

Make-A-Wish<sup>®</sup>  
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 650,000 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*

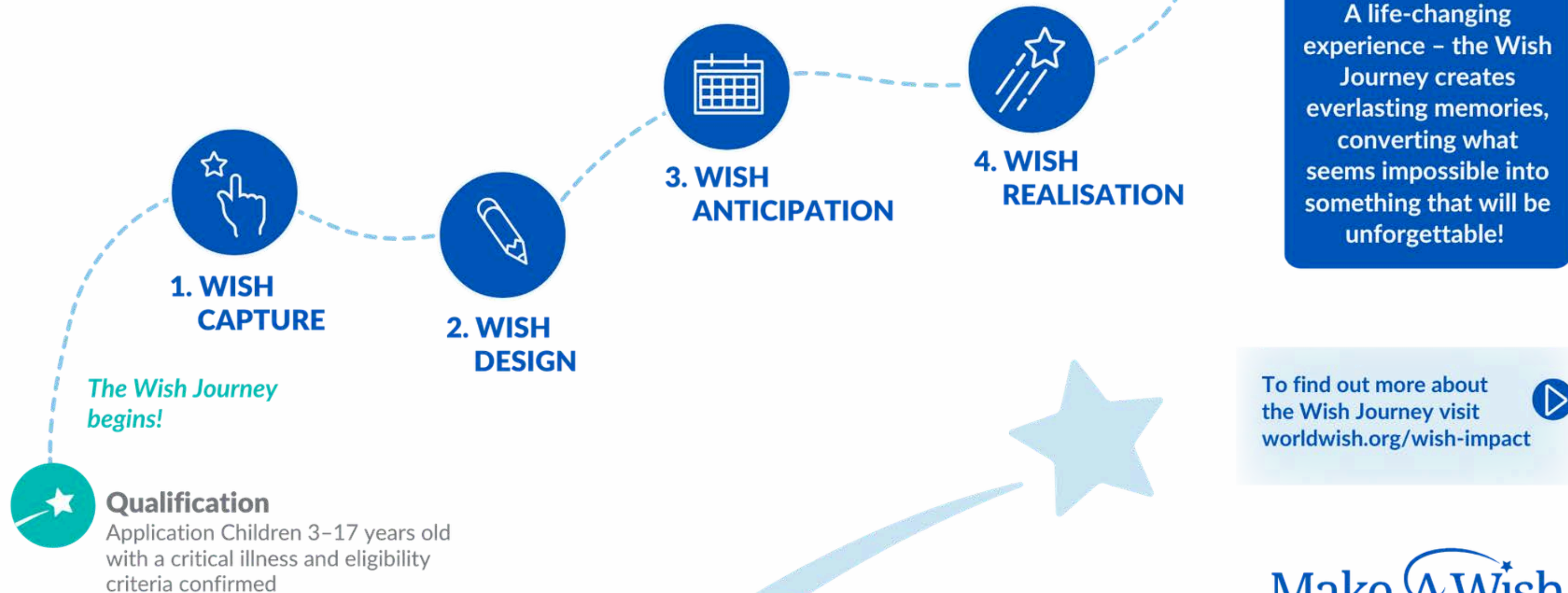
Many wish children say their wish was a turning point in their treatment journey and go on to make a full recovery.



# 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 gaming desk. He is smiling and looking towards the camera. The desk is equipped with a large monitor displaying the word 'FORTNITE' in a yellow, bubbly font. A keyboard with rainbow-colored backlighting is visible in front of him. A headset is mounted on a stand behind the desk. The background is dark, suggesting a room at night.

# 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

Help children take control of their lives through the power of a wish and gaming

*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
<p>INFINITE WISHES SUPPORTER \$5,000</p>		<p><i>Each logo is customised to your level of support</i></p> 	<p><i>This includes newsletters, our discord server, the charitable gaming website and gaming events.</i></p> 	<p><i>A social media post highlighting your contribution with a wish 'like' one you have helped grant.</i></p> 	<p><i>The wish workshop is designed to engage employees in team building and designing an actual wish - can be conducted virtually</i></p> 	<p><i>You will receive a 'partner' wish - an example of your impact</i></p> 
<p>INFINITE WISHES ALLY \$10,000</p>						
<p>INFINITE WISHES LEADER \$25,000</p>						
<p>INFINITE WISHMAKER \$50,000</p>						

# Current Members



# 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

OCTOBER



DECEMBER



FEBRUARY



AUGUST



# 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



*Markus Wilding*

Beyond The Wall Games



*Rana Rahman*

CEO & Founder  
Raptor PR



*Reid Schneider*

Studio Head & Executive Producer  
Raccoon Logic



*Rene Otto*

Attorney and Founder  
Deviant Legal

# Contact



*April Stallings*

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



## Connect with Make-A-Wish International



*I wish to have an electric  
tricycle*

Mathias, 11, Austria  
rare disease



# APPENDIX - Activation Examples



2020

IGG has pledged to donate \$150,000 to the Make-A-Wish Foundation, from the sales of Lords Mobile's specially designed castle skin

[READ MORE](#)



2023 & 2025

Happy Color has donated nearly \$200,000 to Make-A-Wish International over the past two years through their community and the Good Cause collection

[READ MORE](#)



2018

A cancer patient had a dream to make his own League of Legends skin. Contacted through Make-A-Wish Foundation, Riot Games agreed to let him do it. And it turned out so good, Riot Games sold the skin worldwide and donated the proceeds to charity.

[READ MORE](#)

# APPENDIX - Activation Examples



2020

The stream will be hosted by Team Liquid, where stream donations as well as part of the proceeds from every Secretlab Team Liquid Edition chair sold during this period will help grant life-changing wishes to children with critical illnesses.

[READ MORE](#)



2009 - 2016

Thanks to the overwhelming generosity of the World of Warcraft community, we've raised more than 2.5 million USD from sales of the Mischief in-game pet and Mischief Plush toy to support Make-A-Wish. In December, we announced that sales of the in-game Mischief pet and Mischief Plush Toy through December 31, 2016.

[READ MORE](#)



2025

This year, for their Silent Auction we are giving one winner the opportunity to work with Bethesda Game Studios to create a character to appear as an NPC in The Elder Scrolls VI. All of the money made from the auction goes directly to Make-A-Wish.

[READ MORE](#)

# APPENDIX - Activation Examples

**BANDAI NAMCO**



2023

Bandai Namco has made dreams come true for years, offering countless classic titles that transported many of us into the land of imagination during our youth. Now, it's taking it an extra step further, with a Bandai Namco Make-A-Wish livestream event planned to raise funds for children living with critical and terminal illnesses in over 50 countries around the world.

[READ MORE](#)

*Humble Choice*

Make-A-Wish®



2025

PHOENIX, Jan. 22, 2025 /PRNewswire/ -- Make-A-Wish is excited to announce that it has been chosen as Humble Bundle's featured charity this month. Throughout January, Humble will be raising funds to help grant life-changing wishes for children fighting critical illnesses.

[READ MORE](#)



2025

As part of the event, Belka Games has also set up a special website to solicit donations that will go towards the Make-A-Wish foundation. While you can say what you want about the event being a bit cheesy, I think it's quite good to mark the Christmas season with something a little more meaningful than the usual bevy of special offers or in-game rewards. And the chance to do some good at the same time as playing is quite an honourable one to boot.

[READ MORE](#)