The Down Syndrome Association had a record-breaking year in 2017, largely thanks to the support of organizations like the Down Syndrome Affiliates in Action. Without your resources and support, we could not change thousands of lives every year.

2017 was the first year of a five-year strategic plan for DSAW. We met 100% of our goals for year one, and the results include:

- **Leadership and Staffing**
  - Recruited six new board members to lead on the DSAW State Board and 15 new chapter advisory board leaders.
  - Grew DSAW staff from 1.8 FTEs to 4.0 FTEs PLUS an accountant to focus on programming, marketing, communications, administration, and chapter relations. DSAW also employs 3 Self-Advocates and hosts up to 5 interns per semester.
  - Developed updated organizational by-laws, board job description, recruitment packet, and committee charters.
  - Established new committees of the board.
  - Implemented technology to allow statewide participation in board meetings.

- **Development**
  - Implemented a robust Resource Development Plan with relationship-building and cultivation at the center to better engage our current member-families and donors, and appeal to new consumers and donors.
  - Added new opportunities for revenue diversification through third-party reimbursement systems, annual giving, monthly giving program, and expansion of relationships in DSAW’s current annual fundraising events.
  - Grew statewide revenues significantly.

- **Chapter Relations**
  - Completed major metropolitan analysis and tiered geographic plan for expansion into new areas of the state and saturation of fraternal programming.
  - Created outreach databases for supported coverage areas that include all community contacts in the region.
  - Coordinated monthly programming calls with all chapter leaders.
  - Implemented marketing, development and programmatic templates for their use such that programming, fundraising, branding, marketing and communications have increased significantly across the Chapters.
  - Updated staff support and admin rate based on level of services needed.
• Annual leadership retreat that focuses on inspiring local leaders and revealing the latest models of programs and services to bring back to local communities.
• Conduct annual, local surveys of members to understand needs across different communities and build annual programming plans based on this feedback.
• Started three new locations: Central Wisconsin, Kenosha, Racine, and Walworth counties, as well as North-Central WI. Significantly bolstered stability, infrastructure, programs and funding for all existing Chapters.

- **Accounting**
  - Outsourced accounting function to a non-profit CPA
  - Realigned Chart of Accounts to align to GAAP
  - Implemented federally-approved policies and procedures to become OMB compliant, and therefore be able to compete for federal grants
  - Implemented company-wide compliance standards
  - Switched accounting products to an industry-recognized fund accounting system and away from the insufficient Quickbooks online

- **Administration**
  - Implemented Basecamp for statewide project management, communication, and cloud storage
  - Unveiled robust website and telephonic response system and utilization of technology to serve and promote programming across the state

- **Programming**
  - Cemented core offerings and created and piloted a series of replicable programs and services at the State Headquarters in West Allis that are now being rolled out across the state
  - DSAW has also strengthened and grown its core programs and services to ensure best-of-class status across all categories

- **Marketing and Communications**
  - Implemented 5-year marketing and communications plan
  - Updated all outdated communications mediums to better reach and serve our consumers, such as the brand new DSAW website, marketing materials, programming materials, resource center, newsletters, annual report, e-blasts, and social media

In addition to making significant progress on our strategic plan goals, DSAW also grew its eight core programs and services across the state in the following ways:

- **Fraternal Support**
  - Expanded to two new locations in Wisconsin in 2017 – St. Croix River Valley and North Central Wisconsin. DSAW now has a presence in 10 separate locations across Wisconsin.
  - Hosted more than 118 non-recurring fraternal events across Wisconsin, more than any other year in DSAW’s history
  - Provided fraternal support to more than 4,500 individuals and their families across the state
- **DSAW Program Models**
  - Launched two new locations of Young Leaders Academy, DSAW’s signature employment-skills training class for Self-Advocates
  - Partnered with DSAW-Family Services to write the curriculum and pilot the Young Adult Nutrition and Wellness Course, a class for self-advocates that focuses on nutrition, independent cooking, and exercise
  - Piloted Young Leaders Bootcamp, Cooking with the Kiddos, Motor Skills Playgroup, Zumba, and an entire menu of new recurring programming at the DSAW headquarters in West Allis. Most of these programs have been so successful that we have continued them into 2018. We have begun replicating many of the programs throughout our statewide locations.

