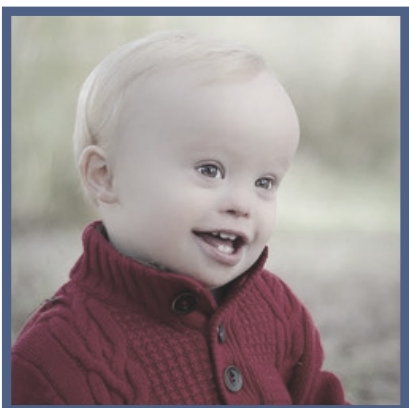


2016 ANNUAL REPORT

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



Dear Members and Friends,

It is hard to believe that DSDN is approaching its three year anniversary. As we reflect on our work, we are amazed at the growth we have achieved in such a short time. We now have over three thousand members in our online support communities and we are continuing to capture over ten percent of families with a new diagnosis.

During these past three years we've learned just how much the diagnosis experience impacts our families in their road to acceptance and their ability to advocate for their child. In 2016, we continued to share our member's stories and provide resources to the medical community. We also are proud to have just completed our first three year strategic plan.

There is much work to do until all families have unbiased diagnosis experiences and receive up-to-date information and access to connections and support. We are excited to continue our work in 2017 and hope you will join us in helping us achieve our goals.

Heather Bradley

President

Jen Jacob

Executive Director

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 3000 families in our Rockin' Mom and Dad online communities, which support parents in the prenatal to age three phases. Our goal is to capture at least 15% of new parents in 2017.

We also are excited to launch our new Parent Advisory Council. Its goal will be to provide input and feedback on DSDN programs and initiatives through the lens of a new parent and will include families from a variety of backgrounds.



"The DSDN Rockin' Moms Group is like a second family to me. We ask each other for advice, vent when needed, and overall just provide support for each other.... These mamas are not just an online group - they are part of my tribe!" - Ally

2016 Group Highlights

- Added over 1000 Moms into our private, birth-club Rockin' Mom groups; over 500 of these were parents with a baby under one
- Captured over 10% of families with a new diagnosis
- Expanded our sub-groups from five to twelve with the addition of groups for Spanish-speaking moms, breastfeeding support, deaf/hard of hearing, adoptive parents, GI concerns, cancer and extended hospital stays
- Implemented policies and guidelines for volunteer support admins

support

Our Rockin' Family Fund supported over 848 families with welcome gifts, scholarships, care gifts or memorial gifts in 2016. DSDN worked to implement policies to streamline the operations of our fund and enable families to get the support right when it is needed.

DSDN looks to continue to expand our Rockin' Family Fund offerings. In 2017, we will issue more scholarships to our families so that they can attend Down syndrome related events. We will also add additional items to our welcome gifts. Additionally, thanks to a generous grant, we will provide financial support to families whose children are deaf or hard of hearing.

WELCOME - SUPPORT -
BEREAVE - EMPOWER

2017 Rockin' Family Fund Goals

- Send 500 Welcome Gifts
- Send 150 Care Packages
- Provide 4 Scholarships



2016 Rockin' Family Fund Highlights

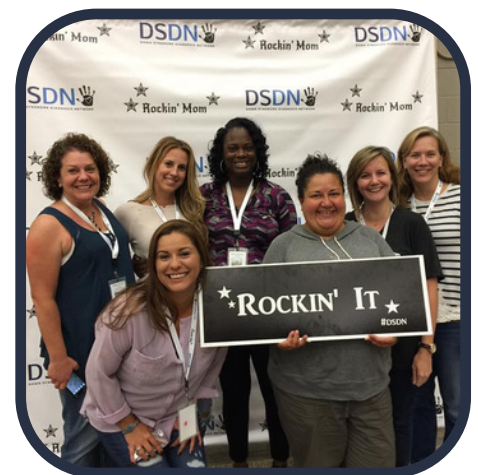
- Successful Rockin' Family Fund fundraiser and corporate grants from Vermeer and Wells Fargo enabled DSDN to raised nearly \$20,000 for our Rockin' Family Fund
- Mailed over 300 Welcome Gifts to families with a new diagnosis in our groups
- Sent 100 Care Gift Cards to families in the hospital
- Sent 45 families Memorial Windchimes in memory of their child
- Partnered with 13 Texas Down syndrome organizations to provide over 400 welcome gifts

connect

Our 2016 Rockin' Mom Retreat was held in Dallas in September and was a time for moms in our groups to connect, inspire, and recharge. Over 120 moms attended our second retreat.

