



## CELEBRATE WITH US

- WORLD DOWN SYNDROME DAY: **MARCH 21**
- JACK'S 10TH BIRTHDAY: **MARCH 25**
- BURGERS & BASKETS KICK-OFF: **JUNE 2023**
- CONCERT ON THE LAKE: **SUMMER 2023**
- CARLY MAY FOUNDATION GOLF CLASSIC: **SEPTEMBER 18**
- 7TH ANNUAL GALA PRESENTED BY GENZ-RYAN AND SCHULER SHOES: **OCTOBER 13**
- THE GIVING TREE: **DECEMBER 2023**



# JACK'S BASKET PURPOSE

Jack's Basket celebrates babies with Down syndrome. Our work begins from the time of diagnosis (prenatal or at-birth) to a baby's 1st birthday. We do this better than any other organization by focusing on three primary activities:

1.

Engaging and equipping medical providers with tools to communicate and discuss Down syndrome accurately without bias.

2.

Connecting new parents with other families and resources through our basket delivery program.

3.

Sharing powerful stories to change the narrative around Down syndrome.

## YOU MAKE ME BETTER ✨

Over the past 9 years, I have heard stories of families, teachers, therapists, classmates, neighbors, providers, and communities made better because of someone with Down syndrome. Nevertheless, the population of people with this genetic condition continues to decline because our world is scared of Down syndrome. At Jack's Basket, we are changing the conversation around the diagnosis and reaching more providers and families. As our organization continues to grow across the globe, our message stays the same, every baby deserves to be celebrated, every family congratulated, and every provider equipped to start the journey with hope. Thank you for your generosity to support this important work. You make me better.

- Carissa Carroll, *Founder & Executive Director*

## BABIES CELEBRATED IN 2022

AT A GLANCE

served  
**1822**  
families

Delivered  
baskets  
across all

**50**  
States

**72**  
new providers  
requested baskets  
for babies

**399**  
babies

Celebrated prenatally  
(basket arrived before  
baby was born)

**455**

babies outside  
the USA

Delivered  
baskets to

**20**  
Countries

**20** NEW PARENT  
VOLUNTEERS

**1095**  
Connections

made between new parents  
and JB volunteers

**6532** babies  
celebrated since 2014





# GROWTH STRATEGY

## 2022

**BASKETS:** 1,822 babies celebrated.\*

**HEALTHCARE:** Created and launched the Prenatal Consult Film in partnership with our medical team. Continued to provide diagnosis advocacy training to healthcare providers across the country.

**PROGRAM EXPANSION:** Recruited 20 new parent volunteers, expanding our basket delivery and parent connection programs across the country.

**FUNDRAISING:** Raised more than \$1,000,000 to support the mission.

**STAFF:** Hired first Communications & Marketing Manager to help lead and expand outreach and awareness efforts.

## 2023

**BASKETS:** Celebrate 2,000+ babies.

**HEALTHCARE:** Develop DS Champion program, increase visibility to the medical community by presenting at medical conferences, and develop curriculum for communicating unexpected news.

**PROGRAM EXPANSION:** Recruit 25 new parent volunteers to fill roles as BDPs (Basket Delivery Parents) and RLPs (Regional Lead Parents) in areas of need.

**FUNDRAISING:** Expand corporate partnerships and raise more than \$1.1 million to support the mission.

**STAFF:** Onboard new Director of Programs and Development which brings staff to 6 employees.

## 3-5 YEAR PLAN

**BASKETS:** Celebrate 3,000+ babies annually.

**HEALTHCARE:** Leverage our experience as researchers to explore outcomes of Jack's Basket at the family and health-care provider level.

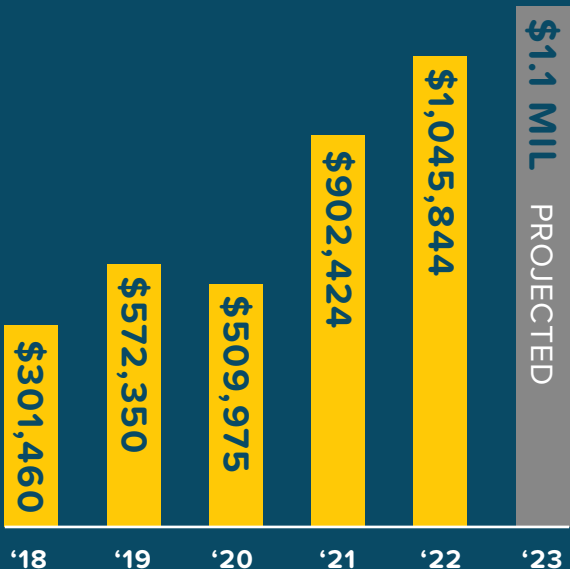
**PARTNERS:** Expand partnerships from local/regional partners to national organizations and businesses.

