

Gigi's Playhouse

Down Syndrome Achievement Centers



About Down Syndrome

- Down syndrome (DS) is a genetic disorder whereby a person has 3 copies of the 21st chromosome.
- The most frequently occurring genetic condition:
 - 1 in 691 live births
 - **More than 400,000 people living with it in the US**
- A recent dramatic increase in the lifespan of individuals with DS* is resulting in a significant increase in population.
- Cause of DS is unknown, and it does not discriminate across racial or socioeconomic lines.
- It is the leading cause of intellectual and developmental delay in the world.
- ...but in the US, it is the least funded major genetic condition!



*As of 1983, the average lifespan for individuals with DS was just 25 years. Today, the average lifespan is 60 years. Difference can be attributed to a significant reduction in institutionalization and advances in technologies for heart surgeries. (Source: Global Down Syndrome Foundation)

GiGi's Empowers Families to Dare to Dream!

"Just as Apple Computers has fundamentally changed the way we interact with technology, GiGi's Playhouse is fundamentally changing the way the world views Down syndrome."

- GiGi's Playhouse Donor



GiGi's
Playhouse

Down Syndrome Achievement Centers

What is GiGi's Playhouse?



23 one-of-a-kind Achievement Centers across the US and Mexico

- Started 12 years ago, and growing exponentially!

Serving over 25,000 individuals with Down syndrome of all ages

- From pre-natal diagnosis to adult career skills, GiGi's makes a lifetime commitment to our families



Why is GiGi's Playhouse so unique?



High expectations and positive energy

Altering outdated perceptions of an individual's capabilities for families and the community.

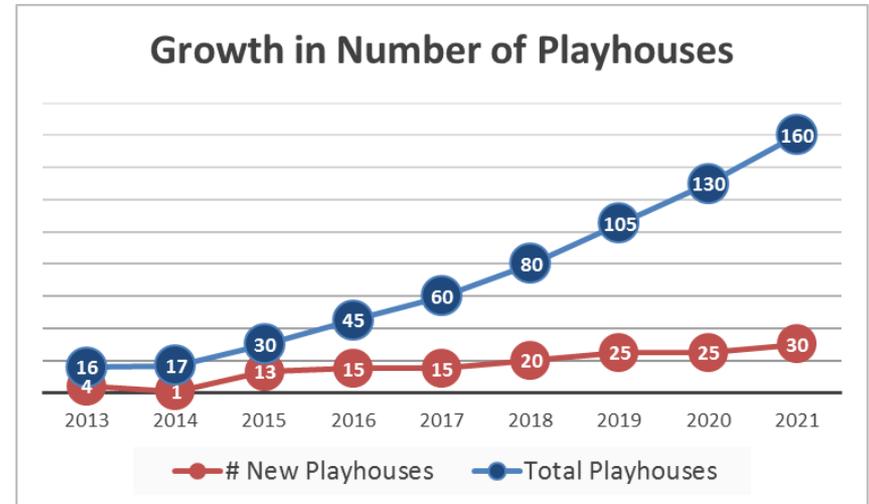
We have purposeful programs

All of our programs are focused on therapeutic educational and/or career development goals.

Programs are 100% free

Cost will NEVER be a barrier to achievement. More access = more impact for tens of thousands of participants!

The Future of GiGi's Playhouse



Changing the way the world sees Down syndrome.
one child. one diagnosis. one community at a time.

- 30 locations across North America by the end of 2015, 50 by end of 2016.
- 150+ new inquiries annually, and growing.
- 65% of all US metro markets with a population over 500,000 either have a GiGi's Playhouse or have inquired about adding one.
- Targeting to have a Playhouse or mobile unit in every state and every major metro market with a population over 300,000 by 2021.



How Do We Do All This?

Volunteers and a Strong, Replicable Model



100,000+

Volunteer hours nationwide

Enables more accessible budget levels for local playhouses to offer 100% free programming.

25,000+

Annual programming participants nationwide

(this does NOT count services and impacts delivered to parents, siblings, grandparents, and caregivers)

20,000+

Annual program sessions nationwide.



To Grow and Prosper...



We Need Program Scalability

- We must evolve our programming delivery as families around the world now expect GiGi's to demonstrate and deliver continually improved program solutions.
- New and current volunteers need more complete curricula and training to consistently fulfill their roles across the country.

We Must Ensure Organizational Sustainability

- Maintain brand and program quality through rapid growth.
- Provide more comprehensive and customizable marketing toolkits to support a thriving replicable model.



We Need the Tools to Impact Societal Change

- Discrimination and judgement is real in daily life when you have a diagnosis written on your face.
- Job opportunities must expand beyond greeting customers and bagging groceries.

Dare to Dream Campaign

“Transformational” Investors Can Change Lives



educate

**Evolve Program
Resources, Scalability**

More resources, more results,
more metrics.



inspire

**Enable Sustainable
Playhouse Growth**

Meet and support demand,
maintain delivery of brand.



believe

**Impact True Societal
Change Worldwide**

Break down barriers to
acceptance.



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THANK YOU FOR HELPING
ME AND
MY FRIENDS,
WE WORK HARD,
I PROMISE
WE WILL MAKE
YOU PROUD,
Love,
GiGi

