

# MAKE · A · WISH<sup>®</sup>



**Seven year-old Ariel from Colorado Springs swimming with dolphins**

**Make-A-Wish Foundation<sup>®</sup> of Colorado  
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## **MISSION STATEMENT**

The Make-A-Wish Foundation® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy

## **IMPACT OF A WISH**

What if: Everything about your life changed?

What if: You did not understand anything that was happening to you?

What if: You could no longer follow your regular schedule or spend time with your friends and family?

These are some of the losses that children who are battling life threatening illnesses must face. Children – like adults - experience the emotions of loss. They experience loss of developmental milestones and growth and loss of control over their bodies. The impact of these losses compounds the stress of dealing with a serious illness.

One way children cope with difficult situations is to regain some control by being able to make decisions. Make-A-Wish does just that..... we give children the ability to control what is special and important to them. We give them the power to make a decision that will renew their confidence in themselves.

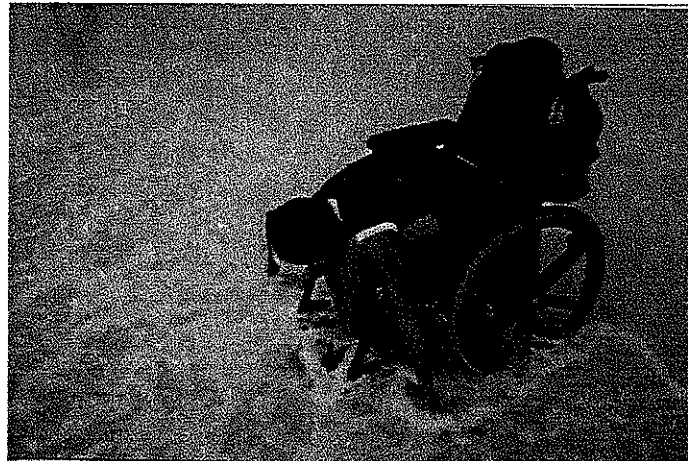
By having someone ask, "What do you wish for?" ---- and really listening so we can make it come true, we are helping to provide that child with an inner strength and the knowledge that good things can still happen.

To grant a wish is to give children a renewed look at themselves and their lives, and the knowledge that they are special.

\* Share the  
Power \*  
of a \*  
\* Wish \*

# MAKE-A-WISH®

- Make-A-Wish started in 1980 in Phoenix, AZ (story of first wish on following page)
- Make-A-Wish Foundation is the largest wish granting charity in the world with 69 chapters in the United and 27 international affiliates on five continents. The Foundation has granted more than 153,000 wishes around the world since its inception
- Colorado chapter founded in 1983 by current president and CEO, Joan Mazak (story of first Colorado wish on following page)
- Make-A-Wish Foundation® of Colorado has fulfilled nearly 3,200 wishes since its inception
- Make-A-Wish Foundation of Colorado grants 250 wishes annually



"A wish granted has a deep, life-affirming impact on the wish child and family, creating the hope, strength and joy so greatly needed. What makes each wish even more remarkable is the power to enrich so many others' lives – from friends, volunteers and donors to sponsors and even entire communities." David Williams, President and Chief Executive Officer, Make-A-Wish Foundation of America

# MAKE-A-WISH®

## The Chris Greicius Story



The Make-A-Wish Foundation was started in 1980 when a group of police officers joined together to grant the wish of a seven year-old boy from Phoenix named Chris Greicius. While Chris battled Leukemia he dreamed of becoming a police officer. When they learned of Chris's situation, several officers made Chris an honorary state trooper for the day, outfitting him with his own uniform, helmet and badge. Chris rode in a helicopter and a patrol car and at the end of the day he exclaimed "this has been the best day in my life." Five days later, Chris passed away. As the first honorary state trooper in Arizona history, he was buried in his uniform and given a police funeral with full honors

## The Jennifer Mazak Story

The Make-A-Wish Foundation of Colorado began in 1983 after seven-year-old Jennifer Mazak passed away from liver disease. Although Jennifer did not have a formal wish, she wanted to meet the KIMN Chicken radio mascot. When the KIMN Chicken was told of Jennifer's wish, he came to visit her at home.



While Jennifer's appearance prompted gibes and stares from the neighborhood children, she was the envy of them all when the KIMN Chicken hugged and held her and lavished attention on her alone. We are reminded of Jennifer's smile each time we fulfill a wish.



### Wish Granting: Making a Wish Come True

- A wish child must be under the age of 18 when referred
- Children are qualified by their physician who identifies their condition as life-threatening
- Every medically eligible child is granted a wish
- The child's nuclear family goes on the wish
- There is no expense to the family for the child to receive a wish
- When eligibility is confirmed the child
- is asked to envision his or her most heartfelt desire. Wish requests fall into four major categories. This is a breakdown of last year's 247 wishes:

#### **I WISH TO GO**

- 42% DISNEYWORLD
- 11% HAWAII
- 8% TRAVEL TO VARIOUS LOCATIONS (NEW YORK, FLORIDA, CANADA, ETC.)
- 5% DISNEY CRUISE
- 1% DISNEYLAND

#### **I WISH TO HAVE**

- 8% SHOPPING SPREE
- 4% ELECTRONICS (HOME THEATER, ETC.)
- 2% COMPUTER
- 2% ROOM MAKEOVER
- 2% CAR RESTORATION
- 2% PLAYHOUSE/PLAYSET

#### **I WISH TO MEET**

- 7% MEETING CELEBRITY( MUSIC, TV, MOVIE, SPORTS CELEBRITIES)

#### **I WISH TO BE**

- 6% BE A MEMBER OF A SPORTS TEAM OR BE A MODEL FOR A DAY



## IMPACT OF A WISH

### QUOTES FROM WISH CHILDREN AND PARENTS

"My sister and I were escorted to our front row seats...The band announced, "This is my friend Mariah. This next song is called Your Guardian Angel, and this is for her,"...as soon as they started the song I started to cry. I have never been so happy and felt so special in my life."

