



Down Syndrome Achievement Centers  
educate. inspire. believe.

## Meet & Greet

**Let's Bring GiGi's Playhouse to  
Orange County!**

**Making the World a Better Place Together  
in Orange County**

**March 9, 2020**

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# Agenda

- Introduction to the GiGi's Playhouse Orange County Team
- Overview of GiGi's Playhouse
- Scope of program offerings
- Ways to get involved
- Q & A



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# Our Team

- Kim Horner: Start Up Committee Team Lead
- Katie Gresko: Marketing
- Eloy Selles and Beatriz Nieto: Special Events
- Jo Martin: Finance
- Martha Hernandez: Community Outreach
- Cara Giovani: Fundraising

Opportunities still available!!

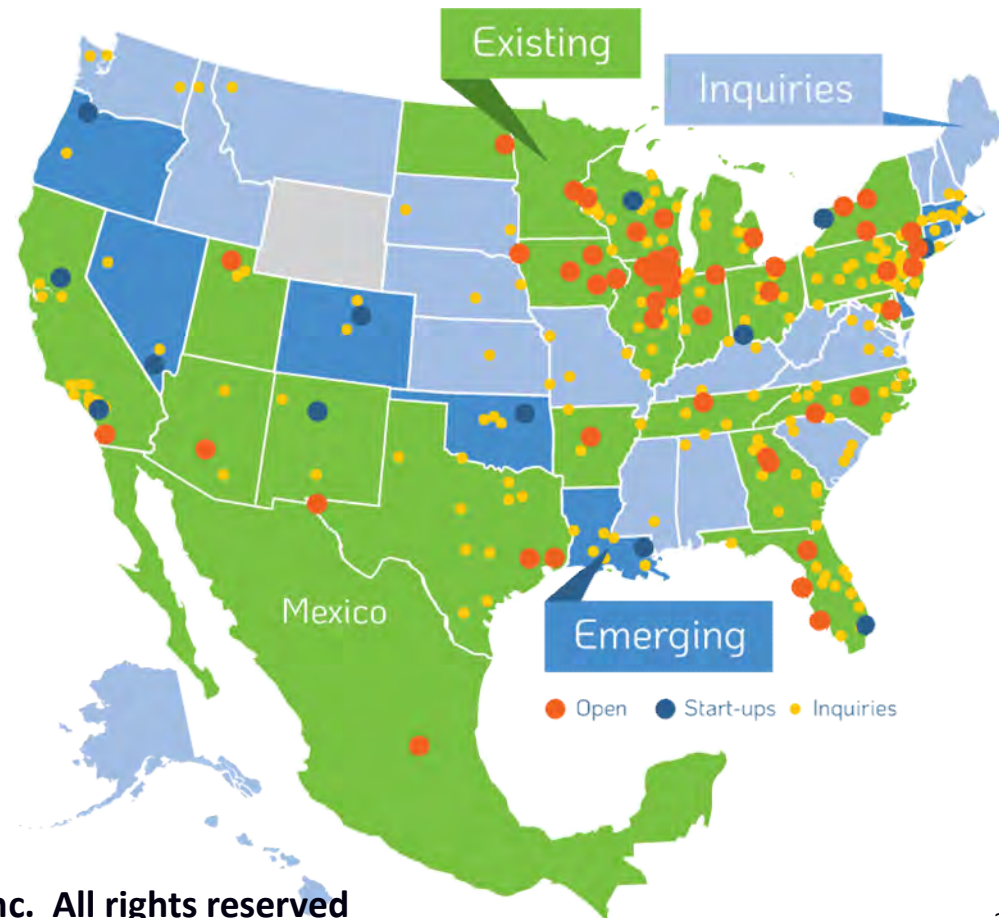
- Secretary

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# What is GiGi's Playhouse?

An international network of brick and mortar Down Syndrome Achievement Centers.

