

# The Rainbow Connection

kids • wishes • hope



# Impact Report 2023

# Our Mission

The Rainbow Connection grants wishes and provides support services to Michigan children battling life-threatening illnesses.



# From Our Executive Director

At the heart of The Rainbow Connection, we are dedicated to granting wishes and providing support services to children in Michigan battling life-threatening illnesses. **But our mission extends far beyond wish fulfillment.** The Rainbow Connection remains steadfast with Wish Families before, during, and after their wishes come true. It's more than a wish – it's a commitment to creating lasting, meaningful experiences for Wish Children and their families.



*Brooks Patterson & Ingrid Todt*

None of this would be possible without the unwavering support of our donors, volunteers, Board of Directors, and Wish Families. **The success of The Rainbow Connection is a testament to those who believe in and champion our cause.** The year 2023 marked significant achievements for us!

Since its inception in 1985 by L. Brooks Patterson, when The Rainbow Connection became a 501(c)(3) organization and granted its very first wish, our impact has been profound. From that first wish when John wished to shadow box with Muhammad Ali at Children's Hospital, to **over 4,200 wishes granted to date**, our mission has touched countless lives. In 2023 alone, 157 wishes became a reality.

As our numbers continue to grow, so does our dedication to supporting and uplifting Wish Children and families whom we meet each day.

**We are excited to see what 2024 holds in store for us.** We know that each of you will be by our side as we continue to grow, learn, and uphold our commitment to the Wish Children. We invite you to visit our office anytime to learn more about our mission and the Wish Children we meet every day. Thank you for your unwavering support, and we look forward to connecting with you soon!

Have a Rainbow-filled Day!

*Ingrid Todt*

Executive Director

# 2023 Wish Statistics

157 wishes granted

## Our Kids' Ages



38%  
wish children  
3-7 years old



23%  
wish children  
8-12 years old



39%  
wish children  
13-18 years old

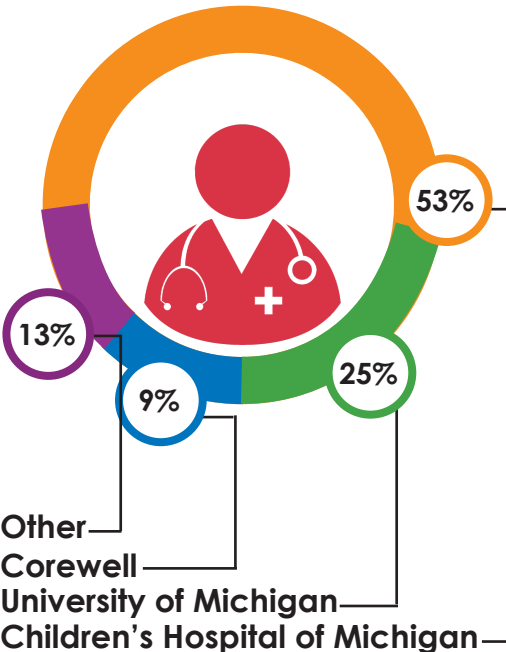


59%  
boys



41%  
girls

## Referring Hospitals



## Wishes by Type

- Disney - 68%
- Shopping Sprees - 18%
- Other Destination - 10%
- Meet & Greet/Concert - 2%
- Other Wish - 2%

## Where Our Kids Live by county



- 39% Wayne
- 18% Macomb
- 13% Oakland
- 5% Genesee
- 25% Other

# More Than A Wish

The Rainbow Connection takes pride in staying with the Wish Family before, during and after the wish.



## 1,000

Wish Families enjoyed our enhancements

In fact, more than **4,600** family members enjoyed this special outreach program, built to bring joy throughout the year.



## 25

Scholarships awarded to Wish Children

We are honored to continue helping Wish Children reach their dreams through our annual educational scholarship program!



## 358

Wish Families received assistance

Through grant funding, more than **\$140,000** was dedicated to helping Wish Families cover essential needs like food, utilities, and housing.

