



# LOCAL WISHES LASTING IMPACT

2025 Southern Alberta 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 Southern Alberta.

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 supporter in Southern Alberta, 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 across Southern Alberta.

With sincere appreciation,



**Meaghan Stovel McKnight**  
Chief Executive Officer  
Make-A-Wish Canada



**Karen Shaver**  
Vice President Mission  
Make-A-Wish Canada

**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



“As an oncologist, I see wishes as medicine every day. When I’m discussing wishes, or the kids come to clinic so excited to tell me about their recent wish experience. You just really see the child change when they’re telling you about the joy of the wish, and you can see the instant improvement in their emotional, mental, and often even physical well-being.”

Dr. Rod Rassekh, Pediatric Oncologist, BC Children’s Hospital  
Make-A-Wish Canada Medical Advisory Committee

[Click to learn more from Dr. Rassekh](#)



# When Hope Becomes Healing – Evie’s Wish

Four-year-old Evie is a joyful, bright-eyed child who dreams of becoming a firefighter someday. She adores dressing up as characters from her favourite movies, and loves going on bike rides, playing at her local amusement park, swimming, and spending time with her family. Her radiant personality lights up any room, a testament to her resilience and strength.

Evie’s medical journey began before she was born. Diagnosed with a heart condition at 20 weeks, she faced significant challenges, including three open-heart surgeries and a pacemaker insertion in March 2020. “The diagnosis had a huge impact,” shared her mother, Talia. “Evie was born at the start of the COVID-19 pandemic, and we spent much of our time in the hospital in lockdown in another city.” Their two-year-old daughter, Violet, was separated from the family and didn’t meet Evie until she was three months old.



Despite these early hardships, Evie is now thriving. She attends preschool, plays sports, has a circle of friends and is living her best life. When Evie learned she qualified for a wish, she wanted to select an experience that could be shared with her family. “For us as her parents, we feel we missed so much of when she was a newborn because she was in the hospital,” Talia explained. “Being able to go on a carefree trip as a family felt like we were able to make new memories and get some of that family time back.”

The trip was filled with magical moments, especially when Evie and Violet got to join a parade after the characters spotted their Make-A-Wish shirts. “We have so many memories like that where the girls felt so special and it was very healing for us,” said Talia. “We have nothing but good memories to look back on from our trip.”

*I wish to go to my favourite theme park*  
**Evie, 4**  
heart condition



# Pulling Together for Wishes

The third annual Pull for Wishes took place on September 25, 2025, at McMahon Stadium and for the first time, the event was open to the public.

Pull for Wishes is part strength, part strategy, and all heart. Teams of up to 20 went head-to-head pulling a 30,000-pound frac pump while raising funds to grant wishes for children with critical illnesses.

Since its launch in 2023, Pull for Wishes has become a meaningful tradition within Alberta’s energy sector. It is one of the rare occasions when industry competitors come together in support of a shared mission, bringing joy, hope and healing to children when they need it most.

Behind every pull is a child, a family and a journey marked by incredible courage. A wish is not just a fleeting moment; research shows it can improve both the physical and emotional outcomes for children living with critical illnesses.

This year the event raised more than \$200,000 to help grant life-changing wishes in Southern Alberta. In three years Pull for Wishes has raised nearly \$550,000, a testament to the generosity and spirit of the community.

Thanks to the strength and heart of participants and supporters, children across Southern Alberta continue to experience the lasting impact of a wish.



