

YOUR IMPACT IN 2024

Wishes improve
health outcomes



I wish to be fearless

Jacob, 13
nervous system disorder

Make-A-Wish®
CANADA

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Every Two Hours, a Child's Life Changes Forever

In Canada, a child is diagnosed with a critical illness every two hours — that's over 4,000 children each year who may qualify for a wish. While we granted more wishes than ever before, thousands of children are still waiting. With continued support, we can reach even more kids, giving them strength, hope, and joy when they need it most.

Together, we can make every wish count.



A Message of Gratitude

Working Together to Improve Health Outcomes

At Make-A-Wish® Canada, we believe in the power of a wish for children and families facing critical illnesses. In 2024, we witnessed the profound impact of generous communities and impactful supporters from across the country coming together to make these wishes possible, and for that we are extremely thankful.

Each donation plays a vital role in granting more wishes. We are so grateful to each supporter who is part of our wish-granting mission and for the trust you place in us to bring more hope and strength to children and families when they need it most.

Research shows that approximately 4,000 new children each year in Canada are diagnosed with a high-risk, life-threatening illness that will qualify them for a wish. And when prescribed alongside medical care, we know that **wishes improve health outcomes.**

As a national health charity, Make-A-Wish Canada supports the health and wellness of children and families facing the devastation of childhood critical illnesses. Research proves that wishes play a **critical role in a child's treatment journey** through:

- Increased compliance:** 9 out of 10 medical providers say a wish increased compliance with treatment
- Reduced hospital visits:** Patients granted a wish were 2.5 times less likely to have an unplanned hospital visit and 1.9 times less likely to use the emergency department
- Giving children the strength to fight:** 8 out of 10 wish children reported that their wish gave them the strength to fight their critical illness

We granted **2,011 wishes in 2024** — a 45% increase in children reached and more than any previous year in our organization's history. This reach extended across the country, supporting wish children in **745 communities** from coast-to-coast. This increase in wishes reduced the national waitlist to 3,757 — a significant step forward in ensuring children don't have to wait for the life-changing power of a wish.

This exceptional impact was made possible through the generosity of our donors, fundraisers, volunteers, and partners who helped us raise **\$50.5 million**, representing a **17.8% increase in total revenue**, with **72.4% of expenses directed to funding wishes.**

We know that we have more to do — but we cannot do this without you. Every wish granted is a step closer to fulfilling our vision — **to reach every eligible child facing critical illness.** Thank you for being part of this journey.