## Special Response Grant Dollars



**\$34,680**  
in food  
assistance



**\$27,910**  
in housing aid



**\$10,226**  
paid utility bills



**\$67,730**  
clothing, utilities, furniture,  
other needs

# 2023 Major Events



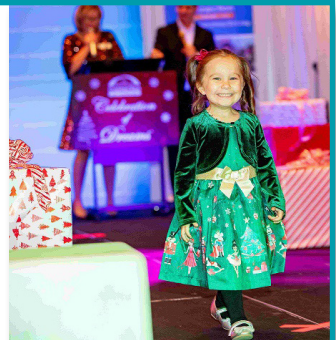
**Dream Makers Ball** returned to MGM Grand Detroit for an unforgettable night in The Enchanted Forest. Jasen Magic wowed the audience as he performed some amazing tricks and got the audience involved – including Past Board President, Ryan Giacolone. The Live Auction was the largest ever and the evening set records as it raised the most ever at a single event **\$610,000**. Guests were on their feet as we celebrated Wish Ambassador Hazel and her family. It was a truly magical!

2023 marked the 44th **Dobson** at Great Oaks Country Club. 160 golfers enjoyed perfect weather, raffles, silent and live auctions and fabulous eats. An impressive **\$289,000** was raised to grant wishes for Michigan children with life threatening illnesses.



**Detroit Uncorked** at Jimmy John's Field was an amazing pairing of The Rainbow Connection and the Detroit Wine Organization raising **\$99,000** for wishes. Guests enjoyed delectable food and exceptional wines while listening to music from Heavy K and The Freaks and Premier Event Management.

**Celebration of Dreams** featured 10 wish children strutting the runway in their holiday gear. They wore contagious smiles as the crowd cheered them on. The holiday atmosphere was festive and fun. The amazing silent auction and creative raffles helped raise **\$266,000 to make dreams come true.**



# Kids. Wishes. Hope.



*"This trip meant EVERYTHING to Landon. During his hardest times, it was something to look forward to and kept him going during treatment. It was also so nice to include his siblings – they had to make many sacrifices while Landon was in treatment, so it was extra special to just focus on fun as a family!"*

– Landon's Family  
Atlantis Bahamas Wish

*"After a full year of constant action and battle, we finally had the opportunity to reflect as a family and begin the healing process. Truly, the entire experience was perfect."*

– Abby's Family  
Canyon Ranch Wish



*"This trip meant so much to us. We got to celebrate our survivor by seeing her be treated like the princess she is every step of the way. It was truly amazing and we are forever grateful for this experience!"*

– Gabby's Family  
Disney World Wish



# 2023 Financial Report

## Funding Sources

**\$3,039,322 (53%)**

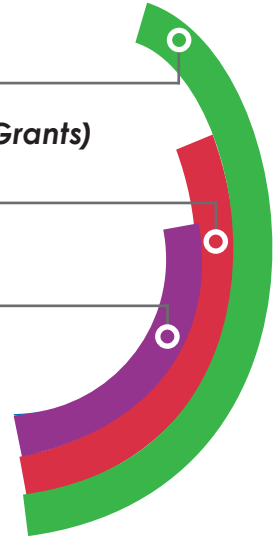
*Other Income (Includes Non-Governmental Grants)*

**\$1,401,432 (25%)**

*Donated Goods and Services*

**\$1,250,527 (22%)**

*Fundraising*



## Allocation of Funds

**\$2,937,169 (90%)**

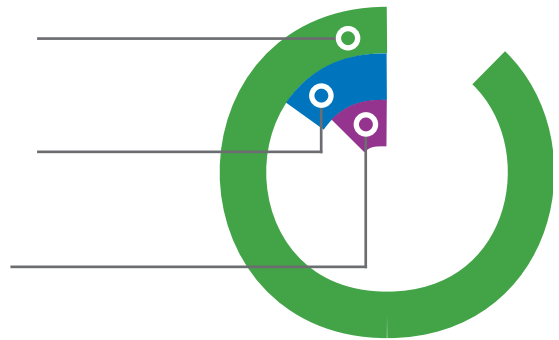
*Mission*

**\$198,964 (6%)**

*Fundraising*

**\$132,700 (4%)**

*Operations*



The Rainbow Connection has been awarded the highest ratings from 3 leading non-profit evaluators. This is TRC's 11th consecutive year receiving a 4-star rating from Charity Navigator, placing TRC among the top 3% of evaluated charities nationwide.

