



dsaw

Down Syndrome

Association of Wisconsin, Inc.

awareness • acceptance • assistance

2017 Annual Report to the Community



Dear Friends,

As we finish the first year of our strategic plan and enter the second, I am feeling extremely grateful for each one of you, and am proud of the amazing things we accomplished together in 2017. **This past year was a record-setting year in many categories**, including total revenue, walkers at our seven Down Syndrome Awareness Walks, and number of programs and events across the state. In addition, we completed the first year of our five-year strategic plan, which is guiding DSAW through exciting planned growth and change.

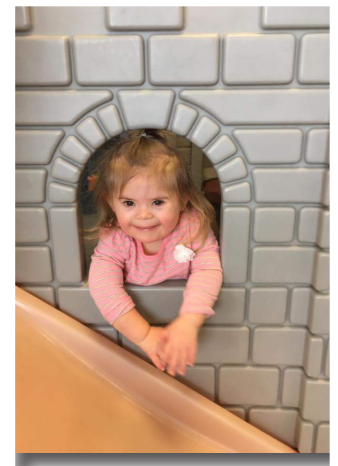


In 2017, following the strategic plan, we met goals across multiple organizational categories, including leadership and staffing, development, chapter relations, accounting, administration, programming, and marketing and communications. **By meeting these key goals, we are ensuring that DSAW will have a strong foundation and will be around to meet the needs of individuals with Down syndrome and their families for many years to come.**

In particular, I am very proud of the new DSAW Program Models that we piloted in 2017. For instance, in 2017 we finished piloting **Young Leaders Academy**, a class for self-advocates with Down syndrome and other special needs that teaches employment-skills. This class grew from just 5 to nearly 17 participants last year, paving the way for us to launch a second class in Waukesha.

In addition, in 2017 DSAW and DSAW-Family Services piloted the **Young Adult Nutrition and Wellness Course**. This class teaches self-advocates about exercise, nutrition, and cooking. We partnered with a registered dietician and personal trainer to write a customized curriculum. The results so far have been phenomenal, and we recently started a second class location at the beginning of 2018.

I am also especially proud of the **DSAW Parent's First Call Program**, which officially launched in 2017. This program is Wisconsin's only statewide network for new and expectant parents of babies with Down syndrome. Parents receive resources (Welcome Baskets and Expectant Parent Packs), referrals, and fraternal support. DSAW has partnered with Parent to Parent of Wisconsin to train Support Parents and match new and expectant parents with Support Parents across multiple domains, including location, culture, and special health care needs. We are proud to partner with a premiere matching organization to bring new and expectant parents the best support possible.



Thank you to our many generous donors, partners, sponsors, and friends. Without you, none of our work would be possible. Although we have only listed our top donors across the state on page 14, please know that every donation, however large or small, plays a crucial role in our mission. We know each of you by name, and we are so grateful to partner with you.

A handwritten signature in black ink that reads "Dawn Nuoffer".

Dawn Nuoffer
Executive Director
Down Syndrome Association of Wisconsin

About Us

OUR MISSION

is to provide support to Wisconsin families and individuals with Down syndrome through awareness, education, information, programs, services, and the exchange of ideas and experiences.

OUR VISION

is to 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.

OUR FRATERNAL SUPPORT MODEL

No matter where you live, DSAW is here to help you and your loved one! We offer various levels of support depending on your location throughout the state:

Individual



DSAW has resources for YOU, even if you are not near a Parent Group, Regional Committee, or Chapter. We can support you through DSAW-Family Services, Roadmap Sessions, Referrals & Resources, Webinars, Conferences & Seminars, Workplace / Peer Sensitivity Training, In-Services, Parent's First Call, Membership, Statewide Advocacy, Statewide Awareness, Medical Training, and other virtual support. Looking for more? Consider gathering a group of parents near you to form a Parent Group!

