

ANNUAL REVIEW 2021

GIGI'S PLAYHOUSE MADISON



GIGISPLAYHOUSE.ORG/MADISON



Down Syndrome Achievement Centers
educate. inspire. believe.

LETTER FROM THE PLAYHOUSE

Madison, WI

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Kim Arndt, Vice President
Keith Lehnerr, Treasurer
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Brett Bauch
Brian Haroldson

Site Manager

Kelly Antonson

Our Mission

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

Our Niche

We change lives through consistent delivery of free, educational, therapeutic, and career development programs to individuals of all ages from birth through adulthood.

This year has been an exciting one for our Playhouse community! We celebrated our 5-year anniversary and focused our efforts on creative and innovative ways to not only provide purposeful programs but also to raise the crucial funds needed for long-term sustainability.

Early in the year, we continued our interactive, virtual programs, and during the summer met in-person at local parks for fun programs and celebratory events. In September, we reopened our Playhouse doors for the first time in over a year and joyfully reunited with families, participants, and volunteers.

This year, we successfully implemented three separate fundraising events, created a year-long Friends of GiGi's business sponsorship opportunity, and partnered with the United Way of Dane County and local foundations. We have set ourselves up for a strong future.

There have been so many examples of what it means to be Generation G.



Be Accepting
Be Generous
Be Kind

Thanks to each of you - our supporters, sponsors, volunteers, and families - for your generosity and belief in our mission. We are truly grateful!

JULIE BYRNES
BOARD PRESIDENT

KELLY ANTONSON
SITE MANAGER



GIGI'S MADISON HIGHLIGHTS

GiGi's Playhouse is a Down Syndrome Achievement Center with a brick-and-mortar location on Madison's east side. We provide life-changing therapeutic, educational, and career-training programs for over 320 families and individuals of all ages in Dane County and Southern Wisconsin. All programs are offered free of charge to families, cost will not be a barrier to learning and achievement! From prenatal diagnosis to adulthood, we make a lifetime commitment to remain by families' sides, so they are empowered with all the tools their loved one needs to succeed. Through our iacceptyou.org and Generation G campaigns, we boost equity, inclusion, and acceptance in our community for individuals with Down syndrome.



Programs

This year we provided thousands of program hours in creative ways. Throughout the year participants enjoyed GiGi's At Home, virtual 1-on-1 literacy tutoring, speech therapy, and a variety of fitness, educational, and therapeutic programs. In the summer, we began inspiring, in-person, outdoor programs and events. In September, we joyfully reunited for group and 1-on-1 programs in the Playhouse!



Volunteers

Being 99% volunteer run, our amazing volunteers donated hundreds of hours per month of their expertise in programs, events, and, outreach. Our Madison Playhouse continues to be in the top 5 (out of 60 playhouses) for volunteer hours donated throughout the year.

GIGI'S MADISON HIGHLIGHTS



GiGiFIT Acceptance Challenge

In June, we held a field day event for our GiGiFIT Acceptance Challenge. We moved for acceptance to prove that every person should be accepted for who they are.

Go Fore It Golf Outing

In August, in partnership with Off Broadway Drafhouse, we hosted our first annual Go FORE It Golf Outing at Lake Windsor Country Club.



Generation G Gala

In October, we celebrated our 5th anniversary at our annual gala. Our theme, Generation G, promoted a conscious decision to:

- Be Generous
- Be Accepting
- Be Kind

This was our most successful gala to date thanks to the generosity of our community!



GIGI'S MADISON HIGHLIGHTS



Awards

At our National Conference in November, our Playhouse was awarded 3 high honors:

- Locally Concerned, Enterprise Minded - Core Value Campion
- Get it Done - Core Value Champion awarded to Site Manager, Kelly Antonson
- Center of Excellence and Strong ratings in 5 Standards of Execution business categories



Advocate Committee

Our Advocate Committee was formed by four leaders with a mission to collaborate and advocate for inclusiveness and acceptance, making sure all voices are valued so we can make a difference for families in our community. These amazing individuals made their voices heard and participated in all of our events this year. We are so proud of our Advocates' accomplishments.



Friends of GiGi's

Our Friends of GiGi's sponsorship campaign was rolled out and we welcomed three supporters into this group the inaugural year:

- VanHolten's Pickle in a Pouch
- One Community Bank
- Park Bank

These businesses supported all of our major events throughout the year and the investment they made is positively impacting our Playhouse families and programs.

GIGI'S MADISON HIGHLIGHTS

Grants

Our Madison Playhouse has been fortunate to partner with and receive support from local organizations and non-profits. These grants have enabled us to re-open, provide programs, and keep our Playhouse community safe during the pandemic.

Special thanks to:

- Green Bay Packers Foundation
- Dane County Non-Profit Assistance Fund
- Global Down Syndrome Foundation
- Madison Community Foundation
- Altrusa
- The Capital Times Kids Fund
- Evjue Foundation
- Dollar General Literacy Foundation
- Wispact Inc.
- Amina Grace Memorial Fund
- Culver's Foundation
- Madison Rotary Club
- Madison South Rotary Club
- Endres Foundation
- MG&E
- Steve Stricker American Family Insurance Foundation



GIGI'S MADISON BOARD OF DIRECTORS AND STAFF



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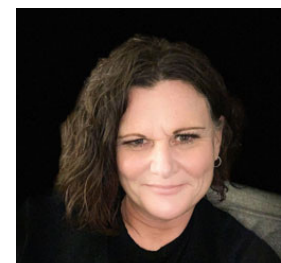
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Kelly Antonson -Site Manager

