



Down Syndrome Achievement Centers

## 2025 Impact Report



**THE POWER  
OF A PLAYHOUSE**

The 2025 Impact Report provides a comprehensive look back at the impact and progress of GiGi's Playhouse during the 2024 calendar year.

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## OUR PURPOSE

To change the way the world views Down syndrome and to send a global message of acceptance for all.

## OUR MISSION

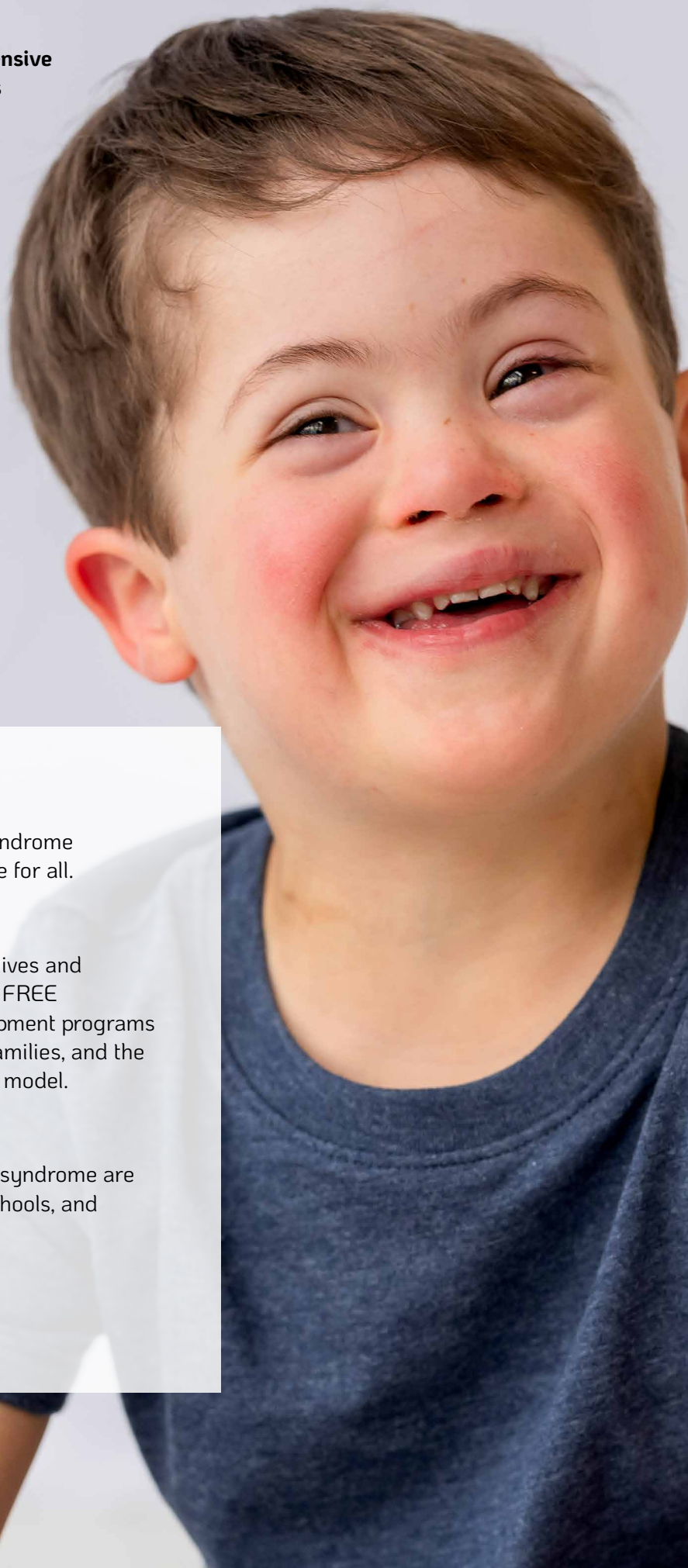
We make a lifetime commitment to change lives and provide hope through consistent delivery of FREE educational, therapeutic, and career development programs for individuals with Down syndrome, their families, and the community, through a replicable playhouse model.

## OUR VISION

To see a world where individuals with Down syndrome are accepted and embraced in their families, schools, and communities.

## OUR PROMISE

A lifetime commitment to families.





## OUR GLOBAL IMPACT

GiGi's Playhouse is the only international network of Down Syndrome Achievement Centers dedicated to providing FREE therapeutic, educational, and career programs for individuals with Down syndrome and their families.

Nancy Gianni, Founder and Chief Belief Officer, opened the first Playhouse in Hoffman Estates, Illinois, in 2003 as a promise to her four-month-old daughter, GiGi — a promise to change the way the world views Down syndrome. That promise has grown into a thriving network of more than 60+ locations across the United States and Mexico. Offering a lifetime commitment to every individual we serve, GiGi's Playhouse provides individuals with Down syndrome the opportunity to maximize their potential to further grow acceptance, inclusion, and empowerment.

## Letter from the Founder & Chief Belief Officer

# NANCY GIANNI



### Hello, GiGi's family!

Sometimes, I have to pinch myself to believe how far GiGi's Playhouse has come. What started as a promise I made to GiGi when she was 4 months old has transformed into a \$37 million not-for-profit that serves families worldwide with free programs and is truly changing the way the world views Down syndrome. Today, we have opened 61 Playhouses across the U.S. (and even beyond!) — and each one is a beacon of hope in its community.

Through it all, our mission remains at the heart of everything we do. From prenatal diagnosis to career skills, we make a lifetime commitment to our families, ensuring they are never alone on this journey. Walking into a Playhouse, a family finds acceptance, hope, and people who believe in their child's potential — sometimes even before they themselves do. I've met so many parents this year who told me GiGi's was their "lifeline" after a diagnosis, and now their children are thriving in ways they once thought impossible.

