



## CELEBRATE WITH US IN 2025!

- WORLD DOWN SYNDROME DAY: **MARCH 21**
- JACK'S 12TH BIRTHDAY: **MARCH 25**
- BURGERS & BASKETS: **MONTH OF JUNE**
- CARLY MAY FOUNDATION GOLF CLASSIC: **SEPTEMBER 15**
- 9TH ANNUAL 'YOU MAKE ME BETTER' GALA: **OCTOBER 10**
- GIVE THE GIFT OF HOPE: **MONTH OF DECEMBER**



# OUR MISSION

Jack's Basket celebrates babies with Down syndrome. Our work spans from the time of diagnosis (prenatal or at birth) through the baby's 1st birthday. We do this by focusing on the three primary pillars of our mission:

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 2024, we celebrated some incredible milestones! I am grateful for the honor of welcoming our 10,000th baby with Down syndrome. Never in my mind would I have imagined we'd be able to celebrate that many babies across the globe. It took so many people giving their time, talent, and treasure to help us welcome 2,025 babies in 2024. In March, we celebrated 10 years since the delivery of the very first basket. What we've built at Jack's Basket in the past 10 years is so much more than a basket, it's a movement that is changing the narrative around the diagnosis. We are working tirelessly to ensure that every baby is celebrated, every family congratulated, and every provider equipped to start the journey with hope and celebration.

Thank you for your generosity in supporting this important work, we could not do it without you. You make me better,

- Carissa Carroll, *Founder & CEO*

## BABIES CELEBRATED IN 2024

AT A GLANCE

served  
**2,025**  
families

Delivered  
baskets  
across all

**50**  
States

**190**  
new providers  
requested baskets  
for babies

**586**  
babies

Celebrated prenatally  
(basket arrived before  
baby was born)

**259**

babies outside  
the USA

Delivered  
baskets to

**53**  
Countries  
since 2014

**59** NEW PARENT  
VOLUNTEERS

**19%**  
of baskets requested by  
medical providers

**10,319** babies  
celebrated since 2014

**1,417**  
Connections  
made between new parents  
and JB volunteers



# GROWTH STRATEGY

## 2024

**BASKETS:** Celebrated 2,025 babies and began offering Spanish-language baskets.

**HEALTHCARE:** Launched the “Communicating Unexpected News” Medical Curriculum and hosted a webinar for 600 Genetic Counselors.

**PROGRAM EXPANSION:** Celebration of States Project identified strategic growth opportunities in areas that have few resources. Increased awareness through local and national media coverage, including the CBS Evening News.

**FUNDRAISING:** Raised more than \$1.4 million to reach more providers with communication tools, build more Ds champions in healthcare, and celebrate 2,000 babies around the world.

**STAFF:** Onboarded new Medical Education Specialist which brought staff to 7 employees. Relationships with donors, healthcare providers, volunteers, and families remain paramount in everything we do.

## 2025

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

**HEALTHCARE:** Focus on targeted outreach to new provider populations, including Social Workers, OBGYNs, and Nurses.

**PROGRAM EXPANSION:** Elevate Brand Awareness through Public Relations to secure national media coverage. Increase investment in advertising opportunities to reach new audiences.

**FUNDRAISING:** Raise more than \$1.8 million to celebrate 3,000 babies, increase brand awareness worldwide, and reach new medical providers through webinars and communication tools.

**STAFF:** Introduce new Volunteer Coordinator role, which brings the total staff to 8 employees. Clarity and collaboration are key areas of focus as our staff continues to grow.

## 3-5 YEAR PLAN

**BASKETS:** Continue to increase the number of babies celebrated each year in the United States and providing resources in additional languages.

