



*I wish to go
bobsledding*

Tiago, 8
brain tumor

**Spark
Joy**

CREATE HOPE

Partnership Opportunity
Prepared for [donor name]

Make-A-Wish.



Wishes Change Everything, Even You

This holiday season, more than 4,300 children and their families will receive devastating news: a child in the family has been diagnosed with a critical illness.

Critical illness upends childhood, bringing months – even years – of fear and stress into the life of a child and their family. The child – now a patient – faces something many don't ever in a lifetime: a battle against a critical illness. Parents feel helpless as they navigate hospital stays, disrupted routines and financial struggles. Distressed siblings watch their brother or sister undergo heartbreaking and painful medical procedures.

At Make-A-Wish®, we believe that the hope, strength and joy offered by a wish is vital to the treatment process of critical illness – and it can give a child an edge in their fight. In fact, research shows that a wish can help improve a child's quality of life, giving them a better chance of recovering. A wish helps to care for the whole child – mind, body and spirit – and even supports the community of caregivers, family and friends around them.

With your support this holiday season, we can reach children with critical illnesses at an unprecedented rate – sparking joy for a child with a critical illness and creating hope for all who support them in their fight.

The Cost of a Critical Illness Diagnosis is Childhood

Every child deserves a childhood full of joyful holiday experiences. At Make-A-Wish, we have seen first-hand how a critical illness diagnosis disrupts everything about childhood – play, school, friendships and family life. Children go from living in freedom to living with daily fear. And now, during what is supposed to be a very special time of year, families are separated as their child undergoes treatment. The warmth, comfort and joy that so many of us associate with the holidays will be lost for a child and family that is isolated and vulnerable.



Tiago was heartbroken when his brain tumor diagnosis forced him to stop playing the sports he loved so much – leaving him feeling sad, frustrated and limited. “Looking back, it was chaotic,” said Tiago’s mom, Elena. “Tiago and our family went through a drastic life change very quickly. The balance between work, school and family was disturbed and our focus shifted entirely to Tiago’s health.”



Make-A-Wish®



Wishes are Part of the Solution

Understanding and confronting the impact that critical illness has on a child means thinking beyond the illness itself. Our child-focused approach ensures that a kid fighting a critical illness can be a kid, not a statistic.

Tiago persevered through the trauma of brain surgery by watching winter sports on TV – and he unexpectedly fell in love with bobsledding. “I want to do that one day,” Tiago told his parents with hopeful eyes. He was impressed by the sport’s uniqueness and speed – and, as a Floridian, he was awe-struck by the snow. Tiago’s wish was simple in his mind: He wished to go bobsledding.

From there, our staff and volunteers worked alongside his family and medical care team, as well as a community of elite bobsledding athletes in northern New York, to grant his wish at the perfect moment. Tiago traveled with his family to the athletes’ training village and when he stepped into the crisp, snowy landscape, Tiago’s face lit up with pure joy and his eyes filled with the knowing hope that brighter days lay ahead.

A child who once found himself withdrawn quickly immersed himself in this community of bobsledders – the very people who helped him through his recovery process. From throwing playful snowballs to exchanging stories of what it means to overcome a challenge, Tiago saw himself as one of them. He was captivated by their speed on the hills, and they were moved by his strength through his health care journey. “They made Tiago feel very special while he was there,” Elena said.

When the time finally came for Tiago to go for a ride, he bravely climbed into his bobsled as a crowd of adoring supporters cheered. With his family and a professional driver in tow, Tiago shot down the track at speeds faster than a car is allowed to drive through town. When it was over, Tiago jumped into the air and asked the driver if they could go again!

We believe wishes improve the odds for wish kids fighting critical illnesses. It has been three years since Tiago’s last radiation treatment, and his follow-up scans all show no evidence of tumor regrowth.

“Every step of the journey was remarkable, full of amazing surprises. Tears and frowns were replaced with smiles and excitement. Tiago no longer dwells on what he can’t do. Now he is braver, and his wish was a big part of that.”

—Elena, Tiago’s mom





Your Opportunity to Change Lives

Tiago's wish wouldn't have been possible without supporters like you. It requires more than an athlete's training village to make a life-changing wish like his come true – it starts with a generous financial commitment to ensure that a child's imagination truly becomes his reality. You can be the source of such irresistible joy and everlasting hope.

We respectfully request \$XXXX to bring wishes to more children like Tiago, who are fighting critical illnesses this holiday season. With your investment, you will bring children the experiences of childhood that they deserve and support an often key component to better health outcomes – today and tomorrow.

YOUR GIFT WILL SUPPORT:

- Wish experiences that can create better health outcomes for children fighting critical illnesses.
- Families facing compounded health challenges due to the COVID-19 pandemic.
- The commitment that no child waits even one unnecessary day to experience the joy and hope that a wish brings.

*A child's wish begins with hope – and hope begins with you.
You make wishes come true.*



Make-A-Wish®