# Wishes by the Numbers in Southern Alberta

**111**

Wishes granted in Southern Alberta in FY25

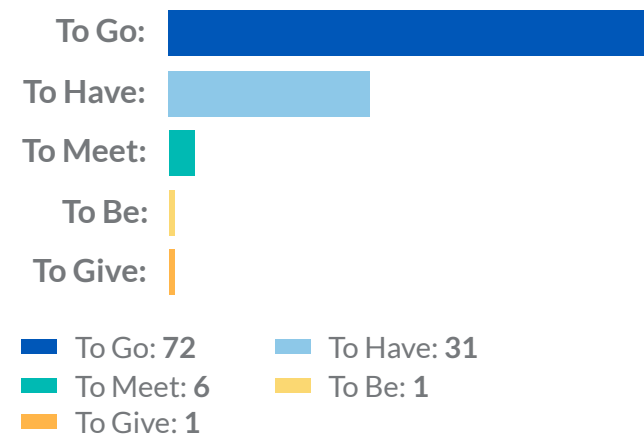
**1,835**

Wishes granted in Canada in FY25

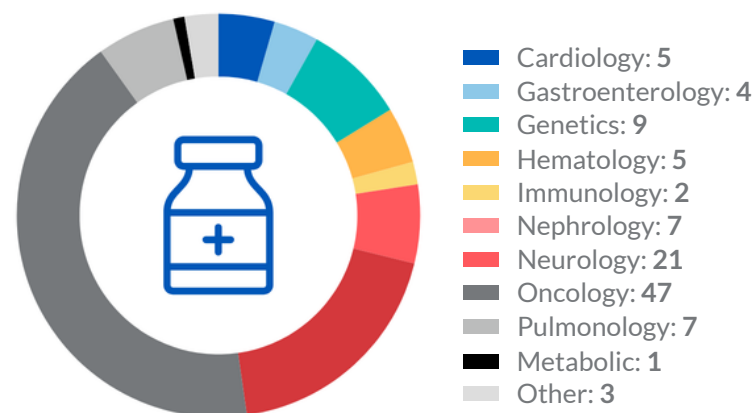
**26**

Communities wishes were granted in Southern Alberta in FY25

## Wishes by type in Southern Alberta: 111



## Wishes by Illness in Southern Alberta:



**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

**126 referrals**

were received in Southern Alberta in FY25

## Want to Learn More?

Click to view our FY25 Annual Impact Report.

# Wish Leadership

Celebrating those who guide, inspire, and support wishes across Southern Alberta.

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: Kaylin

“Hello, my name is Kaylin, and I’m 16. Just weeks before my 13th birthday, I was diagnosed with leukemia. Treatment was intense, with chemotherapy, surgeries, and hospital stays, and some days it felt impossible to keep going. I’m so grateful for the doctors, nurses, and support system who helped me through it.

Early in my treatment, I learned I qualified for Make-A-Wish. After much thought, I chose a classic wish to go to my favourite theme park. My family and I stayed at Give Kids The World Village and spent seven magical days together. One of my favourite memories was riding a rollercoaster eight times in a row with my brother. The wish marked a joyful farewell to my cancer journey and a celebration of what comes next.

Now, I’m excited to give back by joining STARboard, helping other kids experience the hope and healing a wish can bring.”



**Kaylin**  
STARboard Member

## Chapter Advisory Board

Southern Alberta’s Chapter Advisory Board (CAB) supports Make-A-Wish in delivering fundraising and wish-granting efforts across the province. We are deeply grateful to the volunteers who share their expertise, time, and leadership.

**Jennifer Geggie** (Chair)  
**Rita Dube** (Vice Chair)  
Alykhan Ladha  
Andrew Ramsay  
Dr. Candice Bjorson

Patrick Kearley  
Scott Lovett  
Stephanie Stimpson  
Tyler Malden

# Wish Granting Excellence

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

## Clutch Solutions

In 2025, Clutch Solutions hosted its third annual golf tournament in support of Make-A-Wish Southern Alberta, raising an incredible \$20,000. Over three years, the tournament has brought in nearly \$50,000 to help grant wishes for children living with critical illnesses. Generous sponsorships, on-course fundraising initiatives like mulligans, and proceeds from a silent auction demonstrate their ongoing commitment to the cause. The team is already looking forward to next year's tournament and continuing to make a meaningful difference in the lives of wish children and their families.



## Donna Serr: The Wish Lady

Donna Serr, a dedicated community champion in Medicine Hat, raised \$31,000 in 2025 through WishMakers Walks hosted at five local schools. Known as the "Wish Lady," Donna has spent nearly 20 years inspiring students, families, and the community to support children with critical illnesses, raising more than \$900,000 and helping deliver over 60 wishes. As a wish mom herself, she has personally met every wish family in the area. Her leadership and ongoing efforts show how community engagement and generosity can bring joy, hope, and strength to children and families.



## Assante Financial Management Ltd

Jim Durnin and the Assante Financial Management Ltd team have been long-standing supporters of Make-A-Wish Canada. In 2025, through outreach to clients and industry connections, they raised over \$13,000 to help grant wishes for children with critical illnesses. Their consistent generosity demonstrates the power of sustained community support and shows how businesses can make a tangible difference for families navigating challenging medical journeys.



## Southcentre Mall

Southcentre Mall energized this year's Heroes Challenge by leading the majority of planning and coordinating local partners to provide lunch and support for all participants. The day began with a grand wish reveal for eight-year-old Sebastian as part of World Wish Day, creating an exciting kick-off for the event. Their leadership, along with over \$30,000 in gift-in-kind support, ensured a seamless and memorable experience for everyone involved. Southcentre Mall's dedication demonstrates the power of community partnership in making Heroes Challenge a truly impactful event for children and families.



## Integral Energy

Integral Energy continues to champion wishes through the Heroes Challenge, raising an all-time high of \$40,000 in 2025. Team captain, Tom Surinskis, returned as the top individual fundraiser. On event day, the team went beyond fundraising by dressing in costumes inspired by each wish child's favourite things, creating smiles and unforgettable moments. Their consistent generosity and enthusiasm demonstrate how community involvement can combine fun, teamwork, and philanthropy to make wishes come true, showing that even playful engagement at the event can have a meaningful impact on children and families.