Please take a moment to read this Impact Report and celebrate all that YOU have helped make possible in 2024! The stories and successes in these pages are your stories too! Whether you are a volunteer, donor, participant, staff, or supporter, you are a valued part of this amazing GiGi's family that is breaking down barriers and setting new standards of inclusion.

From the bottom of my heart, thank you for standing with us, believing with us, and being the change with us. Together, we are redefining what it means to truly accept and embrace everyone.

With love and gratitude, keep believing and dreaming big with us!

XOXO,

A handwritten signature in dark ink that reads "Nancy Gianni".

Nancy Gianni  
Founder & Chief Belief Officer (and GiGi's Mom)  
GiGi's Playhouse, Inc.

## Letter from the CEO **CHRIS BEHRENS**



### **Dear Valued Supporters,**

2024 has been an incredible year of growth and impact for GiGi's Playhouse — and one of personal transition for me. I began the year serving on the Executive Board of GiGi's, and in the fourth quarter, I had the honor of stepping into the role of CEO. From both vantage points, I've had the privilege of witnessing the passion, perseverance, and purpose that fuel this organization every single day.

I am proud to share that we provided over 340,000 hours of FREE therapeutic and educational programming in 2024. Every one of those hours represents opportunities — a child learning to read, a teen building confidence, an adult mastering a life skill — all offered at no cost to families. This remarkable achievement was only possible because of generous donors and thousands of volunteers who gave their time and talent. Together, we are changing lives daily.

Our network also grew in scope and quality. We celebrated the opening of three new Playhouses (bringing us to 61 Playhouse locations), introduced

programs in new languages, and enhanced our virtual offerings. To keep pace with this growth, we focused on strengthening our infrastructure — from volunteer training to program development — ensuring we maintain the highest standards of program excellence as we expand.

None of this would be possible without the unwavering support of people like you. Thank you for believing in our mission and for helping make 2024 a year of real change and hope. I am continually inspired by the stories of achievement and perseverance that come out of each Playhouse. As we look ahead, I am more confident than ever that, with your support, we will continue to break barriers and achieve the “unimaginable” together.

Thank you!

A handwritten signature in black ink that reads "Chris Behrens". The signature is written in a cursive, flowing style.

Chris Behrens  
Chief Executive Officer  
GiGi's Playhouse, Inc.

## Meet Our Chief Inspiration Officer

# GIGI GIANNI



GiGi Gianni has been inspiring others since her birth in 2002. Born with Down syndrome, GiGi is the namesake and Chief Inspiration Officer of GiGi's Playhouse. Her life and work embody our purpose: to change the way the world views Down syndrome and to send a global message of acceptance for all.

### A Life of Impact

GiGi is a motivational speaker, advocate, author, and accomplished singer who has performed the National Anthem at major events including Chicago Cubs games and national concerts.

GiGi also co-hosts A Little Something Extra, the first video podcast of its kind led by an individual with Down syndrome.

### Presence and Purpose

GiGi's influence extends beyond the stage or studio. She travels to every GiGi's Playhouse location across the country, attending Playhouse Grand Openings, major events, and meeting families, volunteers, and supporters.

Her presence at these milestones brings our mission to life, showing the world what's possible when individuals with Down syndrome are seen for their strengths, not their diagnosis.



# THE POWER OF A PLAYHOUSE



## WHEN SUPPORT DIDN'T EXIST, THEY BUILT IT

### RECEIVING THE DIAGNOSIS

Justine needed support. On August 11, 2020, she gave birth to her daughter Penny, who was diagnosed with Down syndrome. Like many parents, Justine was overwhelmed, grappling with what the diagnosis meant for her, her daughter, and their future.

“I was petrified when I got my daughter’s diagnosis. I was angry; I grieved. I went to the extreme worst of everything,” Justine said. “That’s when I knew I needed to find that support.”

Just one day after Penny’s birth, Justine called a local organization hoping to find that support. That call was never returned. In fact, she’s technically still waiting.

**But Justine didn’t stop looking.**



**“I wanted to meet moms of older kids. I needed to see what life looked like years down the road,” she said. “I wanted to know I was going to be okay.”**

Her search led her to a Facebook group of local parents of children with Down syndrome. They were working to bring an organization to town that would provide free, life-changing programming for individuals with Down syndrome and their families. That organization was GiGi’s Playhouse.

Justine decided to attend a local event the group was hosting, called the GiGiFIT Acceptance Challenge. For the first time, she felt the connection she had been looking for. Strangers

congratulated her on Penny’s birth. **People saw her daughter as a joy, not a diagnosis.**

“Both my husband and my hearts were filled,” she said. “We got in the car, and he looked at me and said, ‘You’re going to be a part of this, aren’t you?’

**She was.**

Just one week later, Justine emailed the startup team. She wanted in.

## **BUILDING THE DREAM**

Determined to bring a GiGi’s Playhouse to her community, Justine joined the startup team as its lead. It was no small task; it required raising awareness, rallying support, and securing

funding. Along the way, Justine had moments where she questioned just how feasible this undertaking was.

The next year, the startup team hosted another GiGiFIT Acceptance Challenge, this time focused on fundraising. For Justine, it would be the moment of truth.

Over 300 people showed up to the event, raising over \$40,000.

That’s when it became clear to Justine: the entire community needed GiGi’s.

**“Selfishly, I started it for my daughter Penny,” Justine said. “But once meeting our community, I knew our community needed this.”**

Support kept growing in surprising ways. When Justine and the team were searching for a location, a landlord named Alex asked what the space was for. When she explained it would be a Down Syndrome Achievement Center, he donated the entire build-out — with no personal connection to the cause.

**“In a world that I’m so petrified for my daughter to be in, there are still amazing people like Alex,” she said.**

In March 2024, after years of hard work, the Playhouse officially opened. More than 500 people came to celebrate what their community had built...together.

## THE REAL BEGINNING

When the Playhouse opened, it wasn’t the end; it was just the beginning.

The demand was particularly clear among adults with Down syndrome, a group often left behind after childhood. In this community, as in many others, state-funded early intervention services stop at age three. After that, families are left to navigate a confusing and limited system of support.

