

Make-A-Wish®
INTERNATIONAL

INFINITE WISHES

Merging the creativity of
gaming with the heart of giving

*I wish to have a tablet to
watch unicorn shows*
Jennifer, 5, Peru
leukemia



I wish to be a scientist

Audrina, 9, UK
neuroblastoma

Our Mission

TOGETHER, WE CREATE LIFE-CHANGING WISHES FOR
CHILDREN WITH CRITICAL ILLNESS

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 worldwide.

Wishes 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.



Every 25 seconds a child is diagnosed with a critical illness

I wish to go on a boat trip.

Morris, 6, Netherlands
leukemia

This moment turns lives upside down,
leaving the child and their family
overwhelmed with hopelessness.



Critical Illness Steals Childhood

A wish gives children the opportunity to look outside their illness and reclaim their childhood.

I wish to be an astronaut

Johan, 11, Panama
diabetes type 1



Hope Changes Everything



*I wish to be the head chef at a
London hotel*

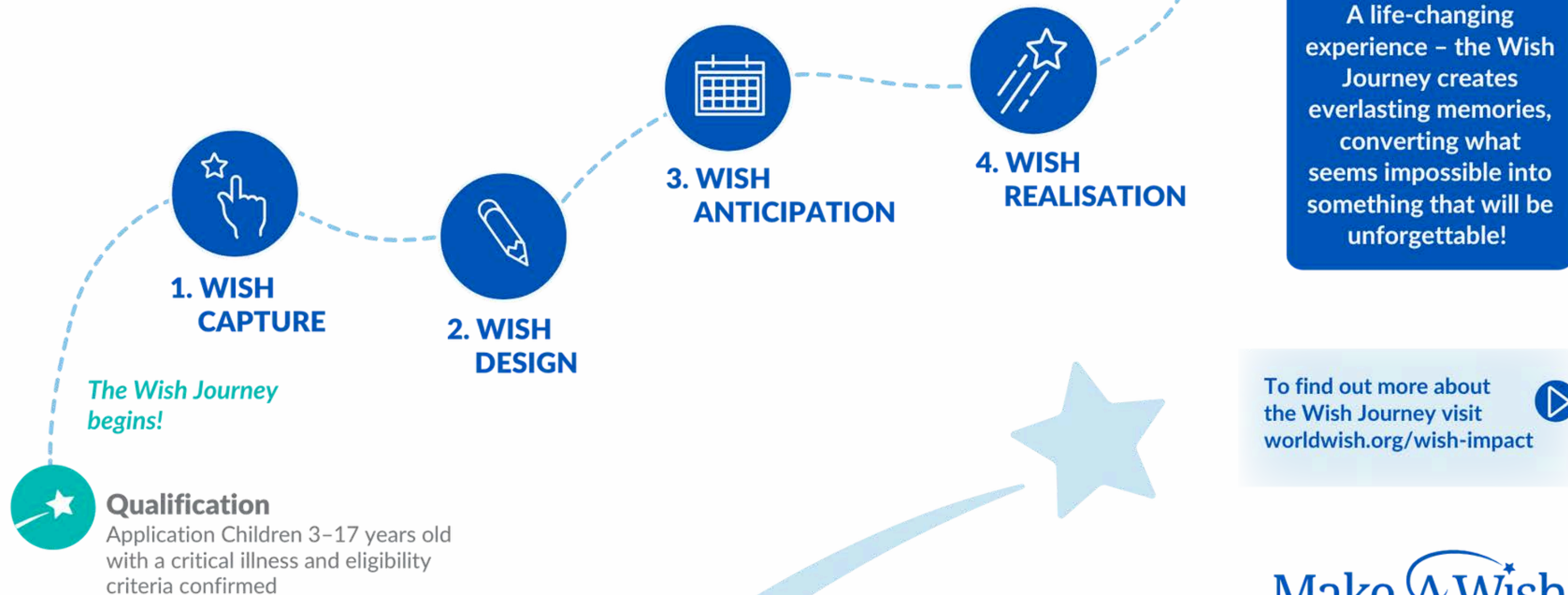
Micaela, 15, UK
heart condition

Many wish children say their wish was
a turning point in their treatment
journey and go on to make a full
recovery.

WISH JOURNEY

A wish is a carefully planned journey based on the principles of positive psychology. Designed to complement a child's medical treatment, it aims to give them the hope, joy and resilience they need to face their illness.

