

# ANNUAL REVIEW 2023

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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### Board of Directors

Kimberly Arndt, President  
Camilla McKay, VP  
Brett Bauch, Treasurer  
Chris England, Secretary  
Brian Haroldson  
Tim McDonald  
Fred Swanson  
Sarah Berndt  
Keith Ritsche  
Amy Ulrich: Grant Writer

### Site Director

Kelly Antonson

### Program/Volunteer Manager

Courtney Gamer

### Operations/1:1 Coordinator

Anne Ernst

### 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

Dear GiGi's Playhouse Madison Community,

We are excited to update you on the remarkable progress we have made this year. Our primary goal was to expand our programs, providing even more opportunities for Playhouse participants and their families.

In doing so, we are delighted to say we have reached more families (380+) than ever before! We also welcomed Anne Ernst, as operations and 1:1 program coordinator, and broadened our volunteer base, which allowed us to deliver 22 programs!

None of this would have been possible without the dedication of our volunteers, donors, staff and families. Each of you has played a critical role in strengthening our Playhouse, transforming lives and empowering individuals with Down syndrome to reach their highest potential.

Thank you for believing in our mission. Together, we look forward to living the Generation G way - be accepting, be generous, be kind.

Warmest Regards,

**KIMBERLY ARNDT**  
BOARD PRESIDENT

**KELLY ANTONSON**  
SITE DIRECTOR

To read more about all of the amazing things we were able to accomplish in 2023, scan the QR code below.





# GIGI'S PLAYHOUSE MADISON

## WHO WE ARE

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 360 families and individuals of all ages in Dane County and Southern Wisconsin.

All programs are offered free of charge to families; cost is never a barrier to learning or 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](https://iacceptyou.org) and Generation G campaigns, we boost equity, inclusion, and acceptance in our community for individuals with Down syndrome.



# Annual Impact Metrics



**380+**

Families Served



**6,472**

Free Programming Hours

↑ 42% over 2022



**8,152**

Volunteer Hours

↑ 28% over 2022



**400,000+**

Social Media

Impressions



22 Unique Programs

Fitness &  
Cooking

Speech  
Therapy

Group  
Programs  
for all  
Ages

Family  
Celebrations  
(who doesn't love  
a party?)

Tutoring

## PROGRAMS & VOLUNTEERS

Being a 99% volunteer run organization, we rely on the generosity of committed volunteers to help facilitate our programs. Our Playhouse is consistently in the top five playhouses of our 58+ Playhouse network for volunteer hours.

We strengthened our existing programming and introduced several new programs, including: math tutoring, Art Explosion, yoga, GiGiFIT for toddlers, kids teens and adults, and GiGi's Kitchen for kids, teens and adults.





# GIGI'S PLAYHOUSE MADISON

## KEY EVENTS/FUNDRAISERS



### GIGIFIT ACCEPTANCE CHALLENGE

In April, we held our second annual Dash for Down Syndrome; over 500 people came together to walk, run, and roll for acceptance, and raised \$60,000!



More pictures



### GO FORE IT GOLF OUTING

In August, our third annual golf outing SOLD OUT again! We hosted over 144 people for a beautiful day at the Lake Windsor Country Club course.



More pictures



### GENERATION G GALA

In October, we threw an epic shindig, our seventh annual Generation G Gala. The theme was straight out of the chocolate factory, with a Golden Ticket and all! We showered our guests with three sweet reminders: Be Accepting, Be Generous and Be Kind.



More pictures



# GIGI'S PLAYHOUSE MADISON

## ACHIEVEMENTS



### Awards

At our National Conference in November, our Playhouse was awarded seven high honors for our Standards of Execution:

- Achieved Center of Excellence in five categories
- Achieved Strong in two categories

## Celebrating our Partners



**Volunteer of the Year**  
Sarah Jensen



**Believer Award**  
WISPACT



**Generation G Award**  
Missy Miller



**Community Impact Award**  
Muskellounge and Sporting Club

Read more about  
these amazing award  
recipients here:





# Friends of GiGi's Playhouse Madison

Partner | Invest | Achieve



Friends of GiGi's is our annual sponsorship program.

We recognize these incredible sponsors throughout the year and share their amazing commitment to, support of and belief in individuals with Down syndrome, with the community.

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





# GIGI'S PLAYHOUSE MADISON

## FUNDING

### 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 expand and strengthen our life-changing programming.

### Special thanks to:

- Madison Community Foundation Altrusa -Literacy Grant
- Amina Grace Memorial Fund Speech and Language Therapy Grant
- Sub-Zero Wolf Foundation
- Madison South Rotary
- Wispact Inc.
- Steve Stricker American Family Insurance Foundation
- HyCite Gives Back
- Only in Wisconsin Giving
- TruStage Foundation
- Wisconsin Equitable Recovery
- Endres Manufacturing Foundation



# GIGI'S PLAYHOUSE MADISON

## BOARD OF DIRECTORS & STAFF



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President



Camilla McKay  
Vice-President



Brett Bauch  
Treasurer



Chris England  
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Brian Haroldson  
Board Member



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Board Member



Tim McDonald  
Board Member



Keith Ritsche  
Board Member



Sarah Berndt  
Board Member



Amy Ulrich  
Grant Writer



More about  
our ambassadors  
here:



Kelly Antonson  
Site Director



Courtney Gamer  
Program & Volunteer  
Manager



Anne Ernst  
Operations & 1:1  
Coordinator

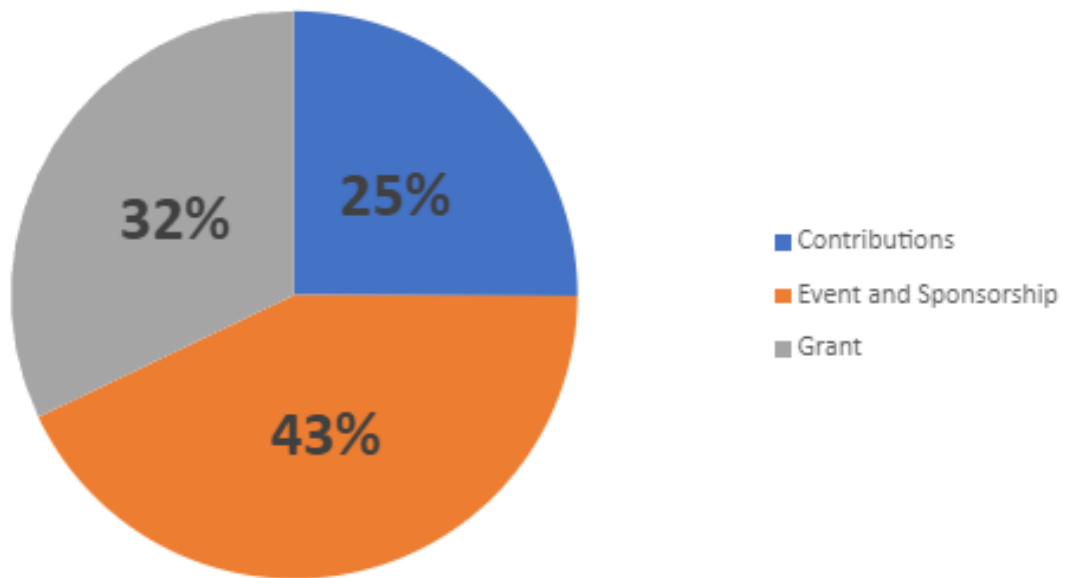


# GIGI'S PLAYHOUSE MADISON

## FINANCIALS

2023

GiGi's Playhouse Madison 2023 Revenue



GiGi's Playhouse Madison 2023 Expenses