**“As nice as those services were, they’re gone,” said one local mom. “But my son still needs help. And GiGi’s won’t go away; not when he’s 5, or 15, or 10.”**

Immediately, the need for GiGi’s services revealed itself. The very first program offered was a GiGiFIT Adult class. It filled instantly.

But GiGi’s lifetime commitment was not just reflected in the adult programming; it was embodied through the adult participants themselves.

Justine and the Playhouse team reached out to the mother of David, a local 59-year-old man with Down syndrome experiencing early-onset dementia, a condition that affects many adults in the Down syndrome community.

His mother wasn’t sure he’d be able to attend the Playhouse, but Justine assured her: he belongs here.

“Seeing David walk in, shake my hand, and smile,” Justine said, “I knew, I’m going to be okay. My family is going to be okay.”



For many, that's what GiGi's represents: certainty in a world of unknowns.

**"Every other service has an end date," said one parent. "With GiGi's, it doesn't."**

And now, families who once feared the diagnosis can rest a little easier. Justine included. The fear she felt when Penny was first born has been replaced with something else: peace.

"To know that my child and others like her have a place where they're accepted — where they can unapologetically be themselves," Justine said, "we're able to go home and lay our heads down at night with a smile on our face, knowing that she's going to be fine."

## ONE STORY, 61+ PLAYHOUSES STRONG

Justine's story, and the Playhouse she and her community helped open, unfolded in Las Vegas, Nevada, but it could have happened anywhere. That's the power of GiGi's Playhouse.

Since founder Nancy Gianni opened the first Playhouse in 2003, the mission has remained the same: to make a lifetime commitment to changing lives and provide hope through



consistent delivery of free educational, therapeutic, and career development programs for individuals with Down syndrome, their families, and the community.

What began with one location in Illinois has grown into a replicable and sustainable business model of more than 61 Playhouses across the U.S. and Mexico, each fueled by passionate volunteers, generous donors, and courageous families like Justine's.

**The Las Vegas Playhouse is proof of what's possible when passion is backed by community, a business model, and a mission.**



# 2024 YEAR IN REVIEW

Defined by Growth, Achievement, and Impact

## GROWTH IN LOCATIONS

We expanded our reach by opening new Playhouses in Las Vegas, Simi Valley, and Portland, and launched the beta version of the GiGi's Virtual Programming Platform to further extend our impact.

## GROWTH IN PROGRAMMING

We provided 340,000+ hours of free programming over the course of the year — a 21% increase over 2023 — and welcomed an average of 300 new families each month into the GiGi's Playhouse network.

## GROWTH IN LEADERSHIP

2024 marked a significant milestone with the hiring of our first Chief Executive Officer, Chris Behrens, made possible by the Yield Giving grant from MacKenzie Scott. We also strengthened the National Office by investing in leadership development and long-term sustainability.

# ACHIEVEMENTS IN 2024



Opened our 59th (Las Vegas), 60th (Simi Valley) and 61st Playhouses (Portland)

Awarded prestigious \$2M MacKenzie Scott Yield Grant

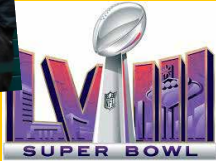
Partnered with Harry Moon Books to launch new collaborative children's book series, "GiGi's Journey."

Grew National #GenerationG Youth Board as next generation of change-makers

Released our second annual issue of #GenerationG Magazine, helping us spread acceptance and inclusivity



GiGi's Playhouse advertisement featured in the 2024 Official NFL Super Bowl Program Book



Launched new beta-version of GiGi's Virtual Programming Platform

Hired our first CEO and invested in National Office's leadership and sustainability

Launched monthly newsletter to communicate and update entire GiGi's network



NFL Player Reid Ferguson and NFL Analyst Ryan Fitzpatrick supported GiGi's Playhouse in #MyCauseMyCleats campaign

## PLAYHOUSE OPENINGS IN 2024



### **LAS VEGAS, NV** **PLAYHOUSE #59**

In March, we opened GiGi's Playhouse Las Vegas, our first Playhouse in Nevada!



### **SIMI VALLEY, CA** **PLAYHOUSE #60**

In August, our 60th Playhouse officially opened its doors: GiGi's Playhouse Simi Valley!



### **PORTLAND, OR** **PLAYHOUSE #61**

In September, we celebrated our final opening of the year, and our first in Oregon, with GiGi's Playhouse Portland!

## PLAYHOUSES ON THE HORIZON

In addition to opening three Playhouses in 2024, we're excited to have startup locations forming in several cities, expanding our reach even further. These startup Playhouses include:

**CHARLESTON, SC (OPENING 2025)**  
**COLORADO SPRINGS, CO**  
**KNOXVILLE, TN**  
**SALT LAKE CITY, UT**

## GIGI'S PLAYHOUSE IMPACT IN 2024



**340,000**

hours of FREE programming

**5,620**

hours of FREE programming  
each week



**31,000+**

families served

**300**

new families join GiGi's Playhouse  
every month



**66**

Playhouse locations opened,  
plus start-ups



**93**

countries served virtually

**6**

Continents where individuals  
with Down syndrome receive  
our 1:1 tutoring



**99%**

volunteer run

**200,000+**

volunteer hours



**50%**

of all program hours  
dedicated to adult  
programming

## KEY PARTNERSHIPS IN 2024



## BEYOND THE PLAYHOUSE: AWARENESS. ADVOCACY. ACTION.

In 2024, GiGi's Playhouse went beyond free programming — we shifted mindsets, shaped culture, and drove acceptance across the globe.

### SOCIAL MEDIA REACH

50M+ Impressions  
2.3M+ Engagements  
740K+ Followers  
14% Growth in Followers

### DIGITAL REACH VIA WEBSITE

2.6M Pageviews  
+16% Organic Pageviews YOY  
760K Total Users  
50K Pageviews Per Week

### STORYTELLING WITH PURPOSE

Hosted by Nancy, GiGi, and Franco Gianni, *A Little Something Extra* spotlights celebrities, advocates, entrepreneurs, and everyday heroes who are redefining what's possible.



