



EVERY CHILD. EVERY WISH.

Their Wish. Our Promise. **YOUR IMPACT.**

New data has uncovered **600+ children who were likely diagnosed with a qualifying illness but never referred since 2021.** These children are living with cancer, rare genetic disorders, and other life-threatening conditions. Until now, they were invisible to our referral system. Now the need is clear. We're launching a first-of-its-kind campaign to find these children and **grant their wishes—in addition to the 400+ wishes we already grant** each year. And for hundreds of children facing unimaginable battles, hope can't wait.

OUR GOAL: \$6+ MILLION OVER 3 YEARS TO GRANT 600+ MORE WISHES—EACH AVERAGING \$10,000

How your support will help us:

- ★ **FUND** the wishes of hundreds of newly identified children
- ★ **EXPAND** our referral infrastructure and outreach across all 51 counties
- ★ **PARTNER** with more hospitals and train more medical professionals
- ★ **BUILD** long-term capacity to ensure **no eligible child is left behind**



This campaign isn't a fix—it's an expansion, a commitment to every child who qualifies for a wish.

4-YEAR PREVALENCE OPPORTUNITIES, FY21-24:

Behind each number is a child who qualifies for a wish but may still be waiting. From oncology and cardiology to rare blood disorders, these diagnoses reveal the breadth of serious illnesses that impact children across our region. Thanks to updated medical data, we now see them—and we're ready to act.



ONCOLOGY
188



CARDIOLOGY
174



HEMATOLOGY
97

To help find and fund these wishes, contact:

Darius James, Major Gifts Officer

djames@nc.wish.org

Office: 704.339.0334 x263

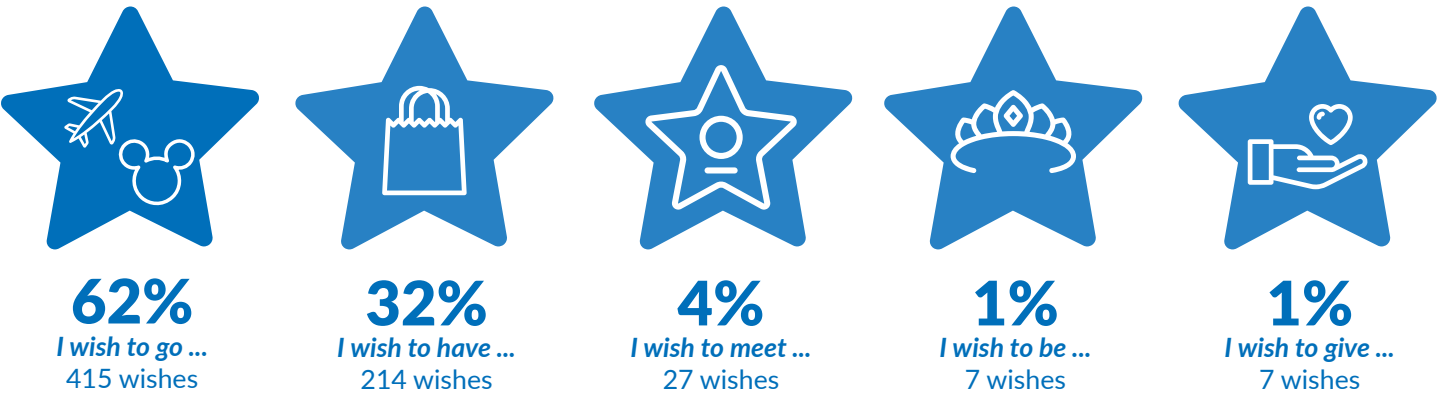
Mobile: 757.512.4390

Make-A-Wish®
CENTRAL AND WESTERN
NORTH CAROLINA

www.everychildeverywishnc.org

WISHES FALL INTO THESE FIVE CATEGORIES:

Every wish is extremely personal—shaped by each child’s imagination and courage. The majority of kids wish to go somewhere magical, like Disney World, while others wish to have something special, meet someone they admire, or even give back. These dreams are more than just requests—they’re transformational moments of hope, joy, and healing during life’s hardest battles.



*In FY 2024, 60% travel wishes are wishes to go to Disney World.
Based on data from August 31, 2024

THE TRANSFORMATIVE POWER OF A WISH—EVEN BEFORE IT’S GRANTED

Families consistently tell us that the moment their child is referred to Make-A-Wish, everything changes. The weight lifts. The energy shifts. There is something new to hold onto—something bright on the horizon.

And it’s not just anecdotal—clinical studies have shown that the wish experience can improve a child’s emotional well-being, increase compliance with treatment, and contribute meaningfully to the healing process.

You’re not just helping us grant a wish—you’re helping spark recovery, restore hope, and rewrite what resilience looks like for families who need it most.

“My favorite moment was when Lucia went running off to ride Space Mountain one more time after the Disney fireworks; it’s hard to believe that she was a little girl with leukemia who could barely walk not so long ago. The hope you provided got us through so many challenging days.”

— wish mom

EVERY CHILD. EVERY WISH. \$6.7 MILLION

This is more than a campaign—it’s a movement to find and serve every eligible child in Central and Western North Carolina. With a bold three-year goal of \$6.7 million, we’ll uncover hidden need, expand our reach, and build a future where no child with a qualifying condition is left behind. Every dollar raised fuels a child’s wish—and a family’s hope.

MATCHING FUNDS		MAJOR GIFTS			CORPORATE SUPPORT	
Annual commitment for three years		Annual commitment for three years			Annual commitment for three years	
\$3 million		\$2 million			\$1.7 million	
\$500,000 ^{1, 2} Available		\$250,000 ² Available	\$100,000 ³ Available	\$50,000 Available	\$250,000 ³ <i>Presenting Sponsor</i> One Available	\$317,000 Signature event upgrades
\$500,000 ^{1, 2} Available			\$100,000 ³ Available	\$50,000 Available		Wish Ball <i>Kentucky Derby Classic</i> Golf Tournaments Trailblaze Challenge
				\$50,000 Available		
				\$50,000 Available		

1 Includes the opportunity for two guests to attend the Make-A-Wish Annual Conference at Walt Disney World
2 Includes recognition and seating/inclusion at all our signature events
3 Includes seating/inclusion at all our signature events



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Proposed Logo - horizontal and vertical

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