Parent Groups



Parent Groups can form in any town or location in Wisconsin - you just need a group of parents who want to meet regularly. DSAW will help you market the event and make it visible to parents in your area (email Abbey to start your own!). Parent Groups include the support of the individual level, PLUS Coffee Clubs, Parents Nights Out, Parent Groups (Moms, Dads, Grandparents, Multicultural, etc.), and Play dates.

Regional Committees



Regional Committees are strategically located around multiple Parent Groups. In addition to the benefits received by individuals and Parent Groups, Regional Committees have leaders that help plan larger events in your area, such as Picnics, Holiday Parties, World Down Syndrome Day Event, Small Fundraisers, Dances, and Teen Club/Young Leaders.

DSAW Chapters



DSAW Chapters are strategically placed in major metropolitan areas that can sustain large-scale programs and services. In addition to the benefits of individuals, Parent Groups, and Regional Committees, DSAW Chapters have access to Member Grants, iCan Bike Camp, Awareness Walks, Chapter-specific staffing, More advanced programming, and More advanced events and seminars.

History

Where we've been...

1990: DSAW was founded by Joan Balliet, a nurse and mother of a child with Down syndrome.



1995: DSAW hired its first part-time office manager and began fundraising.



2008: Green Bay becomes a chapter, and DSAW hosts its first "Lose the Training Wheels" event.

2009: DSAW moves state headquarters to the Marian Center in St. Francis.



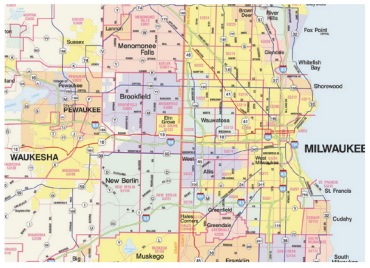
2013: COTH-Greater La Crosse becomes a chapter. Milwaukee becomes a separate chapter.



2014: DSAW-Family Services is launched. Dawn Nuoffer becomes DSAW's new Executive Director.

2015: Board approves creation of DSAW-Wausau and DSAW-Racine chapters.

1997: DSAW opened its first office on the northwest side of Milwaukee.



2010: Fox Cities becomes a DSAW chapter. DADs group launches. First Peer Sensitivity Trainings are held in schools.



2000: DSAW launched its first website.



2007: The chapter system begins with DSAW's first chapter, Chippewa Valley.

2011: Sheboygan becomes a chapter.

2012: Prenatal Medical Outreach begins in response to new blood tests that cause record termination rates.



2016: Parent's First Call Program launches. DSAW moves State headquarters to West Allis and launches replicable menu of programs and services. 20th Anniversary of the Statewide Down Syndrome Awareness Walk. DSAW debuts new website.



2017: DSAW expands its statewide reach to St. Croix River Valley, Antigo, and more. Partnership with Parent to Parent of Wisconsin begins.

...and where we're going

Programs and Services

Statewide Fraternal Support & Programming



No matter where you live, DSAW is here to help across your loved one's lifespan! We offer you statewide support on four levels, depending on your community: Individual, Parent Groups, Regional Committees, and Chapters. Turn to page three to learn more about these four levels, or visit www.dsa.org/locations to find support near you.

Statewide Program Models



DSAW pilots replicable program models at our State Headquarters in West Allis, and then duplicates successful programs to locations around Wisconsin. Current program and service models include Young Leaders Academy, Young Leaders Bootcamp, Young Adult Nutrition and Wellness Class, and more! Visit our website to learn more about DSAW's Statewide Program Models.

Statewide Parent's First Call



Parent's First Call offers information about Down syndrome for new and expectant parents; the opportunity to talk with other parents about emotions and questions; parent groups; assistance navigating medical and early intervention services; referrals to local and national resources, and much more. We offer a hotline and email address for new and expectant parents to receive immediate information, and we send prenatal parent packs and welcome baskets, too!

Statewide Medical Training



Recent advancements in prenatal testing have resulted in skyrocketing termination rates for fetuses with Down syndrome as balanced and unbiased information struggles to keep pace. DSAW conducts continuous statewide medical trainings and webinars, provides gold star resources and state-specific resources for medical professionals and the public, and engages in statewide marketing campaigns to educate the public on the importance of individuals with Down syndrome.

