



LOCAL WISHES LASTING IMPACT

2025 Manitoba and Nunavut Impact Report

With Gratitude: A Letter to You

On behalf of Make-A-Wish® Canada, thank you for the generosity and belief that make our work possible. Your support continues to deliver meaningful impact for children with critical illness and their families across Manitoba and Nunavut.

Children facing critical illness endure far more than physical symptoms; they experience prolonged uncertainty, fear, and emotional strain. A wish intervenes at a pivotal moment, providing more than joy or distraction. Wishes help restore hope, strengthen resilience, and support emotional well-being at a time when it is needed most. *Wishes Are Medicine.*

As a Make-A-Wish Canada supporter, you are an essential part of this impact. This report highlights how your generosity translates into measurable outcomes and real experiences for children in your community - from key statistics and insights to stories that reflect the depth of change a wish can create.

Your commitment ensures that more children can access this critical intervention when they need it most. As Wish Mom, Jessie, shared: "I truly felt [my daughter] had given up on her fight. Experiencing her wish was a breath of fresh air, and post-wish she is happier, more content, and has regained her willingness to endure medical procedures along with a happy spirit that shines so brightly. Having her personality restored is the biggest win I could have ever asked for."

Thank you for believing in the power of a wish and for helping deliver hope, strength, and healing to wish kids and families.

With sincere appreciation,



ABOUT MAKE-A-WISH CANADA — Make-A-Wish Canada creates life-changing wishes for children diagnosed with critical illnesses. *Wishes Are Medicine* — a vital part of a child’s medical journey that helps restore strength, hope, and resilience. Research shows that prescribed wishes can improve adherence to treatment, reduce emergency room visits, and deliver lasting health benefits.

Make-A-Wish Canada is part of the world’s leading children’s wish-granting organization, serving children in communities across Canada and in 50 countries worldwide. Over the past 43 years, Make-A-Wish Canada has granted more than 40,000 wishes, including 1,835 last year alone.

(On the cover: Navy, 3, I wish to go to my favourite theme park)

Not All Medicine Comes in a Bottle

Wishes Are Medicine

Every day across Canada, children face critical illnesses no child should have to endure. In these moments, hope, strength and resilience matter more than ever. With your support, they receive something research shows is a powerful part of their care: a wish prescription that supports their medical journey and reminds them they are so much more than their diagnosis.



“Having a wish to look forward to definitely helped Millie get through her treatments. When she felt like she couldn’t handle another poke or IV, we reminded her of seeing dolphins soon and she would muster up her strength.”

Pamela, Millie’s mom

[Click to watch Millie’s story](#)



95% of surveyed doctors believe wishes improve health outcomes.

Patients who received a wish reduced their likelihood of using the emergency room by half.

95% of surveyed medical providers observed that wishes gave children strength to fight their critical illness.

Medical Advisory Committee



“Wishes are essential. They support a child’s recovery and overall health and change how children move through treatment, giving them hope and something to focus on beyond their medical condition.”

Dr. Heather Hodgson-Viden, Pediatrician, Jim Pattison Children’s Hospital
Make-A-Wish Canada Medical Advisory Committee

[Click to learn more from Dr. Hodgson-Viden](#)



Healing Through Play – Maize’s Wish

Four-year-old Maize dreams of one day becoming a superhero, vet, or race car driver. After facing a health scare at a young age, she has been through more than most kids. At four years old, her parents thought she had a stomach bug until they were informed by a pediatrician to go to the emergency room immediately. It was here they were eventually given the devastating news that Maize had cancer.

Maize’s older siblings, Logan and Lauren, were concerned for their sister and what this would mean for their family. Maize’s mom, Monique, had to leave her job to be there for her daughter. Close friends and family came together to hold a fundraiser for “Mighty Maize,” where 400 community members came together to show their support for the family. Soon after the diagnosis, Maize had her left kidney removed along with the tumour, as well as a port insertion, followed by weekly chemotherapy for six months. “I stayed with Maize 24/7 doing anything I could to make her comfortable,” Monique shared. After lengthy hospital stays and treatments, Maize is now in remission!



Maize’s most heartfelt wish came true with the help of longtime Make-A-Wish volunteers who assembled a playset for her in her very own backyard. “The awe and excitement Maize felt when she first saw her playset and the look of utter joy on her face, which brought tears of happiness to my eyes,” said Monique. Maize is most excited about the adventures and experiences she’s been having on her playset, and Monique is grateful for the joy and confidence her wish is fostering within her daughter. “The wish has profoundly impacted our family by strengthening our bond, inspiring hope, and creating lasting memories,” Monique shared. “We believe this wish will continue to inspire hope, resilience, and positivity in our lives moving forward.” Maize looks forward to enjoying her playset for years to come.

