

Generating lift
together

Southwest[®] 

MAKE-A-WISH[®] 

What does an airplane
need to get in the air?



It's not just *one* piece
on its own.



Just like
granting wishes



Just like
granting wishes



Did you know?

Every day on average,
enough wish families leave for a
wish experience to fill a **737-700**.

We invite you *onboard* to see
all the ways you transform lives by
granting wishes.

Wishes are
the wings

Southwest[®] 

MAKE A WISH[®] 

Wings solve the problem of
efficiently and safely lifting people
into the air and carrying them
somewhere new.



Wishes are the wings of Make-A-Wish,
taking families to somewhere
joyful and *life-changing*.



This year, researchers learned
that wishes *impact the health* of
children with critical illnesses.

Children's Emotional Health



This means *wishes heal*



Make-A-Wish Vision

Our over-arching goal is granting the wish of every eligible child. Our first waypoint is granting **17,000** wishes in the year **2020**.

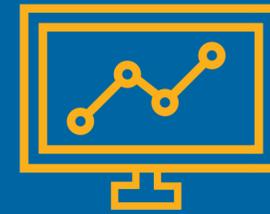


Navigating Toward Our Goals



MISSION ACCELERATION

Capacity to accelerate
eligible wish referrals and
maintain quality



DATA UTILIZATION

Use the right
systems and analytics for
making decisions



EXPENSE TRANSFORMATION

Sustainable expense
growth



REVENUE EXPANSION

Sustainable revenue to
enable growth

From the
flight deck

Southwest[®] 

MAKE-A-WISH[®] 

travel

is the largest
wish-granting expense

for chapters

| | | | | | |
|-----|----|----|------|----|----|
| TAT | +7 | °C | GW | -- | KG |
| SAT | +7 | °C | 15 H | 56 | |

SWITCHING

ATTN/DG

AIR DATA

EIS DMC

ECAM/ND XFR

CAPT

CAPT

CAPT

CAPT

AOC

FLIGHTLOC

75%
of wishes

involve travel

| | | | | | |
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SWITCHING

ATTN/DG

AIR DATA

EIS DMC

ECAM/ND XFR

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FLIGHTLOC

Southwest donations



2010

2011-2016



\$6.3 million

TOTAL DONATED

TAT +7 °C
SAT +7 °C

15 H 56

GW -- KG

SWITCHING

ATTN/DG

AIR DATA

EIS DMC

ECAM/ND XFR

CAPT F/O

CAPT F/O

CAPT F/O

CAPT F/O

AOC

FLIGHT LOG

In other words,

16,000

round-trip travel vouchers

Granting more than

4,000 wishes

| | | | | | |
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SWITCHING

ATTN/DG AIR DATA EIS DMC ECAM/ND XFR
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AOC FLIGHTLOG

Providing power
for the lift

Southwest[®] 

MAKE-A-WISH[®] 



Engines provide the power to lift
150-thousand pounds of airplane and
passengers into the sky.



Similarly, people provide the power to grant wishes:

VOLUNTEERS

INDIVIDUAL
DONORS

REFERRAL
SOURCES

CORPORATE
SPONSORS

Like Southwest!



Southwest employees showing wish kids **LUV** every day





Christina Leilua

“More and more people are starting to participate in the send offs, which is AWESOME!!”

Holding it all
together

Southwest[®] 

MAKE A WISH[®] 



A good partnership is
built to last. It's solid and
comfortable – *just like*
stepping into the cabin of a 737.

What you provide is more than financial support: it's an experience that *lifts us both.*





