CELEBRATE WITH US

- WORLD DOWN SYNDROME DAY: MARCH 21
- JACK’S BIRTHDAY: MARCH 25
- CARLY MAY FOUNDATION GOLF CLASSIC: MAY 30
- BURGERS & BASKETS: JUNE 28
- 4TH ANNUAL GALA: OCTOBER 9

Visit jacksbasket.org/events for more information
YOU MAKE ME BETTER

“I want to encourage you to think about that phrase, “you make me better.” Why don’t we tell people more often the ways they impact our lives for the better? Do you tell the people in your life that they make you better? If you don’t, start. Share with them how you are encouraged by them, believe in them, and need them. See the impact of those words and watch how it impacts their own confidence, purpose, potential, and impact on those around them.”
- Carissa Carroll, Executive Director

BABIES CELEBRATED

Since March 2014, Jack’s Basket has celebrated nearly 1,900 babies across 48 states, and 13 countries as of December 2019.

**NUMBER OF BASKETS DELIVERED PER YEAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Baskets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>747</td>
</tr>
<tr>
<td>2018</td>
<td>624</td>
</tr>
<tr>
<td>2017</td>
<td>251</td>
</tr>
<tr>
<td>2016*</td>
<td>137</td>
</tr>
<tr>
<td>2015</td>
<td>88</td>
</tr>
<tr>
<td>2014</td>
<td>26</td>
</tr>
</tbody>
</table>

*In 2016, Jack’s Basket became a 501(c)(3) non-profit.

**GEOGRAPHY OF BABIES CELEBRATED**

Delivered to

- **48 States**
- 12 non-US countries
  - **Australia**
  - **Canada**
  - **United Kingdom**
  - **Nigeria (2019 NEW)**
  - **Colombia (2019 NEW)**
  - **Jordan**
  - **South Africa (2019 NEW)**
  - **Germany**
  - **Netherlands**
  - **New Zealand (2019 NEW)**
  - **Denmark**
  - **Israel**

**TOP 3 STATES IN 2019 (BESIDES MN)**

- **Texas** (62)
- **California** (60)
- **Georgia** (30)

Jack’s Basket celebrates babies with Down syndrome. We serve every baby possible with a distinct focus on the U.S. Our work begins from time of diagnosis to a baby’s 1st birthday, and we do this better than any other organization by focusing on three primary activities:

1. Engaging, educating, and empowering healthcare providers to communicate and discuss Down syndrome accurately without bias.

2. Inspiring and connecting new parents with other families and resources.

GROWTH STRATEGY

BASKETS: Celebrated over 1,800 births since inception.

HEALTHCARE: Educated healthcare providers to recognize the role they play in a family’s story when they share an unexpected diagnosis. Equipped them with tools to reframe their conversations about Down syndrome. Provided videos and skill development materials.

FUNDRAISING: Since inception, raised over $1,000,000 to support Jack’s mission, including grant funding.

PARTNERS: Partnered with local organizations for basket resources and support.

STAFF: Hired Executive Director and Operations Manager.

BOARD: Formalized Board activities and responsibilities including 3 primary squads supported by 11 board members.

.completed

BASKETS: Celebrate 1,200 births.*

HEALTHCARE: Streamline delivery of healthcare messaging and toolkit to reach a wider audience. Partner with Regional Lead Parents to expand awareness.

FUNDRAISING/DONOR RELATIONSHIPS: Raise more than $450,000 to support Jack’s mission. Key initiatives:
- Launch Development Squad
- Increase monthly giving
- Develop grant and corporate fundraising
- Increase Annual Gala attendees

EXPANSION: Identify regional partner organizations to support expansion using tiered engagements.

STAFF: Hire part-time administrative assistant to enable focus on expansion, fundraising and outreach.

BOARD: Formalize squad charters, compensation committee and key legal requirements.

2020

BASKETS: Celebrate 3,000 babies annually.

HEALTHCARE: Leverage our experience as researchers to explore outcomes of Jack’s Basket at the family and healthcare provider level.

FUNDRAISING: Increase fundraising every year to support Jack’s mission.

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

STAFF: Hire full-time and part-time staff to support national expansion.

3-5 YEAR PLAN

EXPENSE REPORTING

2019

<table>
<thead>
<tr>
<th>Service</th>
<th>Program</th>
<th>Management &amp; General</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>66%</strong></td>
<td><strong>16%</strong></td>
<td><strong>18%</strong></td>
<td></td>
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</table>

2018

<table>
<thead>
<tr>
<th>Service</th>
<th>Program</th>
<th>Management &amp; General</th>
<th>Fundraising</th>
</tr>
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<tbody>
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<td><strong>17%</strong></td>
<td><strong>15%</strong></td>
<td></td>
</tr>
</tbody>
</table>

DID YOU KNOW?

In September 2019 we announced our Regional Lead Parent (RLP) outreach plan. RLPs are the face of Jack’s Basket outside of Minnesota and are critical to our mission of celebrating every baby with Down syndrome. RLPs create personal relationships with medical providers around the country and coordinate parent volunteers to deliver baskets in their area.

“Our local Down syndrome organization was struggling to get into hospitals, so many new families were being missed. With Jack’s Basket we can form a team to make sure all new families are getting the local resources along with hospital training. Together, we really feel like we will be able to make a much larger impact. We are so excited about the future of Jack’s Basket in Atlanta!”

- Kimberly Knight (DSAA)

2019 Annual Report
jacksbasket.org
HOW YOU CAN HELP

At Jack’s Basket, our greatest desire is that all babies with Down syndrome are celebrated and their families encouraged. We need your help to continue to share our mission with others!

• Request a basket for a new family welcoming a baby with Down syndrome.
• Consider being a Jack’s Basket Regional Lead Parent Volunteer in your local area.
• Connect us with medical providers that would benefit from our medical outreach and presentations.
• Follow us on social media and join our newsletter.
• Coordinate a fundraising event to help fill baskets for new families.

DONATE TO 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 donate.

• Sponsor baskets — $100 a basket.
• In-kind donations of gifts for our baskets — blankets, hats, rattles, books, etc. Check out our website for our Amazon Wishlist!
• Company match programs or business partnerships.
• Monthly or year-end giving opportunities.

THANK YOU

Thank you for your generous support of Jack’s Basket and helping us celebrate 747 babies in 2019. Because of your commitment to join our mission, we plan to welcome over 1,200 babies in 2020 and increase our impact in the healthcare community. Together, we are changing the narrative around Down syndrome and the lives of hundreds of families. You make me better.

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