I wish to have a playset

Maize, 4
cancer

Women Fulfill Wishes



In 2025, Manitoba continued to demonstrate remarkable leadership in the national Women for Wishes campaign. An initiative that mobilizes women across Canada to fund the symbolic value of a wish by raising \$10,000 per individual or team. Now in its third year, the campaign has become a powerful driver of community engagement and grassroots fundraising, showing how collective action can help change the way children and families experience critical illness.

During the campaign period, eight women and women teams from Manitoba came together with a shared goal to fund as many wishes as possible. Through their combined efforts, they raised over \$90,000 funding nine wishes and contributing to a national movement that helped deliver life-changing wishes to children. Each fundraiser reflected a deep sense of connection, creativity, and purpose rooted in the local community.

Events ranged from a high-energy karaoke night and a music trivia fundraiser to a decor swap and a necklace partnership with Winnipeg jeweller, Hilary Druzman. These initiatives transformed everyday moments into meaningful opportunities to support children and families, demonstrating how community-centred fundraising can have a lasting impact.

Community leader and philanthropist Kristie Pearson, helped champion the campaign, sharing that, “Women for Wishes highlights what’s possible when women come together with a shared purpose. Every wish helps create moments of strength that change how children and families face a difficult medical journey.” Hearing directly from wish families was a powerful motivator for her, and she described the campaign as an opportunity to “jump in and make a real difference.”

What sets Manitoba apart is not only the funds raised, but the leadership shown. Women for Wishes continues to bring women together to rally around compassion and generosity, ensuring wishes remain a meaningful source of hope, strength, and resilience for children across the Manitoba region.

“Helping others changes your life for the better. This is a very worthy cause and as women, let’s stand together to help.”

Treana Nault
Make-A-Wish Women for Wishes Participant



Kristie Pearson
Women for Wishes Participant



Treana Nault
Women for Wishes Participant

Wishes by the Numbers

640

Wishes granted in Central Canada in FY25

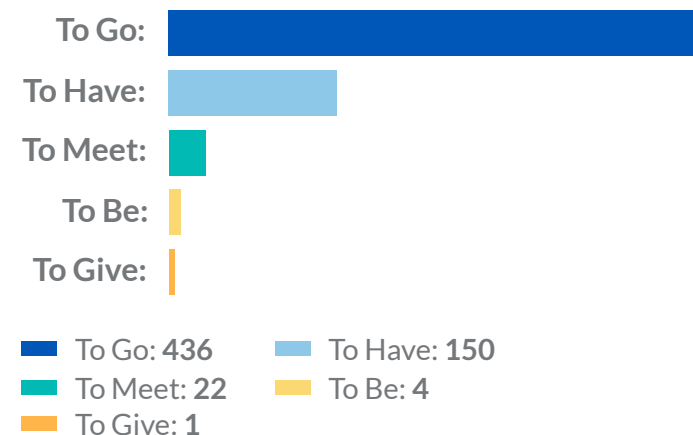
1,835

Wishes granted in Canada in FY25

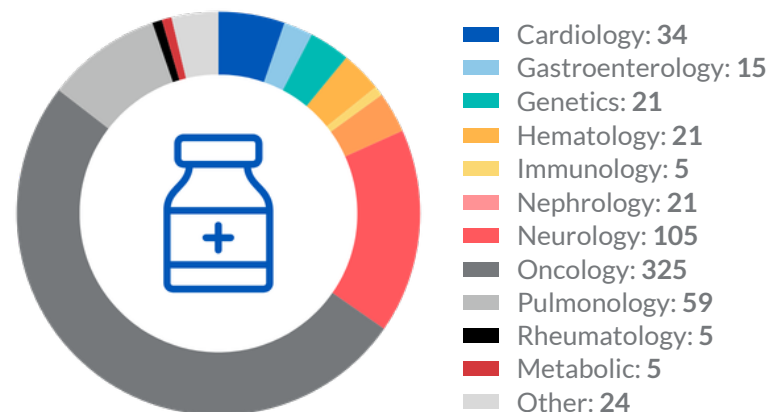
214

Communities wishes were granted in Central Canada in FY25

Wishes by type in Central Canada: 640



Wishes by Illness in Central Canada:



Wish Leadership

Celebrating those who guide, inspire, and support wishes across our province.