New in 2016

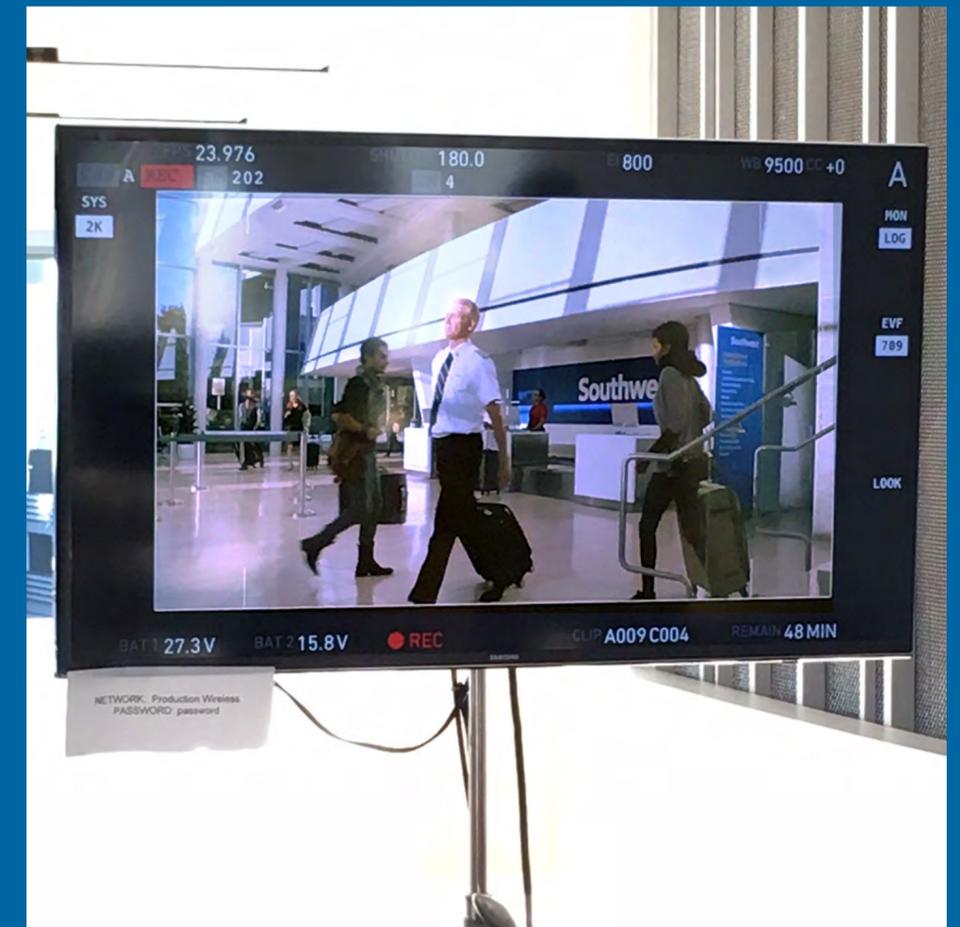
RAPID REWARDS DONATION PROGRAM

We've received
12.5 million Rapid
Rewards points
As of Nov. 1, 2016



Sharing the LUV

Commercial



**Make-A-Wish promoted
Southwest *throughout the year*
on various national and local
marketing channels.**

Close WISH NATION BLOG

WISH NATION



SHARE THIS PAGE

MAR 04, 2016

Glimpse Into a Wish with Southwest Airlines

Justin S., Wish Nation Publisher

Make-A-Wish® America

Missouri chapter

Wish Friends

Southwest Airlines, support, sponsors, moments

1 Comment



Sometimes, it's the small details. It's the little moments

ABOUT THIS BLOG

Wish Nation gives you a behind-the-scenes look at Make-A-Wish®. See how wishes come together and how they change lives forever. Hear directly from those who work or volunteer here, or those who have been transformed by a wish. And learn why we are so committed to someday granting the wish of every eligible child, every year.

We want to hear from you.

We moderate our communities by only one rule:

Make-A-Wish America

29 September · 🌐

A big thanks to the [Southwest Airlines](#) team at Raleigh-Durham International Airport for helping grant Caden's wish and to all the Southwest employees who make wishes special every day in airports across the country! To help grant more wishes like Caden's, customers can now donate Southwest Airlines Rapid Rewards points to Make-A-Wish - and every point counts! a.wish.org/SouthwestRewards (Make-A-Wish Eastern North Carolina)



👍 Like 💬 Comment ➦ Share

👍❤️👤 981

Top comments

26 shares

Write a comment...

Carolyn Grimmer God's blessings to you and your family Caden ❤️ and a shout out thank you to Southwest it's always a pleasure to fly through them
Like · Reply · 🗳️ 1 · 29 September at 20:27

Rafael Balzac GOD bless that little young man and his family always
Like · Reply · 🗳️ 1 · 29 September at 19:07

View 3 more comments

Make-A-Wish America

28 September · 🌐

The passing of wish kids is never easy for the Make-A-Wish family. Here at

SOUTHWEST AIRLINES NEW CHANCE TO GIVE



Southwest Airlines became a national sponsor in 2012 with a donation of \$1 million in travel vouchers. This annual gift allows Make-A-Wish to send hundreds of wish families to their wish destination each year.