With gratitude,



Meaghan Stovel McKnight
Chief Executive Officer
Make-A-Wish Canada

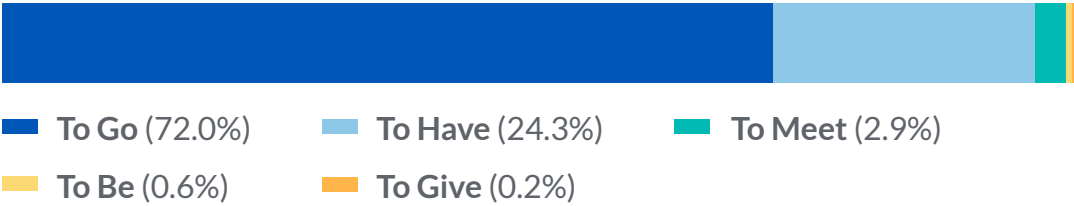


Shaun Usmar
Chair of the Board of Directors
Make-A-Wish Canada

Covering Canada in Wishes

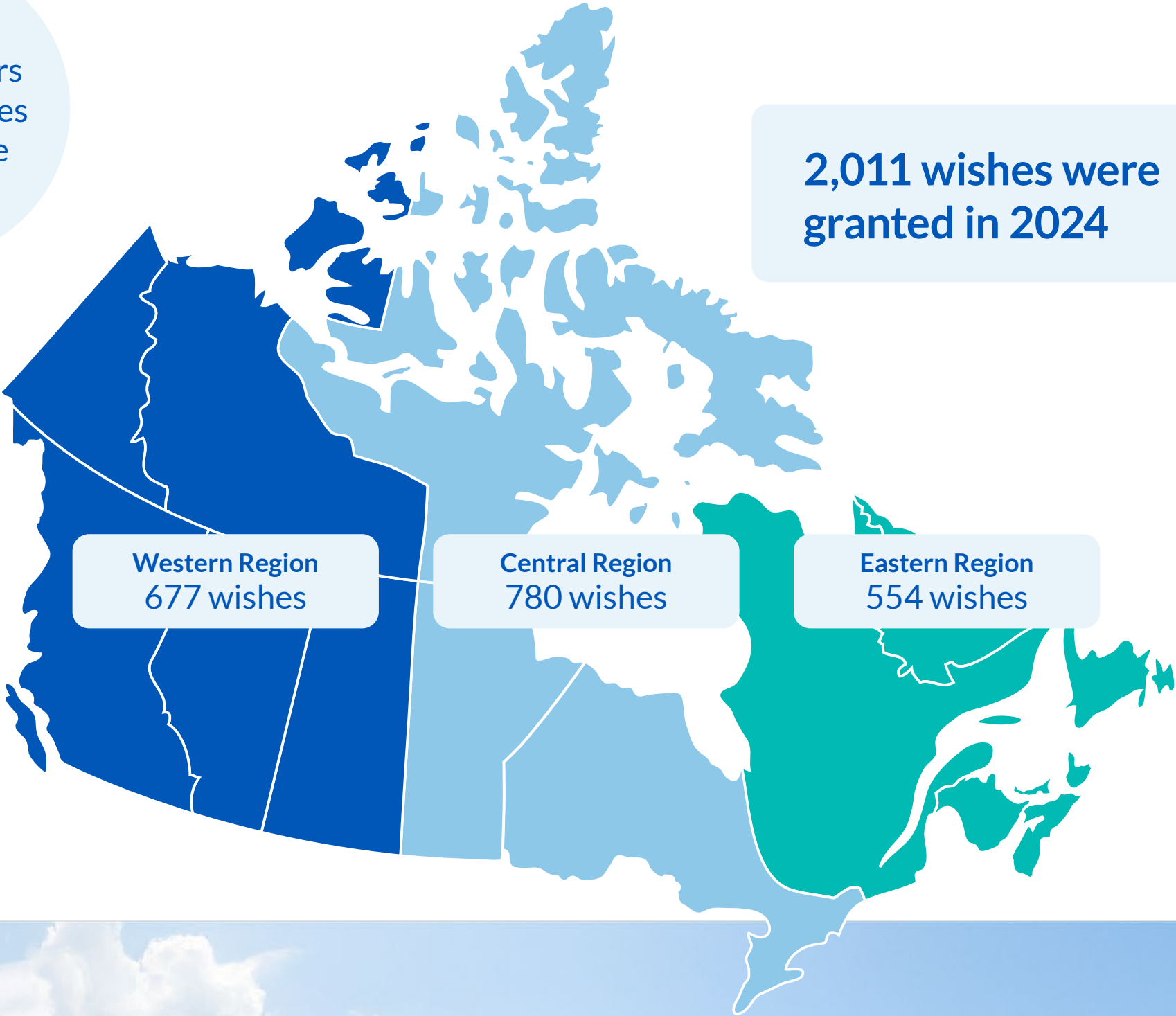
In 2024, Make-A-Wish Canada’s generous supporters brought 2,011 wishes to life — providing strength and hope that are vital to a sick child’s medical journey. These experiences create lasting memories for families and strengthen connections in communities across Canada.

What Types of Wishes Did Children Ask for Last Year?



Thanks to our supporters we grew wishes by **45%** since 2023

2,011 wishes were granted in 2024



Look Who’s Talking About Wishes!

From heartfelt wish moments to national headlines, Make-A-Wish Canada has been making waves! Click the icon to the right to watch a special recap featuring wish kids, families, media highlights, and unforgettable events that brought our mission to life this past year.



Creating Memories to Last a Lifetime

Leah's Wish:
A Journey of Strength and Joy



"A wish can have an immense impact on a child and the entire family. I've often used wishes to improve a child's mental health... The wish is part of my therapeutic tool kit alongside medications, and part of a supportive care plan for the children and teens I treat."

Dr. Rod Rassekh
Pediatric Oncologist,
Make-A-Wish Canada,
Medical Advisory
Committee

Leah and her family were celebrating her 11th birthday at a bowling alley when her mother took a life-changing phone call. "We finished bowling, and I had to tell the kids — they could tell something was wrong," she recalls. "I felt terrified and sick to my stomach."

Leah was a very active child. The first signs of trouble came when she was participating in track and field as an extracurricular activity and her knee began to hurt.

There was no swelling and a visit to the doctor resulted in a recommendation to see a physiotherapist. After three months of athletic therapy the athletic therapist felt a lump. Another visit to the doctor led to an x-ray. Then came the phone call with the devastating news of her cancer diagnosis.

