



CELEBRATE WITH US IN 2024!

- WORLD DOWN SYNDROME DAY: **MARCH 21**
- JACK'S 11TH BIRTHDAY: **MARCH 25**
- BURGERS & BASKETS: **MONTH OF JUNE**
- CARLY MAY FOUNDATION GOLF CLASSIC: **SEPTEMBER 16**
- 8TH ANNUAL GALA PRESENTED BY GENZ-RYAN AND SCHULER SHOES: **OCTOBER 11**
- GIVE THE GIFT OF HOPE: **MONTH OF DECEMBER**



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 ✨

In 2023, our team focused on the phrase 'Better over Bigger' which meant we were intentional on growing well in our systems as an organization. We have the distinct honor of welcoming babies with Down syndrome and we are committed to make sure the process for celebrating a new baby is impactful, parent connections are strong, and providers are equipped when giving the diagnosis. Keeping our focus on who we are serving, we are determined to do so with excellence because our babies deserve the best. As a result of staying committed to our proven process of building Down Syndrome Champions in healthcare and record number of medical presentations, our new provider network grew by 41%. Also, we onboarded 47 new parent volunteers across the US because of our improved and supportive volunteer training. 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, we could not do it without you. You make me better.

- Carissa Carroll, Founder & CEO

BABIES CELEBRATED IN 2023

AT A GLANCE

served
1765
families

Delivered baskets across all



113
new providers requested baskets for babies

456
babies

Celebrated prenatally (basket arrived before baby was born)



babies outside the USA

Delivered baskets to

43
Countries since 2014

47 NEW PARENT VOLUNTEERS

8297 babies celebrated since 2014

1198 Connections made between new parents and JB volunteers



GROWTH STRATEGY

2023

BASKETS: 1,765 babies celebrated*

HEALTHCARE: Developed DS Champion program, increased visibility to the medical community by presenting at medical conferences, and developed curriculum for communicating unexpected news.

PROGRAM EXPANSION: Recruited 47 new parent volunteers to fill roles as BDPs (Basket Delivery Parents) and RLPs (Regional Lead Parents) in areas of need.

FUNDRAISING: Raised more than \$1.4 million to support the mission and expand corporate partnerships.

STAFF: Onboarded new Director of Programs and Development and Basket Program Assistant which brings staff to 7 employees.

2024

BASKETS: Celebrate 2,000+ babies.

HEALTHCARE: Launch the “Communicating Unexpected News” Medical Curriculum for all Medical Learners to improve healthcare provider communication and enhance patient-provider relationships.

PROGRAM EXPANSION: Celebration of States Project identifies the strategic growth in areas that have no resources. Increase awareness and visibility through a Public Relations Strategy.

FUNDRAISING: Raise more than \$1.4 million to reach more providers with communication tools, build more DS Champions in healthcare, and celebrate 2000 babies around the world.

STAFF: Onboard new Medical Program Specialist which brings staff to 8 employees. Relationships with donors, healthcare providers, volunteers, and families remain paramount in everything we do.

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 healthcare provider level.

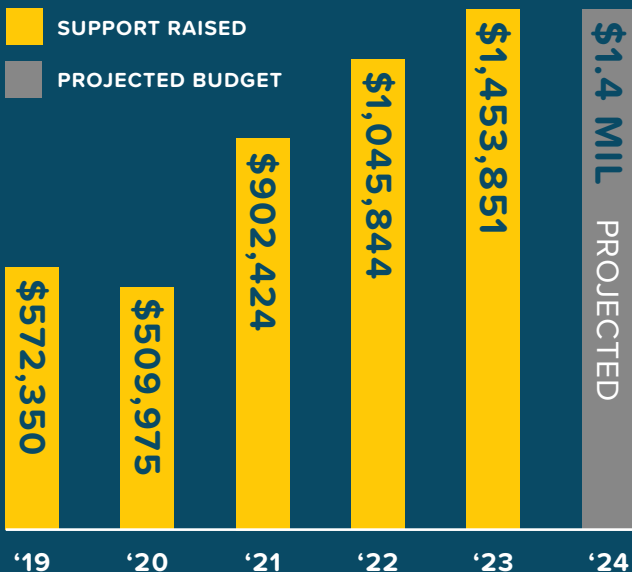
PARTNERS: Expand reach in areas of the US that allow us to serve more providers and families with our diagnosis advocacy tools and basket program.