And now, Southwest customers can make wishes come true, too. Southwest recently launched a new donation platform that allows customers to donate Rapid Rewards points to nine charities, including Make-A-Wish. Rapid Rewards members can visit southwest.com/donate to give wishes to kids like Dylan, whose mom, Melissa, shared some great thoughts on Nuts About Southwest, the official Southwest Airlines blog.

**TO FIND MORE INFORMATION ON HOW
TO DONATE YOUR RAPID REWARDS, VISIT
SOUTHWEST.COM/DONATE**



Southwest Airlines

Make-A-Wish

United Way

Red Cross

St. Jude Children's Hospital

Boys & Girls Clubs

Operation Smile

Special Olympics

World's Best Places to Work

Southwest Airlines logo



Oklahoma's Own



Log In

Send Us News Tips

Contact Us

News

Weather

Sports

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Contests



Amanda Taylor Documents Young Cancer Patient's Dream Come True

Posted: Oct 27, 2016 8:03 PM MST Updated: Oct 27, 2016 8:05 PM MST

BY AMANDA TAYLOR, NEWS 9 [BIO](#) [EMAIL](#)



WISH GRANTED FOR OKLAHOMA 4-YEAR-OLD

10:14 67°

Your Weather

Oklahoma City, OK



Right Now

54 °F

High / Low

55 / 45



[View Forecast](#) · [View Hourly](#) · [View In-Depth](#) · [View Radar](#)

ADVERTISEMENT



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SWABIZ

- Over 30 chapters participating
- Almost *\$3 million* spent on flights last year

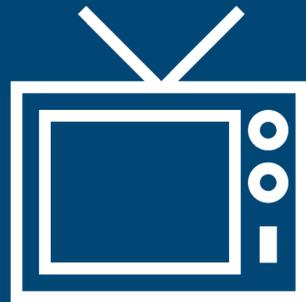
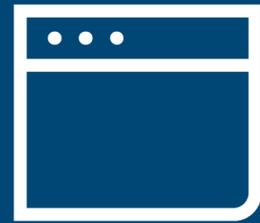
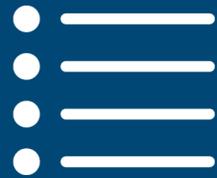
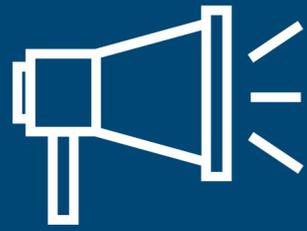
Steering toward the
future

Southwest[®] 

MAKE-A-WISH[®] 



