



Introducing the Women for Wishes 2024 Campaign

In 2024, I'm taking part in the Make-A-Wish® Canada Women for Wishes campaign! The inaugural initiative in 2023 saw 100+ women across the country work toward the goal of raising \$1M for the granting of wishes to children living with critical illnesses.

The campaign was a huge success and momentum is building for the 2nd year of this unique opportunity to fundraise and connect with the mission of Make-A-Wish Canada.

For my part in this campaign, I am raising \$10,000 to help support kids in our region. In deciding who to approach to help me reach this goal, I thought of YOU.

What can I do to help?

For your part, I'm simply asking you to donate what you can. Every little bit will help. In 2023, Make-A-Wish Canada was able to grant 1,400 wishes, but there are still thousands of wishes waiting across Canada right now, with wishes right here in .

Your donation toward my \$10,000 goal is a wonderful act of generosity. To take it a step further—if you're comfortable doing so—please let others in YOUR network know that this is a great way to make a charitable contribution this year, and it's an action that will have direct impact on kids in our communities!

What else should I know?

Make-A-Wish Canada has been granting wishes for 40 years. Since 1983, they've granted more than 38,000 wishes, and those wishes are helping to transform lives. Just check out some of these survey results from families:

- 99% parents reported that the wish experience gave their children increased feelings of happiness.
- 96% of parents said the wish experience strengthened their families.
- 97% of adult former wish kids report improved mental & emotional health because of their wish experiences.
- 92% of parents observed a reduction in fear and anxiety among wish kid's siblings.

In short, wishes aren't just "nice to have". Granted wishes bring real, positive impact to wish kids and their families. I look forward to talking to you about how your gift will help make an impact, too! You can visit my fundraising page today at [\[link\]](#) to make a donation online, or feel free to reach out to me if you want to discuss Women for Wishes in greater detail.

<preferred sign-off>,
<Name>