Our 2017 Rockin' Mom Retreat will take place from September 8th to 10th in Chicago, IL. In our first week of registration, we surpassed our goal of 150 moms and will now be welcoming 300 moms in Chicago.

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



connect. inspire. recharge

2016 Retreat Highlights

- 120 moms attended our second annual retreat in Dallas
- Added breakout sessions to provide moms with the opportunity to connect on a deeper level
- Partnered with TX Down syndrome organizations and assembled welcome gifts for new families
- Collaborated with iRun4 to put on another successful Rockin' It 5K Run

inform

With the addition of a Communications Director, DSDN was able to increase our reach on social media by over 100 percent. Through the voices of our members, we were able to share the impact that DSDN is making and reach more families. Our #deardoctor campaign resulted in more physicians receiving our materials.



As we look to 2017, we are excited to further grow our blog and share our members' stories. We will also look to provide content on our website in Spanish. This will enable DSDN to reach more families and give them the support, information and connections that they need.



www.dsdiagnosisnetwork.org

2016 Communications Highlights

- Printed and distributed a Spanish version of our brochure
- Reached over 12,000 new followers on social media
- Launched DSDN's blog on our website
- Ran successful #deardoctor Down Syndrome Awareness Month campaign in which our members shared their diagnosis stories
- Increased our volunteer communications staff to enable us to reach more followers on our social media sites

inform

In 2016, DSDN continued to provide our resources and information to local organizations as well as medical professionals.

As an organization that desires to impact the diagnosis experience, DSDN was honored to attend the Down Syndrome Medical Interest Group Symposium and exhibit at the Family Medicine Education Consortium Conference.

Our hope is to further establish our role in medical outreach. In 2017, our goal is to start our first Medical Advisory Board. In addition, we hope to partner with an additional 15 local organizations and assist them in their outreach to medical professionals and new and expectant parents.



2016 Outreach Highlights

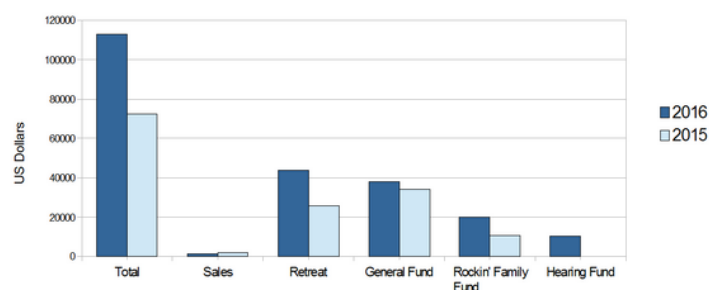
- Added 28 new local organization partners, bringing DSDN's total partners to over 70
- Sent 11,579 free brochures to local organizations and medical providers
- Connected over 100 new families to local organizations in their area
- Sent quarterly newsletters to local organizations to keep them abreast of our work
- Exhibited and presented on New and Expectant Parent Support to local organizations at the Down Syndrome Affiliates in Action Conference
- Exhibited and sponsored the National Down Syndrome Congress Convention and reached over 40 new families
- Attended the DSMIG symposium and exhibited at the FMCE conference and shared DSDN resources with physicians

financials

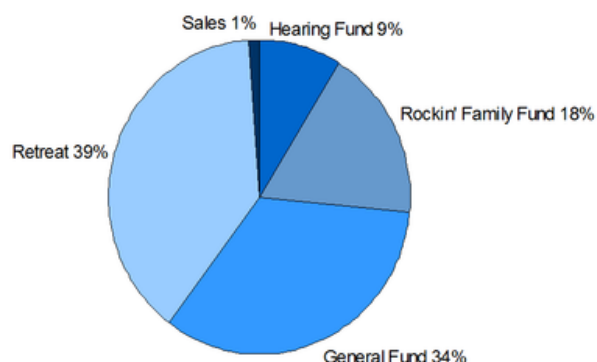
The financial support from donors, grants and sponsors enabled DSDN to have a successful 2016. As we look into 2017, we are excited to be growing our fundraising capabilities with our partnership with Network for Good.

As an organization with no paid staff, contributions to DSDN directly go to making an impact for the Rockin' Families that we serve as well as spreading the news about our programs and services. We continue to rely on our growing number of volunteers who pour their heart into helping us reach more families.

