

~~TWO YEARS,~~ TOO LONG

The Campaign for Every Child's Wish

CAMPAIGN FAQ



GRANT EVERY WISH.



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FREQUENTLY ASKED QUESTIONS

What is the campaign name?

“Two Years, Too Long: The Campaign for Every Child’s Wish”

What does the campaign name mean?

Waiting two years for a wish is simply too long. This campaign seeks to shift that reality and position us to be able to grant the wish on the timeline that is best for the child.

Why is the wait so long?

Population growth and residual effects of the pandemic have created a significantly longer than usual list of children waiting for their wish, many waiting as long as two years or more. The extensive backlog of children waiting reduces the impact of the experience, potentially creating more disappointment in an already devastating time.

Why is Make-A-Wish North Texas in a campaign?

We have the vision, capability, and drive to get to every single eligible child in our 161-county territory. Funding is the only barrier. This campaign seeks to raise the necessary funding to surge our wish granting capacity and reduce the pipeline of children waiting.

What is the purpose of the campaign?

The purpose of this campaign is to end the excessive wait time for a wish to be fulfilled.

“The research is clear. The need is now. Not after treatment ends — but in the middle of the journey, when hope can change everything.”

KIM ELENEZ





BAILEY • AGE 9

What is the goal of the campaign?

We seek to raise \$11 million, specifically for granting wishes.

What is the timing of the campaign?

The campaign launched publicly on April 9, 2026, and intends to close on December 31, 2029.

How did we arrive at the goal of \$11 million?

\$11 million is a conservative financial forecast and is 100% focused on achieving a manageable pipeline that is suitable for granting a child’s wish on his or her timeline. Our goal takes into account the forecasted rate of qualifying children, average wish granting expenses, staff time to fulfill wishes, and inflationary impact.

How will funds raised through this campaign be used?

Funds raised through this campaign will go directly to the mission—reducing the pipeline of wish kids currently waiting, while ensuring we continue to have the resources to support wishes in our 161-county territory.

Do the funds raised through this campaign immediately impact the number of wishes you are expected to grant this fiscal year?

Yes, the funds raised in this campaign will immediately enhance our wish granting capability. Once successful, we anticipate a pace of wish granting never before seen throughout our 161-county territory.

Does the campaign support or replace other fundraising efforts?

The campaign is designed to focus on incremental giving to propel us forward, above and beyond our annual fundraising initiatives. We will infuse campaign messaging across communications to donors across all levels of giving in an effort to drive awareness, grow and mobilize our community, celebrate wins, and connect them to opportunities for engagement no matter their financial capacity.



AMY • AGE 5

Who will fund this campaign?

100% of our funding is from local donors: individuals, corporations, and foundations who support our 161-county territory. It is important to note that this is true for the duration of the campaign, as well as in non-campaign periods.

Can I restrict my campaign gift to support children in my town?

Yes, we understand that donors have different intentions with how they would like their funds to be allocated. If a donor wants to restrict their gift to a particular geography, we will honor that request by placing a first preference on the donor’s gift. If this restricted gift has not been exhausted within 12 months, the second preference (eligible for all children in the chapter’s 161-county territory) will be enacted. Our work requires urgency for some children, and managing our pipeline via geographical terms is not a best practice for our wish families.

How many children qualify for a wish each year?

Approximately 650 wish-eligible children across our 161-county territory are referred to us each year; however, data indicates that rate is not comprehensive. A study conducted by Make-A-Wish America indicates that the incidence of children in our territory diagnosed with a medical condition that qualifies them for a wish is 1,116. Closing the gap will require targeted medical outreach to improve referral pathways and ensure all wish-eligible children are identified.

When does this campaign unlock medical outreach?

Once we have successfully reached our campaign goal, reducing the pipeline of children waiting, and are able to stabilize our financial resources to sustainably grant the wishes in our queue moving forward, we will implement a medical outreach strategy to bring more awareness and education to the medical community.

What is a pledge?

A pledge is an agreement to provide a gift over an allotted time. This allows a donor to make a gift of significance that impacts our forecasting and wish granting abilities now and in the future.