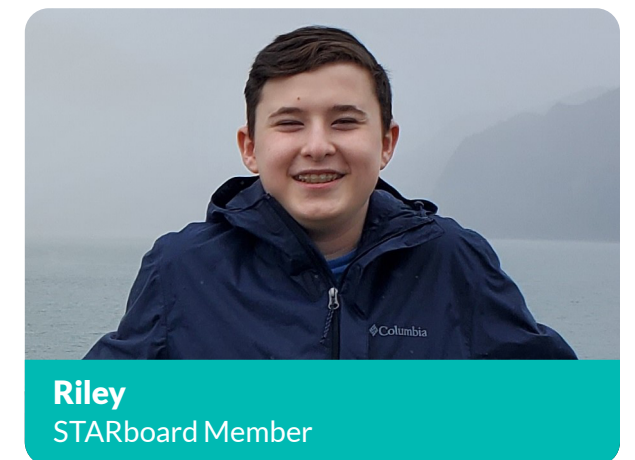
STARboard unites wish alumni ages 13 to 18 who volunteer to be a voice for wish children. Their advice, event support, and ambassador work help Make-A-Wish Canada better respond to the needs of wish families across the country.

Meet Your STARboard Member: Riley

“Hello, my name is Riley, and I’m 16. Before I turned 12, I was diagnosed with leukemia after months of feeling sick and unable to eat. I started treatment right away, going through four tough rounds of chemotherapy. It was incredibly hard, with some serious complications, but after those difficult months I was declared cancer free.

For my wish, I chose to go to my favourite theme park because I had always dreamed of experiencing the shows, attractions and incredible worlds there. It turned into the perfect family getaway. I saw amazing performances, tried great food and finally felt like I could just be a kid again. It was the break we all needed.

I joined the STARboard because I want to help other kids going through similar experiences and make their wishes as meaningful as mine was.”



Chapter Advisory Board

Manitoba and Nunavut’s Chapter Advisory Board supports Make-A-Wish in delivering fundraising and wish-granting efforts across the region. We are deeply grateful to the volunteers who share their expertise, time, and leadership.

- | | |
|---------------------------|--------------------|
| Kristie Pearson (Chair) | Maxine Diamond |
| Keith Cruise (Vice Chair) | Pam Sigurdson |
| Dylan Bromley | Randy Steinsvik |
| Heather Falk | Rob Geswin |
| Jeff Penner | Sandy Sinclair |
| Lana Maidment | Dr. Stasa Veroukis |
| Logan Binda | Dr. Valerie Brulé |

Every 2 hours...
a child in Canada is diagnosed with a critical illness

3,531 Wishes Are Waiting
in Canada as of October 1, 2025

781 referrals
were received in Central Canada in FY25

Want to Learn More?

Click to view our FY25 Annual Impact Report.



Wish Granting Excellence

Generosity takes many forms. Here's just a few examples of how supporters in our province are helping grant life-changing wishes.

Wish Gala: Wish Upon A Star

Our 2025 Wish Gala: Wish Upon A Star, presented by Prosper Wealth, welcomed 300 guests, including wish kid Liam and his family. Thanks to the generosity of sponsors and attendees, the evening raised over \$130,000, enough to grant 13 life-changing wishes. These funds will bring joy, relief, and strength to children navigating critical illnesses, creating memories families will treasure forever. We are grateful to everyone who contributed, from sponsors and donors to volunteers and guests. Their support ensured more wish families could experience the healing power of a wish.



Trees of Joy Winnipeg

The fourth annual Trees of Joy Winnipeg brought 360 attendees together to decorate 24 trees and raise more than \$260,000 for wishes. Held at The Gates on Roblin, a historic century-old estate now operating as a fine-dining restaurant and banquet facility, the event has grown significantly thanks to the generosity of owner Ray Louie and Gifts in Kind support. Volunteers, donors, and wish families joined to create a day filled with hope and community spirit. Every tree and story shared helped children and families feel the joy and resilience that a wish can bring.



QX104 Slo-Pitch 4 A Wish

This past September, 62 teams took part in the 7th Annual QX104 Slo-Pitch 4 A Wish tournament, raising over \$70,000. The family-friendly event included Slo-Pitch action, 50/50 draws, a Rainbow Auction, kids' activities, a pitching contest, a vendor market, and an evening concert with Tim & The Glory Boys, Quinton Blair, Emma Peterson, and special guest Dallas Smith. Wish kid, Trent, attended, sharing in the excitement. The tournament showcased the energy, creativity, and generosity of the community while supporting life-changing wishes for children and families.



Cops for Kids

The Winnipeg Police Service completed its 14th annual "Cops for Kids" Bike Tour, cycling more than 3,000 kilometres from Winnipeg to Los Angeles to support children facing critical illness. Riding in relay around the clock, the 20-member team raised over \$40,000, contributing to a long-standing legacy of generosity. Since 1995, "Cops for Kids" has raised more than \$525,000, helping grant over 50 heartfelt wishes for children. Their dedication demonstrates the power of teamwork, perseverance, and community spirit in bringing hope and strength to families navigating challenging medical journeys.