- **Parent’s First Call**
  - DSAW officially launched the premiere Parent’s First Call Program in 2017, providing a statewide network of support for new and expectant parents with Down syndrome. Through the program, we send new and expectant parents Expectant Parent Packs and New Parent Welcome Baskets filled with resources and support. In addition, we partnered with Parent to Parent of Wisconsin to train Support Parents across the state, and match new/expectant parents with Support Parents across multiple areas, including language, location, diagnosis type, health concerns, and more.
  - In early 2017, DSAW also published the Parent’s First Call Magazine, a publication with national and Wisconsin-specific resources for the first days. The magazine is also filled with stories from parents, grandparents, and siblings of individuals with Down syndrome.
  - We have sent more than 80 Expectant Parent Packs and Welcome Baskets since the program’s launch.

- **Medical Outreach**
  - DSAW sent more than 430 Medical Referral Packets to medical professionals across the state in 2017. With help from members and partners, we compiled a statewide database of OBGYNs, social workers, Birth to Three providers, and other medical professionals that will come into contact with new and expectant parents. The packet contains information about the Parent’s First Call Program, a copy of the Parent’s First Call Program, and instructions about how to make a referral.
  - We partnered with Dr. David Smith and Terri Couwenhoven from the Down Syndrome Clinic at Children’s Hospital of Wisconsin to present to medical students about delivering a fair and compassionate Down syndrome diagnosis.

- **DSAW-Family Services**
  - DSAW-Family Services, DSAW’s direct services arm, facilitated more than 250 one-on-one Roadmap Sessions in 2017 to help families overcome obstacles.
  - DSAW-Family Services doubled its revenue in 2017 alone. DSAW-Family Services and DSAW combined now have a revenue of more than $1 Million.
  - Assisted more than 15 clients with finding jobs and provided job coaches for many others.
• DSAW-FS also partnered with multiple school districts to assist with transition programming.

• **Education**
  o Hosted more than 10 Peer Sensitivity Trainings at schools across the state
  o Facilitated multiple teacher in-services
  o Donated thousands of shirts to schools and student groups through the Spread the Word to End the Word Program
  o Developed a train-the-trainer program for Peer Sensitivity Training to empower local leaders across Wisconsin to facilitate the program in their local schools

• **Awareness**
  o Hosted 7 Down Syndrome Awareness Walks with more than 5,200 walkers, plus thousands more volunteers, sponsors, donors, and partners
  o Once again in 2017, we shattered all previous records for DSAW Down Syndrome Awareness Walks in terms of total revenue, walkers, and sponsorship dollars

• **Advocacy**
  o DSAW was proud to continue partnering with other Wisconsin organizations to form the Wisconsin Down Syndrome Advocacy Coalition. The group meets monthly to discuss national and state-specific legislative items

DSAW continues to exceed expectations in event-specific and total revenues. The following charts represent DSAW’s growth over the last several years (accelerating with the leadership transition in 2015) and culminating with another record-breaking year in 2017:
DSAW also geographically reached a larger area than ever before in the organization’s history. On the map below, red dots represent programs/events, while blue dots represent Parent’s First Call requests.

We are incredibly proud of our growth and results in 2017. However, none of this could have been possible without support from DSAIA. Our leaders consistently utilize and rely on the extensive database and network of resources afforded to us by our membership. From the frequent webinars (with incredible speakers) to the resource library and discounts (we could not function without the low t-shirt prices from Will Enterprises!), the membership has been necessary for past successes, and will continue to prove vital for future growth.

Thank you for considering the Down Syndrome Association of Wisconsin for the Affiliate of the Year Award. We are proud to be a DSAIA Affiliate. Thank you for your support!