Programs and Services

Statewide DSAW-Family Services



DSAW-FS provides private, public, and IRIS (Include Respect I Self-Direct) supported services to adults and young adults with Down syndrome, other disabilities and their families to achieve a full and independent life in the community. DSAW-FS focuses on individualized, customized solutions to help any person in the state of Wisconsin overcome obstacles and achieve their dreams. Services include: personalized goal development; identification of benefits, housing, employment, transportation and caregiving assistance to achieve our client's goals; crisis and back-up support; budget coordination and implementation of the final support plan; as well as social connections and support circles. DSAW-FS also specializes in one-on-one Roadmap Sessions.

Statewide Education



DSAW offers statewide educational resources to help families, medical professionals, workplaces, students, and the general public learn more about topics related to Down syndrome. Our educational programs include Workplace / Peer Sensitivity Training; seminars, conferences, and teacher in-services; statewide webinars on various topics; and the DSAW Speakers Series.

Statewide Awareness



DSAW works to raise awareness and promote inclusion, diversity and acceptance of people with Down syndrome in our communities and in our lives. We do this through seven annual Down Syndrome Awareness Walks around the state, our resource directory, Parent's First Call Program, and mass communications strategies to raise awareness of Down syndrome in Wisconsin.

Statewide Advocacy Services



DSAW works hard to make sure that the voices of individuals with Down syndrome and all disabilities are heard throughout Wisconsin. DSAW is a member of several statewide Down syndrome and disability advocacy groups and regularly works to mobilize DSAW members to support changes in our state that will support individuals with Down syndrome and other special needs.

Administrative Staff



Dawn Nuoffer: Executive Director

Dawn became DSAW's Executive Director in December 2014. Her previous experience includes the creation of housing for homeless and disabled veterans, the opening of wrap-around resource centers providing employment and training support, benefits assistance, financial assistance, and a full spectrum of counseling and holistic services for individuals in poverty. She has dreamt big dreams and worked hard with passionate individuals to bring those dreams to fruition for the betterment of some of society's most vulnerable populations --- dreams like a not-for-profit café which trains veterans in the food service and hospitality industry, or state of the art kitchens

training individuals with disabilities and barriers to employment. Dawn has one daughter, Abby, who is 12 years old and has Down syndrome.



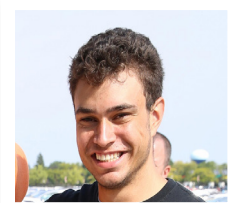
Abbey Nicholas: Director of Operations

Abbey has been with DSAW since February 2015, and took on her current role in May 2016. She has a Bachelors of Arts in Social Welfare & Justice from Marquette University, and a Master of Science in Management from the University of Notre Dame. She brings extensive experience in marketing, fundraising, communications, and design to the team. Abbey fell in love with working with and for people with special needs during her time at Marquette, and is thrilled to advocate for people with Down syndrome in this role.



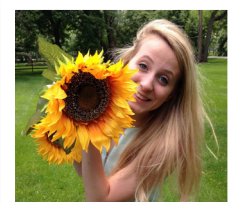
Rachel Reit: Marketing & Development Manager

Rachel started with DSAW in September 2016 as a Marketing and Communications Intern, and she joined the staff as Program and Communications Coordinator in January 2017. Rachel graduated from Marquette University in May 2017 with a Master of Arts degree in Communication, and has a Bachelors degrees from Marquette in Communication Studies and Psychology. She has always known that she wants to spend her life helping others, and she is grateful to do so every day at DSAW!



Chris Due: Programs and Education Coordinator

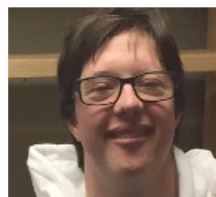
Chris is a Milwaukee native and 2015 Graduate of Xavier University. Chris has experience working in numerous non-profits, including a one-year fellowship with AmeriCorps. Chris has a skill for reimagining programs and events that people with Down syndrome and their families love. Chris spends half his time with DSAW, and half his time providing one-on-one support to individuals with Down syndrome through DSAW-Family Services.