Can you clarify the difference between pledges and revenue received for this campaign?

Any gift of any type that is made to the campaign will go toward ensuring wishes are granted.

BY THE NUMBERS

1,150

CHILDREN ON
THE WAITLIST

600

WISHES
GRANTED
PER YEAR

1,000

NEW CHILDREN
QUALIFY YEARLY

\$4.3M

PROJECTED
FUNDING GAP
IN 2026

2.5x

FEWER UNPLANNED
HOSPITAL ADMISSIONS
FOR WISH RECIPIENTS

PATEL STUDY, 2017

What happens once we reach the goal for this campaign?

Once we reach our \$11 million goal, we will continue to grow our annual fundraising to sustain the mission.

Will there be a new fundraising budget after the campaign to meet increased wish fulfillment and expectations?

Yes, based on the 2025 Incidence & Prevalence Study, which indicates that 1,116 children in our 161-county territory could qualify for a wish each year, we have identified that our annual fundraising budget needs to be \$17 million by 2030.

Is this a capital campaign?

A “capital campaign” seeks to raise funds for expenses that have longer term implications, such as buildings, technology, equipment, or investments. “*Two Years, Too Long: The Campaign for Every Child's Wish*” is not a capital campaign but a mission campaign dedicated to fulfilling the ability to execute the immediate needs of the organization's mission.

What are the campaign's funding priorities?

We are seeking funding in three priority areas:

- Funding Wish Kids: Campaign support for the spectrum of eligible children and diagnoses
- Funding Wish Needs: Campaign support for wish essential needs and expenses
- Funding the Wish Experience: Campaign support to ensure the journey is as special as the destination

Is Keeping Families Together still part of this campaign?

Yes, Keeping Families Together is an aspect of what is being funded under the 3rd pillar, Funding the Wish Experience.

*Our vision is clear:
to eliminate the waitlist
and ensure that every
child receives their wish
without delay.*



NORAH • AGE 5

How do I know my gift will be used responsibly?

We believe in transparency and take measures to ensure the utmost diligence to best-in-class reporting and auditing. CliftonLarsonAllen (CLA) is a third-party, independent accounting firm that conducts annual, comprehensive audits to ensure absolute compliance and transparency of our finances. Our CEO, Chief Financial Officer, Chief Development Officer, and Chief Operations Officer welcome questions about our financial practices to ensure our donors have confidence in their investment in making wishes come true.

How can people donate to this campaign?

There are many ways!

- One-time or monthly gift online at ntx.wish.org/donate
- By mail or phone
- Gifts of stock/securities and real estate
- Donor Advised Funds
- Estate and planned giving
- Corporate giving programs

Besides financial support, how can I support Make-A-Wish North Texas?

In addition to monetary donations, we appreciate when supporters are vocal and active. Here are two ways:

- Advocacy: Share the importance of Make-A-Wish in our community and send us and our wish kids words of encouragement.
- Time: Become a volunteer wish granter to ensure we have the growing bandwidth to reach every child.

Who can people contact about the campaign?

The primary point of contact is Clayton Ellis, Chief Development Officer (cellis@ntx.wish.org).

:30 CAMPAIGN PITCH

Example A

Everyone knows and loves Make-A-Wish, but what most don't know is that the pipeline of local children waiting is unacceptable: currently about 1,100, making the wait for some children as long as two years. And that is just too long. We have the capability to change that, but we need financial support to make it a reality. When we come together in this campaign, we will make sure the wish comes when they need it the most, not when we have the funding to get to them.

Example B

Make-A-Wish is a well-recognized brand and world-class organization based on the design and curation processes behind every wish. What many do not realize is that the average wait time for a wish to be fulfilled is two years (hence the name of our campaign). One barrier exists to attack that obstacle: we are relentlessly seeking constituents to partner with us with their giving, aptitude, and time. A successful campaign will eliminate excessive wait times for children with critical illnesses in our 161-county territory.

END THE WAIT.



NTX.WISH.ORG