## Trican

Trican has been a steadfast supporter of Make-A-Wish since the inaugural Pull for Wishes event. Over the past three years, they have helped raise \$272,000, including \$100,000 in 2025 alone. Prior to Pull for Wishes, they were active participants in our annual golf tournament. Amanda McQuarrie, Marketing and Communications Manager for Trican, said "Pull for Wishes brings industry competitors together to raise funds for deserving kids." Trican's leadership and generosity continue to inspire other companies to get involved, helping make wishes come true and giving children strength, joy, and lasting memories.



## Ways to Give

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



# Celebration & Recognition

## Laying the Foundation

### Rob's Drywall helped bring wishes to life.

Mike and Marcy Foster of Rob's Drywall showed remarkable dedication to Make-A-Wish Canada in 2025, contributing a total of \$260,000 to support life-changing wishes for children with critical illnesses. Each year, they set aside a percentage from every drywall job they complete, and 2025 marked their largest annual donation yet at \$46,515.

In addition, they hosted their inaugural Poker Tournament, raising more than \$12,000 to grant wishes. Combined with their local Trees of Joy campaigns, their efforts reflected a deep understanding of the transformative power of a wish.

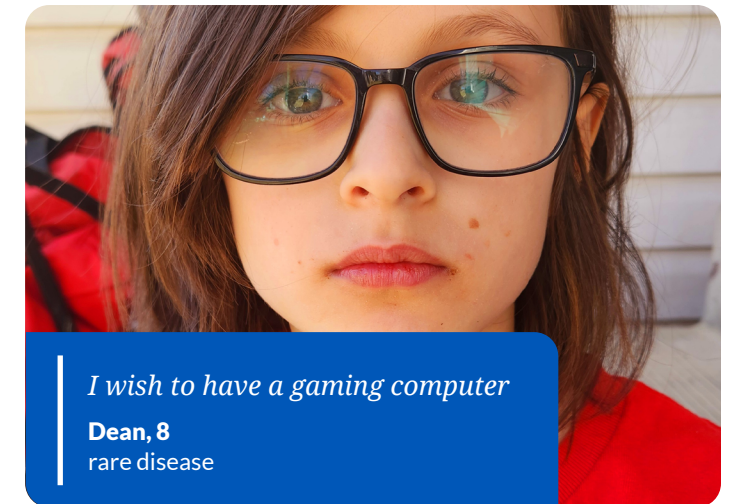
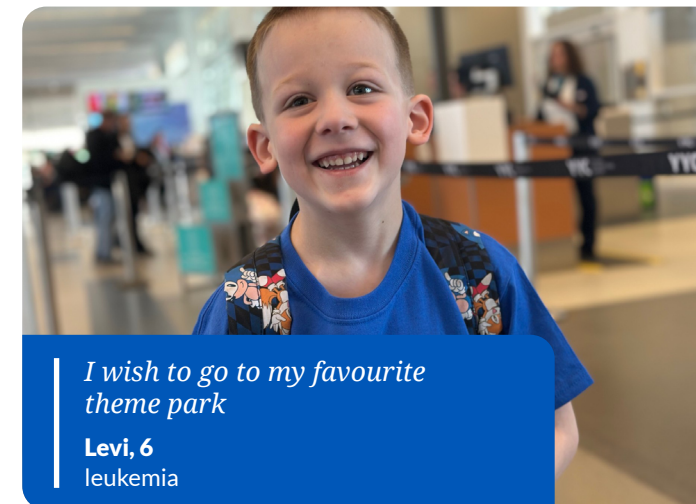
Through their generosity and commitment, Rob's Drywall has demonstrated how business and community can come together to make a tangible difference in the lives of children and families. Every contribution brought moments of joy, hope, and strength to children during treatment, helping them feel resilient and supported.

We are honoured to continue working alongside such passionate partners who embody the belief that *Wishes Are Medicine*, showing that even the smallest acts of generosity can have a lasting impact.



# What Healing Looks Like

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



## Number of Active Volunteers in Southern Alberta: 79



**Rita Vis Dube**  
 Provincial Volunteer of the Year



**Kari Homeniuk**  
 Rookie of the Year



**Make-A-Wish Golf Classic Committee**  
 Community Impact Award

**Thank You for Making a Difference**

Click to join our volunteer team.





*I wish to go to my favourite  
theme park*

**Sebastian, 8**  
bone marrow and stem cell transplant

## 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](https://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.

-  [makeawish.ca](https://makeawish.ca)
-  [makeawish\\_canada](https://makeawish_canada)
-  [@MakeAWishCA](https://@MakeAWishCA)
-  [Make-A-Wish Canada](https://Make-A-Wish Canada)
-  [@makeawish\\_canada](https://@makeawish_canada)

### Make-A-Wish Foundation of Canada

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Charitable Registration Number:  
881291918 RR 0001

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