"There were many bad days," says Leah's mother, "but one of the hardest was when Leah came out of surgery and faced the



Leah pictured on her last day of chemotherapy



Leah exploring Banff by kayak

reality of her leg being removed as part of her cancer treatment." Other frightening times followed, like visits to the emergency room, knowing she'd have to stay for days and receive strong antibiotics to fight off infections.

"The idea of cancer is one thing, but losing a limb is another," says Leah's mother. "She lost so much of her childhood. The hospital staff became our family." Treatment was grueling, with surgeries, hospital visits, and setbacks — including a broken ankle after finally receiving her prosthetic.

But then things changed. There was a sense of excited anticipation in the air after her social worker referred Leah to Make-A-Wish Canada.

"It gave her something to look forward to and plan for. She was in full control of the wish. Mom and Dad did not have any input. For the first time Leah got to call the shots. That was really important for all of us," recalls Leah's mother.

Leah's wish was to visit Banff, and it wasn't long before her wish came true.

"The amazing staff made us feel like celebrities and we were relaxed for the first time in a long time. It gave us memories and pictures that will last a lifetime," says Leah's mother adding, "A whole week away with my family and no hospitals or distractions — pure bliss."

A wish gives sick children like Leah and their families the strength they need to face critical illness.



Leah and her family enjoying Banff



100%
of medical
professionals

said that the wish experience improves a child's overall quality of life.

You Have the Power to Help.
Grant a Wish Today.

Every two hours, another child in Canada is diagnosed with a critical illness. Right now, 3,757 children are waiting for their wish. Donate today and your kindness will reach wish kids waiting for their wish. Join us! Visit makeawish.ca/donate



A Wish is More Than a Wish

Jacob’s Wish to Be Fearless Takes Flight

Jacob is a 13-year-old boy, passionate about thrills, cars and speed. His eyes light up when he thinks about his favourite cars and the intense emotions they provide. Since he was little, he has dreamed of thrilling adventures and experiences that make him shiver with freedom.

Born prematurely and weighing 4 pounds, Jacob survived a difficult delivery and an emergency resuscitation. At home, the challenges continued; at the age of 8 months, he was rushed to the emergency room following repeated epileptic seizures. It was then that the diagnosis was made: Jacob had a nervous system disease. The family was overwhelmed by fear, pain, worry and loneliness. For the next 13 years, they mourned all the future plans they had made for him.

Today, Jacob’s health is stable. However, the impact of his condition is great; he is not independent and requires continuous support from his family members. Fortunately, he continues to make progress. He can communicate by himself and accomplish certain daily tasks that some teenagers his age with the same condition could not do. His autonomy is growing every day.

In recent years, Jacob has held on to his long-held dream: **to be fearless.**

“A 13-year-old boy, suffering from a nervous system disease, who is going to parachute and test drive racing cars: that was unheard of. It brought us closer together and showed us that there are no limits except the ones we set ourselves.”
Marie-Ève, Jacob’s mother



Wish Referrals Year Over Year

| | |
|------|-------|
| 2021 | 1,112 |
| 2022 | 1,386 |
| 2023 | 1,932 |
| 2024 | 2,045 |

83.9%
increase over FY2021

47.6%
increase over FY2022

5.8%
increase over FY2023

What if We Could Prescribe Hope the Same Way We Prescribe Medication?

For Children with Critical Illnesses, We Can — Through the Power of a Wish.

The Power of a Wish

While medical treatment treats the illness, wishes support the mental health and well-being of wish children and their families as they face critical illness. Every two hours, a child in Canada is diagnosed with a critical illness, and their world shifts from playdates and school days to hospital visits and uncertainty. Wishes bring back joy, hope, and the wonder of childhood — helping children stay strong and families stay resilient.

Medical professionals report that wishes improve a child's quality of life, emotional well-being, and even health outcomes. They offer an escape, a source of strength, and something to look forward to. In fact, 95% of healthcare providers say wishes help children fight their illnesses.

It Takes a Village

Granting wishes requires compassion, resources, and collaboration. Over two-thirds of wishes involve travel, which comes with unique challenges. Families with children with critical illnesses often can't qualify for standard travel insurance, but thanks to Blue Cross's 35-year partnership with Make-A-Wish Canada, these children can travel safely, comfortably and with confidence. To date, this partnership has made 30,000 wishes possible for sick children and their families. Last year alone, 65 percent of wishes granted — over 900 wishes covering 4,000 wish kids and their family members — were provided with travel insurance coverage, including assistance. Despite the obstacles they face, children are able to experience their dream adventures, thanks to the continued support of Blue Cross.