### ADVOCACY IN ACTION

In 2024, we recognized #GenerationG Heroes — individuals and organizations driving real change and acceptance in their communities.

Tampa Bay Buccaneers players Dee Delaney and Deven Thompkins were recognized as proud fathers of children with Down syndrome using their platforms to champion awareness and acceptance.

Cardinal O'Hara High School — the first high school to win our #GenerationG Hero Award — for their inclusive St. Margaret's Scholar Program, which pairs students with disabilities with peer mentors to support academic and social success.



At GiGi's, advocacy means action — online, on air, and in communities.



# 2024 PROGRAMMING

Virtual, Signature, and Career Programs

## GIGI'S VIRTUAL PROGRAMS

In 2024, we launched our new and updated virtual programming platform. This innovative platform is allowing us to expand our reach. Thanks to our new virtual platform, our free programs are in underserved communities throughout the U.S., as well as 93 countries! In fact, our 1:1 tutoring programs are now reaching six continents! Through our virtual programming platform, families across the world can access:

**1:1 Programs**

**Live Programs**

**On-Demand Programs**



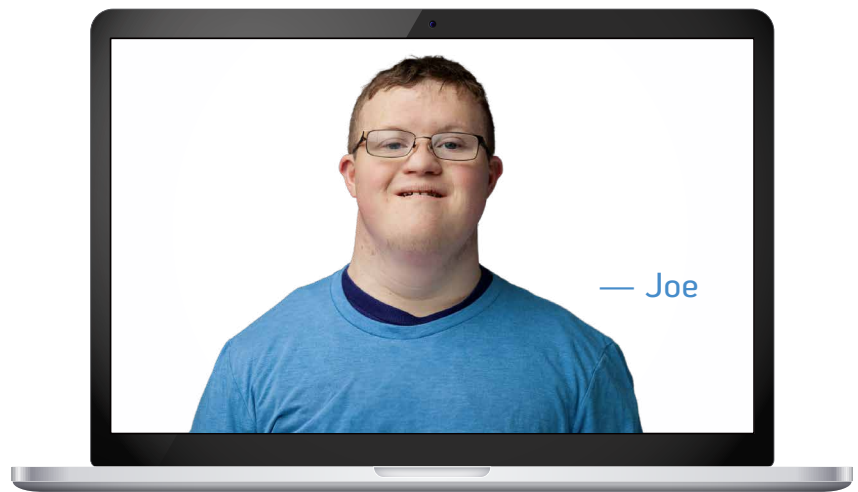
### VIRTUAL SUPPORT, REAL IMPACT

Joe had lost his passion for reading. Like many individuals with Down syndrome, negative experiences in school had shaken his confidence. Then he enrolled in one-on-one tutoring through GiGi's Playhouse Virtual Programs, and everything changed.

**“The truth is, GiGi’s made Joe love reading again,” said Joe’s mother. “He becomes more alive, creative, and expressive.”**

But Joe’s progress didn’t stop there; he was accepted to Bowling Green State University Firelands campus, a dream come true for his whole family.

“I really believe GiGi’s made all the difference in Joe’s life. Our lives are much richer because of the teamwork GiGi’s has...just knowing that the tutors exist warms our hearts and gives us hope that our kids will be included and welcome out in the world even when it’s not family.”



## GIGI'S SIGNATURE PROGRAMS

At GiGi's Playhouse, our FREE Programs are deliberately holistic — spanning therapeutic, educational, social, and career development needs — and are all backed by research-based curricula tailored for individuals with Down syndrome.

### AMINA GRACE ONE-ON-ONE SPEECH & LANGUAGE PROGRAM

(All Ages)

Provides specialized instruction to strengthen articulation, speech clarity, expressive and receptive language, and social communication skills. Sessions focus on building oral motor strength, increasing vocabulary, improving sentence structure, and enhancing conversational skills through engaging, multi-sensory activities. The program empowers participants to develop stronger communication skills for real-world interactions.

### ART EXPLOSION (All Ages)

Supports the growth of key developmental skills by providing a hands-on exploration of diverse art media, fostering self-expression, building confidence and social skills, as well as fine and gross motor skills.

### DESTINATION DISCOVERY (All Ages)

Creates a sensory-rich environment where participants engage in fun, structured play that promotes gross motor development, fine motor skills, social interaction, and cognitive skills.

### FANTASTIC FRIENDS (Ages 18+)

Facilitates social interactions between adults with Down syndrome, their peers, and the community. Supports the development of social skills and language through peer-to-peer interaction in a fun, casual setting.



### GIGIFIT (All Ages)

A physical therapy-based program series that uses evidence-based techniques to improve strength, endurance, joint stability, balance, and movement control. Designed for individuals with Down syndrome of all ages.

### GIGI'S DANCE (Ages 5 – Adult)

Introduces basic dance styles, techniques, and movements while improving gross motor skills, mental and muscle memory, and cardiovascular conditioning. The program also enhances strength, flexibility, and coordination.



## **GIGI'S KITCHEN (Ages 6 – Adult)**

Teaches practical cooking skills and educates participants on the importance of nutrition for lifelong health. Designed for kids, teens, and adults, the curriculum focuses on preparing balanced, nutrient-rich meals that support brain function, cardiovascular health, and overall wellness.

## **KIDS CLUB (Ages 8 – 12)**

Supports the development of social skills and language through peer-to-peer interaction in a casual and fun setting. This program also supports gross motor skills through active games, fine motor and self-help skills through meal/snack preparation and activities.

## **LEAPS & BOUNDS (Ages 3 – 5)**

Promotes the development of social, emotional, and motor skills through structured play and engaging group activities. This program supports early childhood growth in a fun, purposeful environment.

