemia

FISCAL YEAR 2025

Year-in-Review

As part of our Make-A-Wish family, you've helped make this an unforgettable year filled with life-changing wishes that brought hope, strength, and joy to children with critical illnesses. Your generosity made a positive impact throughout our community and we're so grateful for your continued support of our mission.

MILESTONES CELEBRATED



Adventures Abroad:
We granted 29 wishes for international travel this year.



Wish Milestone:
Since 1983, we've granted more than 5,500 wishes.



Bilingual Wish Granters:
We onboarded 25 new bilingual volunteers.

OUR IMPACT AT A GLANCE

200 Wishes Granted	**21** Staff Members	**18** Board of Directors	**5** Volunteer Medical Advisors
176 Wish Assists — kids from other cities wishing to visit San Diego	**$10,000** Average cost of a wish	**340** Local volunteers	**5,523** Wishes granted since 1983

HOW WISHES ARE GRANTED

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 between the ages of 2 ½ and 17 years 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
- Family members with detailed knowledge of the child's current medical
- condition





WISHES GRANTED

Alumni, parents, and medical providers overwhelmingly agree that the wish experience plays a vital role in strengthening the physical, emotional, and mental well-being of children and their families.

Take a look at the life-changing wishes we granted in Fiscal Year 2025.

137
I WISH TO GO

- I wish to go to Hawaii
- I wish to go to Japan
- I wish to go to the Walt Disney World® Resort
- I wish to go to Paris
- I wish to go to New York City
- I wish to go on the Disney Cruise Line®
- And many others!

53
I WISH TO HAVE

- I wish to have a backyard play space
- I wish to have a college scholarship
- I wish to have a sweet 16 party
- I wish to have a shopping spree
- And many others!

9
I WISH TO MEET

- I wish to meet my favorite pro athlete
- I wish to meet my favorite YouTube star
- I wish to meet my favorite singer or actor
- And many others!

1
I WISH TO GIVE

- I wish to give an accessible swing to my local recreation center



#1 Most Trusted Nonprofit Operating Locally Across 50 States
MAKE-A-WISH®
MORNING CONSULT® 2025

The organization has maintained its strong position in the annual Morning Consult study of the Most Trusted Brands. Make-A-Wish continues to be the #1 Most Trusted Nonprofit Operating Locally Across 50 States in 2025.

Make-A-Wish SAN DIEGO

YOU SUPPORT. YOU INSPIRE.

YOU make a difference for wish kids.

WAYS TO GIVE



DID YOU KNOW...

Over 70% of wishes involve travel. You can help wishes take flight by donating airline miles today!

DONATE AIRLINE MILES:
wish.org/sandiego/miles

I wish to go to Aulani, a Disney Resort & Spa
Daniela, 11
leukemia

Your Personal Gift

Give online, schedule monthly donations, make a tribute gift, learn about estate gifts, or utilize your DAF, stocks, or IRA to grant wishes today.

Community and Online Fundraising

Whether it's through a hosted event, lemonade stand, or birthday fundraiser, passionate supporters rally their networks to grant wishes in their community.

Volunteers and Affinity Groups

Share your time and talents as a volunteer or join a group such as the W.I.S.H. Circle or Kids For Wish Kids to make a lasting impact!

Corporate Support

Our generous corporate partners help grant life-changing wishes through giveback campaigns, point-of-sale promotions, in-kind support, and more. Learn how your company can make a difference today!

In-Kind Goods & Services

Donating travel points or specific gift cards and purchasing items for our Wish Closet are just a few of the many ways to support local wish kids.

FINANCIALS

Fiscal Year 2025

Make-A-Wish San Diego is committed to responsible stewardship and transparency. The following financial information reflects how contributions were used to grant life-changing wishes and sustain our ability to serve children and families across San Diego and Imperial Counties.

FY25 FINANCIAL OVERVIEW

Total Revenue *$6,521,791*

Total Expenses *$6,326,784*

Total Net Assets* *$10,806,352*

*Net assets represent funds retained to support future wish-granting, long-term sustainability, and organizational stability.

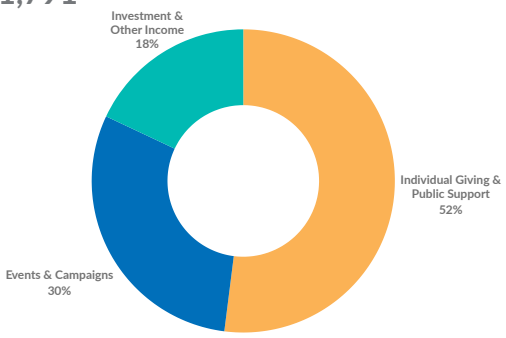
FY25 REVENUE SOURCES

Total Revenue $6,521,791

Individual Giving & Public Support*

Events & Campaigns

Investment & Other Income

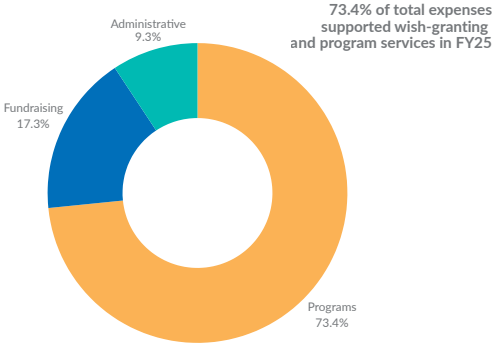


*Public support includes individual, corporate, foundation, and in-kind contributions.

FY25 OPERATING EXPENSES

Total Expenses: $6,326,784

Wish Granting*	$4,644,594
Fundraising	$1,092,984
Administrative	$589,206



*Wish-granting expenses include travel, lodging, wish experiences, medical support services, and other direct costs associated with granting wishes.

Charity Navigator ★★★★ FOUR-STAR

**The organization's financial statements were audited by an independent accounting firm. Copies of the audited financial statements and IRS Form 990 are available upon request or at sandiego.wish.org*

BBB ACCREDITED CHARITY

wishmakers change lives

Behind every wish is a community of **WishMakers** who give selflessly to bring *hope*, *strength*, and *joy* to children facing critical illnesses. This year's **WishMaker** Award recipients embody the heart and spirit of our mission, and we are deeply grateful for the lasting difference they make in the lives of wish families.

Diane Arnold
Volunteer of the Year

Jesse Stirling
Rookie of the Year

The Founding Wine & Wishes Committee
Decade of Dedication Award

PCL Construction
Corporate Partner of the Year

Terra Saltzman-Baker
Wish Granter of the Year

Susan Duthie
Giving-Heart Award

Kaiser Permanente and Easy Day Sports
Miles of Impact Award

Warren Ruis
Trevor Stolebarger Heart & Soul Award





I wish to go to the Walt Disney World® Resort
Eliza, 5
cancer

Make-A-Wish®
SAN DIEGO

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www.sandiego.wish.org

STAY CONNECTED!

Follow us and share your Make-A-Wish moments on social media!

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