

ANNUAL REVIEW 2025

GIGI'S PLAYHOUSE MADISON



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



Down Syndrome Achievement Centers
educate. inspire. believe.

Madison, WI

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Board of Directors

- Sarah Berndt, President
- Regan Vanden Boogard, VP
- Brett Bauch, Treasurer
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- Amy Ulrich: Grant Writer

Executive Director

Kelly Antonson

Site Manager

Courtney Gamer

Operations/1:1 Coordinator

Anne Ernst

Programs Coordinator

Nanette Mogensen

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 2025, I am filled with gratitude and pride for what this community has accomplished together. This past year was one of remarkable growth, generosity, and forward momentum, proof of what is possible when a community believes deeply in inclusion, acceptance, and the limitless potential of individuals with Down syndrome.

Because of your support, we welcomed more than 30 new families into our Playhouse and provided a record-breaking 7,000 hours of free programming, made possible by an incredible 7,500 volunteer hours. We grew our internal capacity by adding a fourth staff member, ensuring we can continue to meet the expanding needs of our families while maintaining the quality and heart GiGi's is known for.

2025 was also a milestone year for community engagement and generosity. Over 800 people attended our major fundraising events, which are critical to keeping our programs 100% free for families. We were overwhelmed by the generosity shown through community-led efforts that raised crucial funds for running our programming and building our forever home. (scroll to p.8 for a QR code to our full list!)

In June, we proudly went public with our capital campaign during our 9-Year Anniversary celebration. Just months later, on December 5, we broke ground on our forever home and today, that dream is already taking shape, with our new Playhouse fully framed. The generosity shown toward our build from families, volunteers, community partners, and new supporters has been nothing short of extraordinary.

We were also honored to have been finalists in the InBusiness Magazine Non-Profit of the Year category and to have won Non-Profit of the Year from Monona East Side Business Alliance.

Even as we build toward the future, we are not slowing down. In the coming year, we will continue to offer more than 14 programs in our current location while preparing for a smooth transition into our 8,000-square-foot forever home in Fitchburg. We anticipate beginning programming in our new space in Fall 2026.

As we look ahead to celebrating 10 years of serving our community, we do so with immense gratitude for every person who has believed in us along the way. Thank you for standing with GiGi's Playhouse Madison; your belief is what makes empowering futures possible.

With appreciation and excitement for what's ahead,

KELLY ANTONSON
EXECUTIVE DIRECTOR

To read more about all of the amazing things we were able to accomplish in 2025, scan the QR code.





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 424+ 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



424+

Families Served



7,000+

Free Programming Hours



7,500+

Volunteer Hours



696,000+

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. We have 80-100 volunteers with every programming session.

The addition of our 4th staff member, allowed us to better support our community and our 14+ consistent programs. We are able to welcome participants from birth-adult across our programs.



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!



DASH FOR DOWN SYNDROME

In April, we held our fourth 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 fifth annual golf outing SOLD OUT again! We hosted over 144 people for a beautiful day at the Oaks Golf Course



See the memories



GENERATION G GALA

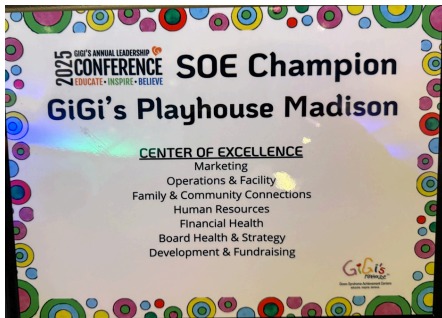
In October, our ninth annual Generation G Gala took place at the Concourse Hotel. We were inspired by testimonials from our families and advocates.



See the memories



GIGI'S PLAYHOUSE MADISON ACHIEVEMENTS



At our National Conference in November, our Playhouse was celebrated for all the work our team of staff and volunteers did to provide record-breaking programming and volunteer hours.



We were honored to have been finalists in the InBusiness Magazine Non-Profit of the Year category and to have won Non-Profit of the Year from Monona East Side Business Alliance.



We have worked diligently to achieve Platinum Seal of Transparency with Candid in 2025 and 2026.

You can view our profile [HERE](#).



Celebrating our Partners



Volunteer of the Year
Amy Ulrich



Advocacy Award
Asha Shukla



Believer Award
Brian and Kimberly Arndt



Generation G Volunteer Award
Maya Greengus



Community Impact Award
Park Bank

Read more about these amazing award recipients here:





Friends of GiGi's Playhouse Madison

Partner | Invest | Achieve



Friends of GiGi's is our annual partnership 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
2025 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 organization, foundations and non-profits.

These grants have enabled us to expand and strengthen our life-changing programming and to make our forever home a reality.

