



annual
report
2019

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A Message from the President

Dear Friends,

On behalf of the Down Syndrome Association for Families of Nebraska Board of Directors and Staff, thank you for being a part of our DSAF family and making 2019 such an incredible year.

From the creation of a new Educational Series to the hiring of two new staff to the largest Give to Lincoln Day fundraising campaign – and so much in between – you have helped make each moment possible.

We march confidently into a new year inspired to serve the Down syndrome community of Nebraska. With continued efforts to review programs, expand services, and build and strengthen partnerships, DSAF is positioned for a bright future – a future that will better serve individuals with Down syndrome, and the families, friends, educators, and professionals who share in their lives.

Thank you for your collaboration as together we provide a positive vision of the future for people with Down syndrome in Nebraska.

*Sincerely,
Liz Echternkamp
DSAF Board President*

Strategic Priorities & Progress Toward Goals

Diversify Funding

2019 marked an incredible year for fundraising and a promising start to diversification. While the Step Up for Down Syndrome Walk still accounts for the majority of revenue at 72%, sponsorships and donations secured by the new Fundraising Committee and Marketing and Development Director, Mary Sweeney, saw the largest increase ever in DSAF history. Bank accounts were also moved to local, Nebraska banks with the promise of high-yield returns.

Enhance Member Communication

The Down Syndrome Community Connections newsletter, social media updates, relationships built with local news and radio outlets, and regular e-newsletters are but a few of the tools DSAF established in 2019 to help keep members informed. 2019 also marked the first member engagement survey allowing members to have a voice in current and future programs and services.

Illustrate Programming Value

Program Director, Dawna Daily, conducted a comprehensive review of all DSAF programs and services in 2019. That information, coupled with 2019 Member Engagement Survey feedback, directly resulted in the creation of new programs and enrichment activities, like Dads Night Out, the DSAF Educational Series, and Siblings Connect. The value of these many programs and services of DSAF is illustrated in DSAF President Updates and spotlight stories in the Down Syndrome Community Connections quarterly newsletter and social media.

Formalize Organizational Structure

The DSAF Board of Directors formalized board positions with the creation of unique advisory roles for each board member, while also focusing on increasing board membership with the addition of two new board members. DSAF Board President, Liz Echternkamp, officially assumed her role as President in May of 2019. The Marketing and Development Director position was filled with the hiring of Mary Sweeney and the Program Director position was filled with the hiring of Dawna Daily.





The People We Serve

243
Members

111
People with
Down Syndrome

928
Families, Friends,
Educators, and Allies

126
Nebraska Cities Represented
by DSAF Members and Allies



Engaging the Down Syndrome Community

1,169
Attendees at 44
Enrichment Events

1,200
Step Up Walk
Attendees

149
Volunteers Making
It All Possible

986
Pages Read by the
the Young Adult Book Club
(5 Books!)



Educating & Advocating

70
Medical Outreach Visits to
NICUs, Hospitals, Labor &
Delivery Units, and Physicians

90%
New Families with Prenatal or
Birth Diagnosis Connected to
Medical Outreach Team

1,039
People Educated and Inspired
Through *Community Connections*
Newsletter

21%
Increase in
Facebook Likes



Dollars & Cents

\$4,150
Donated by DSAF to National
Down Syndrome Groups

50%
New Families w/Prenatal or
Birth Diagnosis Connected to
Medical Outreach Team

\$29,315
Cash & In-Kind Donations
from NEW Sponsors

1,037%
Increase in
Give to Lincoln Day Support

“It’s awesome to be around other parents who know the gift of having a child with Down Syndrome, to meet the adorable new babes, and to celebrate the successes and dignified, joyful lives of the older ones! We are fortunate to have DSAF to organize events for these connections!”

- Pat S.
DSAF Member



Thank You to Our Supporters

Signature (\$5,000+)

Enable Savings Plan

Gold Star (\$1,000 - \$4,999)

Ash Grove Grant	Nebraska Animal Medical And Emergency Center
Bryan Center for Maternal and Fetal Care	Nelnet
Bryan Medical Center Pediatric Therapy and Rehabilitation	Peed Foundation
Dental Designs	Pinnacle Bank
Digital Sky	Ryan and Kim Abell
Eclipse Inc.	Sid Dillon
Froggy 98	Star Digital Print
HBE LLP	UBT
Henry's Hooligans	West Gate Bank
Images for a Lifetime	

Red Star (\$500 - \$999)

Anitra Warrior	Party Inflators
Brian & Courtney Brightman	Premier O&P Inc.
Complete Children's Health	Proforma
DotDotSmile by Tracy Kadavy	Rock 'n' Joe Coffee Bar
In Loving Memory of Don Lovegrove	Schneider Electric
Indigo Bridge Books & Cafe	Thomas M Fritsch DDS
Lincoln Community Foundation	Walmart Community Grants
Lovegrove Homes	Weers Motorsports

Blue Star (\$250 - \$499)

Chick-fil-A SouthPointe Pavillions	Nikky Rhae Photography
Caroline Hug	Ocean's Dental
Children's Dentistry of Lincoln	Pepsi-Cola of Lincoln
Dawna Daily	Pine Ridge Dental
Gina V Physical Therapy	Q2 eBanking
Hy-Vee, Inc.	REMAX
Lincoln Parks and Recreation	Rick Meyer
Lovegrove Racing	Robert and Joann Bettenhausen
Mark and Stacy Rolland	Runza Restaurants
Melissa and Brian Payne	Schoettger Orthodontics
Morningstar Counseling and Consultation	Swimtastic Swim School
Morrow Poppe Watermeier & Lonowski, P.C.	TerraSumoto
Nana and Kay-Kay	Theatre Arts for Kids
Neogen Corporation	Tina Kearney and Frank Dolezal



2019 Expenses vs. 2019 Revenue

Expenses

Education & Events	\$54,693.75	46%
Awareness	\$25,067.21	21%
Programming	\$14,806.23	12%
DSAF Admin	\$13,284.40	11%
Development	\$6,909.65	6%
Partnerships	\$4,505.00	4%
Total	\$119,266.24	

Revenue

SUDS Step Up Walk	\$85,735.82	72%
Donations	\$18,383.89	15%
Registrations	\$3,499.93	3%
Sales	\$1,720.75	1%
Membership	\$535.00	0%
*Interfunds Transfer	\$9,390.85	8%
Total	\$119,266.24	

Board Members

- Liz Echternkamp, President, Hamlow Elementary School
- DEan Fuelberth, Past President, Ameritas
- Tami Urwin, Treasurer, FACTS
- Alisha Bollinger, Lincoln Public Schools
- Beth Dinneen, M.S., CCC-SLP, University of Nebraska-Lincoln
- Brandi Benson, Lincoln Southwest High School
- Nikki Hobelman, RN, Center for Maternal and Fetal Care
- Rick Bohaty, CHI Health St. Elizabeth's
- Rick Meyer, Pinnacle Wealth Management
- Scott Neal, Bryan Health

Staff Members

- Dawna Daily, Program Director
- Mary Sweeney, Marketing & Development Director