- 48 locations in the US and Mexico
- All programs are 100% free to families
- For individuals of all ages, their families and the community



# Mission Statement:

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



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# National Support



Chief Belief Officer  
Nancy Gianni

## Marketing & Development

- National marketing strategy, PR and targeted communications
- Brand consistency & messaging
- Website and social media content management
- National Office fundraising, including individual and corporate giving, grants, sponsorships
- Network support on development strategies and tools
- Grant-writing guidance and templates

## Programs

- Program research, design, development and incubation
- National program curricula and program materials
- Program quality control and sharing of best practices
- Program training
- Creation and collection of purposeful progressions
- Collection of impact stories and tracking data

## IT & Data

- IT leadership and planning
- Technology research, innovation and contract development
- Ongoing support for all technology tools across the Playhouse network
- Playhouse customer service and help desk
- Database data quality and usability to streamline processes
- Build all data and donation processing forms

## Growth & Operations

- Ongoing coaching, mentorship and guidance for Playhouse staff, Boards and startup teams
- Replicable business model for the playhouse network
- Training for staff, boards & volunteers
- Operational processes & standards
- Sustainable growth model and strategic planning

## Finance

- Financial reporting for each location
- Centralized bookkeeping
- Consolidated financials
- Audit & tax filings
- Regulatory compliance
- Insurance and risk management
- Management of HR, Benefits and payroll offerings

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# How We Do It?



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**Through the consistent delivery of free programs through a replicable hub-and-spoke model with centralized resources and tools.**

GiGi's Playhouse Inc. is our Resource Library

- Group program instructions and materials
- Math lessons and materials
- Literacy lessons and materials
- All lessons are specifically made for individuals with Down syndrome who are visual learners

GiGi's Playhouse Orange County

- Cater programs to the community
- Able to create new programs
- Survey the Down syndrome community to see what programs are desired

The goal is to sustain for the next 30 years and more!

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# Our Goal



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By 12/31/2025, the GiGi's  
Ripple Effect will have  
impacted 10 million lives.

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# GiGi's RIPPLE EFFECT



**Reaching & Affecting Thousands of Lives Each Day!**

Volunteers • Families • Donors • Parents • Siblings • Friends • Grandparents • Teachers • Communities • And More!

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# Our 3 Uniques

## Our Guarantee

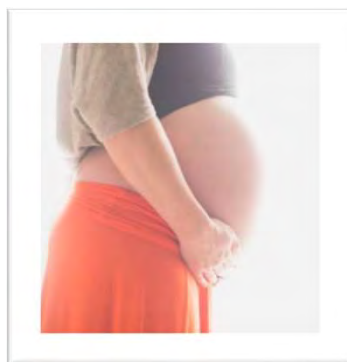
A lifetime commitment to families

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## FREE Purposeful and Progressive Programs

GiGi's Playhouse delivers free therapeutic, educational and career development programs for children and families through all ages of development.



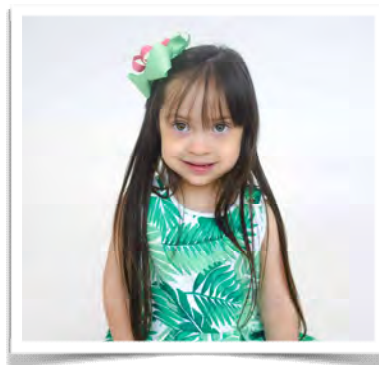
Prenatal



Infants



Toddlers



School Age



Teens



Adults

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## Sample of GiGi's Signature Programs

	Infants and Toddlers (Ages 0-5)	School Age Learners (Ages 6-12)	Teens (Ages 13-17)	Adults (Ages 18+)
Group Programs	LMNOP (0-3) Leaps & Bounds (3-5) GiGiFIT Infant GiGiFIT Toddler GiGiFIT You & I Destination Discovery	Playhouse Pals (6-8) Kid's Club (8-12) GiGiFIT Kids GiGi's Kitchen Kids Destination Discovery	Teen Tastic GiGiFIT Teen GiGi's Kitchen Teens Destination Discovery	Fantastic Friends GiGi Prep GiGi University GiGi's Career Studio GiGi Professional GiGiFIT Adult GiGi's Kitchen Adults
1:1 Programs	Literacy Tutoring (Ages 3+)	Literacy Tutoring	Literacy Tutoring	Literacy Tutoring
	Math Tutoring (Ages 3+)	Math Tutoring	Math Tutoring	Math Tutoring
	Amina Grace Speech & Language Program	Amina Grace Speech & Language Program	Amina Grace Speech & Language Program	Amina Grace Speech & Language Program