## **LMNOP (Ages 0 – 36 months)**

Introduces and strengthens communication skills through music, movement, and sign language. The program guides infants and toddlers and their parents through basic sign language and language development using music and play. LMNOP makes language development fun and accessible, setting a strong foundation for future speech and communication skills.

## **MUSIC MAKERS (Ages 5 – Adult)**

Builds self-confidence, enhances social and communication skills, and strengthens motor development through the therapeutic use of music and instruments. This engaging program supports learning and growth for individuals from school age through adulthood.

## **ONE-ON-ONE LITERACY PROGRAM (Ages 3 – Adult)**

Tailors individualized lessons to each learner's ability level, using research-based strategies like sight word recognition, phonics, guided reading, and storytelling. This approach enhances comprehension, improves articulation, and fosters a love for reading.

## **ONE-ON-ONE MATH PROGRAM (Ages 3 – Adult)**

Provides personalized instruction in number recognition, counting, basic operations, time management, money concepts, and functional math skills tailored to real-life applications. The program fosters confidence in numerical reasoning and practical math application, empowering participants to use math in daily situations, such as shopping, budgeting, and time management.

## **PLAYHOUSE PALS (Ages 5 – 8)**

Supports the development of social skills and language through peer-to-peer interaction in a casual and fun setting. This program also supports gross motor skills through active games, as well as fine motor skills and self-help skills.

## GIGI'S CAREER PROGRAMS

Adults with Down syndrome are living longer than ever, and they deserve opportunities that grow with them. We're expanding our career programming to meet the evolving needs of this thriving population through progressive, multi-tiered support that empowers lasting independence.

### GIGI PREP (Ages 18+)

Focuses on foundational career readiness, teaching essential soft skills such as communication, time management, and teamwork. Participants engage in interactive workshops and activities that help build confidence and prepare them for entry-level employment opportunities.



### GIGI U (Ages 18+)

Builds upon foundational skills, offering advanced instruction in workplace etiquette, customer service, and task management. The program emphasizes leadership development and goal setting, empowering participants to take ownership of their career paths.



### GIGI PROFESSIONAL (Ages 18+)

Provides the final step in the career development journey, connecting participants with real-world internship opportunities and supporting their transition to paid employment in community-based settings. This program partners with businesses and community organizations to foster inclusive hiring practices and ensure participants are placed in integrated, competitive jobs that match their skills and interests.

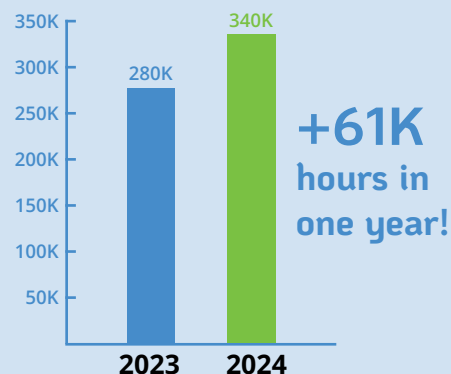


## EXPANDING ACCESS IN 2024

In 2024, GiGi's Playhouse delivered more than **340,000 hours of free programming**, up from **280,000 hours in 2023**. That's a 21 percent increase in life-changing impact, made possible by our community of volunteers, donors, and families!

From one-on-one tutoring to career training, fitness, and life skills programs, each hour represents opportunity, connection, and inclusion for individuals with Down syndrome across the country.

Program Hours Growth



## MEETING THE NEEDS OF A GROWING ADULT POPULATION

Half of all program hours in 2024 served adults with Down syndrome.

People with Down syndrome are living longer, but many face serious health and independence challenges:

- Over 90% will develop Alzheimer's
- 70%+ are overweight or obese
- Up to 400% higher risk of diabetes
- Increased risk of falls, hospitalization, and regression

Despite these challenges, there is limited long-term support tailored to adults with Down syndrome.

At GiGi's Playhouse, we're changing that. We're expanding adult-focused programs that promote movement, nutrition, community, and lifelong learning because growing older should come with dignity and opportunity.

**Lifelong support. Lifelong potential.**



### ACCESSIBLE TO ALL, TRANSFORMATIONAL FOR ARI

Ari had a tough time in school, often misunderstood by teachers and labeled as unfocused. But when Ari enrolled in the free one-on-one literacy tutoring program at GiGi's Playhouse, her energy wasn't a problem; it was a key. Her Literacy Tutor, Holly, embraced Ari's unique learning style with creative, movement-based lessons that helped her stay engaged, make real progress, and unlock her potential.

"Ari loves letters, knows each letter's sound, and is starting to read independently," her mom shared. "I believe it's because of the lasting, loving impact Holly made."

## POWERED BY PEOPLE

In 2024, over 200,000 volunteer hours powered 340,000 hours of FREE programming across the GiGi's Playhouse network. From tutoring to program leads and everything in between, our volunteers made it all possible.

### VOLUNTEER HIGHLIGHTS



**Cindy Marie Judy**

An outstanding 1:1 virtual tutor whose impact spans years and borders, was awarded our **Lifetime Achievement Award!**



**Sally Marquis**

A beloved volunteer at our Hugs + Mugs Café in the National Playhouse, was awarded our **National Volunteer of the Year Award!**

### THE NEXT GENERATION OF CHANGE

Our #GenerationG Youth Boards are groups of high school volunteers passionate about inclusion and advocacy for individuals with Down syndrome. They volunteer at local Playhouses, lead events, and promote acceptance in their schools and communities.

In 2024, seven Playhouses united for our first National #GenerationG Youth Board Forum to build a model for expanding youth involvement across GiGi's. At our Annual Leadership Conference, we honored members of the National Youth Board with the #GenerationG Award.

They're not just the future of GiGi's; they're helping build it.



A photograph of a young child with light brown hair, smiling broadly and looking upwards. The child is wearing a white dress with a pattern of pink polka dots and cartoon characters, including Minnie Mouse. The child's hands are clasped together in front of them. The background is a plain, light-colored wall.