Prairie Mobile Communications

Prairie Mobile Communications continued its annual tradition of supporting Make-A-Wish Canada through its holiday campaign. Team members and customers purchased locally designed "Wish Maker" ornaments, with all proceeds helping grant life-changing wishes for children with critical illnesses. Staff brought extra energy by wearing festive outfits and participating in a draw for paid days off, creating a fun and meaningful workplace initiative. Prairie Mobile communications commitment reflects a culture of generosity and community care, demonstrating how corporate engagement can bring joy to families and contribute to the healing power of a wish.



Hilary Druxman

Winnipeg-based jeweller, Hilary Druxman, supported Make-A-Wish Canada through the Shining Stars necklace, a sterling-silver piece symbolizing hope, strength, and connection. A portion of sales from the necklace helped support wish-granting efforts, reflecting the guiding light families seek while navigating childhood critical illness. Hilary Druxman's commitment to thoughtful craftsmanship and community impact continues to make a meaningful difference, turning a beautiful piece of jewellery into a symbol of comfort for children and families. Their partnership highlights how local businesses can inspire hope through creativity, generosity, and purpose-driven design.



Ways to Give

Click to learn more about the many ways to support our mission.



Celebration & Recognition

Casting Joy

Aikens Lake Wilderness Lodge creates memorable wish experience.

Aikens Lake Wilderness Lodge has been a generous supporter of Make-A-Wish Canada for more than two decades, contributing over \$100,000 in donated trips that have helped make wish experiences possible. Their long-standing commitment reflects a genuine dedication to giving families moments of solace and strength during some of their most challenging times.

In 2025, Aikens Lake welcomed a wish child and their family for a remote fly-in fishing experience, marking the lodge's first time hosting a wish family. Despite a season marked by intense wildfires and regional evacuations, the Aikens team remained focused on making the visit special. The family's stay took place once conditions were safe, and even while managing their own operational hurdles, the Aikens team greeted them with warmth and enthusiasm.

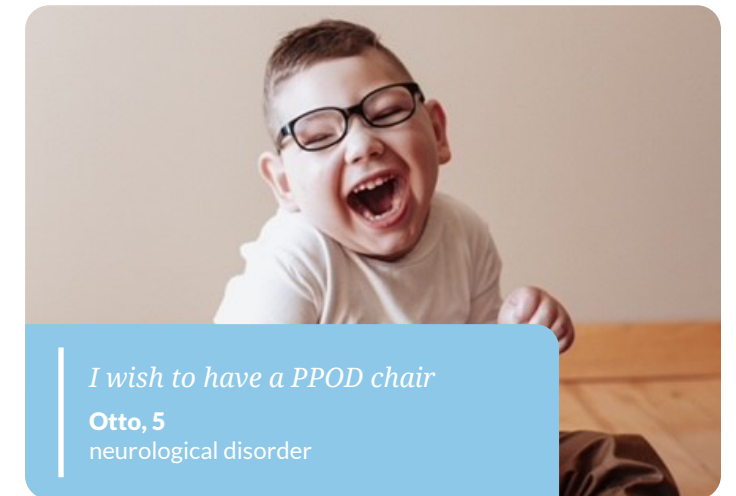
The wish family enjoyed fishing, beach time, and the lodge's secluded surroundings, with the team ensuring they had everything they needed to fully disconnect and savour time together. Aikens contributed more than \$6,600 in gift-in-kind value toward the experience, helping to make this very special wish possible.

"Being able to offer comfort, joy, and respite is a cherished privilege," the team shared. "Seeing the smiles throughout their stay buoyed all of us."



What Healing Looks Like

Thanks to your support vital wish prescriptions were filled for kids like...



Number of Active Volunteers in Central Canada: 549



Silver and Gary Peltier
 Provincial Volunteer of the Year



Emely Diaz
 Rookie of the Year



Neil Haeusler, Grain Challenge
 Community Impact Award

Thank You for Making a Difference

Click to join our volunteer team.





I wish to go to my favourite theme park

Sylvie, 6
congenital heart disease

Invest in Hope






A gift of publicly traded securities is a meaningful way to help grant life-changing wishes for children facing critical illness.

You may eliminate capital gains tax and receive a charitable receipt for the full value — while granting more wishes across our province.

Learn how you can invest in hope:
makeawish.ca/donate-securities

Imagine Accreditation

Accredited under Imagine Canada's National Standards Program, Make-A-Wish Canada ensures that every donor gift is managed responsibly to create meaningful impact.

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