- All programs are therapeutic and educational in nature and are held year-round.
- They are built and designed by GiGi's Playhouse, for the unique needs of individuals with Down syndrome.

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# What Does it Take to Open a Playhouse?



- End of Phase 2, begin to look at real estate for the Orange County location
- Ideal location is South Orange County
- We need two years of operating expenses to ensure sustainability.
- Freeway close, near high traffic areas, good visibility, ample parking and near food establishments to partner with
- If you know of any great locations, please send them our way!

# Our Progress To Date

Phase 1 is all about training and planning!

- ✓ Built initial team
- ✓ Submitted Playhouse application
- ✓ Team trainings
- ✓ Defined roles and committees
- ✓ Planning community events
- ✓ Launched fundraising campaign

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# Did You Know?

- We will start serving families the DAY we open!
- To be ready, we need to:
  - Build awareness in this community
  - Secure and build out a location
  - Secure furnishings
  - Purchase program materials
  - Train volunteers
  - ...and more
  - Raise the funds locally to accomplish all this!



# Once we find a location

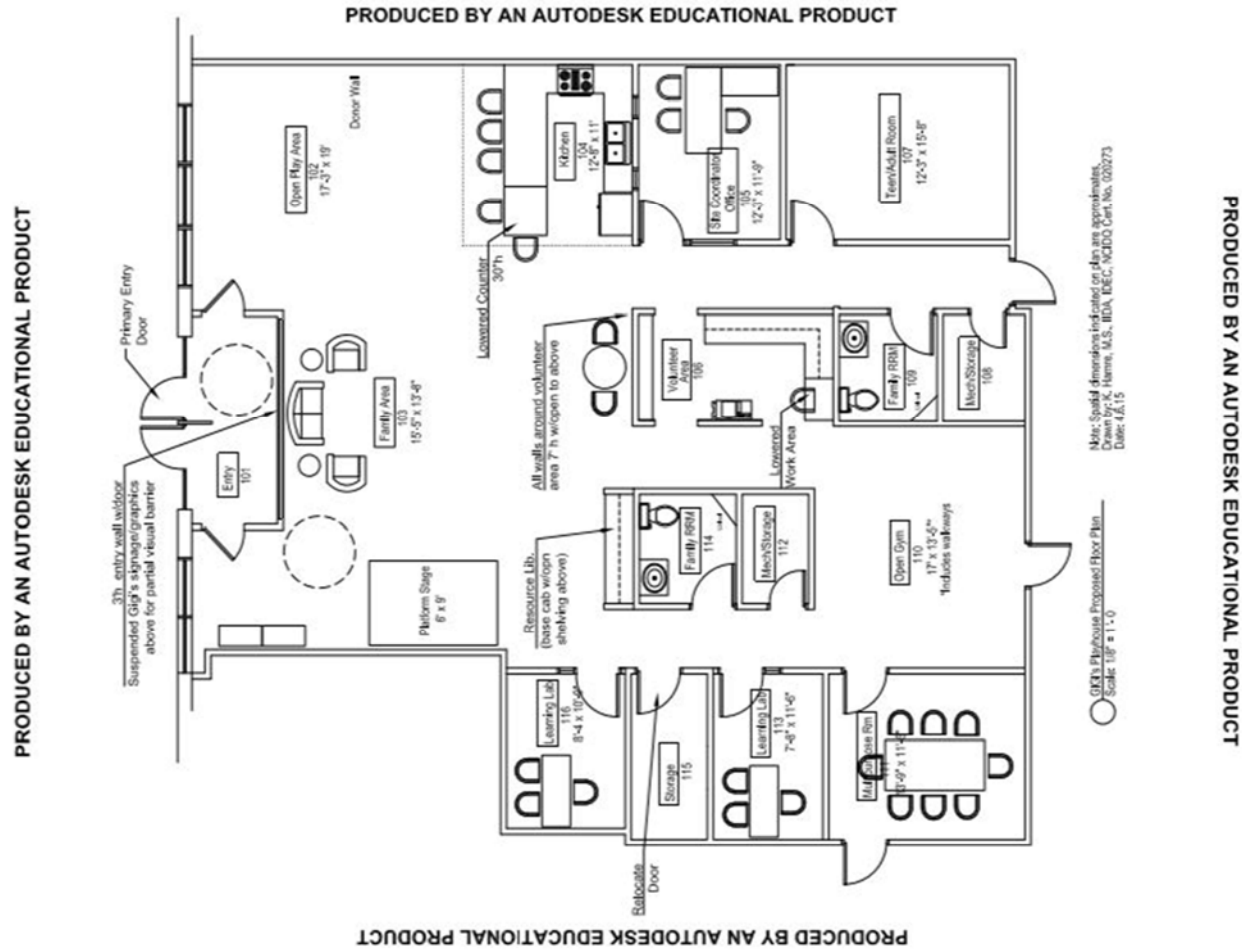
- We will begin our build out construction
  - Learning Lab
  - GiGiFIT Gym
  - Family Room
  - Therapeutic Play Area
  - Teen and Adult Lounge
  - Kitchen
  - Sound Stage
  - Resource Library
- We will need building supplies
  - Paint
  - Carpet
  - Tile
  - Lighting
- Purchase or find donations for furnishings
  - Tables
  - Chairs
  - Desks
  - Sofas
- Purchase technology
  - Televisions
  - Sound system
  - Security system
- Prepare for programs
  - Purchase and print materials
  - Purchase therapeutic and educational games and toys
  - Purchase fitness equipment for GiGiFIT
- Find and Train Volunteers
  - Programs and Tutoring is run by volunteers
- Hire a full-time Site Coordinator
  - Desired open hours would be M- F 9am to 5pm