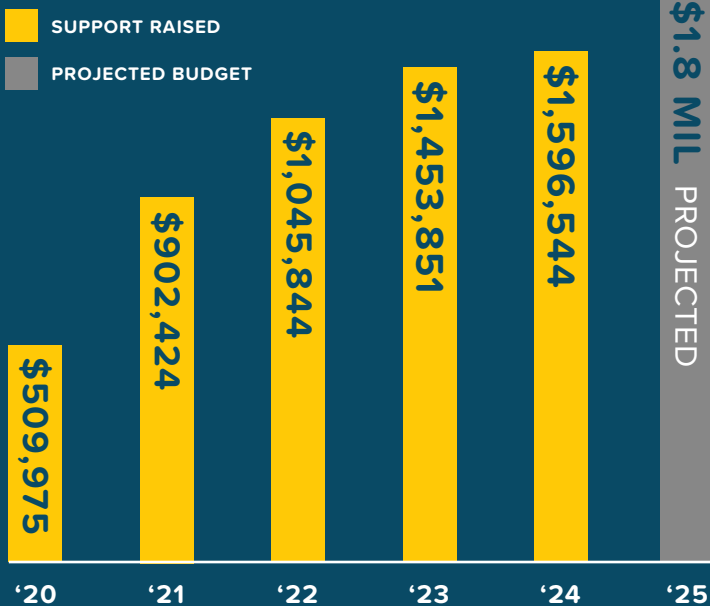
**HEALTHCARE:** Continue to drive meaningful change to ensure that a diagnosis of Down syndrome is given with empathy, coupled with resources and support for the family. Down Syndrome Champions will change the story from the start, resulting in an increase in birth rate for babies diagnosed with Down syndrome.

**PARTNERS:** Expand our physical location to accommodate a larger number of baskets being sent, in-person volunteer groups, and better cultivate a sense of community and inclusion.

**FUNDRAISING:** Launch “Hands-on Hope” Capital Campaign to support the expansion of our headquarters. Increase focus on planned and legacy giving.

**STAFF:** Invest in the growth and development of staff to drive efficiency and effectiveness of our work, leading to more babies celebrated, providers equipped and stories changed from the very beginning.

## 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. Here are 3 key ways to support our work throughout the year:

- ◆ **Celebrate** a baby by sponsoring a basket for \$150 each or commit to a monthly gift to help us celebrate all year long!
- ◆ **Connect** us to new opportunities by applying for company matches, introducing us to new grant opportunities, or help us establish new business partnerships.
- ◆ **Commit** to a new way of sharing our mission. Hosting a Burgers and Baskets event, Jogging for Jack's, and individual fundraising events are all great ways to help spread the word.

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

# “HANDS-ON HOPE” EXPANDING OUR IMPACT

We're excited to announce that in 2026, we'll be expanding our current headquarters location! A bigger space will allow us to house more inventory, process more baskets, and host more volunteer groups to help support our mission. We're looking forward to opening our doors for more people to be hands-on with our mission of providing support to new families. This expansion will require additional financial support, which is why we'll be launching the Hands-on Hope Capital Campaign later this year. We invite you to join us in this exciting new chapter for Jack's Basket!

## MAKING MILES MEANINGFUL

"My wife and I are expecting our second child (baby boy!) in March of 2025. We learned that our son will be arriving extra special with Trisomy 21 (Down syndrome) and we could not be more excited for the journey ahead of us.

We believe we have been put in this position for a reason and expect that our son will not only change our lives but those of our family, friends, and whoever comes in contact with him.

I am dedicating my second-ever marathon to help spread awareness for Down syndrome as well as the wonderful organization of Jack's Basket. We recently received our basket and immediately felt loved, understood, and supported. If I can do my part and give just one basket to a family to make them feel the same way, it will be worth it."

**Brian Crespo, Florida**



## FROM THE PARENTS

*Riva, You Make Me Better*

"Riva's birth was a glorious moment— we were over the moon. Shortly after the excitement of birth, we looked at her precious little face and we knew she had Down syndrome. My husband Ryan and I felt scared, unsure of the future, insecure in our knowledge of Down syndrome, and worried about what life might look like for her and us.

