

MISSION STATEMENT

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

MAKE-A-WISH PHENOMENON REACHES FAR & WIDE

Make-A-Wish[®] is the nation's largest wish-granting organization. It has fulfilled the wishes of **more than 300,000 children** in the United States and its territories since 1980. Headquartered in Phoenix, Make-A-Wish serves every community in the United States, Guam and Puerto Rico through its 60 chapters.

LOCAL CHAPTER

Make-A-Wish[®] Missouri & Kansas serves **every community** in Missouri and Kansas. Together we have fulfilled the wishes of **more than 8,385 local children** with critical illnesses since 1983.

WHY WISHES MATTER

Research shows children who have wishes granted build the physical and emotional strength needed to fight a critical illness. This may **improve their quality of life** and **produce better health outcomes**.

BEGINNINGS OF MAKE-A-WISH

In 1980, Chris Greicius, a 7-year-old boy diagnosed with leukemia, wanted nothing more than to become a police officer. Law enforcement officers heard about Chris' wish to be a police officer and responded to the call. A police helicopter flew him to Arizona Department of Public Safety headquarters for a tour. Chris experienced the thrill of riding in a patrol car and was named the first-ever honorary state patrolman in Arizona history. The law enforcement community also presented him a custom-tailored uniform, motorcycle helmet, campaign hat and the motorcycle wings he earned on his own battery-powered bike. Many of those responsible for fulfilling Chris' wish wanted to do the same for other children with life-threatening medical conditions and founded the Make-A-Wish Foundation[®] in November 1980.

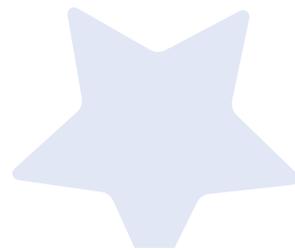
WHO IS ELIGIBLE?

We grant the wishes of medically eligible children who:

- have been diagnosed with a progressive, degenerative or malignant condition that has placed the child's life in jeopardy;
- are older than 2½ and younger than 18 (at the time of referral);
- have not received a wish from another wish-granting organization.

The child's physician, certified nurse practitioner or certified physician assistant determines whether a child is medically eligible to receive a wish.

An important clarification is that *wish kids are **not necessarily terminal***. The misconception exists because it was true for a few years immediately after the organization's founding. However, the eligibility criteria expanded many years ago to allow doctors to use the wish as an important part of the medical treatment and healing process.



FUNDING SOURCES

Make-A-Wish Missouri & Kansas is a 501(c)(3) tax-exempt organization that relies on the generous contributions of **individuals, corporate sponsorships, planned gifts** and **grants** to make life-changing wishes possible. Make-A-Wish **does not** raise funds by door-to-door, telephone solicitation methods or receive funding from federal, state or local government programs.

In-kind donations of goods and services such as frequent flier miles and hotel loyalty points also help finance our mission. Seventy-four percent of expenses nationwide are devoted to the mission – far exceeding the program service allocation standards set forth by the nation’s leading charity watchdog groups, including the Council of Better Business Bureaus’ Wise Giving Alliance.

VOLUNTEERING

More than 500 volunteers generously give their time and energy to fulfill the Make-A-Wish mission throughout Missouri and Kansas. Volunteers serve in a variety of capacities including wish granting, office administrative support, language translation, special event planning and coordinating, graphic design, fundraising and much more. People can offer to volunteer through the “Ways to Help” section of the Make-A-Wish Missouri & Kansas website, **mokan.wish.org**, or by calling (800) 548-5058.

THE WISH PROCESS

Currently, Make-A-Wish grants more than **15,000 wishes** for children with critical illnesses in the U.S. every year, but there remains a tremendous gap between the number of wishes we grant today and the estimated **27,000 children** in the United States that are diagnosed with a qualifying condition annually.

Our local chapter currently grants more than **400 wishes** for Missouri & Kansas children each year; however, it is estimated that there over **600 children** who are newly diagnosed with a critical illness and are eligible for a wish each year. We are relying on our community and supporters to help us reach our vision of granting the wish of every eligible child.

Every wish has the ability to help wish families replace fear with confidence, sadness with joy and anxiety with hope. Make-A-Wish follows a process to create life-changing wish experiences for each wish kid.

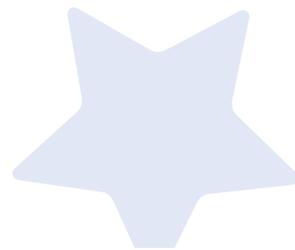
STEP ONE: The Wish Referral

Out of respect for the privacy of the children and families Make-A-Wish serves, only these sources may refer a child:

- a medical professional treating the child (doctor, nurse, social worker or child-life specialist);
- the child's parents or legal guardians;
- the potential wish child.

STEP TWO: Determining the Child's Eligibility

Children older than 2½ and younger than 18 (at the time of referral) who are diagnosed with a life-threatening medical condition may be eligible for a wish. The treating physician, certified nurse practitioner or certified physician assistant determines whether a child is medically eligible to receive a wish. A child also must not have received a wish from another wish-granting organization to qualify. There are no other qualifications based on sex, race, religion, socioeconomic status or any other demographic category.



STEP THREE: Choosing a Wish

Once the child is deemed medically eligible, we send one of our enthusiastic wish teams to learn the child's one true wish. These passionate volunteers help children explore their imaginations for the experience that will forever change them for the better.

Wishes generally fall into one of these categories:

- **I wish to have... I wish to be... I wish to go... I wish to meet... I wish to give...**

STEP FOUR: Making a Wish Come True

Finally, our wish granters create an unforgettable experience driven by the wish kid's creativity. The experience makes lives better for the children, their families and sometimes their entire community. All members of the wish kid's immediate family take part in the wish whenever possible, and all wish expenses are fully covered by Make-A-Wish – giving the wish kid and family a respite from the stress of dealing with a critical illness. In many cases, the allure of a wish experience is a source of inspiration for children undergoing difficult medical treatments and a positive force that helps them overcome their obstacles.

WISHES BY THE NUMBERS

Since its founding in 1980, Make-A-Wish has granted **more than 300,000 wishes**. Today, we grant a wish **every 34 minutes**. Much like their imaginations, children's wishes cover an almost limitless spectrum. From wishing to be a ballerina, to meeting a favorite celebrity; from receiving a new laptop computer, to visiting a glamorous destination, wish children have enjoyed unforgettable, inspirational wish experiences around the world.

The average cost of a wish nationwide in FY2017 was **\$10,682**, which includes cash and in-kind support.

CHARITY RATINGS AND BRAND ACCOLADES

- Make-A-Wish holds the **Better Business Bureaus' Wise Giving Alliance Seal**, becoming one of the first charities to earn the designation.
- According to the 2018 Harris Poll EquiTrend®, Make-A-Wish is:
 - One of the top three brands in the health nonprofit category
 - Ranked in top 25% for brand equity among all for-profit and nonprofit brands
 - Ranked in the top 10% for all U.S. brands for trust, social impact, shared values, and reputation.

THE POWER OF A WISH

- **97%** of parents said the wish experience **strengthened their families**.
- **97%** of volunteers reported **feeling more grateful and thankful** as a result of helping grant a wish.
- **97%** of wish families and **96%** of health professionals observed an increase in the wish child's **emotional health**.
- A combined **89%** of nurses, doctors, social workers and child life specialists surveyed said that they believe that the wish experience can influence wish kids' **physical health**.