Prescribe Hope: Help Grant a Wish

With the help of partners and members of the community, Make-A-Wish Canada can make even more wishes come true. Each year, over 600 million drug prescriptions are filled across Canada. Imagine a world where just as many wishes could be granted, improving health outcomes and ensuring children diagnosed with a critical illness each year get to experience their wish coming true. Because sometimes, joy, hope, and dreams are the best medicine we can give.



"Make-A-Wish Canada referrals are so important, and have such a positive impact, that our Complex Care Service has made them part of our consultation templates."

Dr. Hema Patel
Director, Division of General Pediatrics,
Make-A-Wish Canada,
Medical Advisory Committee



Partnership in Action

For over 35 years Blue Cross has supported the granting of over 30,000 travel wishes for Canadian wish kids and their families.



A Wish Changes Everything



Lily's Story

Lily, 13, was diagnosed with cystic fibrosis just weeks after she was born. Her wish recently came true when she rode "The Canadian" VIA Rail train from Toronto to Vancouver through prairie fields and the majestic Rockies.



[Click to watch Lily's story](#)



Maëly's Story

Maëly, 11, lives with the side effects of a brain tumor. After surgeries and challenges, she enjoyed the trip of a lifetime to her favorite theme park, meeting the princesses who fill her heart and spark her imagination.



[Click to watch Maëly's story](#)



Christos' Story

Christos, 13, is full of energy and hopes of one day becoming a celebrity. Born with a gastrointestinal disorder, his early years involved surgeries and hospital stays. Now thriving, his biggest wish came true when he co-hosted Family Feud Canada.



[Click to watch Christos' story](#)

The Vital Role of Our Medical Advisory Committee

Guiding Wishes with Expertise & Compassion

At Make-A-Wish Canada, we believe in the transformative power of a wish. Our Medical Advisory Committee is made up of leading healthcare professionals who help ensure that every wish granted is safe, meaningful, and tailored to the unique needs of each child.

Comprised of expert pediatricians, oncologists, and specialists from across the country, this dedicated group provides critical guidance on eligibility, medical feasibility, and best practices for wish granting. Their insights help us navigate complex medical situations, so children facing critical illnesses can experience the joy, hope, and strength that a wish brings.

Through their expertise and unwavering support, our Medical Advisory Committee plays a vital role in bringing hope to wish kids and their families. We are deeply grateful for their commitment to helping us create life-changing wishes, one child at a time.

Shawn White Chair

Senior Manager, Government Affairs and Strategic Partnerships, GSK Canada
Nova Scotia

Dr. Bruce Crooks Member

Program Director (Division of Hematology/Oncology), Izaak Walton Killam Hospital for Children (IWK)
Nova Scotia

Dr. Hema Patel Member

Director, Division of General Pediatrics, Montreal Children's Hospital and McGill University Health Centre
Quebec

Dr. Stasa Veroukis Member

Section Head— Pediatric Critical Care, Children's Hospital of Winnipeg
Manitoba

Dr. Jeremy Friedman Medical Advisor

Associate Paediatrician-in-Chief, Department of Paediatrics, Hospital for Sick Children/SickKids
Ontario

Heather Falk Member

Clinical Implementation Coordinator, Provincial Diagnostic and Surgical Recovery Task Force
Manitoba

Dr. Rod Rassekh Member

Clinical Associate Professor, Division of Hematology, Oncology & BMT, University of British Columbia and Pediatric Oncologist, BC Children's Hospital
British Columbia

Dr. Candice Bjornson Member

Pediatric Respiriologist, Department of Pediatrics Professor, University of Calgary
Alberta

Dr. Tom Cheung Member

Deputy Chief and Assistant Medical Director, Lakeridge Health
Ontario

Dr. Heather Hodgson-Viden Member

Assistant Professor, General Pediatrics, Royal University Hospital, University of Saskatchewan
Saskatchewan