# Example Floor Plan



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# Committee / Volunteer Support



# Committee / Volunteer Support



## Social Media & Marketing (Katie Gresko):

### Manage

- Webpage ([www.gigisplayhouse.org/orangecounty](http://www.gigisplayhouse.org/orangecounty))
- Facebook Page ([GiGi's Playhouse Orange County](#))
- Orange County email account ([orangecounty@gigisplayhouse.org](mailto:orangecounty@gigisplayhouse.org))
- eNews flyers

### Create

- Facebook posts
- Event flyers
- Webpage banners
- All promotional materials

## Special Events (Beatriz Nieto and Eloy Selles):

- Coordinate and plan all fundraising events
- Propose budget for the event
- Handle event logistics and planning
- Secure event volunteers and sub-committees

# Committee / Volunteer Support (cont.)



## Finance (Jo Martin):

- Ensure Playhouse assets and donations are used effectively
- Build and propose budgets
- Review financial position and trends on a regular basis for long term financial health

## Fundraising (Cara Giovani):

- Build annual fundraising plan and ensure its execution
- Manage pipeline for grants, major gifts and 3<sup>rd</sup> party events
- Research, write, and follow up on grants; manage grant pipeline
- Seek and secure 3<sup>rd</sup> party fundraising events
- Expand base of donors

# Committee / Volunteer Support (cont.)

## Community Outreach Committee (Martha L. Hernandez)

Increase awareness about GiGi's Playhouse and Down syndrome

- Everyone can and should participate
- Learn the key talking points

### Strategic Outreach

- Identify specific goals/Create communication strategy
- Identify individuals/organizations to advance the goals:
  - Business/corporate opportunities, sports, churches, neighborhood events, media engagement, government and other community organizations
- Manage community tabling events and family events (non-fundraising)
- Recruit and build volunteer base through organizations, universities



