



San Diego

YEAR-AT-A-GLANCE 2011

(September 1, 2010 – August 31, 2011)

Annual report

Our Mission

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Who We Are

Founded in 1983, Make-A-Wish San Diego has granted over 2,900 wishes to children in San Diego and Imperial Counties. The chapter also hosts about 175 children a year from other states and countries who wish to visit San Diego. The chapter has a small and committed staff and relies on the collective strength of over 200 active volunteers to fulfill our mission. Our volunteers participate in all facets of our operations, including fundraising, office support, special events, community relations, wish granting and governance.

Make-A-Wish San Diego is part of Make-A-Wish America, which through its network of chapters has granted more than 218,000 wishes since 1980. Today, a wish is granted every 40 minutes in the U.S.

How A Wish Happens

Any child who is between the ages of 2½ and under 18 (at the time of referral), who is verified by a physician to have a life-threatening medical condition, and who has not previously been granted a wish by any wish-granting organization, is eligible for a wish. Once eligible, our volunteer wish granters ask the child four very important questions: If you could go anywhere, have anything, meet anyone or be anything, what would it be? Now the magic begins...

I love referring my patients to Make-A-Wish. After telling a child he has cancer, we can then spread a little good cheer by introducing Make-A-Wish, talking about their dreams and then following up after their wish and seeing the absolute joy on their faces!

- Lisa Tweed, Child Life Specialist at Rady Children's Hospital San Diego

Impact of a Wish

89% of doctors, nurses, social workers and child life specialists say they believe that the wish experience can influence wish kids' physical health.

74% of wish parents observed that the wish experience marked a turning point in their own children's response to treatment.

91% of parents observed that the wish experience decreased their children's depression or sadness.

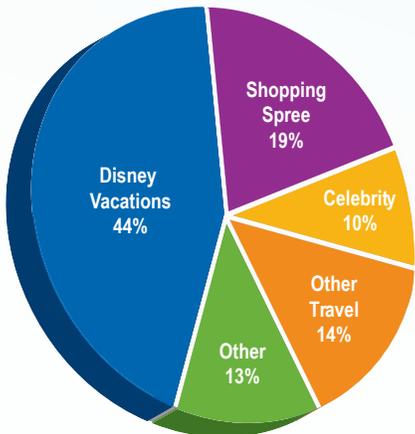
85% of parents observed a decrease in their children's anxieties or fears.

Based on a 2011 Wish Impact Study conducted by Make-A-Wish America.

Many Children – Many Wishes

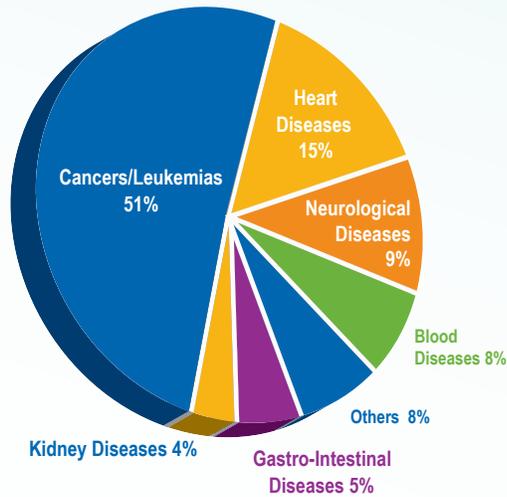
In 2011 we granted 172 wishes, and we expect to grant 195 in 2012. The average cost of a wish is \$7,000.

Wish Types

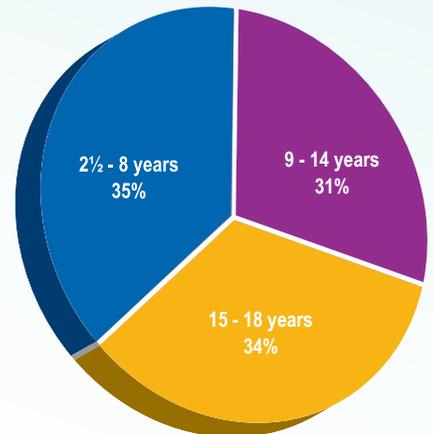


*Other wishes include dream bedroom makeovers, party wishes, play structures, etc.

Medical Diagnosis



Ages of Wish Recipients



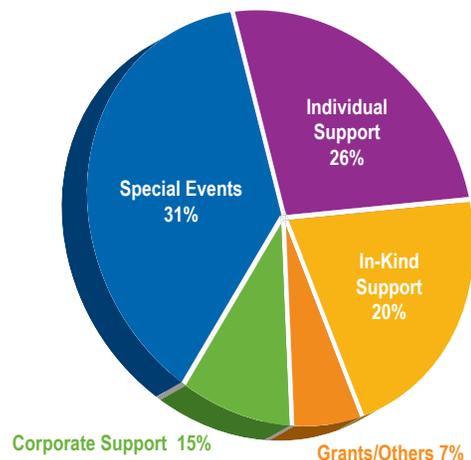
Many kids sit and daydream about their wishes for months before they make a final decision. Make-A-Wish is not just the trip or shopping spree, it is all the fun they have before coming up with their wish and all the excitement afterwards looking at pictures and telling stories. It is a time that they can forget about all the medical appointments and seriousness of life and have some fun!

- Anne Wicklund, Social Worker at Rady Children's Hospital San Diego

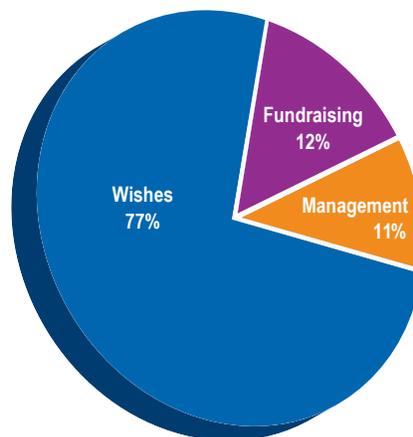
Stewardship and Strength

Our chapter is proud of the way it manages and safeguards the general contributions we receive from individual donors, corporations, and other organizations. Seventy-seven percent of the revenue received is allotted to program services. This percentage well exceeds the standard upheld by organizations that monitor the work of charities.

Where Our Funds Come From



How Our Funds Are Spent



Funds
In the past fiscal year, we had an operating budget of \$2,723,679.* Here's where it went.

*Based on FY11 audited financial statements (performed by KPMG, LLP).

Total Income (FY11): \$2,683,886. Total End of Year Net Assets: \$5,194,092.
Financial information is available on our website, www.wishsandiego.org.