***Wish:* Meet the Red Jumpsuit Apparatus band**

***Illness:* End Stage Renal Failure**

"Zoe struggles with the fact that she is different from other kids because of her wheelchair. On her wish Zoe was made to feel as if being different was more than okay - it was SPECIAL. I cannot stress enough how Zoe truly felt like a princess. She wasn't upset about not walking - her laughter and smile were always present. It was an amazing thing to witness.

***Wish:* Disney World**

***Illness:* Spinal Muscular Atrophy**

"When she was able to stand up and surf into shore I just stood on the beach alternating between screaming, laughing and crying... that memory will stay one of the highlights of her life and ours."

***Wish:* Surfing in Hawaii**

***Illness:* Dwarfism and Short Bowel Syndrome**

"When Connor is feeling down or not feeling good, the pictures make him feel better"

***Wish:* Disney Cruise**

***Illness:* Lymphoma**

"Kyler packed pillowcases full of clothes three months before we left! He was so excited! I'm sure most families tell you they can't express in words how to say thank you. We certainly can't! We will remember this for the rest of our lives."

***Wish:* Swim with dolphins**

***Illness:* Acute Lymphocytic Leukemia**



## 2008 COLORADO WISH DEMOGRAPHICS

### PERCENT OF WISH CHILDREN BY GENDER

<b>Girls</b>	47%
<b>Boys</b>	53%

### PERCENT OF WISH CHILDREN BY COUNTY OF RESIDENCE

<b>Dolores</b>	.05%
<b>Eagle</b>	.05%
<b>Fremont</b>	.05%
<b>La Plata</b>	.05%
<b>Lake</b>	.05%
<b>Las Animas</b>	.05%
<b>Logan</b>	.05%
<b>Otero</b>	.05%
<b>Routt</b>	.05%
<b>Broomfield</b>	1%
<b>Garfield</b>	1%
<b>Moffat</b>	1%
<b>Rio Grande</b>	1%
<b>Summit</b>	1%
<b>Teller</b>	1%
<b>Boulder</b>	2%
<b>Mesa</b>	2%
<b>Montrose</b>	2%
<b>Pueblo</b>	2%
<b>Morgan</b>	3%
<b>Weld</b>	3%
<b>Larimer</b>	6%
<b>Douglas</b>	7%
<b>Adams</b>	10%
<b>Jefferson</b>	10%
<b>Denver</b>	13%
<b>El Paso</b>	15%
<b>Arapahoe</b>	18%



## **NEED STATEMENT**

Childhood should be carefree and fun, but for some children, life is complicated, painful and frightening. In Colorado, the lives of hundreds of children and their families are darkened by days which are filled with doctors, hospitals, medications and fear.

Wish children and their parents continually express the profound impact the wish had on their lives. The anticipation of the wish provides comfort to frightened and sick children, and health care provider's report that the strength and resilience children garner from a wish prepares them for further treatment. Wishes provide hope and encourage the child to fight against tremendous odds.

In essence, wishes improve lives, and Make-A-Wish Foundation of Colorado is unwavering in their determination to grant the wish of every eligible Colorado child. We depend on the generosity of donors to grant wishes, and the economic situation looms as a major obstacle to receiving those necessary donations. Although we are facing challenging economic times, our wish referrals continue to rise. For 26 years the Make-A-Wish Foundation of Colorado has never denied the wish of a qualified Colorado child, and we can't let that happen now.

In difficult economic times nonprofits need to diversify their funding streams in order to serve their constituents. We are determined to seize all possible opportunities, and believe that people want to make a difference. Even if their ability to give is limited, they want to guarantee that critically ill children receive their heartfelt wish.

If Make-A-Wish Foundation of Colorado received \$100,000 from the Colorado State Tax Check Off it would underwrite 23 or more wishes (@ \$4,500 cash cost per wish) per year for critically ill Colorado children. Over a three year period this funding would underwrite 69 or more wishes, and Colorado citizens would have the satisfaction of knowing they helped to provide life-enhancing experiences for these children and their families.



# MAKE A WISH®

## HOW WISHES ARE FUNDED

- Wishes are supported by individuals, corporations and foundations. We do not receive government funding or United Way support
- All money raised in Colorado stays in Colorado to fund wishes for Colorado children
- The average cost of a wish is \$6,500 (\$4,500 cash and \$2,000 in-kind)
- Of each dollar donated \$.78 goes towards a wish

## **SOURCES OF INCOME**

<u>Percentage</u>	<u>Funding Source</u>
<u>28%</u>	Events
<u>27%</u>	Individual contributions
<u>26%</u>	In-kind contributions
<u>9%</u>	Corporate
<u>6%</u>	Foundations
<u>4%</u>	Workplace giving campaigns
<b><u>100%</u></b>	<b>TOTAL</b>