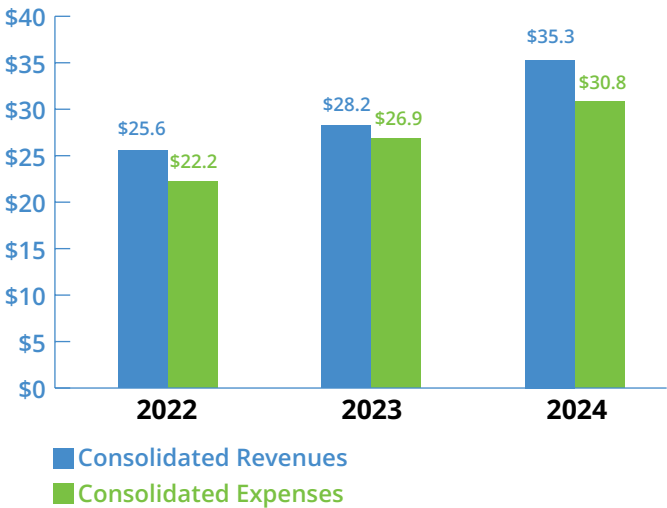
# 2024 FINANCIAL OVERVIEW

Financials, Donors & Grantors, Corporate Partnerships, and Our Board

# FINANCIAL HIGHLIGHTS

In 2024, thanks to strong community support, careful budgeting, and successful fundraising events, GiGi’s Playhouse, Inc. remained on solid financial footing while expanding our services to more families than ever. We sustained a network-wide budget of \$35.3 million, enabling free, high-impact programming at every Playhouse location. With less than 10% of expenses allocated to general and administrative costs, our resources go directly to the communities we serve, ensuring we create meaningful impact.

**3-Year Consolidated Revenue and Expenses\***  
Dollars in Millions

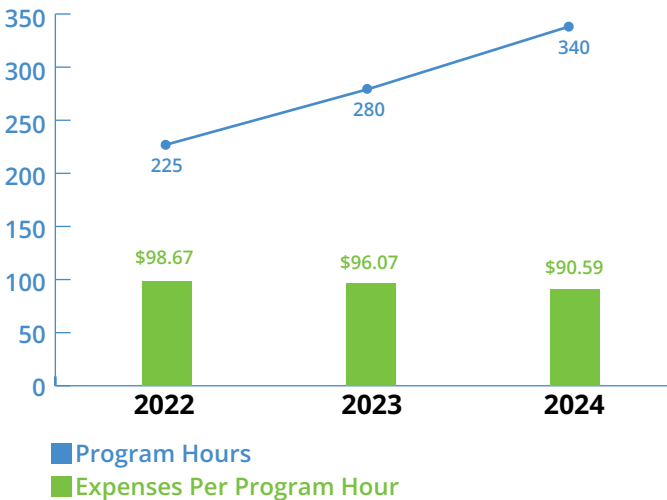


\*does not include NMS, National Mission Support

## STEADY GROWTH, MISSION-DRIVEN MOMENTUM

Over the past three years, GiGi’s Playhouse has consistently exceeded revenue projections while carefully managing expenses — demonstrating strong financial stewardship and sustainable growth. This positive trajectory ensures we can continue expanding free, life-changing programs for individuals with Down syndrome.

**3-Year Growth in Programs and Efficiencies**  
Program Hours in Thousands



## GROWING IMPACT, LOWER COST

As GiGi’s Playhouse expands and delivers more program hours, our cost per program hour continues to decrease — proving that growth isn’t just about doing more, **it’s about doing it more efficiently.**

## 2024 FINANCIAL RESULTS

GiGi's Playhouse, Inc.

Consolidated Statement of Activities and Changes in Net Assets

Years Ended December 31, 2024 and 2023

|                                                | 2024                       |                         |                     | 2023                       |                         |                     |
|------------------------------------------------|----------------------------|-------------------------|---------------------|----------------------------|-------------------------|---------------------|
|                                                | Without Donor Restrictions | With Donor Restrictions | Total               | Without Donor Restrictions | With Donor Restrictions | Total               |
| <b>Revenue, Gains, and Other Support</b>       |                            |                         |                     |                            |                         |                     |
| Contributions                                  | \$8,580,680                | \$169,239               | \$8,749,919         | \$7,139,472                | \$382,724               | \$7,522,196         |
| Grants                                         | 3,139,203                  | 2,517,769               | 5,656,972           | 745,249                    | 1,714,745               | 2,459,994           |
| Merchandise Income                             | 117,224                    |                         | 117,224             | 125,731                    |                         | 125,731             |
| Contributed nonfinancial assets                | 5,761,529                  |                         | 5,761,529           | 4,601,600                  |                         | 4,601,600           |
| Special event revenue:                         |                            |                         |                     |                            |                         |                     |
| Gross revenue                                  | 13,164,401                 | 50,132                  | 13,214,533          | 11,943,394                 |                         | 11,943,394          |
| Special event contributed nonfinancial assets  | 1,206,691                  |                         | 1,206,691           | 1,138,042                  |                         | 1,138,042           |
| Investment return — Net                        | 540,639                    |                         | 540,639             | 339,728                    |                         | 339,728             |
| Miscellaneous revenue                          | 40,604                     |                         | 40,604              | 86,398                     |                         | 86,398              |
| Net assets released from restrictions          | 2,054,982                  | (2,054,982)             | -                   | 2,112,511                  | (2,112,511)             | -                   |
| <b>Total revenue, gains, and other support</b> | <b>\$34,605,953</b>        | <b>\$682,158</b>        | <b>\$35,288,111</b> | <b>\$28,232,125</b>        | <b>\$(15,042)</b>       | <b>\$28,217,083</b> |
| <b>Expenses</b>                                |                            |                         |                     |                            |                         |                     |
| Program Services                               | 23,254,476                 |                         | 23,254,476          | 20,251,596                 |                         | 20,251,596          |
| Support services:                              |                            |                         |                     |                            |                         |                     |
| General and administrative                     | 1,529,621                  |                         | 1,529,621           | 1,272,469                  |                         | 1,272,469           |
| Fundraising                                    | 6,016,838                  |                         | 6,016,838           | 5,365,732                  |                         | 5,365,732           |
| <b>Total expenses</b>                          | <b>30,800,935</b>          | <b>-</b>                | <b>30,800,935</b>   | <b>26,889,797</b>          | <b>-</b>                | <b>26,889,797</b>   |
| <b>Increase (Decrease) in Net Assets</b>       | <b>3,805,018</b>           | <b>682,158</b>          | <b>4,487,176</b>    | <b>1,342,328</b>           | <b>(15,042)</b>         | <b>1,327,286</b>    |
| <b>Net Assets — Beginning of year</b>          | <b>16,801,760</b>          | <b>3,100,002</b>        | <b>19,901,762</b>   | <b>15,459,432</b>          | <b>3,115,044</b>        | <b>18,574,476</b>   |
| <b>Net Assest — End of year</b>                | <b>\$20,606,778</b>        | <b>\$3,782,160</b>      | <b>\$24,388,938</b> | <b>\$16,801,760</b>        | <b>\$3,100,002</b>      | <b>\$19,901,762</b> |

