

# ANNUAL REVIEW 2024

GIGI'S PLAYHOUSE MADISON



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



Down Syndrome Achievement Centers  
educate. inspire. believe.

## Madison, WI

4104 Monona Drive  
Madison, WI 53716  
608-709-1411  
madison@gigisplayhouse.org

### Board of Directors

- Kimberly Arndt, President
- Sarah Berndt, VP
- Brett Bauch, Treasurer
- Chris England, Secretary
- Fred Swanson
- Keith Ritsche
- Maya Greengus
- Kevin Hayde
- Erika Mundinger
- Regan Vanden Boogard

Amy Ulrich: Grant Writer

### Executive Director

Kelly Antonson

### Site 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,

As we reflect on an incredible year, we are filled with gratitude and pride. GiGi's Playhouse Madison is now serving over 400 families in the Down syndrome community, a milestone that highlights the profound impact of your support. Together, we are creating a place where individuals of all ages and abilities are celebrated, supported, and empowered to thrive.

In 2025, we are thrilled to be expanding our staff to better serve our growing community. This strategic growth will enable us to offer even more free programs, resources, and opportunities for connection, ensuring that every family experiences the power of belonging and acceptance. With your partnership, we are building a future where everyone's potential shines bright.

Our mission to change the way the world views Down syndrome remains at the heart of everything we do. Thank you for your unwavering belief in our vision, your generosity, and the countless ways you champion our families. Together, we look ahead with optimism, inspired by what we've accomplished and energized by the possibilities to come.

Warmest Regards,

**KIMBERLY ARNDT**  
BOARD PRESIDENT

**KELLY ANTONSON**  
EXECUTIVE DIRECTOR

To read more about all of the amazing things we were able to accomplish in 2024, 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 400+ 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 #GenerationG campaign, we boost equity, inclusion, and acceptance in our community for individuals with Down syndrome.

LEARN MORE  
ABOUT:



#GENERATIONG



CORPORATE  
INITIATIVES



SCHOOL  
INITIATIVES

# Annual Impact Metrics



400+

Families Served



5,100+

Free Programming  
Hours



8,100+

Volunteer Hours  
Top 6 across our network!



320,000+

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 six playhouses of our 61+ Playhouse network for volunteer hours.

We strengthened our existing programming for every age group through improved volunteer training and on-boarding processes and introduced the Achievers program. This is a career development program and ensures we are educating our adults on the skills needed to be successful in their work and community.



# GIGI'S PLAYHOUSE MADISON

## KEY EVENTS/FUNDRAISERS



### Diggin' for Down Syndrome

In March, we held our second annual volleyball fundraiser at Oakstone Recreation, which kicks off our GiGiFIT Acceptance Challenge. This sold out event was two days of fun competition and awareness building!

### GIGIFIT ACCEPTANCE CHALLENGE

In April, we held our third annual Dash for Down Syndrome; about 500 people came together to walk, run, and roll for acceptance, and raised over \$70,000!



See the memories



### GO FORE IT GOLF OUTING

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



See the memories



### GENERATION G GALA

In October, our eighth annual Generation G Gala took place at the Concourse Hotel. The Disco theme added a lot of sparkle and fun to an inspiring evening.



See the memories





# GIGI'S PLAYHOUSE MADISON

## ACHIEVEMENTS



### Awards

At our National Conference in November, our Playhouse was 1 of 4 Playhouses awarded 8 of 8 Center of Excellence levels for Standards of Execution!

## Celebrating our Partners



**Volunteer of the Year**  
Mary Lewis



**Advocacy Award**  
Matt Keys



**Believer Award**  
Susan Torgrude



**Generation G Award**  
The Kazmer Family



**Community Impact Award**  
Van Holten's Pickles

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.



Thank you to our  
2024 Partners!



LEARN MORE ABOUT  
BECOMING A PARTNER



# 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:

- Ascendium Education Solutions
- State of Wisconsin
- Madison Community Foundation- Altrusa Literacy Grant
- Culver's Foundation
- Only in Wisconsin Giving
- Amina Grace Memorial Foundation
- Enterprise Holdings Foundation
- Green Bay Packer Foundation
- Wispact Foundation
- TruStage Foundation
- Widen Family Foundation
- Steve Stricker American Family Foundation
- Thrivent Financial South Wisconsin Region



