



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.

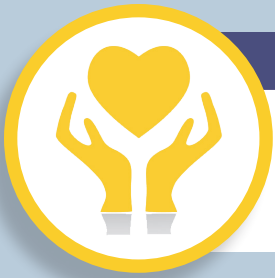
### Illustrate Programming Value

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  
Bryan Center for Maternal and Fetal Care  
Bryan Medical Center Pediatric Therapy and Rehabilitation  
Dental Designs  
Digital Sky  
Eclipse Inc.  
Froggy 98  
HBE LLP  
Henry's Hooligans  
Images for a Lifetime

Nebraska Animal Medical And Emergency Center  
Nelnet  
Peed Foundation  
Pinnacle Bank  
Ryan and Kim Abell  
Sid Dillon  
Star Digital Print  
UBT  
West Gate Bank

## Red Star (\$500 - \$999)

Anitra Warrior  
Brian & Courtney Brightman  
Complete Children's Health  
DotDotSmile by Tracy Kadavy  
In Loving Memory of Don Lovegrove  
Indigo Bridge Books & Cafe  
Lincoln Community Foundation  
Lovegrove Homes

Party Inflators  
Premier O&P Inc.  
Proforma  
Rock 'n' Joe Coffee Bar  
Schneider Electric  
Thomas M Fritsch DDS  
Walmart Community Grants  
Weers Motorsports

## Blue Star (\$250 - \$499)

Chick-fil-A SouthPointe Pavillions  
Caroline Hug  
Children's Dentistry of Lincoln  
Dawna Daily  
Gina V Physical Therapy  
Hy-Vee, Inc.  
Lincoln Parks and Recreation  
Lovegrove Racing  
Mark and Stacy Rolland  
Melissa and Brian Payne  
Morningstar Counseling and Consultation  
Morrow Poppe Watermeier & Lonowski, P.C.  
Nana and Kay-Kay  
Neogen Corporation

Nikky Rhae Photography  
Ocean's Dental  
Pepsi-Cola of Lincoln  
Pine Ridge Dental  
Q2 eBanking  
REMAX  
Rick Meyer  
Robert and Joann Bettenhausen  
Runza Restaurants  
Schoettger Orthodontics  
Swimtastic Swim School  
TerraSumoto  
Theatre Arts for Kids  
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%
<b>Total</b>	<b>\$119,266.24</b>	

### 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%
<b>Total</b>	<b>\$119,266.24</b>	

## 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