Dr. Claudia Renaud Member

Assistant Professor, Division of Cardiology, Montreal Children's Hospital
Quebec

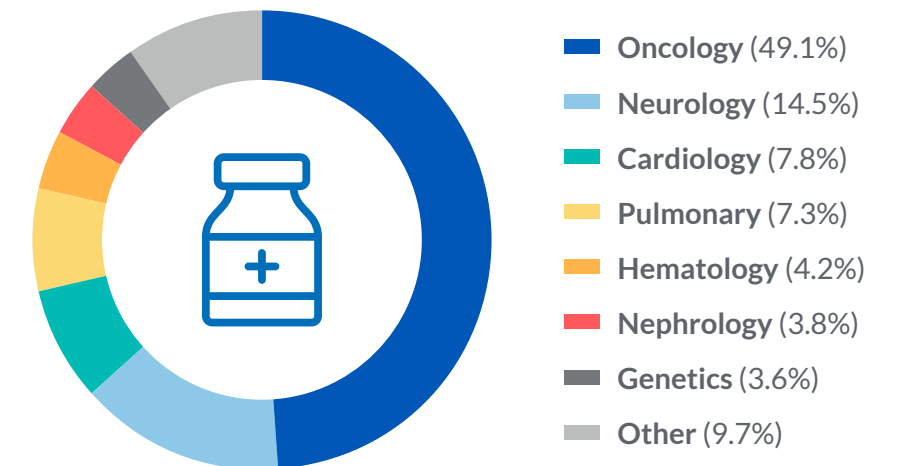
Darren Nantes Member

President and CEO, Nantes Capital
Nova Scotia

Wishes Are Treatment

A child living with critical illness faces life-altering, complex physical and health challenges along with overwhelming mental and emotional burdens. A wish can stir the strength and optimism that are crucial to fighting physical, emotional and psychological adversity. Wishes are treatment. They allow children to return to childhood, rediscover play, experience joy, and reconnect with family, friends, and community.

Wishes by Illness



Click the icon to refer a child today



Guiding Our Mission: Leadership & Governance

Behind every wish granted is a dedicated team of leaders ensuring our mission thrives. Our National Board, Board Committees, and Chapter Advisory Councils provide strategic vision, governance, and local insights — helping to make every wish possible for children across Canada. Thank you! Your service makes us stronger.

Make-A-Wish Foundation® of Canada's National Board of Directors



Shaun Usmar
Board Chair

CEO, Vale Base Metals



Darren Nantes
Vice-Chair and Chair,
Fundraising Advisory
Board

President and CEO,
Nantes Capital

Medical Advisory Committee Chair

Shawn White, Senior Manager, Government Affairs and Strategic Partnerships, GSK Canada

Chapter Advisory Council Chair

Alyson Hodson, President & CEO, zag

Nominating & Governance Committee Chair

Dan Markou, Executive Vice President & Chief People and Culture Officer, SmartCentres REIT

STARboard Chair

Tyler McGregor, Wish Kid Alumnus, Captain, Canada's National Para Ice Hockey

Directors

Mark Carpenter, Chief Growth Officer, ChangeMakers

Sylvain Charbonneau, President & Chief Executive Officer, Blue Cross Cannassurance

April Crane, Head of Communications, WestJet

Jeanette Wakelin, Director, Business Solutions, Atlantic Central

Carolina Walls, Corporate Director

Rex Lee, Chief Technology & Information Officer, Canadian Tire Corporation

Dr. Heather Hodgson-Viden, Paediatrician, Jim Pattison Children's Hospital



Jason Low
Treasurer and Chair,
Finance & Audit
Committee

EVP & CFO, McElhanney



**Meaghan Stovel
McKnight**
Secretary

CEO, Make-A-Wish
Canada



STARboard: Young Voices, Big Impact

STARboard brings together a group of young people between the ages of 13 and 18 from across Canada who have had their wishes granted in the last two years. Our STARboard was launched in 2024 and this group of volunteers represents their local region and fellow wish families to help us better serve our communities.

A STARboard member's role is to be a voice for wish children – from advising Make-A-Wish Canada on important decisions to supporting events and being an ambassador.

Chapter Advisory Council

Russell Keddle,
Northern Alberta & NWT

Andrew Ramsay,
Southern Alberta

Dave Lacey,
Ontario

Jeanette Wakelin,
Prince Edward Island

Jim Wyatt,
New Brunswick

John Flemming,
Nova Scotia

Kimberly Enge,
Saskatchewan

Larry Vodden,
Newfoundland & Labrador

Pina Starnino,
Quebec

Kristie Pearson,
Manitoba & Nunavut

Virgil Hlus,
BC & Yukon

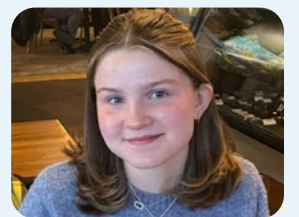
View our full list of each
Chapter Advisory Board by
clicking each region above.