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 support for our national diagnosis advocacy and basket 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!



HOW YOU CAN HELP

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:

- Sponsor a basket for \$150 each.
- Join the Birth Day Club! For as little as \$21 per month, you can join a club of committed advocates and help us celebrate all year long!
- Host a fundraising event to help fill baskets for new families.
- Host a Burgers and Baskets event.
- Apply for company matches or help us make business partnerships.
- Share our mission and vision with others.



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

A PARENT VOLUNTEER'S PERSPECTIVE

"I recently became a volunteer within the organization and I am so happy I took the leap of faith! Being able to connect with a family who has just received their diagnosis means a lot to me. My sister requested my basket for me at 35 weeks, when we received our results stating Bailey had a 71% chance of having Down syndrome. I didn't open the box right away because I was still processing everything. After Bailey was born, she let me know that she placed something in my hospital bag from the basket and wanted me to open it. It was the bracelet that still reminds me to this day "you make me better".

When we received our diagnosis, I had two moms reach out to me, congratulate me, and meet me in my feelings. It was those conversations that reminded me we were not alone in this journey, others have walked this similar path and they would be with me when I needed. And just like them, I can be an advocate and help support others through Jack's Basket, providing them a personal connection through their diagnosis."

Laura, Iowa



FROM THE PARENTS

"Jack's Basket gave me hope and showed me love during a very difficult time. My husband and I had just found out that we would be having a son likely to have Down Syndrome. It was early 2020, and our world was full of darkness, fear and despair, with so many unknowns. After receiving the beautiful basket from Jack's Basket, I was shocked by how much love went into making them! I felt "seen" and understood in such a scary, isolated time. I felt that our baby actually WAS very special in a time when I didn't

receive the support I needed by the medical community. It was your organization that gave me a preview of the love we would experience when our beautiful son arrived. My husband states receiving the basket made him feel we weren't alone. Our son is 3 now and keeps us on our toes. May God bless new mothers and their beautiful babies. May they know their child is made in His image and is loved."

Amy, North Carolina

2023 HIGHLIGHTS



GROWING

Our staff and volunteer teams experienced exciting growth this year to meet the needs of our growing mission! We welcomed 36 Basket Delivery Parents and 11 Regional Lead Parents. Now we have parent volunteers in 18 states around the country. In addition, we introduced two new staff positions, Director of Programs and Development and Basket Program Assistant.



FUNDRAISING

With a sold out Gala of 1,000 in-person guests and many more attending virtually - we celebrated our 7th Annual 'You Make Me Better' Gala, raising over \$800,000 to celebrate the babies! Guests tuned in virtually from over 24 states and 5 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 11th, 2024.



To help us celebrate every baby born with Down syndrome and spread hope to families navigating a diagnosis, scan the QR code!

EQUIPPING

In partnership with the Jack's Basket Medical Team, we created the "Communicating Unexpected News" Medical Curriculum for all Medical Learners to improve healthcare provider communication and enhance patient-provider relationships. It will launch on World Down Syndrome Day 2024. In addition, we grew our Medical Provider requested baskets by more than 41% since 2022.

To learn more: www.jacksbasket.org/curriculum



CELEBRATING

We celebrated so many milestones in 2023! In March, we celebrated our **7000th baby**... and in November, we celebrated our **8000th baby**. That means that since 2014, over 8,200 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 113 healthcare providers new to our mission – more than any other year!



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THANK YOU

Thank you for your generous support of Jack's Basket and helping us celebrate 1,765 babies in 2023 – that's a milestone!! Because of your commitment to join our mission, we plan to welcome over 2,000 babies in 2024 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.

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@jacksbasket #youmakemebetter

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