VIEW A LIST OF ALL  
DONORS AT THE \$500+  
LEVEL





# GIGI'S PLAYHOUSE MADISON

## BOARD OF DIRECTORS & STAFF



Kimberly Arndt  
President



Sarah Berndt  
Vice-President



Brett Bauch  
Treasurer



Chris England  
Secretary



Fred Swanson  
Board Member



Keith Ritsche  
Board Member



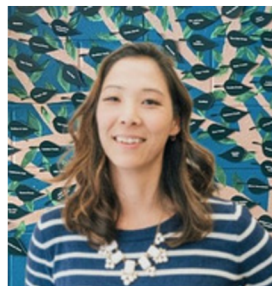
Maya Greengus  
Board Member



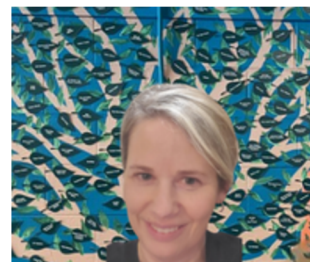
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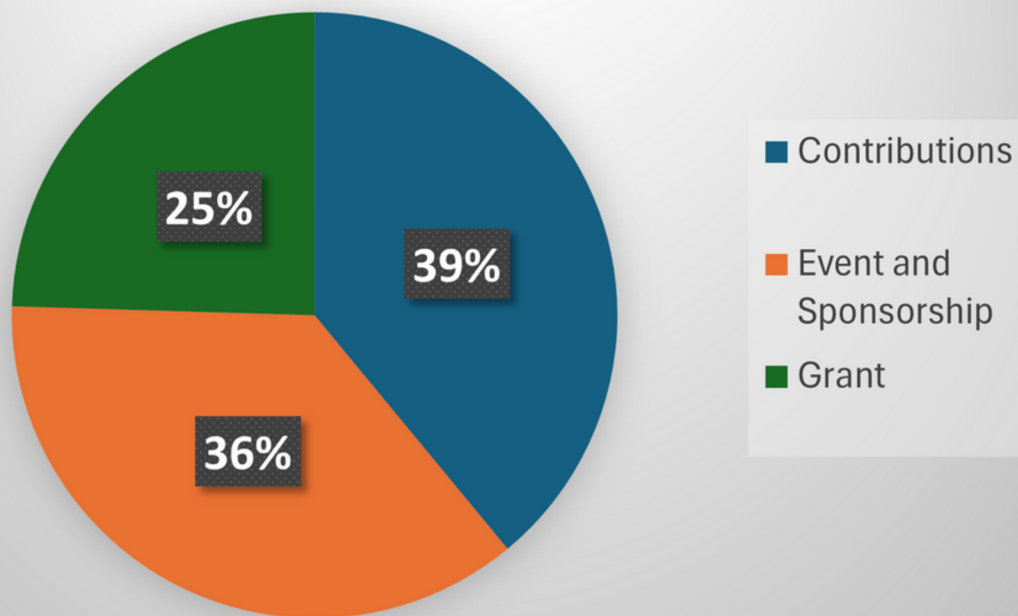
Our Staff



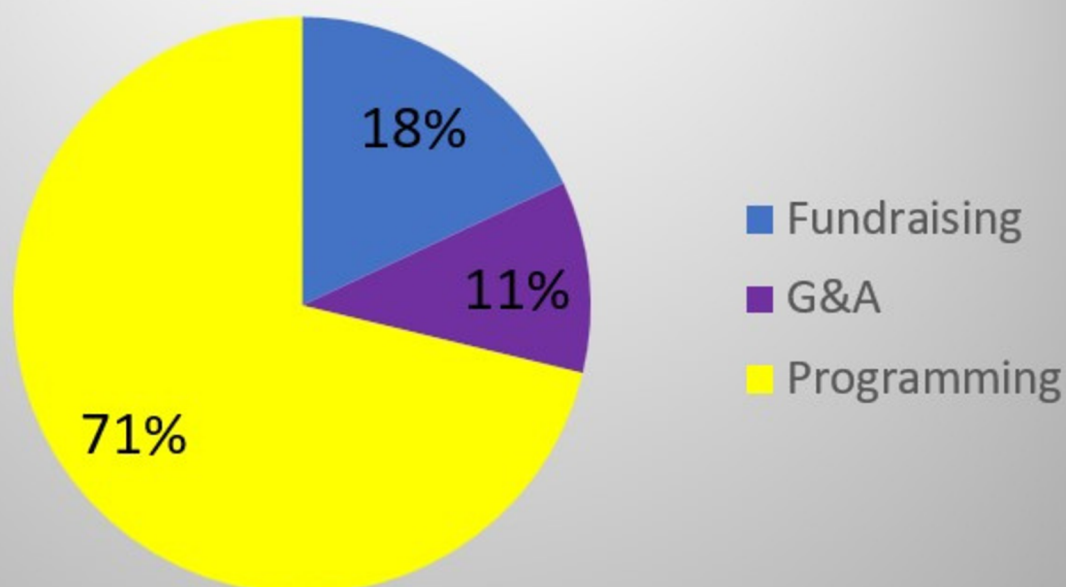
# GIGI'S PLAYHOUSE MADISON

## FINANCIALS

### GiGi's Playhouse Madison 2024 Revenue



### GiGi's Playhouse Madison 2024 Expenses





# GIGI'S PLAYHOUSE MADISON DONOR TREE



EACH LEAF REPRESENTS INDIVIDUALS  
AND ORGANIZATIONS WHO HAVE LIFE-  
TIME GIVING OF \$1000+

