

ANNUAL REPORT 2020



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A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

My heart is filled with gratitude as I look back on all the accomplishments of 2020 that you helped make possible for people with Down syndrome. Even in a year of a global pandemic, you showed up. Your contributions, in both financial and moral support, helped us convert programming from in-person to virtual almost overnight. It provided an outstretched hand to our families in need. And it helped us not only “get by” this past year, but to meet and exceed all the Strategic Priority goals for 2020.

Thank you for being our partner in the achievements you see in this Annual Report. While we still have much work to do, the knowledge of what we can accomplish together for people with Down syndrome gives me hope and thrills me for the future of the Down Syndrome Alliance of the Midlands.

Many thanks,



Leah Janke
DSA Executive Director



A MESSAGE FROM THE PRESIDENT

Dear Friends,

It seems like just yesterday that talk of COVID-19 and quarantining was completely foreign to us – now it’s just a part of our lives. While I’m ready for this all to be behind us, what I hope sticks around is this feeling of being part of a team - that we’ve got each other’s backs.

If there was ever a year that YOU, our friends, families, donors, and sponsors, ever made that feeling of “Team” evident, it was in 2020. Thank you. For all the times that you stepped up to the plate and supported people with Down syndrome – like when WDSO went virtual, our Gala had to be cancelled, and the Step Up Walk had an entirely new look and feel – THANK YOU!

YOU are our team and we couldn’t be more grateful for what you helped make possible last year. Cheers to what we learned in 2020 and how much stronger it is making us for an incredible and exciting 2021! Together I know it will be a great one.

With Gratitude,



Kyle Schmidt
DSA Board President



THE DOWN SYNDROME ALLIANCE OF THE MIDLANDS IS COMMITTED
TO CONNECTING THOSE TOUCHED BY DOWN SYNDROME THROUGH
EDUCATION, ADVOCACY AND SUPPORT.

STRATEGIC PRIORITIES AND PROGRESS TOWARD GOALS

In early 2020, Down Syndrome Alliance of the Midlands designed a three-year Strategic Plan. The Board of Directors and staff worked together to create goals and strategize about how to meet and measure each goal. Quarterly implementation steps were developed to accomplish each Year One goal.

YEAR ONE STRATEGIC ACCOMPLISHMENTS

1

DEVELOPING HUMAN & FINANCIAL CAPITAL

- A full-time Special Events Coordinator joined the DSA staff.
- Board of Directors committees were defined.
- Reserve Fund was created.

2

EXPANDING DATA & STRENGTHENING OUTCOMES AND COMMUNICATION

- Updated demographic data collected from members.
- Marketing calendar established for fundraising events.
- Survey data collected following events and programs.

3

OBTAIN A PHYSICAL SPACE THAT MEETS THE NEEDS OF FAMILIES AND THE ORGANIZATION

- Building Committee was formed.
- Needs Assessment was created.
- Timeline developed.
- Budget was created for projected increase in operating expenses.

OUR REACH



562

People with Down Syndrome

2,946

Facebook Followers

1,108

E-Newsletter Subscribers

SUPPORT



\$1,800

Distributed through Back-to-School COVID-19 Fund

\$500

Distributed in Meal Assistance Gift Cards

13

Families Received Adopt-a-Family Christmas Gift Support

NEW IN 2020



34

New Babies with Down Syndrome

56

Clear Masks Delivered to Local Educators & Speech Therapists

4

New Programs Started

DOLLARS & CENTS



123%

Fundraising Goal Met at Walk on Wheels & Virtual Walk

\$19,000

Received from Omaha Gives & Giving Tuesday

\$100,820

Raised from Building the Future Gala

2020 EXPENSES

17%	Events	\$85,339
9%	Management	\$46,282
9%	General Advocacy	\$45,433
7%	Family Outreach & Support	\$33,066
5%	Educational Advocacy	\$26,671
3%	Medical Outreach	\$15,405

TOTAL EXPENSES \$252,196

**Mustaches for Kids and COVID Relief was one time only funding. Overage of \$248,576 is being allocated to Building the Future funds.*

2020 REVENUE

25%	Step Up Walk	\$123,228
24%	Mustaches for Kids*	\$119,300
20%	Gala	\$100,820
16%	Grant Income/COVID Relief*	\$82,422
10%	Contributions & Donations	\$48,329
5%	Miscellaneous	\$26,673

TOTAL REVENUE \$500,772

BUILDING THE FUTURE GALA SPONSORS

Developer Sponsorship (\$10,000+)

OneStaff Medical

Engineer Sponsor (\$5,000-\$9,999)

Brad & Laura Nielsen Family Foundation
Kathi and Louie Rotella Foundation

Builder Sponsor (\$2,500-\$4,999)

Barnhart Press
Children's Hospital and Medical Center
Union Pacific

Apprentice Level Sponsor (\$1,500-\$2,499)

Bellevue Baseball Buddies
BizJet Jobs
Bland and Associates
D.A.D.S of Omaha
Gail & Nancy Nielsen
Interconnection Systems, Inc.
Joe & Therese Paladino

Ken & Karen Keegan
Kiewit Corporation
Lou & Janet Pol
Marci & John Franzen
Marcotte
Mary McHale & Joe Holm
PayPal
Susie & Tom Tiehen
WoodmenLife

STEP UP WALK SPONSORS

Diamond (\$5,000+)

Children's Hospital & Medical Center

Gold (\$1,000-\$4,999)

Blue Door Pediatric Therapy
D.A.D.S. of Omaha
Dino's Storage
Holm/McHale Family
Nebraska Medicine
PayPal
Rotella's Italian Bakery
Union Pacific
Wild Game Feed (Knights of Columbus)

Silver (\$750-\$999)

Cooke Cups

SPONSORS

Boys Town National Research Hospital
Enable Savings Plan
Judd Knispel State Farm
Pediatric Therapy Center
Seim Johnson LLC

GRANTORS & MAJOR DONORS

\$15,000+

Aristocrat Cup

\$10,000-\$14,999

Brad & Laura Nielsen Family Foundation

\$5,000-\$9,999

Union Pacific

\$2,000-\$4,999

American Laboratories
Scheels

SHOUT OUT!

Special acknowledgment and appreciation goes to this top donor who exceeded all levels of major support with their 2020 contribution.

Mustaches for Kids - \$119,300

STAFF AND BOARD MEMBERS

STAFF

- Leah Janke, *Executive Director*
- Samantha Kruse, *Special Events Coordinator*
- Amanda Clark, *Program Coordinator*
- Marcus Sikora, *Self-Advocate Administrative Assistant*

BOARD MEMBERS

- Kyle Schmidt, *President – C.H. Robinson Global Forwarding*
- Denise Gehringer, *Vice President – Sheltering Tree*
- Ranae Keckeisen, *Treasurer – Union Pacific Railroad*
- Heather McNeal, *Secretary – TD Ameritrade*
- Zachary Buxton, *Legal Advisor – Baird Holm LLP*
- Christine Tran– *Nebraska Medicine*
- Janet Pol – *UNO, Retired*
- Jennifer Koley – *Ollie Webb Center, Inc.*
- Katie Erspamer – *Castle Biosciences*
- Kendra Ely – *Self-Employed*
- Laura Baum
- Sean Purcell – *OneStaff Medical*
- Sarah Schulz – *Human Resource Association of the Midlands (HRAM)*
- Jeanna Pine - *Through the Years Childcare*