Mary Lace: Chapter Relations & Administrative Assistant

Mary is a senior at Marquette University studying Social Welfare & Justice. She will graduate in May and is hoping to pursue her Masters of Social Work at UW-Milwaukee. Mary's role at DSAW involves helping out with programming at our Milwaukee headquarters, and assisting locations around the state plan events, programs, and services in their communities.

Self-Advocate Employees:



Board of Directors



Kerry Laurin, President
Hearland Advisors, Inc.



Jim Fackelman, VP
WMEP



Richard Schutte, CPA
Treasurer



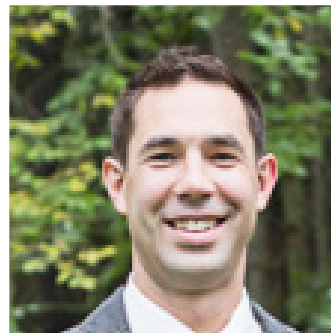
Andrew Gerbitz
Self-Advocate
Andrew's Voice



Rick Allcox, CPA
President, Allcox &
Associates S.C.



Chris Flowers
Attorney, Godfrey &
Kahn S.C.



Jeff Kallio
Racon Capital Partners



Dick Kinney
Managing Principal, Leg-
acy Wealth Management



Maria SteenePoorte



Ellen Trytek
Executive Marketing
Officer, Wipfli



John Zinda,
Contractor, Randstad

DSAW's 2017 Impact

2 new locations -
St. Croix River Valley and
North Central Wisconsin



\$1 MILLION

Combined revenue of DSAW and
DSAW-Family Services in 2017



55 New Parent Welcome Baskets
and Expectant Parent Packs
sent across Wisconsin



medical referral packets
sent to medical professionals
throughout Wisconsin

494



20,547 unique visitors to the
DSAW website

DSAW's 2017 Impact

250 one-on-one Roadmap Sessions
to help families overcome
obstacles and achieve dreams



