

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, the Make-A-Wish Foundation® of San Diego has granted over 2,500 wishes to children in San Diego and Imperial Counties. The chapter has a small and committed staff of twelve and relies on the collective strength of over 250 active volunteers to fulfill our mission. Our volunteers participate in all facets of our operations, including fundraising, administrative support, event production, wish ambassadors, wish granting and governance.

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 go to work by asking four very important questions: If you could go anywhere, have anything, meet anyone or be anything, what would it be? Now the magic begins...

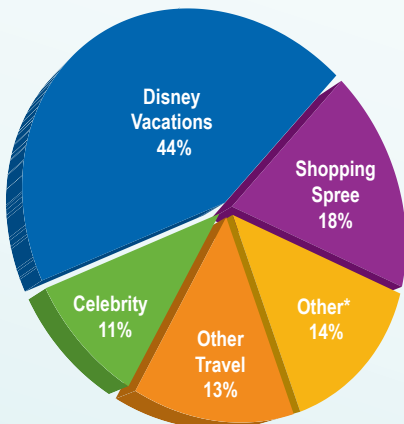
Wishes Granted



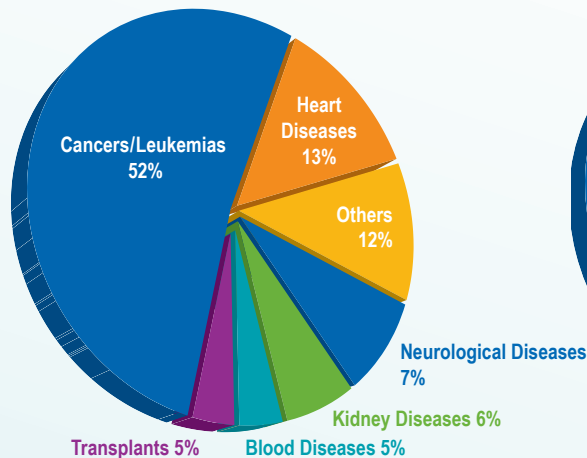
Many Children – Many Wishes

In the 2009 fiscal year, 156 wishes were granted.
Average cost of wish: \$7,000.

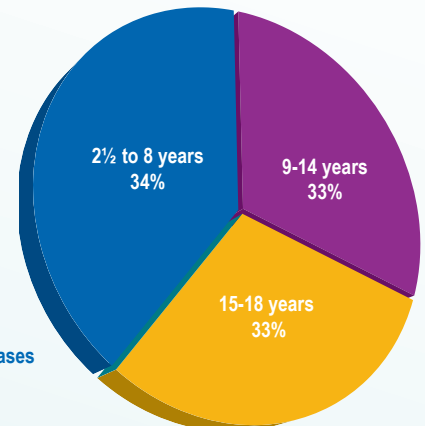
Wish Types



Medical Diagnosis



Ages of Wish Recipients

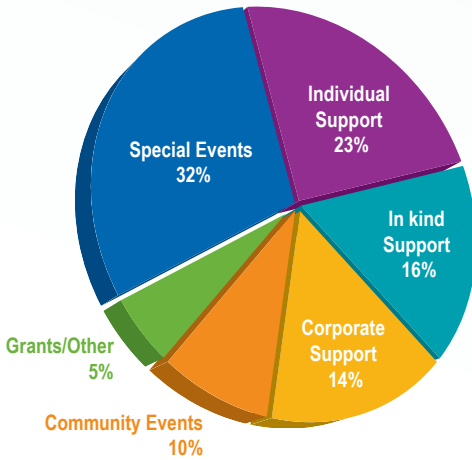


*Other wishes include dream bedroom makeovers, party wishes, play structures, pet wishes, etc.

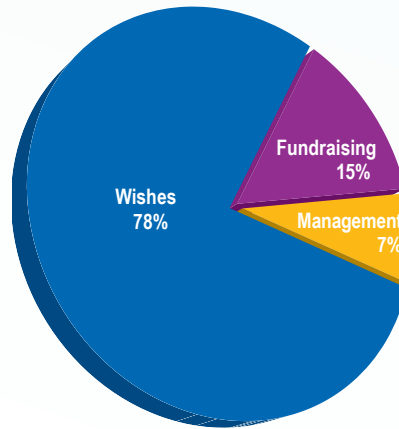
Wish Assists

A “wish assist” is when our chapter is called upon to play host to a child from another U.S. or international chapter. Last year, over 180 kids visited San Diego for their wish experiences, and we helped with all of the arrangements, greeted each family upon their arrival, and assisted with any needs that they had while on their wish. As a “destination city,” the number of wish assists that we provide continues to grow each year.

Where Our Funds Come From



How Our Funds Are Spent



Funds

In the past fiscal year, we had an operating budget of \$2,560,473.* Here's where it went.

*Based on FY0809 audited financial statements (performed by KPMG LLP).



Stamp of Approval

We are proud that we have earned the Better Business Bureau's and Wise Giving Alliance's *Accredited Charity* designation. This accreditation means that we have demonstrated the highest standards in services, governance, ethics and accountability. Less than 1% of all San Diego charities have demonstrated this level of excellence!

Board of Directors

- | | |
|--|---|
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<i>Retired, San Diego County Credit Union</i> | Ray Burns, Member at Large
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Staff

- Chris Sichel, Executive Director
- Rachel Gershwin, Director of Marketing & Development
- Suzanne Albert, Director of Program Services
- Alex Cano, Community Development Manager
- Toria Watson, Development Manager
- Rachel de la Vega, Annual Giving Manager
- Stefanie Muñoz, Volunteer Coordinator
- Lindsay Martin, Wish Coordinator
- Berenice Lucero, Wish Coordinator
- Tiana Lopez, Development Coordinator
- Lynn Nelson, Accountant
- Kathleen Dowling, Operations Coordinator