Daniel, 13



Canon, 14



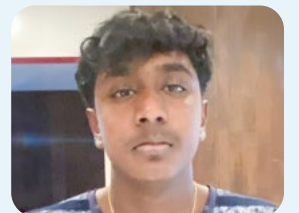
Kaylin, 16



Riley, 16



Uju, 16



Ansh, 16



Jillian, 18



Jordan, 18



Tyler McGregor,
Chair

Volunteers: The Heart of Every Wish

At Make-A-Wish Canada, our volunteers are the heartbeat of our mission, transforming lives with their time, passion, and dedication. Every wish granted begins with a community of extraordinary individuals who believe in the power of hope. Whether they are wish granters, event committees, fundraisers, or office supporters, our volunteers play a vital role in creating life-changing experiences for children facing critical illnesses.

Together, we are stronger. Together, we create hope. Thank you to our volunteers for making wishes come true!

Volunteers Across Canada



Western

274 volunteers supported 212 wishes
1,061 volunteer shifts supported 31 events

Central

594 volunteers supported 295 wishes
485 volunteer shifts supported 18 events

Eastern

545 volunteers supported 318 wishes
1,092 volunteer shifts supported 45 events



Jim Scott National Volunteer of the Year

For over 20 years, Jim has been a passionate advocate for our mission and a great believer in giving back to his community. He has helped grant 60 wishes and raised millions of dollars for Make-A-Wish Canada. Jim has led a dedicated group of volunteers in his community to raise funds and grant wishes. His annual golf tournament will proudly celebrated its 20th anniversary this year and exceed \$2 million dollars raised.

Wishes as Big as the Ocean, Strength as Deep as the Sea



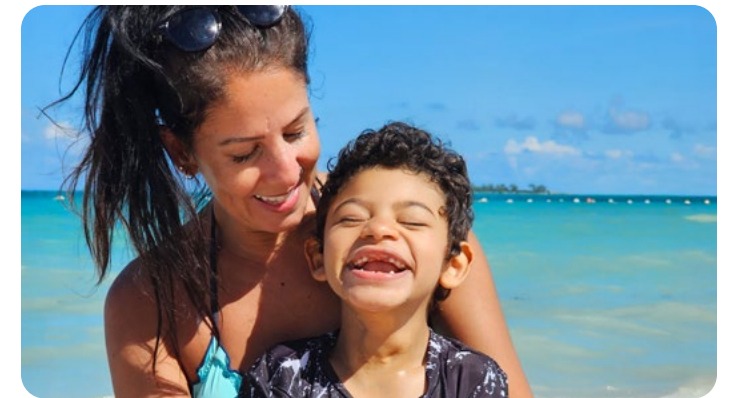
Nora's Special Mermaid Wish: A Celebration of Strength

Six-year-old Nora's imagination knows no bounds — she loves unicorns, mermaids, and dreams of becoming a fairy. But her journey has been one of courage and resilience.

At just 22 months old, Nora was diagnosed with retinoblastoma, an aggressive eye cancer. After multiple treatments failed, her parents faced an unimaginable decision — to remove her right eye to save her life. The moment her eye was removed, she was in remission.

Today, Nora is a healthy, spunky five-year-old who loves life on the farm with her family and swimming with her brother. She now wears a prosthetic eye — and for her birthday last year, she asked for a gold one. Her parents shared, "If you see a girl with golden curls and a golden eye, that's our little fighter!"

To celebrate her journey, Nora wished to "be a mermaid." Last year, her wish came true! For Nora and her family, this experience was more than a dream — it was a symbol of strength, hope, and the power of believing.



Arthur's First Family Vacation: A Wish That Made Waves

Because of Arthur's complex medical history, safe travel as a family was never possible — until Make-A-Wish Canada made it a reality.

Born with congenital heart disease, he has endured more surgeries than most experience in a lifetime, including open-heart surgery. At just a few months old, he suffered cardiac arrest, and for 36 minutes, his family faced the unimaginable. But Arthur is a fighter — he came back to life and continues to defy the odds.

For one unforgettable week, Arthur and his family soaked in the sunshine, played in the hotel pool, and felt the ocean waves wash over them. "He laughed and smiled the entire time," his mom, Jennifer, shared. "Every time a wave touched his body, he laughed. The texture of the sand made him giggle. I had never seen him like that before."

Arthur's wish came at the perfect time, giving his family a much-needed break before he faces another open-heart surgery. "It was a dream come true," Jennifer said — a moment of pure happiness for their little warrior.

Corporate Engagement: Rallying Together to Make Wishes Come True

Our incredible corporate partners play a vital role in making wishes a reality.

Corporate partners provide the essential resources needed to turn dreams into reality. They do more than fund a wish — they create lasting memories, inspire hope, and change lives. Thank you for your vital support.

