



## CELEBRATE WITH US IN 2026!

- WORLD DOWN SYNDROME DAY: **MARCH 21**
- JACK'S 13TH BIRTHDAY: **MARCH 25**
- HANDS ON HOPE EXPANSION GRAND OPENING: **MAY 31**
- BURGERS & BASKETS: **SUMMER 2026**
- 10TH ANNUAL 'YOU MAKE ME BETTER' GALA: **OCTOBER 9**



# OUR MISSION

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

- 1.** Connecting new parents with other families and resources through our basket delivery program.
- 2.** Equipping medical providers with tools to communicate and discuss Down syndrome accurately and without bias.
- 3.** Sharing powerful stories to change the narrative around Down syndrome.

# YOU MAKE ME BETTER ✨

Because of you, 2025 became our most impactful year yet. We celebrated 2,156 babies, more than ever before, surpassing 12,000 babies welcomed since we began.

We expanded our impact inside the medical community, equipping 1,100 providers through live trainings and a sold-out Symposium at the National Society of Genetic Counselors. Now, one-third of our basket requests come directly from providers, a powerful sign that the narrative is shifting from fear to celebration.

From national visibility on The Kelly Clarkson Show to record fundraising and volunteer growth, this year reflects what is possible when a community believes every baby deserves celebration.

Thank you for being part of this movement. You make me better.

- Carissa Carroll, *Founder & CEO*

## BABIES CELEBRATED IN 2025

AT A GLANCE

**2,156**  
babies celebrated  
with a Jack's Basket

delivered  
baskets  
across all



**98%**  
of families who received a  
basket said it gave them  
encouragement & support

**679**  
babies

Celebrated prenatally  
(basket arrived before  
baby was born)



of baskets were  
sent within US

delivered  
baskets to

**61**  
countries  
since 2014

**87** new parent  
volunteers

**96%**  
of basket recipients said the  
basket shifted their perspective of  
their child and the journey ahead

**31%**  
of baskets requested by  
medical providers

**12,630** babies  
celebrated since 2014

**1,508**  
connections  
made between new parents  
and JB volunteers



# GROWTH STRATEGY

## 2025

**BASKETS:** Celebrated 2,156 babies worldwide while strengthening fulfillment systems, increasing volunteer capacity, and developing a strategy to continue growing requests.

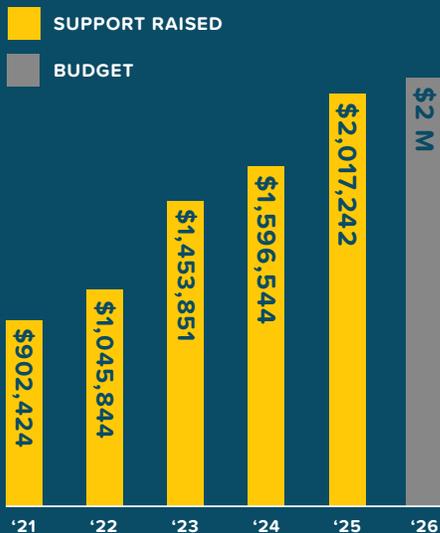
**HEALTHCARE:** Hosted 20 live trainings reaching 1,100 medical providers, including a sold-out Symposium at the National Society of Genetic Counselors Annual Conference.

**PROGRAM EXPANSION:** Strengthened national infrastructure by onboarding 87 new volunteers, expanding hand-deliveries to 46 states, focusing growth in key metro areas, improving volunteer and fulfillment systems, and preparing for Hands on Hope facility expansion.

**FUNDRAISING:** Raised more than \$2 million to celebrate babies, increased brand awareness worldwide, and reached new medical providers through webinars and communication tools.

**STAFF:** Introduced new Volunteer Coordinator role, allowing a greater focus on recruiting and onboarding new Basket Delivery Parents. Clarity and collaboration were key areas of focus as our staff continued to grow.

## HELP US FULFILL OUR ANNUAL BUDGET!



## 2026

**BASKETS:** Celebrate 2,500 babies with Down syndrome, with consistent milestones and increased provider-initiated requests driving sustainable growth.

**HEALTHCARE:** Increase the number of medical presentations and Medical Team volunteer presenters to expand Jack's Basket's influence within medical communities. Further equip Regional Lead Parents with resources to engage their local providers, and intentionally reach new audiences of genetic counselors, social workers, and medical students through live trainings and continuing education opportunities.

**PROGRAM EXPANSION:** Activate key geographic regions with equipped regional leaders, complete the Hands on Hope expansion, and formalize group volunteer and corporate engagement processes to support national growth.

**FUNDRAISING:** Raise more than \$2 million to celebrate 2,500 babies with Down syndrome. Increase focus on non-Gala fundraising streams, including Burgers & Baskets and year-end giving. Increase corporate partnerships aligned with our mission.

**STAFF:** Continue to expand our staff team, adding a new Director of Marketing Position. This new role allows our team to focus additional time and resources towards increasing brand awareness and continuing to spread our mission to new audiences.

## 3-5 YEAR PLAN

**BASKETS:** Celebrate 3,000-5,000 babies by expanding regional leadership, strengthening provider partnerships, and ensuring scalable systems that support consistent, high-quality fulfillment nationwide.

**HEALTHCARE:** Build a nationally recognized healthcare education initiative with a strong pipeline of speaking opportunities across healthcare systems, conferences, and academic programs. Continue to produce credible communication tools that equip providers to deliver a Down syndrome diagnosis with accuracy, empathy, and without bias.

