

2017 ANNUAL REPORT

Together We Are Stronger



Dear Members and Friends,

As we start 2018, we are amazed at the growth that Down Syndrome Diagnosis Network has experienced these past nearly four years. Our membership has increased by over 1,000 percent. This is a testament to the impact that DSDN is making in the lives of our families. "DSDN is a lifeline for me" and "My Rockin' Mom group is my second family" are just some of the things we regularly hear from parents in our network.

One of our strategic goals is to reach more families, especially underserved families, with the information, support, and connections they need. We are excited about the work we will be doing in 2018 to achieve this goal. DSDN will be working on a new website to launch in 2019 as well as creating a comprehensive database of support options for families.

On the medical outreach side, we continue to work to change the diagnosis experience for our families. Our first Medical Advisory Board will be invaluable as we keep pushing for change and telling our families' stories. We are grateful for our members, donors, and volunteers who continue to support the work that DSDN is doing. We wish you all the best in 2018!

Heather Bradley

President

Jenny Di Benedetto

Vice President

Cathleen Small

Secretary

Jaime Erickson

Treasurer

MISSION: To connect, support, and provide accurate information to families with a Down syndrome diagnosis.

VISION: DSDN envisions a world in which families have unbiased, family-centered, and factually accurate diagnosis experiences every time and quickly know they are not alone.



DSDN

support & connect



DSDN serves over 4,500 families in our Rockin' Mom and Rockin' Dad online communities, which support parents in the prenatal to age three phases. Our goal is to capture 15 percent of families in our network in 2018 and reach more underserved families.

We also are entering the second year of our Parent Advisory Council. Our council membership has increased, which will allow us to gain insights on our programs and services from families from a variety of backgrounds.



"This group has been an amazing lifeline. A place where I feel secure and understood. A place where we don't wallow in self-pity, but lift each other up in love."



2017 Group Highlights

- Added over 1,000 Moms into our private, birth-club Rockin' Mom groups; 600 of these were parents with a baby under age one.
- Captured over 12 percent of families with a new diagnosis.
- Expanded our sub-groups from twelve to twenty-three to allow families with common interests and backgrounds the ability to connect.
- Began process so that all DSDN Admins can complete comprehensive support training.

*"You've got this,
and we've got you"*

support

Our Rockin' Family Fund supported over 680 families with welcome gifts, scholarships, care gifts, or memorial gifts in 2017. DSDN also started a hard-of-hearing group and awarded scholarships to two families. With the addition of a Rockin' Family Fund Director, DSDN was able to streamline processes and create marketing materials.

Due to our successful fundraising campaigns, DSDN will add gifts for our prenatal families in 2018. We will also look to expand corporate funding for our Rockin' Family Fund.

WELCOME - SUPPORT
BEREAVE - EMPOWER

2018 Rockin' Family Fund Goals

- Send 600 welcome gifts
- Send 150 care packages
- Provide 2 scholarships



2017 Rockin' Family Fund Highlights

- Held successful Rockin' Family Fund fundraisers which brought in nearly \$30,000, with Giving Tuesday alone yielding over \$13,000.
- Surpassed our 2017 goal and mailed 550 welcome gifts to families with a new diagnosis in our groups.
- Sent 103 care gift Cards to families in the hospital
- Sent 25 families memorial windchimes in memory of their child.
- Partnered with Down syndrome organizations in Illinois, Wisconsin, and Indiana to provide over 400 welcome gifts.

connect

Our 2017 Rockin' Mom Retreat surpassed our attendance expectations, and we welcomed 300 moms to the Windy City.

Our 2018 Rockin' Mom Retreat will take place from September 7th to 9th in Phoenix, AZ. With our fundraising incentive options available to our moms, we expect to welcome up to 500 moms to our fourth retreat.

Our event goals will remain helping moms connect and recharge while also giving them opportunities to give back to new and expectant parents.



2017 Retreat Highlights

- 300 moms attended our third annual retreat.
- Rachel Coleman (Signing Time) welcomed moms with an inspiring keynote address.
- Partnered with Wisconsin, Illinois, and Indiana Down syndrome organizations and assembled welcome gifts for new families.
- Sponsorship and exhibitor participation grew, with revenues exceeding goals.

connect. inspire. recharge

inform

With a growing communications team, DSDN leveraged our members' stories in 2017 and grew our blog. Our social media footprint also continued to see tremendous growth, with a 62 percent increase in followers.

In 2018 our biggest initiative will be to work on DSDN's new website, which we will look to launch in 2019. We know our new site will enable us to reach more families. We also will work to further increase our blog and have our members create more varied content

Finally, DSDN will provide more content in Spanish to our followers on social media and our blog.



