



Make-A-Wish® Partnership Messaging Guidelines

Make-A-Wish Key Facts and Messaging

What is Make-A-Wish?

Make-A-Wish® is the world's leading wish-granting organization, creating life-changing wish experiences for children around the world who are living with critical illnesses. A wish can help children build the resilience they need to face critical illness. The experience can be a game-changer that brings joy and a sense of normalcy back into a family's life. A wish can create an immediate turning point in a child's treatment and recovery. Our belief in the power and impact of a wish is what guides us and inspires us to grant the wish of every eligible child.

Mission Statement: Together, we create life-changing wishes for children with critical illness.

Vision: To grant the wish of every eligible child.

Official Boilerplate:

About Make-A-Wish International

Make-A-Wish creates life-changing wishes for children with critical illnesses. Founded in 1980, Make-A-Wish is the world's leading children's wish-granting organization, having granted more than 615,000 wishes in nearly 50 countries and territories worldwide. Every 25 seconds, a child is diagnosed with a critical illness and becomes eligible for a wish. Wish experiences can restore the childhood stolen by a critical illness diagnosis and improve physical, psychological and emotional well-being. Together with generous donors, supporters, staff and more than 27,000 volunteers around the globe, Make-A-Wish brings the power of a wish-come-true to children and their families when they need it most. For more information about Make-A-Wish International, visit worldwish.org.

By the Numbers

Global Statistics

- Make-A-Wish has granted **more than 615,000 wishes** worldwide since 1980.
- **More than 27,000 volunteers** help us grant thousands of wishes each year around the world.
- Make-A-Wish granted **more than 32,000 wishes globally** last year.
- Make-A-Wish grants wishes for children in nearly **50 countries and territories** around the world.



Key Terminology

- Name: “Make-A-Wish” – or “Make-A-Wish®”
 - Capitalize the first letter of each word
 - Include hyphens between each word
 - No need to put “Foundation” at the end, unless if it is a legal document
- use “children (living) with critical/serious illnesses” and not use “terminal illnesses”
- Do not use “critically/seriously ill” as it categorizes the child.

Wish Impact Messaging

- When children are living with critical illness, so much of normal childhood is taken away from them – it is exhausting, both emotionally and physically.
- Critical illness steals childhood from a child. A wish has the power to restore it.
- Every 25 seconds, a family hears the devastating news that their child is diagnosed with a critical illness. This moment turns their lives upside down and can impair a child’s recovery, leaving them feeling hopeless. Make-A-Wish shines a light of hope in these dark times.
- The wish experience brings lasting joy and happiness to a child and their family, providing an opportunity for respite and distraction, more social engagement and family bonding. It helps the child experience improved well-being and self-efficacy, while broadening their horizons.

Social Media Handles

	Make-A-Wish International
Facebook	MakeAWishIntl
Instagram	@makeawishintl
X	@MakeAWishIntl
LinkedIn	@Make-A-Wish International
TikTok	@makeawishintl