*Numbers as reflected on the 2023 Rainbow Connection 990 Tax Form*



# Thank You to Our Major Donors

A.A. Van Eslander Foundation  
Hassan Abboud  
Affiliates Consolidated Services  
Michael and Mary Anne Alioto  
American Online Giving Foundation  
Arts, Beats & Eats Foundation  
Alan and Donna Asp  
Basketball Gold Out  
Rob and Joanna Bava  
BDO  
BMA Kick A Thon  
Jeff and Nicole Bourdeau  
C.E. Gleeson Constructors, Inc.  
Catholic Kolping Society  
Charles and Julie Holtzman  
Chip In For The Kids  
Dr. Roland Chu  
Brian and Carlia Cichon  
Clash for a Cause  
Community Choice Credit Union  
Community Foundation of Greater Flint  
Dave and Heidi Anderson  
Day on the Farm Nursery School  
Susan A. DeMil  
Detroit Auto Dealers Association  
Detroit Firemen's Fund Association  
Dort Financial Credit Union  
EDSI  
Nick Elliott  
Empower Retirement  
Karl and Charisse Eschbach  
Reinhard and Lisa Eschbach  
Facebook - online fundraising  
Fifth Generation - Titos  
Fight The Beast  
Fire On Ice  
Frederick A. Vollbrecht Foundation  
Mike Genter  
Ryan and Lori Giacalone  
Robert Gimby Family  
Grant Thornton  
Guernsey Farms Dairy  
Robert and Brenda Hensley  
Charles and Kathleen Hoover  
Norm and Kathi Hunt  
Huntington Bank  
ImageOne  
Impact 100 Macomb  
Jerry and Sandra Lesjack  
JP Morgan Chase & Co.  
JW's Golf Outing  
Karen Colina Wilson Foundation  
Kevin Walsh Family Foundation  
KeyBank National Association  
Kiel and Jaime Vanderhovel  
Steven and Shelley Kirchner  
Kohl's Cares for Kids  
Kroger Michigan Division Office  
Kuka Systems  
L & R Family Holdings, LLC  
LaFontaine Automotive Group  
Robert and Megan Lagrou  
Canton Community Foundation  
Antonio Mansour

James and Maureen Marchand  
Linda McAleer  
Meijer  
Michael and Jennifer Genter  
Michigan Trucking Assoc.  
Mill Steel Company  
Colleen Miller  
Mitchell and Karen Jabczynski  
Mr. and Mrs. Todd Fox  
NTT  
Others First  
Jeffery W. Palmer  
Paul and Amber Housey  
Jaclyn Peterson  
Phillip A. Incarnati Foundation  
Pi Kappa Alpha MSU  
Piston Group  
Ted Platchan  
Plante Moran Auburn Hills  
Plastipak Holdings, Inc.  
Michael and Courtney Plotzke  
Michael and Dawn Rankin  
Real Life Nursery  
Romeo Community Schools  
S & A Solutions, Inc.  
Sanilac County Community Foundation  
Sattar Family Foundation  
John and Shaine Schindler  
Arthur and Kim Schrade  
Screamin' Scott Scramble  
Serra Ford of Rochester  
Shelby Township Lions Club  
Mike and Kathy Skuratovich  
Robert S Solgan  
Somerset Collection  
Candice Sproat  
STAT Patients-Family Services  
Steel Patriots  
Stephen and Kaitly Bronzovich  
Stephen and Michelle Rafferty  
Stephen Gould Corporation  
Stephen Swistak MD Memorial Fund  
Sterling Heights HS  
SunByrnes Properties  
Suzanne U D Parish Foundation  
The Children's Foundation  
The John Drypen Foundation  
The Peardon Team  
Tillson Street  
Mark Thompson  
Tim Easterwood  
Tim Hortons USA  
TME Enterprises Inc  
Toni A. Wisne Foundation  
Tom and Cindy Vella  
Venture Steel  
Thomas and Kris Vermeulen  
Janet Dobson Vernier  
Jeff and Jeannie Welker  
Sue Welker  
Wells Fargo Advisors, LLC  
William and Vivienne Young  
Willis Towers Watson  
Ellen and Mike Zerfa