2017 Communications Highlights

- Reached over 11,000 new followers on social media.
- Held successful World Down Syndrome Day "Bring DSDN Home" campaign.
- Down Syndrome Awareness Month included "Rocktober" facts and a #dearme campaign in which our members wrote letters to their former selves.
- Grew our volunteer communications staff with the addition of a Marketing Director.
- Ran high-impact and successful #GivingTuesday campaign.

ROCKTOBER
Down Syndrome Awareness Month



Like anyone, language development varies for each person with Down syndrome. Sign language can be an important first communication tool for your child and allow them to interact and learn before speech fully develops.

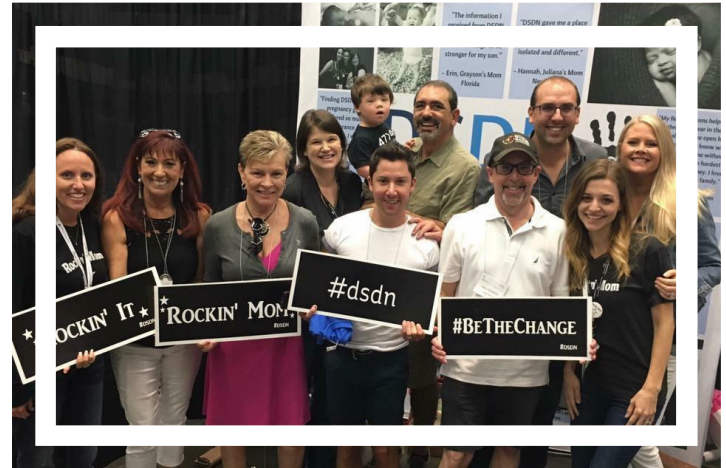
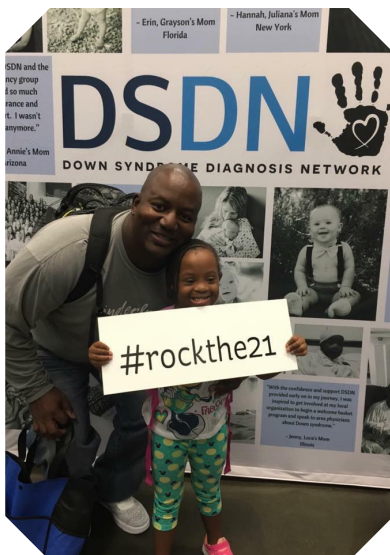
DSDN
DOWN SYNDROME DIAGNOSIS NETWORK
inform • connect • support

#rockthe21

inform

In 2017, DSDN continued to provide our resources and information to local organizations as well as medical professionals. DSDN attended the Down Syndrome Medical Interest Group Symposium and exhibited and presented on new parent support to local organizations at the Down Syndrome Affiliates in Action conference.

We look to continue to increase our reach to organizations and medical professionals in 2018. DSDN is excited to launch our first Medical Advisory Board as well as explore more partnerships with organizations and medical professionals.



2017 Outreach Highlights

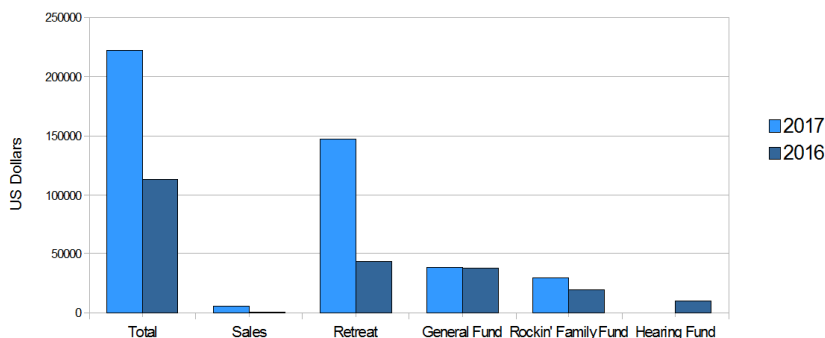
- Added new local organization partners, bringing DSDN's total partners to over 80.
- Sent 12,336 free brochures to local organizations and medical providers.
- Connected over 100 new families to local organizations in their area.
- Held first focus group at our retreat to review DSDN membership diagnosis data with area medical professionals (obstetricians, genetic counselors, and nurses), the National Center for Prenatal and Postnatal Down Syndrome Diagnosis, and Illumina.
- Sent out invitations for our first Medical Advisory Board.
- Partnered with Pearson provide support as they revise and review assessment tools for young children with Down syndrome.

financials

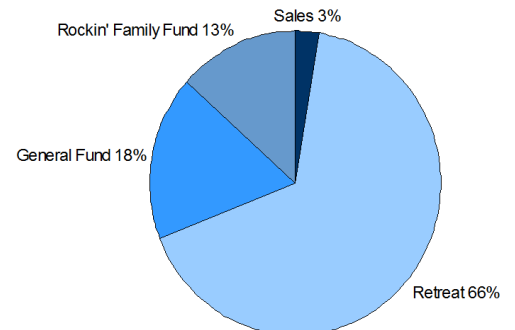
The financial support from donors, grants, and sponsors enabled DSDN to have a successful 2017. Our partnership with Network for Good provided our members a wonderful and fruitful fundraising avenue.

