



Down Syndrome Achievement Centers
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GIGI'S PLAYHOUSE PARTNERS WITH BAIN & COMPANY TO REIMAGINE ITS STRATEGY FOR A POST-COVID WORLD

NEW YORK and HOFFMAN ESTATES, Illinois (March 1, 2021) – To continue to serve the families that rely on GiGi's ecosystem and support amid the Covid-19 pandemic, GiGi's Playhouse has overhauled its programmatic offerings, moving from its traditional in-person therapeutic playhouse model to a digital platform. The organization has also revamped its fundraising strategy, shifting its focus from in-person fundraising events to online engagement with donors.

To help the organization fully reimagine its programmatic strategy, fundraising and awareness initiatives, and volunteer support models, GiGi's Playhouse is partnering with Bain & Company's local New York team. In this year-long partnership, GiGi's Playhouse will pair its deep programmatic expertise of Down syndrome therapy with Bain & Company's sector-leading strategic prowess and analytic horsepower to define a "new normal" for GiGi's critical work.

GiGi's Playhouse was founded in 2003 following the diagnosis of founder and Chief Belief Officer Nancy Gianni's youngest daughter, GiGi, to have Down syndrome. Growing to more than 50 locations across the United States and Mexico, the pandemic in 2020 encouraged the organization to move programming online. In less than two weeks, GiGi's At Home was available to families to access educational, therapeutic and career development programs for individuals with Down syndrome. This development also saw exponential growth to the platform as families that had previously been out of reach of a physical location could now access the rich content, and soon the platform grew worldwide and now serves families in more than 50 countries.

"By selecting GiGi's Playhouse for their Adopt-an-Org this year, Bain New York has gifted us with more credibility for our organization and the families we serve than ever before – we are so grateful, honored and humbled," said Gianni. "Every day we celebrate individuals with Down syndrome, providing free therapeutic and educational programming, and promote acceptance for all, and this partnership will enable us to leverage the incredible skills of a global strategy leader. What a gift!"

Bain & Company's social impact mission is to drive transformative social impact by applying Bain talent in partnership with the most innovative and effective organizations, addressing some of the world's most pressing issues.

Gianni added, "From prenatal diagnosis to career skills, we make a lifetime commitment to our families, and with this commitment from Bain New York, we know that we'll only grow in our ability to best serve our community."

About GiGi's Playhouse®: GiGi's Playhouse is the only international network of Down Syndrome Achievement Centers created to provide free life-changing therapeutic and educational programs for all ages. With 50+ locations across the U.S. and Mexico, and a demand to open 200 more, GiGi's Playhouse is 99% volunteer run and on a mission to change the way the world views Down syndrome and to send a global message of acceptance for all. Learn more at www.GiGisPlayhouse.org. GiGi's At Home virtual programming now serves participants in more than 50 countries as we continue our commitment to free programming during the COVID-19 pandemic.

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