## RECOGNITION OF MAJOR DONORS AND GRANTORS

Our impact is made possible by the generous donors, supporters, organizations, and grantors who believe in our mission and partner with us to change lives. In addition to the generous supporters listed, GiGi's Playhouse is fortunate to receive funding from anonymous grantors. Though their names are not shared, their impact is profound, and we are deeply grateful for their support.

### DONORS & SUPPORTERS

#### Corporate Gifts

Accurate Personnel  
ADMO, Inc  
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Barrington Bank  
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#### Individual Gifts

Foglia Family  
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Kim Duchossois  
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### GRANTORS

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Stacy Ann Baker Charitable Fund  
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Thunder Cares  
Truist Foundation  
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Wasily Family Foundation  
Westlake Health Foundation  
Wintrust Financial Corporation



### MORE WAYS TO GIVE

Your generosity fuels our mission, and there are many meaningful ways to make an impact. Every form of support helps GiGi's Playhouse provide free, life-changing programs and expand acceptance for individuals with Down syndrome.

- Cash Donation
- Stock or Asset Donation
- Gala Table Lead or Event Sponsorship
- Auction Item or Experience Donation (for Gala, 5K, or Golf events)
- Volunteer Time or Expertise



# RECOGNITION OF NETWORK DONORS AND SUPPORTERS

## Corporate Gifts

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Cincinnati  
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Atlanta  
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Detroit

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Tinley Park  
Fort Myers  
Cleveland  
Tampa

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Raleigh  
New York  
Twin Cities

Las Vegas  
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Madison  
Orange County

## FRIENDS OF GIGI'S — CORPORATE PARTNERS

Friends of GiGi's Sponsors go above and beyond in their commitment to our life-changing services. Their investments in key programs and advocacy campaigns create direct, measurable impact for individuals with Down syndrome and their families.

### ACCURATE PERSONNEL

For over 13 years, Accurate Personnel and the Migliore Family have supported GiGi's Playhouse through generous contributions totaling more than \$600,000. Their ongoing partnership, including support of the GiGiFIT Acceptance Challenge, has empowered families and fueled our mission nationwide.



### CITY WIDE FACILITY SOLUTIONS

At their annual convention, City Wide Facility Solutions partnered with GiGi's Playhouse and supported the launch of a new location in Charleston, SC. Their efforts helped raise nearly \$600,000, expanding our mission to a new community in need.



### COMPREHENSIVE MARKETING INC.

Since 2011, Comprehensive Marketing has supported GiGi's Playhouse through both generous giving and active advocacy. Their team continues to lead by example, promoting acceptance and inclusion through hands-on involvement and long-standing partnership.



### FELLOWES BRANDS

For the past six years, Fellowes Brands and the Fellowes Family have supported GiGi's Playhouse through financial contributions and in-kind donations. Their partnership strengthens daily operations and helps expand national impact.





## HACKATHON

As part of Microsoft's Global Hackathon 2024, Microsoft volunteers worked alongside our National Office staff, helping us leverage technology to better serve our families.

H Y R O X

## HYROX

HYROX America partnered with GiGi's Playhouse to champion inclusion in the fitness world, working together to raise awareness and promote acceptance of individuals with Down syndrome across the HYROX community.



## SCHOOL SPECIALTY

Through their "BikED for EDucation" fundraiser, School Specialty contributed \$16,667 to GiGi's Playhouse, supporting educational programs and inclusive learning opportunities.



## SUNBELT RENTALS

After partnering with our Long Island Playhouse in 2023, Sunbelt Rentals expanded their support nationally by sponsoring the GiGiFIT Program and the GiGiFIT Acceptance Challenge. Their partnership includes both financial support and employee volunteerism at Playhouses across the country.



## WI-TRONIX

For over 12 years, Wi-Tronix and founder Larry Jordan have been steadfast supporters of GiGi's Playhouse. Their long-term commitment continues to fuel our mission and exemplify what it means to be a true partner in acceptance.

## BOARD OF DIRECTORS



**NANCY GIANNI**  
Founder and  
Chief Belief Officer



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President Emeritus

We thank our outgoing board members and welcome new members joining in 2025! Together, their expertise and passion guide GiGi's Playhouse's strategic growth and ensure we remain true to our mission and values.

A man in a dark blue suit and white shirt is sitting at a desk, smiling while talking on a black corded telephone. In the foreground, there is a white binder with colorful tabs. The background is a plain, light-colored wall.

# LOOKING AHEAD

New in 2025, Major Events, Ways to Get Involved

## NEW IN 2025 — THE FUTURE IS BRIGHT

While we celebrate the accomplishments of 2024, we are already hard at work to make 2025 even more impactful. GiGi's Playhouse refuses to stand still — our families need us to keep innovating, reaching further, and dreaming bigger.