social events
hosted around Wisconsin
in 2017 **118**



6 first place awards (and 3
runner-up awards!) at the
DSAIA National Conference



walkers at seven
Down Syndrome
Awareness
Walks

5,285



18,100 uses of the DSAW Down
Syndrome Awareness
Month Facebook Filter

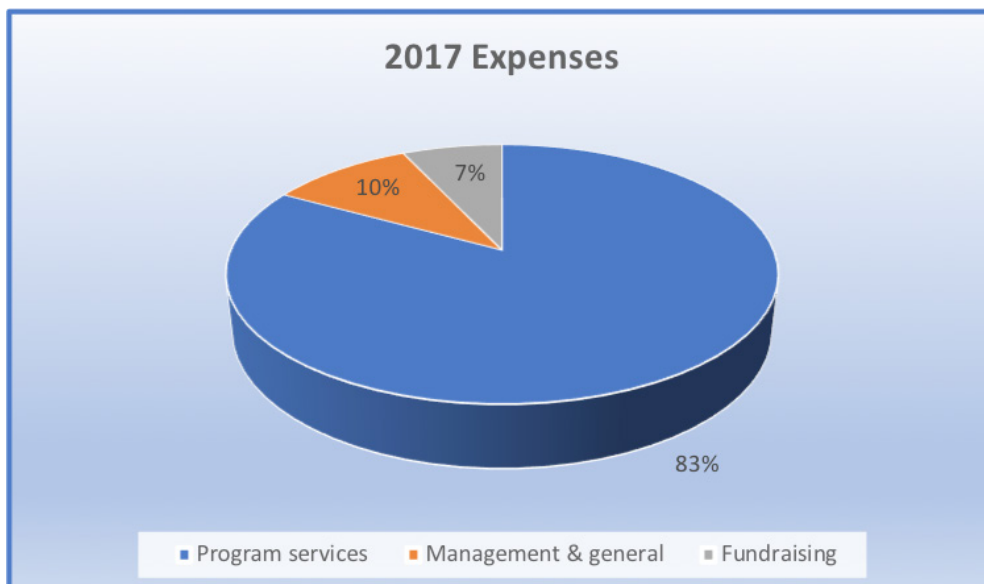
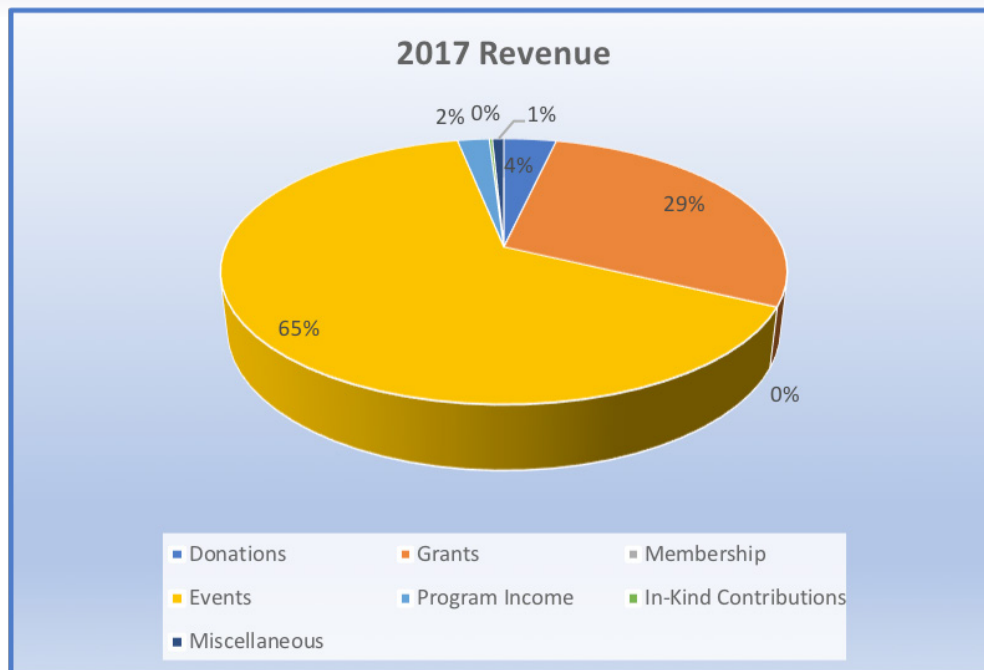
Financials

This data represents the audited financials for 2016.

Total assets: \$652,925

Total current liabilities: \$70,686

Total net assets: \$652,925



The Down Syndrome Association of Wisconsin raises funds through the annual appeal, grant writing, employee giving, special events, and estate planning & bequests.

DSAW is 100% funded by private individuals and concerned corporate citizens and foundations that believe just as we do that with appropriate investment and just the right amount of supports, our loved ones can accomplish amazing things!

Meet the Novacek Family

When Stephanie was pregnant with Tommy, a prenatal test indicated a high probability that their son would have Down syndrome.

“We were surprised at the number of times termination was brought up, simply based on the high likelihood of having a baby with Down syndrome.” They received few messages of congratulations or excitement. At first, they were terrified about what the diagnosis meant for Tommy and for them.

However, their attitude quickly changed after becoming connected with DSAW. Through the Parent’s First Call program, Stephanie and Tom received resources, fraternal support, and hope.



“Our outlook on this new reality, which seemed overwhelming at times, improved greatly after the first Parent’s Night Out that we attended. Meeting others with similar stories to ours made life feel normal again. It was refreshing to be able to openly discuss Down syndrome for the first time with people who knew what we were going through.”

Now, more than ever, support for new and expectant parents is vital. Did you know that individuals with Down syndrome are at significant risk to be the first group of people eliminated from the population?

