

Make-A-Wish Arizona's 2025 Wish Ball Raises \$3.3 Million

Written by Mallory Gleich
Friday, 21 March 2025 14:01 -



The 2025 [Make-A-Wish](#)® Arizona Wish Ball, presented by Phusion Projects and Valley Toyota Dealers, proved to be a resounding success, raising over \$3.3 million in just one evening. The event marked a significant milestone in the organization's history, as it celebrated 45 years of granting wishes to children with critical illnesses.

A standout moment came when Bob and Renee Parsons, long-time supporters of Make-A-Wish Arizona, announced that they would match the 2025 Fund-A-Wish total dollar-for-dollar, contributing over \$1 million to the cause. This incredible generosity further amplified the funds raised for Arizona children facing life-threatening conditions.

The theme of this year's gala, "Art of Wishes," paid tribute to the artistry involved in making each child's wish come true. It highlighted the beauty and impact of granting wishes and acknowledged the accomplishments over the past four decades. The evening began with a heartfelt anniversary toast by the organization's co-founders, Linda Pauling and Allan Schmidt.



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The gala attracted 900 attendees, including notable figures such as Paradise Valley Mayor Mark Stanton and Consul General of Mexico Jorge Mendoza Yescas. Guests had the opportunity to meet wish children and hear firsthand stories of the hope and joy that these wishes bring to families.

"The generosity and passion of our Wish Ball supporters continue to inspire us year after year. As we celebrate 45 years of wish granting, this evening reinforces the power of our community to transform lives," President and CEO Fran Mallace said. "Every dollar raised brings us closer to making more wishes come true for children facing critical illnesses, proving that hope is truly an art we create together."



The evening also honored Bob and Renee Parsons with the prestigious Lifetime Impact Award, recognizing their contributions to the lives of thousands of critically ill children. Their personal donations and the philanthropic efforts of [The Bob & Renee Parsons Foundation](#) have been fundamental to the success of Make-A-Wish Arizona.

"Renee and I are honored to support Make-A-Wish Arizona and the extraordinary impact they create for these brave kids. They are the epitome of courage," Bob said.

"Every wish granted is a reminder that hope has the power to heal. Make-A-Wish Arizona and the courageous children and families they serve have been dear to our hearts for over a decade," Renee added. "We are incredibly proud to continue supporting their life-changing mission."



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In the past fiscal year, Make-A-Wish Arizona granted a record-breaking 462 wishes, the highest number in the chapter's history. With a goal to grant 475 wishes this year, the success of the 2025 Wish Ball puts the organization on track to exceed that goal, ensuring that even more children will experience the joy and hope that comes with a granted wish. To learn more, visit arizona.wish.org.