*\*The donor list above represents supporters who contributed to The Rainbow Connection between January 1, 2023 - December 31, 2023. We have carefully reviewed these names. However, if you find an error or omission, please accept our apologies and contact us.*

# 2023 Volunteers

159  
volunteers



3,441  
hours of service



## 2025 Masters Golf Weekend Raffle

*Benefitting*  
**The Rainbow Connection  
Scholarship Program**

**\$100 per ticket  
400 max tickets sold**

### **Raffle Win will receive:**

- April 12, 2025 – April 13, 2025
- Private round trip flight and transportation to South Carolina
- Masters Tournament passes for (2) for both days of event
- Dinner and hotel accommodations included

Drawing to take place on  
**Tuesday, January 14th, 2025 at 11:00am**

**Location:** The Rainbow Connection offices  
(621 W. University Drive, Rochester, MI)





# LEAGUE OF HOPE HEROES

by becoming a *monthly* donor



## Help Grant Wishes All Year Round to Michigan Children!



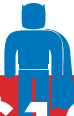
**Long-term impact:** Monthly donations provide steady and reliable support to our mission which allows us to have low administrative costs. This means that more of your money goes to where it's needed most: granting wishes!



**Pick what fits your budget:** As your donations are spread out throughout the year, even small affordable donations can make real, long-term impact on our mission.



**Convenient and Efficient:** Your donation is set to automatically occur every month. You can make changes or cancel at any time.



**\$10**  
per month  
Delivers a surprise package to a wish child in their home or hospital room!



**\$25**  
per month  
Covers the cost of airline luggage fees for a family's special wish trip out west!



**\$50**  
per month  
Provides a "swim with the dolphins" experience for a family on their wish trip in the Bahamas!



Scan to Learn More or Visit our Website

[www.rainbowconnection.org](http://www.rainbowconnection.org)



# 2023 Board of Directors

**President** – Kevin Schnieders

**Vice President** – Rob Bava

**Treasurer & 2nd Vice President** – Dan Flynn

**Secretary** – Ryan Giacolone

**Immediate Past President** – Rebecca Neuman

**Meritorious Director** – Janet Dobson Vernier

**Founder** – L. Brooks Patterson (1939 – 2019)

## MEMBERS

David Anderson

Travis Blair

Brad Byrnes

Dr. Roland Chu

Krista Eschbach

Howard Goldman

Kathi Hunt

John Jackson

Dave LewAllen

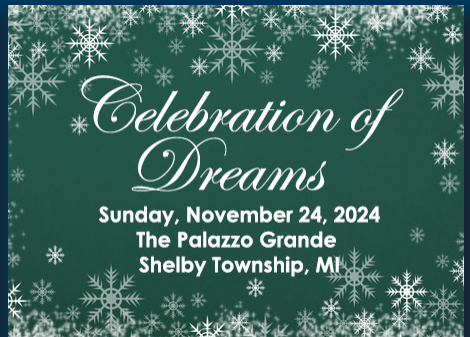
Steve Neiheisel

Michael Plotzke

Sue Welker

Kevin Zezula

# Upcoming Events



**Please  
Donate  
Now**

