

# ANNUAL REVIEW 2021

GIGI'S PLAYHOUSE MADISON



[GIGISPLAYHOUSE.ORG/MADISON](https://gigisplayhouse.org/madison)



Down Syndrome Achievement Centers  
educate. inspire. believe.

## Madison, WI

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Madison, WI 53716  
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madison@gigisplayhouse.org

## Board of Directors

Julie Byrnes, President  
Kim Arndt, Vice President  
Keith Lehnherr, Treasurer  
Amy Ulrich, Secretary  
Chris England  
Jessica Abegglen  
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.

# LETTER FROM THE PLAYHOUSE

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](http://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 Draffhouse, 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
- Wispack 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



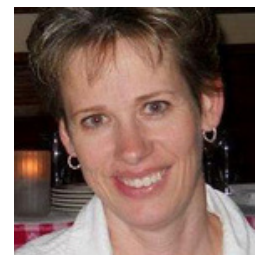
Julie Byrnes- President



Kimberly Arndt-  
Vice-President



Keith Lehnherr- Treasurer



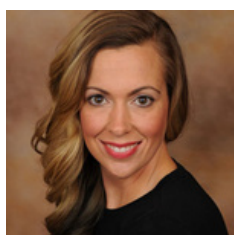
Amy Ulrich- Secretary/  
Grant Writer



Zane Torgrude- Founding  
Board President Emeritus



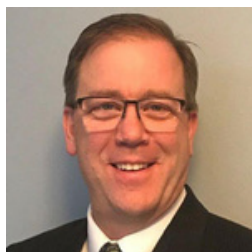
Chris England- Board Member



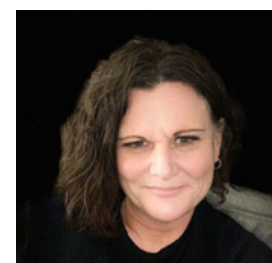
Jessica Abegglen-Board Member



Brett Bauch-Board Member



Brian Haroldson- Board Member

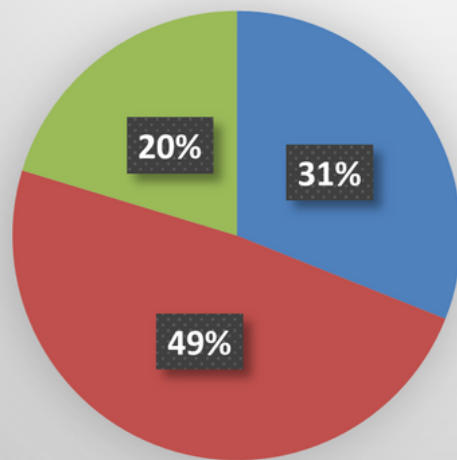


Kelly Antonson -Site Director

# GIGI'S MADISON FINANCIALS

Sum of Revenue

## GiGi's Playhouse Madison 2021 Revenue

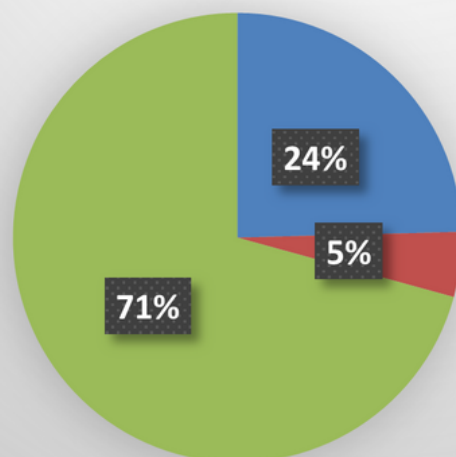


Category

- Contributions
- Events & Sponsorships
- Grants

Sum of Expenses

## GiGi's Playhouse Madison 2021 Expenses



Cateogry

- Fundraising
- G&A
- Programming