**FUNDRAISING:** Increase fundraising every year to support the growing impact of Jack's Basket mission.

**STAFF:** Optimize full-time and part-time staff to continue to support our national programming.

\*Each year in the United States, about 6,000 babies are born with Down syndrome, which is about 1 in every 700 babies born., CDC

## HELP US FULFILL OUR ANNUAL BUDGET!



# SUPPORT JACK'S BASKET

We simply cannot carry out the mission of Jack's Basket without the financial support from our generous donors. There are a variety of ways to support our work throughout the year:

- Join the Birth Day Club! For as little as \$15 per month, you can join a club of committed advocates and help us celebrate all year long!
- Sponsor a basket for \$150 each.
- Check out our Amazon wishlist for items you can purchase for our baskets.
- Coordinate a peer-to-peer fundraising campaign to help celebrate more babies! You can host a giving campaign through our website, Facebook or Instagram.
- Apply for company matches or help us make business partnerships.



If you would like to learn more about specific programming and donor engagement opportunities please reach out to Lisa Nevin at [lisa@jacksbasket.org](mailto:lisa@jacksbasket.org).

## “ Our diagnosis story

with Carly came abruptly over the phone without both my husband and I present. The provider had bias and no compassion. Carissa and the team at Jack's Basket have built something special that is changing that one provider at a time.”

**Maria Harris, Carly May Foundation**  
*Jack's Basket Donor*



## VOLUNTEER TESTIMONIAL

“Being a Jack's Basket parent volunteer is one of the most special things that I get to be a part of. I received my basket 4 years ago when I was really unsure and afraid of what my future would look like. Inside my Jack's Basket was not just cute baby gifts and incredible books, but the basket showed me how big of a community there is for families like mine. Receiving my basket felt like a huge group of people gave me a hug and said “We see you and we love your baby.” Getting to be on the other side now by delivering baskets is an honor.”

**Bea, Georgia**



## FROM THE PARENTS - THEN & NOW

**SEPTEMBER 2022:** “I received the basket today! **Thank you, from the bottom of my heart.** I am 29 weeks pregnant. At 16 weeks we got the NIPT results saying there was a 85% chance of Trisomy 21. It's been a roller coaster of emotions to say the least. **Having support like Jack's Basket has really put my mind to ease and reassures me that everything is going to be okay.**

**5 WEEKS LATER...** Reese was born 6 weeks early! She weighed 4lbs .2oz! We left the hospital after 17 days and she is doing amazing! We are so in love with this little girl! She completes our family perfectly!

**- Reese's Family**



# 2022 HIGHLIGHTS

## GROWING

Our staff and volunteer teams experienced exciting growth this year to meet the needs of our expanding mission. We welcomed 20 new Basket Delivery and Regional Lead parent volunteers across the country. Now we have 68 BDPs serving 13 states and 15 RLPs leading in 9 states. In addition, we introduced a new staff position to manage our marketing and communication initiatives!



## FUNDRAISING

With over 800 in-person guests and hundreds more attending virtually - we celebrated our 6th Annual 'You Make Me Better' Gala, raising over \$645,000 to celebrate the babies! Guests tuned in virtually from over 30 states and 9 countries. We are so amazed by and grateful for our community of donors who are committed to empowering this global movement to change the narrative around the Down syndrome diagnosis. We can't wait to see you on October 13th, 2023.



To hear more inspiring stories and to stay connected with our mission all year long, subscribe to our newsletter!

## EQUIPPING

In partnership with the Jack's Basket Medical Team, we launched The Prenatal Consult Film, our newest tool for prenatal providers. This 17-minute film is designed for providers to share with expectant parents who have recently received a prenatal Down syndrome diagnosis for their baby. Featuring perspectives from medical providers and parents of children with Down syndrome, the short film offers hope and encouragement for families just beginning their journey with unexpected news.

To view the film: [jacksbasket.org/prenatalconsultfilm](http://jacksbasket.org/prenatalconsultfilm)

## CELEBRATING

We celebrated so many milestones in 2022! In March, we celebrated our **5000th baby**... and in October, we celebrated our **6000th baby**. That means that since 2014, over 6,500 babies have been welcomed with joy and celebration, and families' stories have been changed for the better. In addition, we're also celebrating having connected with 72 healthcare providers new to our mission – more than any other year!





# 2022 BOARD OF DIRECTORS

## EXECUTIVE TEAM



**Susan Corcoran**  
*Chairperson*



**Sarah Darr**  
*Secretary*



**Sam Lacy**



**James Larson**  
*Vice Chairperson*



**Greg Stalsberg**



**Michelle Tran Phelps**  
*Treasurer*

## MEDICAL TEAM



**Dr. Niyati Patel**



**Dr. Erin Plummer**

## DEVELOPMENT TEAM

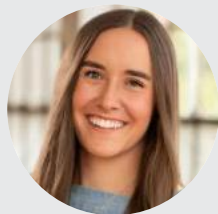


**Dre Barthel**

## STAFF MEMBERS



**Carissa Carroll**  
*Founder & Executive Director*



**Kali Cox**  
*Administrative Assistant*



**Angie Kulenkamp**  
*Financial Accountant*



**Mairin McCuiston**  
*Marketing & Communications Manager*



**Melody Schwartzbauer**  
*Director of Operations*

## THANK YOU

*Thank you for your generous support of Jack's Basket and helping us celebrate 1,822 babies in 2022 – that's a milestone!! Because of your commitment to join our mission, we plan to welcome over 2,000 babies in 2023 and continue to advance our partnership with the medical community to change the way a Down syndrome diagnosis is given. Together, we are changing lives for the better.*

### ADDRESS:

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@jacksbasket #youmakemebetter

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