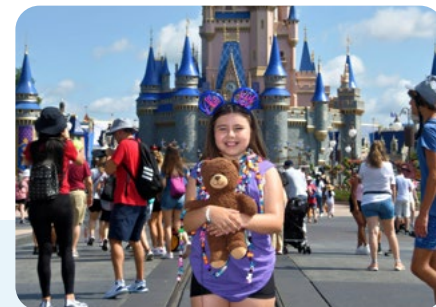
Through fundraising, employee engagement, sponsorships, cause marketing, and in-kind donations, businesses across Canada come together to support wish kids!



Click the icon
to learn more

Congratulations WestJet Cares for Kids

Winner of Make-A-Wish
International's Best Corporate
Fundraising Award



Powering Wishes Through In-Kind Generosity

From flights and medical insurance, to special gifts and one-of-a-kind experiences, these generous contributions help stretch every dollar further, ensuring we can grant even more wishes. Thank you to our long-standing partners!



Altus Group's Unique Employee Engagement

Altus Group was proud to be a Platinum Partner of Make-A-Wish Canada's Group Wish Trips. The opportunity brought enhanced engagement opportunities with Altus Group employees while demonstrating their impact to the community.



Trees of Joy Presented by CN

CN proudly served as the National Presenting Sponsor for our 2024 Trees of Joy event that expanded nationally to over 10 cities. Their employees participated in the events to help and spread holiday cheer! Across the country Trees of Joy engaged 226 wish families!



Govan Brown Gives Back

Govan Brown & Associates hosted their fifth annual fundraising concert, Cureapalooza. The support from their employees and partners helped to raise over \$60,000 for Make-A-Wish Canada and our efforts in helping to make more wishes come true.



Jack Astor's Made Wishes Happen

During the 2024 holiday season, Jack Astor's launched a holiday campaign across all its restaurants. With its special menu, round up of donations and wish stars, Jack Astor's and its customers helped to raise much needed funds to help support wishes that are waiting.

Thank You for Making a Difference

See a full list of our national partners here:
makeawish.ca/ourpartners

Million-Dollar Milestones: Community Champions Making Wishes Come True

Across the country, incredible supporters turned their passion into life-changing impact. These dedicated event organizers and communities have rallied together, fundraising beyond expectations and crossing remarkable million-dollar milestones. Their generosity has helped bring hope, joy, and strength to children facing critical illnesses — one wish at a time. Here are four extraordinary third-party events that have gone above and beyond to make wishes come true.



Kids for Wish Kids – Jasper Place High School: Over \$1M

Since 2016, Jasper Place High School students have raised over \$1 million with their annual 24-hour Bike-A-Thon for Make-A-Wish Canada.



BridgeForce: Over \$1M

BridgeForce Charity Golf Invitational celebrated its 25th anniversary, reaching a \$1 million milestone in support of Make-A-Wish Canada!



Ground Effects: Over \$2M

Ground Effects, Ltd. hosted its 20th annual Windsor Essex Charity Golf Classic, raising over \$2 million for Make-A-Wish Canada over the past 20 years!



48-HOUR RIDE: Over \$3.5M

From Sept. 20 to 22, 2024, 3,000 cyclists helped raise over \$3.5 million for the 16th edition of the 48-HOUR RIDE — an impressive record!

Fundraising Events & Campaigns: We Turned More Hope into Reality



Wheels for Wishes



Women for Wishes



boom 97.3



Wishes on the Roof



Local Heroes



Golf for Wishes



50/50 Edmonton Oilers



Trees of Joy



Pull for Wishes

Thank you to all our event participants who helped grant wishes!

Every wish begins with hope — and through our fundraising events and campaigns, our supporters helped turn that hope into life-changing moments for children facing critical illnesses.

From signature Make-A-Wish Canada events to community-led fundraisers and national giving campaigns, there are countless ways to get involved. Whether you participate, donate, or rally your network to support a campaign, every effort helps bring more wishes to life.

Join us in making a difference because when we come together, we give more strength to children and families facing critical illnesses when they need it most.

Be a part of something extraordinary. Get involved today!

Visit makeawish.ca/events

Delivering Results for Children in 2024

THANK YOU! We are deeply grateful to our supporters, partners, and teams across Make-A-Wish Canada for their extraordinary contributions in fiscal year 2024. Together, we achieved remarkable results for children that truly reflect the power of community and shared purpose.