DSAW is fighting to change this narrative through the Parent’s First Call program. This program provides resources, support, and connections to new and expectant parents who have received a Down syndrome diagnosis. DSAW offers Expectant Parent Packs and New Parent Welcome Baskets, and parents have the option to be connected with a trained Support Parent.

DSAW’s Parent’s First Call program creates lives of hope, exceeded expectations, immeasurable joy, and unconditional love by wrapping networks of support and resources around parents to address the unique, yet surmountable, challenges facing the Down syndrome community. Since the program’s inception in April 2016, DSAW has provided resources and support to more than 70 new and expectant parents across the state and trained more than 50 Support Parents -- and this is just the beginning. **The Parent’s First Call program is changing lives.**

The Parent’s First Call program was so important to Stephanie and Tom that they have now become Support Parents themselves. “The chance to help someone in our same situation is incredible. The Parent’s First Call program is the first step to realizing that life with a child with Down syndrome will not be as scary as it may seem, and that everything will be okay.”

Meet the Zoromski Family

In 2007, Michelle and Brian were expecting twin baby girls and were heartbroken when one of their daughters was stillborn. It was only after they were born that they learned both girls had Down syndrome.

In the hospital, Michelle and Brian received a packet of information, including a few books - most of which they promptly threw away. The first book they opened immediately mentioned institutions.

"When I was holding my new daughter, I wanted to know what the future looked like - not in medical terms or statistics, but what would our family be like, how would she fit in with us?"

DSAW parents around the state were noticing this same trend: outdated resources, filled with doom and gloom messages about individuals with Down syndrome, were the first materials parents read after a diagnosis.



Now, through the Parent's First Call Program, DSAW provides medical professionals and parents with accurate, unbiased, up-to-date resources about Down syndrome. We want to ensure that everyone understands how amazing our loved ones with Down syndrome are.

Michelle and Brian have loved raising a daughter with Down syndrome so much that they made the decision to adopt a second daughter with Down syndrome, too.

"I can't even guess how many people used to say 'I'm so sorry!' when we would say our daughter has Down syndrome -- and I used to say, 'Don't be sorry, she's awesome!' I don't know how much they believed me before we adopted Lilya. If voluntarily adding another child to our family who has Down syndrome doesn't tell you we're fine with Down syndrome, I don't know what will!"

2017 Top Donors

ABC Balloon & Basket Company
Advanced Aquatic Solutions
The Aguilar Family
Allcox & Associates
American Family Insurance
Angels on Wheels
Associated Bank
Bader Philanthropies
Badger Mining Corp
Baird
Ms. Lisa Balistreri
Northern Battery
Mr. Greg Bautista
Bayland Flooring LLC
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Forest County Potawatomi Foundation

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Ms. Gwen Frohmader
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Giles Photography
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Grebe's Bakery
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Green Bay Packers Foundation
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Jerome J. and Dorothy H. Holz Family Foundation
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Kwik Trip
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Lakewood Direct Flooring
Ms. Daniele Latimore
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LHI
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Marine Holdings
Marquette Hunger Clean-Up
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Ms. Dawn Nuoffer

Natalie Oberdorfer
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Otto Bremer Trust
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Ms. Lori Paulin
PPC Foundation
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Racine Community Foundation
Mr. Jon Reetz
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Rust-Oleum Corporation
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Schmidt Family Foundation
Schneider Trucking, Inc.
Scott's Subs
Mr. Kurt Seebacher
Sharp Photo & Portrait
Sid Grinker Restoration, Inc.
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Mr. Matt Spranger
St. Vincent Pallotti Catholic School
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Mr. Steven Todd
Trawicki Electric, Inc.
Ms. Ellen Trytek
United Way of West Central Connecticut, Inc
UnitedHealth Group
WB Manufacturing
Weld Riley
The Westcott Family
Weyauwega Star Dairy
Wild Impact Marketing
The Wisniewski Family
Woodman's Foods
Mr. Mike Wulf
Mr. Boppy Wulf
Ms. Kelly Wynns
Xcel Energy
Z's Rentals

Thank You!



This annual report is available to the community at www.dsaw.org



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