### NEW PLAYHOUSE OPENINGS

Demand continues to grow, and we grow with it. In 2025, we're set to open our 62nd location: GiGi's Playhouse Charleston. We're also working to launch the startup Playhouses established in 2024, while forming new startup teams in additional cities, including: Augusta, GA; Chattahoochee Valley, AL/GA; North Jersey, NJ; Everett, WA; and Dallas, TX.

### GIGI'S VOICE ON GLOBAL STAGE

In 2025, GiGi is speaking at the United Nations ahead of World Down Syndrome Day, sharing why individuals like her deserve to be celebrated from birth. She's also releasing a book for school-age children and continues to amplify the message of acceptance worldwide.

### HARRY MOON BOOKS

We're partnering with Harry Moon Books to launch GiGi's Journey, a new addition to the beloved children's series featuring a main character with Down syndrome and a GiGi's Playhouse location. With over 1 million Harry Moon books already in print, this is an exciting opportunity to introduce the next generation of readers to GiGi's Playhouse.

### MLB & GIGI'S PLAYHOUSE

In 2025, we're launching a nationwide tour bringing MLB teams and players to GiGi's Playhouse locations. Partnering with Texas Rangers player Jake Burger, his wife Ashlyn, and the Burger Family Foundation, this tour will boost visibility for the Down syndrome community and foster acceptance from ballpark to ballpark.

### PROGRAM EXPANSION

In 2025, we are piloting a new STEM program for children, teens and adults. This cutting-edge program will integrate science, technology, engineering, and mathematics to help individuals with Down syndrome develop essential skills like problem-solving, creativity, and teamwork.

### ADULT PROGRAMMING

We're reimagining and redesigning GiGi University to meet the evolving needs of adults with Down syndrome by offering inclusive, individualized pathways that go beyond job placement. The new GiGi University model includes tracks for career and volunteer development, a robust Ambassador leadership program, and a Lifelong Learner pathway for adults focused on continuous personal growth and skill development. No matter their pursuits, every adult is empowered to thrive with purpose and independence.

### GROWTH OF THE GIGIFIT ACCEPTANCE CHALLENGE

The GiGiFIT Acceptance Challenge (GFAC) is bigger than ever in 2025. Our goal: to host a 5K fun run, 1-mile walk, or other fitness event in 90% of Playhouse communities and raise \$2.75 million through our collective efforts.

## MAJOR EVENTS



Held across our network, the GiGiFIT Acceptance Challenge is a 5K fun run, 1-mile walk, or fitness event that brings communities together to celebrate acceptance and inclusion for individuals with Down syndrome. As our largest peer-to-peer fundraiser, it fuels the growth of free, life-changing programming at Playhouses nationwide.



Our 'i have a voice' Galas are powerful celebrations of achievement and inclusion. These events raise critical funds to sustain and expand free educational and therapeutic programs, while also giving our participants a platform to share their stories with their communities.



Our golf outings combine a day of play with a purpose, raising vital funds while promoting acceptance. These events bring communities and businesses together to drive lasting impact on and off the course.



**2024** GIGI'S ANNUAL LEADERSHIP   
**CONFERENCE**  
EDUCATE • INSPIRE • BELIEVE

Our National Leadership Conference unites over 350 attendees across the entire GiGi's Playhouse network to learn, collaborate, and reignite our shared passion for changing the world — together.

## GET INVOLVED

At GiGi's Playhouse, our impact is only possible because of a caring community of supporters like you. There are many ways you can help us further our mission of acceptance and achievement.

### DONATE

Your contribution, big or small, fuels life-changing programs like tutoring, therapy, and more. Consider a one-time gift, monthly donations, or explore non-traditional giving options.

### PARTICIPATE IN EVENTS

Join us for signature events in 2025 — whether it's a GiGiFIT Acceptance Challenge, our National Gala, or a local Playhouse event. Your participation raises funds and shows your support.

### VOLUNTEER

Give your time and talents to GiGi's! We have opportunities for all interests — whether tutoring, assisting with programs, or helping maintain Playhouse spaces.

### PARTNER FOR IMPACT: CORPORATE ENGAGEMENT OPPORTUNITIES

Companies of all sizes can make a lasting difference by partnering with GiGi's Playhouse. From sponsorships and matching gifts to volunteer days and inclusive hiring, there are countless ways to get involved and champion acceptance in your workplace and beyond.





# #GenerationG

is our human rights movement, for the next generation of change-makers stepping up to create a more accepting and inclusive world for those with disabilities! #GenerationG dismantles barriers of discrimination and strengthens our will to declare, in one voice, that we will not accept a world where anyone is valued less because of their physical and mental condition.



**#GENERATIONG**

**IS THE GENERATION EVERYONE CAN BE A PART OF!**

Find Out How: [gigisplayhouse.org/generationg-community-page/](http://gigisplayhouse.org/generationg-community-page/)

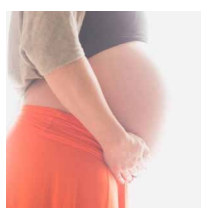


## A LIFETIME OF BELIEF. A LIFETIME OF SUPPORT.

From prenatal diagnosis to career skills and beyond, GiGi's Playhouse makes a lifetime commitment to our families. No matter what. Our free, purposeful programs empower individuals with Down syndrome at every age.

And it's only possible because of you.

Thank you for believing in lifelong potential.



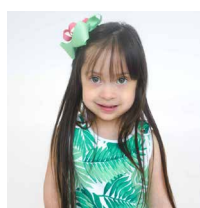
Prenatal



Infants



Toddlers



School Age



Teens



Adults

GiGi's Playhouse Headquarters  
2350 West Higgins Road  
Hoffman Estates, Illinois 60169  
847-885-6149  
[gigisplayhouse.org](http://gigisplayhouse.org)



Down Syndrome Achievement Centers  
educate. inspire. believe.