Our Next Destination

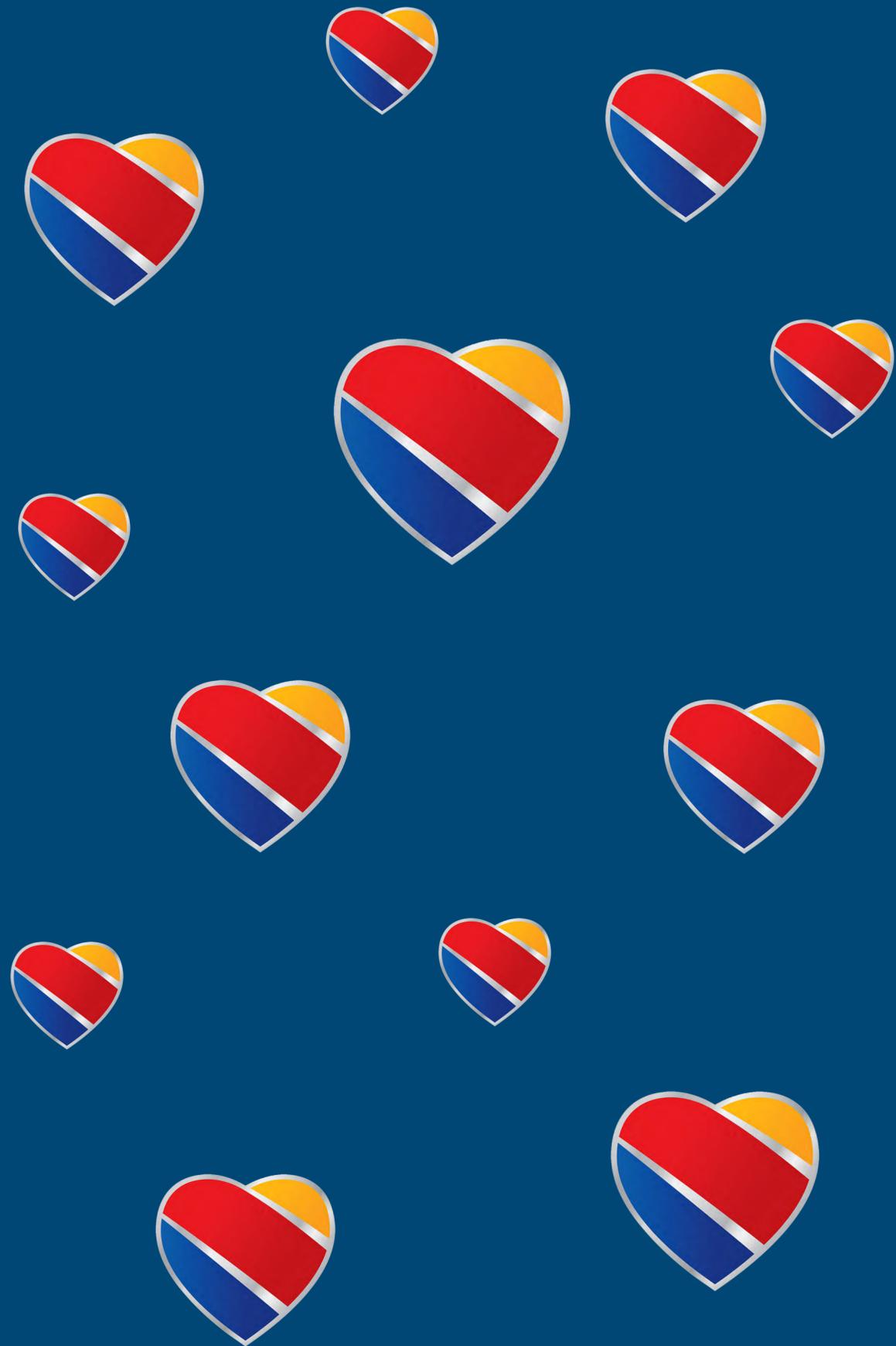


Wishes In Flight[®] Miles Drive

**Southwest Airlines is
now included
as a national
participating airline**



- **Create Rapid Rewards donation campaigns**
- **Allow chapters to keep Rapid Rewards they raise**



Expand Employee Engagement

2,600 employees in your maintenance centers currently do not have an opportunity to directly engage with our mission. **We want to change that!**



More Recognition for Southwest Employees

Chapters know exactly how much genuine heart Southwest employees put into granting wishes. **And we'd like to give you the recognition you deserve.**



Headquarter Engagement

- Walk for Wishes[®]
- Wish Night
- Company Meetings
- Volunteer Training



And finally,
we pledge to ...

- Provide content to *Nuts About Southwest* blog
- Continue to promote Southwest via social media
- Generate more media coverage

Thank you for everything
the Southwest Airlines family
has already done for wish
kids and families.

We are *grateful* for the
chance to explore these
possibilities for doing
even more to grant wishes.

Thank you!

WN 802 (01/18)
ASSISTIVE DEVICE INSPECTION TAG
For devices with a battery, also complete other side

POWER W/C MANUAL W/C SCOOTER
 OTHER WALKER
(e.g. walker, cane)

POWER DEVICE WEIGHT: _____
MODEL/TYPE: GUARDIAN
UPHOLSTERY COLOR: N/A
FRAME COLOR: SILVER

DAMAGE FOUND PRIOR TO ACCEPTANCE BY AIRLINE:
(including cosmetics)

NO DAMAGE NOTED
CUSTOMER NAME: FABIA PERSE
PNR NUMBER: HLGZSS DATE: 04/19/19
ROUTING: PHX MCO
EMPI: 57245 STATION: PHX

White copy staple to Customer's ticket jacket.
Red copy attach to assistive device.

LAKEVIEW