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



VIEW A LIST OF OUR CAPITAL CAMPAIGN DONORS

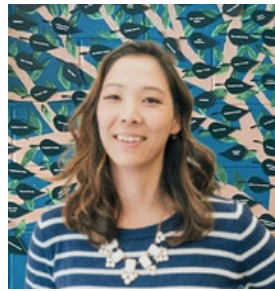


GIGI'S PLAYHOUSE MADISON

BOARD OF DIRECTORS



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Vice-President



Brett Bauch
Treasurer



Chris England
Secretary



Kimberly Arndt
Past President



Fred Swanson
Board Member



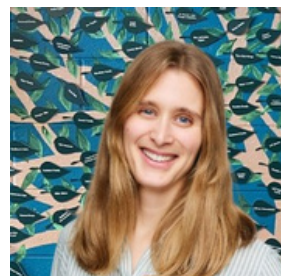
Maya Greengus
Board Member



Kevin Hayde
Board Member



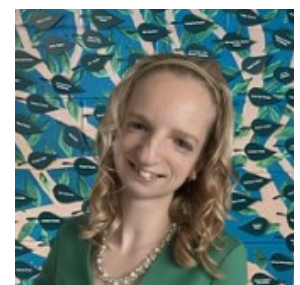
Erika Mundinger
Board Member



Caitlin Paterson
Board Member



Elizabeth Delsandro
Board Member



Michaela Mulroe
Board Member



Amy Ulrich
Grant Writer

Visit our Board of
Director page for bios,
FAQ's and an
application



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STAFF



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Nanette Mogensen
Programs Coordinator

Our Staff



CAMPAIGN COMMITTEE



Brian Arndt
Campaign Chair



Kelly Antonson
Executive Director



Sarah Berndt
President



Julie Byrnes
Campaign Committee



Kimberly Arndt
Past President



Brett Bauch
Treasurer

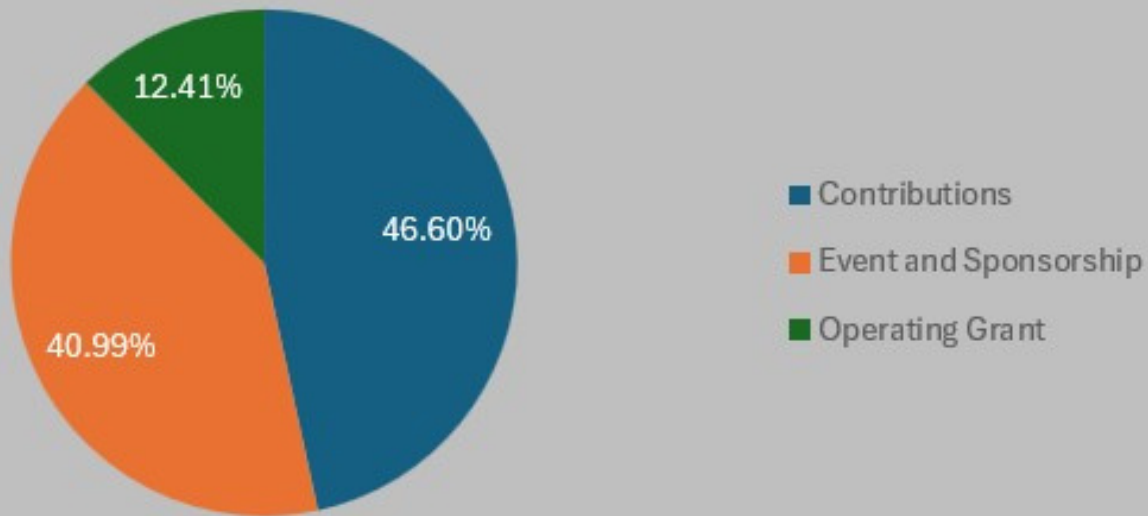


Amy Ulrich
Grant Writer

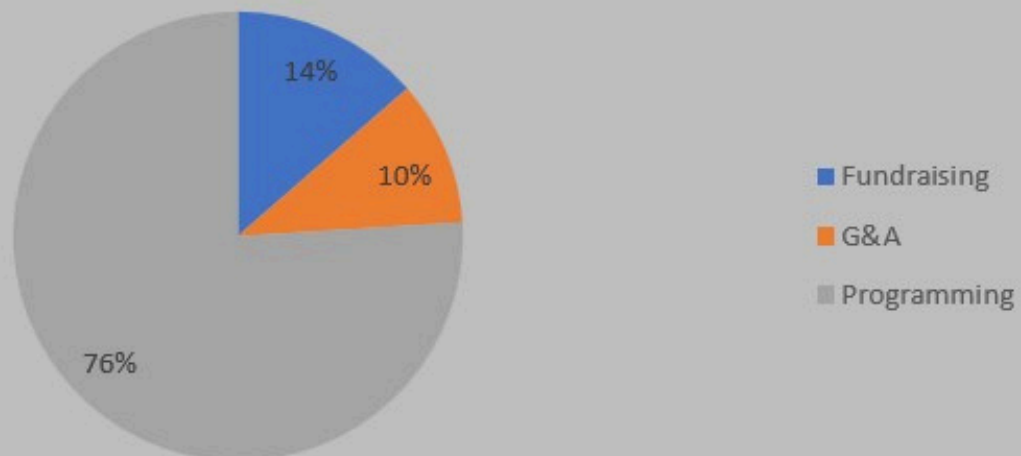
GIGI'S PLAYHOUSE MADISON

FINANCIALS

GiGi's Playhouse Madison 2025 Revenue
Excluding Build \$'s



GiGi's Playhouse Madison 2025 Expenses
Excluding Build



GIGI'S PLAYHOUSE MADISON DONOR TREE



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

VISIT OUR WEBSITE