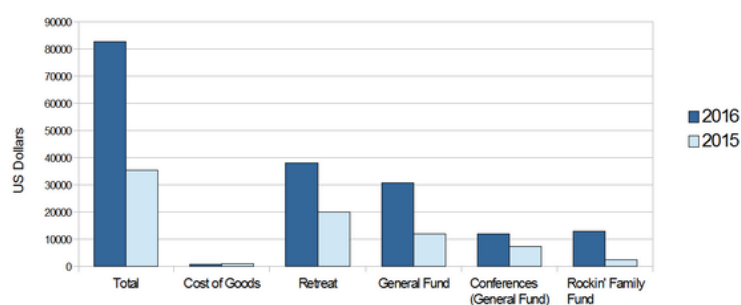
Revenue Comparison



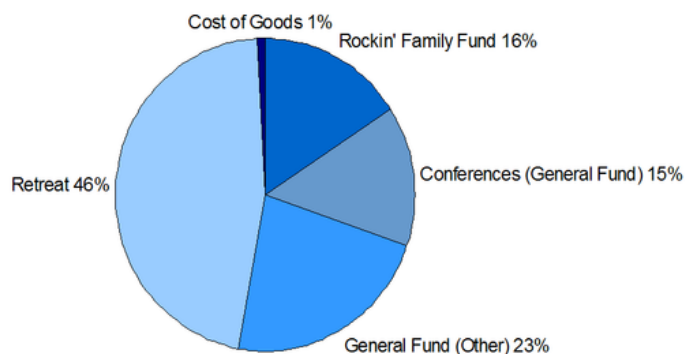
2016 Revenue Composition



Expense Comparison



2016 Expense Composition



Board of Directors

Heather Bradley
President & Co-Founder
Stillwater, MN

Jen Jacob
Co-Founder
Granger, IA

Cathleen Small
Secretary
Clayton, CA

Jaime Erickson
Treasurer
McKinney, TX

Jenny Di Benedetto
Antioch, IL

Mandy Ramzan
Long Island City, NY

Becky Bausman
Belmont, CA

Jillian Benfield
Tucson, AZ

Operations

Executive Director
Jen Jacob

Director of Rockin' Mom Retreat
Mandy Ramzan

Medical Outreach Director
Jenny Di Benedetto

Director of Partnerships and
Outreach
Heather Bradley

Communications Director
Jillian Benfield

Rockin Family Fund Director
Holly Bishop

Designer
Sheri Selph

Operations Cont'd

Fundraising Director
Jessica Pace

Directors of Support
Tiffany Stafford

Local Organization Liaison
Ashly Williams

Support Admins
Heather Hicks - USA
Jetter Freeman - USA
Jennifer Lynn - CA
Brianna Lardie - USA
Brandi Reyes - USA
Angela McCarty - USA
Jisun Lee - USA
Michelle Steffen - USA
Jennifer King - USA
Peg Ricardo - USA
Joelle Kelly - AUS
Karen Wollman - USA
Heather Ascherl - USA
Melissa Ciraulo - USA
Candice Nugent - USA
Shawn Lamb - USA
Lynda Campos - USA
Jen Tusing - USA
Yadira Regla - USA
Marie Bacsik - USA
Mallory Shuck - USA
Megan Dodd - USA
Shelley Peterson - USA
Laura Gordon - USA
Stevie Rodriguez - USA
Angela Hedican - USA
Sheryl Smith - USA
Melissa Chambers - USA
Jennifer Tough - CA

Rockin' It Run Coordinator
Janessa Gross

Rockin It Run Volunteers
Marissa Dunn
Mo Martin
Lauri Edwards

Operations Cont'd

Social Media Director
Melissa Chambers

Social Media Committee Chair
Lauren Ochalek

Pinterest Admin
Crystal Staley

Twitter Admin
Diane Hill

Facebook Admins
Nicole Kunkel
Katelyn McKenzie

Instagram Admin
Amber Whitton-Smith

Social Media Ads
Jen Sexton
Jessica Winter
Stefanie Settlemyre

Rockin' Family Fund Volunteers
Marcia Steed
Natalie Palin
Nancy Landess

Retreat Volunteers
Troy Remick
Meagan Loken
Lisa Sturm
Nikki Drago

contact us

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Down Syndrome Diagnosis Network



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DSDN Rockin' Moms

