

2018

# Annual Report

Down Syndrome Association of Wisconsin, Inc.

# Message from Our Leadership



Dear Friends,

This past year at DSAW has been nothing short of incredible. I am so proud of everything that we made possible in 2018, the second year of our five-year strategic plan. We are accomplishing our goals, and we are on the way to doing even more amazing things for our friends with Down syndrome.

In 2018, we hosted over 150 non-recurring events for families and friends with Down syndrome across Wisconsin. We reached 1.8 million people with an **awareness campaign** for our Parent's First Call program. We launched many new program models, including a **summer day camp** for teens with Down syndrome, a **digital literacy course**, and more. I am especially proud of the growth that **DSAW-Family Services** has seen, as it continues to provide direct services to clients with Down syndrome in their homes, in their jobs, and in their communities. In 2018, we also launched our **Down syndrome and Alzheimer's/Aging program** to provide resources and support for families as their loved ones go thru the aging process. DSAW truly is here for every family in Wisconsin, from the moments following a diagnosis through old age.

**Thank you to our many generous donors, partners, sponsors, and friends.** Without you, none of our work would be possible. Please know that every donation, however large or small, plays a crucial role in our mission. We know you by name, and we are grateful for you.

Warmly,

A handwritten signature in black ink that reads "Dawn Nuoffer". The signature is written in a cursive, flowing style.

Dawn Nuoffer  
Executive Director  
Down Syndrome Association of Wisconsin

# Year in Review

## MISSION

The mission of the Down Syndrome Association of Wisconsin (DSAW) is to support Wisconsin families and individuals with Down syndrome through awareness, education, information, programs, services, and the exchange of ideas and experiences.

## VISION

We promote the value of those with Down syndrome in our lives and our communities. We continually strive toward full acceptance, full access, full potential, and a full life to make Wisconsin the best supported state for people with Down syndrome and their loved ones.

## GOALS

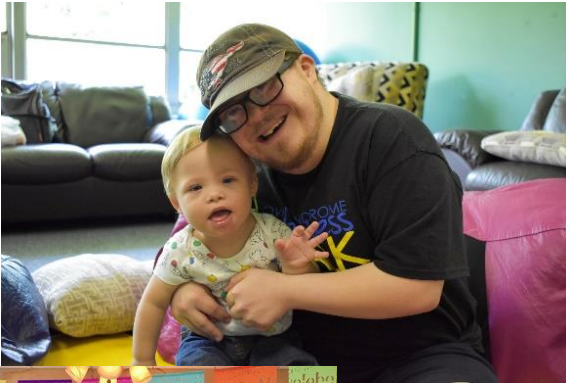
- Develop tools and resources to further stabilize DSAW's chapter model while helping DSAW's 11 locations across the state thrive
- Grow the success of our major fundraising events
- Continue on pre-development process for sustainable, independent housing

## ACCOMPLISHMENTS

- Won 15 local and national awards
- Welcomed 6,598 people to 8 Awareness Walks in 2018
- Increased services for people with Down syndrome in WI by 237% since 2015



# By the Numbers



**1.8 M**

## **GROSS IMPRESSIONS**

For the DSAW Parent's First Call radio campaign



**66**

## **NEW PARENT WELCOME BASKETS AND EXPECTANT PARENT PACKS**

Sent to families across Wisconsin in the moments following their diagnosis



**41,800**

## **UNIQUE WEBSITE VISITORS**

From 162 different countries visited DSAW's website in 2018

# Board of Directors

The Down Syndrome Association of Wisconsin is honored to have the strong volunteer leadership of our 2018 Board of Directors.

<b>Kerry Laurin, President</b> Research Analyst Heartland Advisors, Inc.	<b>Jim Fackelman, Vice President</b> Wisconsin Manufacturing Extension Partnership Senior Manufacturing Specialist
<b>Ellen Trytek, Secretary</b> Chief Marketing Officer Wipfli LLP	<b>Richard Schutte, Treasurer</b> Finance and Accounting Consultant RDS & Associates, Inc.
<b>Maria SteenePoorte</b> Parent of a child with Down syndrome	<b>Dick Kinney</b> Managing Principal Legacy Wealth Management LLC
<b>Andrew Gerbitz, Self Advocate</b> President Andrew's Voice	<b>Julie Aguilar, BSN, RN, RCIS</b> Manager, Interventional Radiology Froedtert & Medical College of WI
<b>Rick Allcox, CPA</b> President Allcox & Associates, S.C.	<b>Wendy Bushell, MHRLR</b> Director of Human Resources Ansay & Associates
<b>Chris Flowers</b> Attorney Godfrey & Kahn S.C.	



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