# Committee / Volunteer Support

## To Volunteer Your Time on a Committee

### General Volunteer:

Kim Horner [khorner@gigisplayhouse.org](mailto:khorner@gigisplayhouse.org)

### Social Media & Marketing:

Katie Gresko [kgresko@gigisplayhouse.org](mailto:kgresko@gigisplayhouse.org)

### Special Events:

Beatriz Nieto [bnieto@gigisplayhouse.org](mailto:bnieto@gigisplayhouse.org)

### Fundraising:

Cara Giovanni [cgiovani@gigisplayhouse.org](mailto:cgiovani@gigisplayhouse.org)

### Community Outreach:

Martha L. Hernandez [mhernandez@gigisplayhouse.org](mailto:mhernandez@gigisplayhouse.org)



# Believe In Our Build Campaign



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- Believe In Our Build Campaign is the capital campaign that will provide the funds for us to open a GiGi's Playhouse Orange County.
- Our programs are 100% free to families, but that does not mean they are free to deliver.

Donations to date:



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# We need your help to open a GiGi's Playhouse in Orange County

- Donate to the *Believe In Our Build Campaign* or
- Start your own fundraising team
- Visit [www.gigisplayhouse.org/orangecounty](http://www.gigisplayhouse.org/orangecounty) and click on this orange banner



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# Believe In Our Build Campaign



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What can you do to help?

There are four ways you can help!



Make a Donation



Search for a Fundraising Team



Become a Fundraiser



Volunteer

*Will You Believe In Our Build?*

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# Believe In Our Build - *Kick Off Challenge*

March 9th to April 24th

## TWO GRAND PRIZES

### The Dynamic Donor Award:

Raise the MOST AMOUNT OF FUNDS and a window display of your child or loved one with Down syndrome will be located in one of the front windows when we open GiGi's Playhouse Orange County!

### The Fabulous Friends Award:

The LARGEST TEAM with the most members, regardless of the amount of money raised, will get a large photo of their child or loved one with Down syndrome featured in a prominent inside location when we open GiGi's Playhouse Orange County.

The *Kick Off Challenge* will be tracked on our Believe in our Build webpage.

The winner of the *Believe In Our Build Kick Off Challenge* will be announced at our First Fun Family Event on **Sunday, April 26th!**

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Believe in our Build - Day in the Park



Mark your calendars  
for our first fun family event!

**Believe In Our Build Kick Off Party**

**Sunday, April 26th from 3-6pm**

**Melinda Park in Mission Viejo**

**Games, Activities, Face Painting, Dancing, Bounce House**

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# How Can You Get Involved?

1. Join a Committee, donate your time
2. Tell people about GiGi's Playhouse!
3. Donate to "Believe in Our Build" Campaign

*We need your support today so we can execute tomorrow!*



# This is a marathon, not a sprint!

- The average amount of time it takes to open a GiGi's Playhouse is 18 months.
- The quickest a GiGi's Playhouse has opened is 12 months.
- The Orange County Playhouse started fundraising January of 2020.
- Our goal is to open next year, in 2021!
- We have not begun looking for a location yet, but the goal is South County.

**GiGi's Playhouse provides a lifetime commitment to our families!  
Pre-natal through adulthood!**

# Other events for 2021:

Selma's Pizza Fundraising night

Poker Tournament

Back to School Fashion Show

More events to come

Open for ideas!!!!

We will be looking for volunteers and donations for these and other future events!!

Raffle prizes, food, entertainment, location

Event dates have not yet been determined so be sure to follow us on Facebook

**GiGi's Playhouse Orange County**

And sign up for our eNews by going to our website

**[www.gigisplayhouse.org/orangecounty](http://www.gigisplayhouse.org/orangecounty)**

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# Let's Bring GiGi's Playhouse to Orange County!



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