98% 
recommend the
Wish Journey
as **IMPORTANT**
worldwish.org/research



A young boy with short dark hair, wearing a blue t-shirt, is sitting at a desk and smiling at the camera. Behind him is a computer setup with a monitor displaying the Fortnite logo, a headset on a stand, and a keyboard with colorful backlighting. The scene is dimly lit, with the primary light source being the screen and keyboard lights.

Games and Wishes

Gaming related wishes are growing and we need the games industry's support

I wish to have my own place to play computer games

Kamahri, 9, Canada
leukemia

The Power of Play

Wish children use gaming to stay connected to friends and family during treatment and isolation

I wish to have a gaming computer!

Raimondo, 15, Italy
leukemia



I wish to....

have a PS5

meet the devs of my favorite game

game with my favorite content creator

become an NPC in a game

visit a games show

have my own gaming PC

and many more!



I wish to have a pink day!

Rugiatu, 6, Portugal



An Industry Opportunity

Gaming related wishes are growing and we need the games industry's support

I wish to have a PS5

David, 10, Brasil

Duchenne muscular dystrophy



















Join the Infinite Wishes Initiative

Help us fund wishes all over the world by donating to the Infinite Wishes Initiative. Add your company's name to other leaders in the games industry who are granting wishes.

I wish to cosplay as Hu Tao from Genshin Impact.

Caelyn, 14, Singapore
intracranial bleed & stroke



TIERS	BADGES	UNIQUE LOGO FOR MARKETING	REGOGNITION ON ALL CHARITABLE GAMING PROGRAM MATERIALS	SOCIAL MEDIA RECOGNITION	EMPLOYEE WISH GRANTING WORKSHOP	ADOPT A WISH IN THE MARKET OF YOUR CHOICE
INFINITE WISHES SUPPORTER \$5,000						
INFINITE WISHES ALLY \$10,000						
INFINITE WISHES LEADER \$25,000						
INFINITE WISHMAKER \$50,000						

Inaugural Members



PlaySafe 

Other Ways to Support

LAUNCH A MAKE-A-WISH CHARITY GAME BUNDLE

CREATE A COMMUNITY CHALLENGE IN YOUR GAME THAT TRIGGERS A DONATION - GREAT FOR USER ACQUISITION AND RETENTION!

DEDICATE A % OF SALES FROM YOUR PRODUCT LINE TO RAISING FUNDS FOR WISHES

AN EMPLOYEE GIVING CAMPAIGN

WORK WITH YOUR BRAND'S CONTENT CREATORS TO DO A CHARITY LIVESTREAM

CREATE A UGC THAT CAN BE USED TO SUPPORT WISHES

BECOME A SPONSOR FOR A MAKE-A-WISH EVENT

I wish to be a pilot!

Aris, 4, Greece
leukemia



Our Charitable Gaming Events

OCTOBER



TTRPG FOCUSED CONTENT
CREATOR LED EVENT

FEBRUARY



SIMRACING CREATORS AND
ENTHUSIASTS
FUNDRAISING FOR WISHES

MARCH



WOMEN CONTENT
CREATORS CELEBRATING
INTERNATIONAL WOMEN'S
DAY

APRIL



A GLOBAL MONTH-LONG
FUNDRAISING CAMPAIGN
THROUGH PLAY AND
GAMES

JUNE



A COSY GAME BUNDLE AND
CREATORS GRANTING
WISHES

CHARITY OF CHOICE EVENTS 2025

OCTOBER



DECEMBER



FEBRUARY



Games Industry Advisory Committee



Wouter Van Vugt, Chair

EMEA Communications & Community
Engagement Senior Director, Bandai
Namco



Bart Verwijst

Communities Manager - Northern,
Eastern & Southern Europe, Bethesda
Softworks



Daniel Thorsen

Product Marketing Manager
Modoyo



Dennis DeBruin

Senior Manager, Global
Communications EMEA, 2K



Destinee Cleveland

Creator of Dames4Games



Ibrahim Bhatti

Senior Influencer Relations Manager,
Square Enix



Rana Rahman

CEO & Founder
Raptor PR



Reid Schneider

Studio Head & Executive Producer
Raccoon Logic



Rene Otto

Attorney and Founder
Deviant Legal



Robbie Miller

Executive Director
Stream for a Cause

Contact



April Stallings

Charitable Gaming and Creators
Program Manager
Make-A-Wish International
astallings@worldwish.org
[LinkedIn](#)



Connect with Make-A-Wish International



*I wish to have an electric
tricycle*

Mathias, 11, Austria
rare disease

