

2024 IMPACT REPORT

Alberta Dreams: Growth and Gratitude

A Message of Gratitude

Dear Friends and Supporters,

In 2024, Alberta Dreams took bold steps forward in our mission to bring joy and hope to children across Alberta facing severe chronic or life-threatening medical conditions. While we didn't meet our goal of completing 36 dreams, we still celebrated an 11% increase in completed dreams compared to 2023, fulfilling 30 extraordinary dreams that helped children and their families focus on joy, healing, and making cherished memories.

Thank you to our donors, partners, volunteers, and community members. Your compassion, generosity, and support continue to make dreams come true for children who need them most.

Reuel Thomas, Executive Director

2024 Highlights

- Welcomed inaugural brand ambassador, **Jeff Holland**.
- Increased social media engagement, expanding our community and reach.
- Hosted the first-ever **Alumni Family Picnic**, fostering connection and celebration.
- Expanded our reach to more communities throughout Alberta, fulfilling dreams in new locations.
- Completed **29 dreams** (up 11.1% from 2023).
- Approved **26 dreams**, ensuring a robust pipeline of future fulfillments.
- **8 dreams** currently awaiting completion.
- Received **62 referrals** (up 14.8%), demonstrating growing awareness and trust.

By The Numbers

- **\$164,272** in Dreams hard costs (23.3% increase).
- **\$5,667** average cost per dream (up 10.7%).
- **43% of all completed dreams were travel-related**, a significant increase from 30% the year prior. While these dreams are more costly, they continue to deliver the most transformative experiences for families..
- **45.2% higher value** of dreams fulfilled compared to hard costs, demonstrating efficient resource allocation.
- **97.2%** of the dream budget was allocated, maximizing our impact.

These numbers reflect our commitment to fiscal responsibility and ensuring that every dollar goes towards making dreams a reality.

Family Testimonials

Alyson B.: "Alberta Dreams gave our family the opportunity to create memories that will last a lifetime. We are eternally grateful for their kindness and support."

Luke M.: "The impact of Alberta Dreams extends far beyond just fulfilling a wish. It gave my child hope and something to look forward to during a difficult time. Thank you from the bottom of my heart."

Looking Ahead

As we look to the future, Alberta Dreams remains committed to expanding our reach and fulfilling even more dreams for Albertans in need. With your continued support, we can empower individuals, strengthen communities, and create a brighter future for all.

Thank you once again for being a part of the Alberta Dreams family. Together, we are making a difference, one dream at a time.