This past year marked a period of ambitious growth and achievement as we granted 2,011 life-changing wishes — a **45% increase from the 1,389 wishes fulfilled in the previous year.**

Our strong fundraising performance allowed us to surpass the prior year’s results and our ambitious budget targets, bringing us closer to reaching even more children waiting for life-changing wishes. Cash donations and fundraising efforts reached \$29 million, representing

an 11.5% increase. Additionally, gift-in-kind contributions grew significantly to \$18.5 million — an impressive 36% increase.

This success is a testament to the dedication of our marketing, operations, and development teams, who worked tirelessly to equip and support our wish and fundraising teams. In 2024 we drew on our reserves to grant more wishes than ever, and our plan is to strategically draw on reserves as we continue to build the fundraising capacity to sustainably grow our wishes annually.

As we begin the new year, 3,757 children are still waiting for their life-changing wishes to be granted. We invite you to join us to ensure that every child in Canada receives a wish when they need it most!

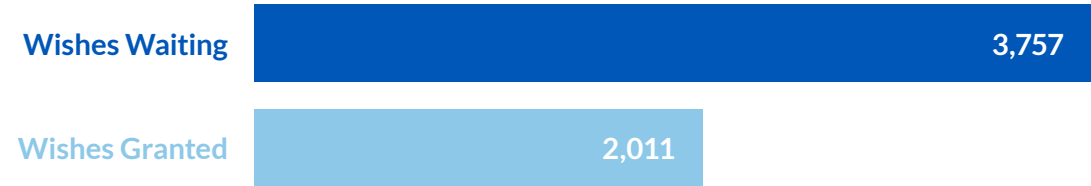


Frequently Asked Wish Questions

Wishes bring hope, strength, and joy to children facing critical illnesses — but you may have questions about the process. Click the icon above to read some common inquiries we have received about wish granting and its impact.

More Wishes Granted Than Ever Before — But Too Many Are Still Waiting

In 2024, we granted 2,011 wishes—the most in our history! But with more children being referred everyday, we’re only reaching 34.9% of those in need. **Together, we can close the gap.**



MAKE-A-WISH FOUNDATION OF CANADA Statement of Operations

Year ended September 30, 2024, with comparative information for 2023

| | 2024 | 2023 |
|---|------------------------|-----------------------|
| Revenue | | |
| Donations and fundraising | \$ 25,706,509 | \$ 22,421,614 |
| Donations-in-kind | 18,546,420 | 13,655,544 |
| Bequests | 3,291,218 | 3,589,249 |
| Investment income (realized) | 2,944,316 | 3,228,027 |
| Other | 57,740 | 12,524 |
| | 50,546,203 | 42,906,958 |
| Expenses | | |
| Programs | 47,332,273 | 33,702,218 |
| Fundraising | 15,666,650 | 13,377,120 |
| General and administration | 2,395,527 | 2,810,851 |
| | 65,394,450 | 49,890,189 |
| Excess (Deficiency) of Revenue Over Expenses | | |
| Before the undernoted | (14,848,247) | (6,983,231) |
| Unrealized gain (loss) on investments | 2,825,740 | (260,500) |
| Deficiency of revenue over expenses | \$ (12,022,507) | \$ (7,243,731) |

Maximizing Every Dollar for Life-Changing Wishes

We are committed to transparency and ensuring every dollar makes the greatest impact for children facing critical illness. See the full financial report at makeawish.ca/financials

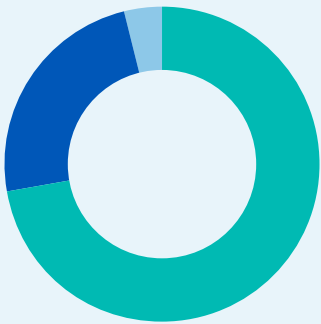


3,757
wishes waiting
at completion
of FY2024

745
communities
where wishes
were granted
in FY2024

FY2024 expenditures

- 72.4% Wish Delivery
- 23.9% Fundraising
- 3.7% Administration



Funds donated to Make-A-Wish Canada solely benefit our cause and the children we serve in Canada.

*I wish to go on a
beach vacation*

Marc, 9
heart condition







Make-A-Wish
CANADA

Help Us Improve Health Outcomes

Your support has the power to bring hope and strength to children facing critical illnesses. Whether you donate, fundraise, or explore other ways to give, every act of kindness helps create life-changing wishes.

**Discover how you can make an
impact at makeawish.ca**

-  makeawish.ca
-  makeawish_canada
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Make-A-Wish Foundation® of Canada
4211 Yonge Street, Suite 301A,
Toronto, ON, M2P 2A9, Canada
Charitable Registration Number:
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