The financial strides we've made as an organization have resulted in our ability to hire our executive director as our first part-time staff member in 2018. We know that this will result in more efficiencies for our organization and we are proud of the enormous amount of growth we've experienced.

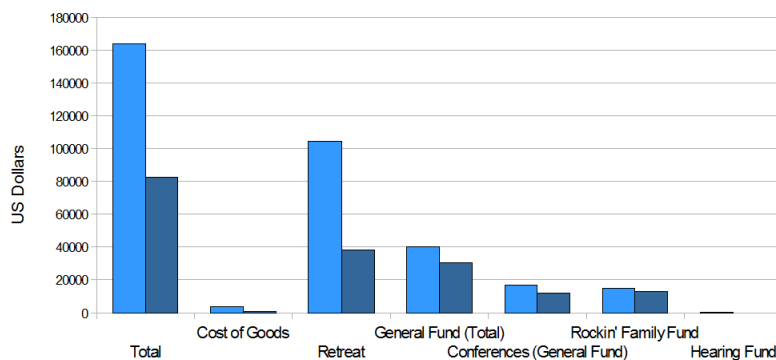
Revenue Comparison



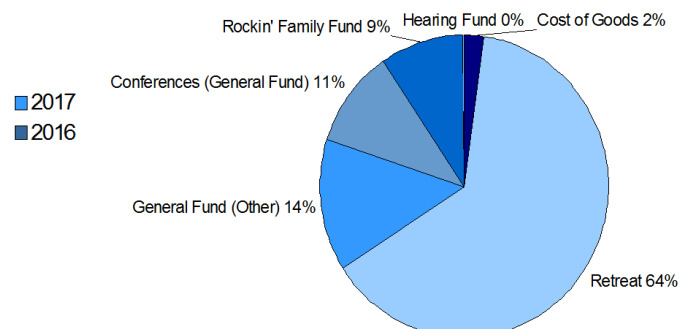
2017 Revenue Composition



Expense Comparison



2017 Expense Composition



Board of Directors

Heather Bradley
President & Co-Founder
Stillwater, MN

Jenny Di Benedetto
Vice President
Antioch, IL

Cathleen Small
Secretary
Clayton, CA

Jaime Erickson
Treasurer
McKinney, TX

Joe Scott
Altoona, PA

Becky Bausman
Belmont, CA

Jillian Benfield
Tucson, AZ

Operations

Executive Director & Co-Founder
Jen Jacob

Rockin' Mom Retreat Directors
Mandy Ramzan & Michelle
Steffen

Medical Outreach Directors
Jenny Di Benedetto & Hannah
Pascucci

Communications Directors
Jillian Benfield & Alli Martin

Rockin Family Fund Director
Paula Ferrari

Design Support
Sheri Selph

Marketing Director
Tara Barnes

Fundraising Director
Jessica Pace

Operations Cont'd

Directors of Support
Melissa Shutwell & Tiffany Stafford

Local Organization Liaison
Ashly Williams

Spanish-Speaking Support
Yadira Regla-Cuevas

Rockin' It Run Coordinator
Beth Swanson

Social Media Director
Melissa Chambers

Pinterest Admin
Crystal Staley

Twitter Admin
Diane Hill

Facebook Admin
Nicole Kunkel

Instagram Admin
Stefani Settlemire

Social Media Ads
Jessica Winter & Jen Sexton

Rockin' Family Fund Volunteers
Marcia Steed, Natalie Palin & Nancy
Landess

Birth Club Support
Before 2000
Cathleen Small

2001-2005
Marie Bacsik

2006-2011
Megan Dodd

2012
Mallory Shuck

Operations Cont'd

2013
Angela Hedican

2014
Brianna Lardie

2015
Jennifer Tough & Jennifer Lynn

2016
Elizabeth Crouse

2017
Sierra Tran, Fernanda Martinez, Amy
Jansen & Natalie Palin

2018
Rachel Brown, Lauren McWhorter, Sarah
Petrone & Sharon Sabol

Pregnancy Board Support
Karen Wollman, Joelle Kelly & Elizabeth
Vance

All Star Support
Laura Gordon & Jennifer Sutton

Additional Support
Lauren Ochalek
Angela McCarty
Troy Remick
Lisa Sturm
Laurie Edwards
Kamaria Wallace

contact us

Down Syndrome Diagnosis Network
PO Box 140
Stillwater, MN 55082
(612)460-0765
www.dsdiagnosisnetwork.org



info@dsdiagnosisnetwork.org



Down Syndrome Diagnosis Network



@TheDSDN



@TheDSDN



DSDN Rockin' Moms