The pediatrician doing rounds at the hospital asked if she could request a Jack's Basket for us. We were willing to accept any support in those first few days. A few days later, Jack's Basket came at the moment we needed - with the sweetest volunteer and a basket full of encouragement

and much-needed information. We'd never heard of the organization but once we had, we knew we had a beautiful community of care, kindness, and prayer behind us. It was everything we needed in those first few weeks of knowing Riva.

These last few months have been some of the most beautiful months of our lives. We can't imagine it any other way and we don't want to. We love knowing that God alone chose her for us and us for her. To be able to love her and train her up in the way she should go is such a rich gift. The joy she brings to us and all those who meet her is palpable."

**Cassidy & Ryan Carter, Minnesota**



# 2024 HIGHLIGHTS



## GROWING

Our staff and volunteer teams experienced exciting growth this year to meet the needs of our growing mission! We welcomed 57 new Parent Volunteers, including our first international volunteer in Singapore! Additionally, we introduced a new staff position of Medical Education Specialist. This role has helped us increase our outreach to providers, ensuring that families are receiving the diagnosis of Down syndrome in a way that is accurate and unbiased. Medical providers are present in every story, and we look forward to continuing our work in this area to help change the way the story starts for new families.



## FUNDRAISING

With a sold-out Gala of 1,000 in-person guests and many more attending virtually - we celebrated our 8th Annual "You Make Me Better" Gala. We raised a record-breaking \$1 million, all to celebrate the babies! 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 10th, 2025. Non-Gala fundraising continues to be vital to our success. In 2024 we raised \$125,000 through Peer-to-Peer campaigns. We look to increase this amount in 2025 as we continue to engage our community in spreading awareness of and support for our mission.



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

## EQUIPPING

2024 was a big year for our Diagnosis Advocacy Program. We officially launched our "Communicating Unexpected News" Medical Curriculum on World Down Syndrome Day, and since then have had over 300 providers enroll. In August we hosted our first webinar through the National Society of Genetic Counselors. Nearly 600 Genetic Counselors attended live, and over 150 more have completed it since. Nearly 20% of our 2,025 basket requests in 2024 came from providers, and we're excited to see this number continue to grow as we connect with more Down Syndrome Champions.



## CELEBRATING

2024 was a year full of celebrations for Jack's Basket! In March we celebrated our 10th Anniversary! We're thankful for all the people who came together to celebrate with us at our 10th Anniversary Party - it was certainly a highlight of the year! In May we had 2 wonderful milestones. We welcomed our 9,000th baby, all the way in Alaska, and had our first in-person international basket delivery in Singapore! In November we welcomed our 10,000th baby right here in Minnesota. It was a full-circle moment, as Carissa was able to deliver the basket herself, just like she did with the first one 10 years ago.



# 2024 BOARD OF DIRECTORS



**Dre Barthel**  
*Development Team*



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*Vice Chair*



**Ian Isakson**  
*Treasurer*



**Sam Lacy**



**James Larson**  
*Chairperson*



**Dr. Erin Plummer**  
*Medical Team*



**Greg Stalsberg**  
*Secretary*

## STAFF MEMBERS



**Carissa Carroll**  
*Founder & CEO*



**Lisa Nevin**  
*Director of Programs & Development*



**Melody Schwartzbauer**  
*Director of Operations*



**Tania Dreon**  
*Financial Manager*



**Erin Hassenstab**  
*Marketing & Communications  
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**Emily Stearns**  
*Medical Education Specialist*



**Victoria Bade**  
*Volunteer Coordinator*



**Michelle Vuong**  
*Office Administrator*



**Kirsta Graf**  
*Brand Ambassador*

## THANK YOU

*Thank you for your generous support of Jack's Basket and for helping us celebrate 2,025 babies in 2024 – the most we ever have!! Because of your commitment to our mission, we plan to welcome over 3,000 babies in 2025 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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