**PROGRAM EXPANSION:** Establish a sustainable regional leadership model and scalable operational infrastructure that enables continued national expansion, ensuring every family receiving a Down syndrome diagnosis has access to immediate celebration, accurate information, and community support.

**FUNDRAISING:** Continue to focus on donor retention, stewardship, and planned giving, allowing us to invest more strategically in longer-term projects, ultimately having a bigger impact on the families we serve.

**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.



# 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 by joining the Birth Day Club to help us celebrate all year long!
- ◆ **Connect** us to new opportunities by applying for company matches, introducing us to new grant opportunities, or helping us establish new business partnerships.
- ◆ **Commit** to sharing our mission. Host, gather, run, invite, and create opportunities to spread the word. Every effort helps us celebrate more babies and families.

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

# “HANDS ON HOPE” EXPANDING OUR IMPACT

We're excited to announce we are expanding our current headquarters location in 2026 to allow more people to be hands-on with the mission of Jack's Basket! A bigger space will allow us to house more inventory, process more baskets, and host more volunteer groups, all in service of celebrating more babies with Down syndrome. We invite you to join us for our Grand Opening on May 31st as we enter this exciting new chapter for Jack's Basket!



## CELEBRATING BABIES THROUGH BURGERS & BASKETS

“We chose to host a party because we wanted to celebrate our girl in the biggest, most joyful way, and to give back to the organization that made us feel seen and supported when we first brought Charlotte home. Jack's Basket reminded us we weren't alone, and that meant everything in those early days. Now, we want other families to feel that same love.

One of my favorite moments from the day was standing in the middle of the noise and chaos - kids laughing, burgers grilling, friends setting up tents, and realizing: this is our village. These people showed up for our girl, and it was beautiful. The love and support we felt reminded me so much of what we felt when we first received our basket. It all came full circle. To future Burgers & Baskets hosts: do it your way, with your people. Big or small, loud or quiet, it doesn't have to be perfect. Just lead with love, and I promise it will be beautiful.”

**McKenzie, Charlotte's Mom (Georgia)**



## FROM THE PARENTS

“Thank you from the bottom of our hearts for the beautiful gift and for welcoming us into such a loving and hope-filled community. In a time when our hearts have been heavy with questions, fear, and the unknown, your kindness has felt like a lifeline.

Your support reminded us that we are not alone, that there is a whole community standing with us, cheering for our sweet baby, and offering comfort when we needed it most. Your compassion has brought so much light into a very tender season for our family.

Thank you for embracing us with such love and reminding us that there is beauty, joy, and purpose in this journey. We are forever grateful.”

**Ludemila, 2025 Basket Recipient**

# 2025 HIGHLIGHTS



## GROWING

Our staff and volunteer teams experienced exciting growth this year to meet the needs of our growing mission! We introduced a new staff position, Volunteer Coordinator. This role has helped us increase our focus on expanding our impact at the local level. As a result, we onboarded 87 new Basket Delivery Parents, the most ever in a single year!



## FUNDRAISING

Because of a generous and growing community, this became our strongest fundraising year to date, with more than **\$2 million raised** in support of our mission. A record-breaking **\$1 million You Make Me Better Gala**, expanding corporate partnerships, and an increasing network of Burgers & Baskets hosts across the U.S. reflect a movement of people who believe every baby deserves celebration.

We are especially grateful for the steadfast partnership of **Erdman Automation**, whose generous annual commitment continues to fuel long-term, sustainable impact for the families we serve.

**Save the date:** Our 10th You Make Me Better Gala will be held on Friday, October 9th.



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

## EQUIPPING

2025 brought continued growth for our Diagnosis Advocacy Program. In November, we hosted our first Symposium through the National Society of Genetic Counselors. Our session sold out, with over 240 Genetic Counselors in attendance! Throughout 2025, we hosted 20 live trainings, reaching 1,100 medical providers. 31% of our basket requests in 2025 came from providers, either directly or via families who were referred to Jack's Basket by their provider. We're excited to see this number continue to grow as we connect with more Down Syndrome Champions.



## CELEBRATING

2025 was a year full of celebrations for Jack's Basket! We welcomed our 11,000th baby in May and our 12,000th baby in October. In March, we celebrated World Down Syndrome Day by appearing on The Kelly Clarkson Show and sharing our mission at a national level! Most exciting of all, we celebrated more babies than ever before in a single year, welcoming 2,156 babies with Down syndrome the way they deserved to be.



# 2025 BOARD OF DIRECTORS



**Dre Barthel**



**Steve Clifford**



**Aaron Engler**



**Ian Isakson**



**Kate Kent**



**Noah Oberg**



**Dr. Erin Plummer**

## STAFF MEMBERS



**Carissa Carroll**  
*Founder & CEO*



**Melody Schwartzbauer**  
*Director of Programs  
& Operations*



**Marie Anderson**  
*Director of Marketing*



**Katie Burwell**  
*Director of Development*



**Victoria Bade**  
*Volunteer Coordinator*



**Erin Hassenstab**  
*Marketing & Communications  
Manager*



**Holly Haugen**  
*Office & Fulfillment Coordinator*



**Lauren Talhelm**  
*Medical Education Coordinator*



**Kirsta Graf**  
*Brand Ambassador*

## JACK'S BASKET CORE VALUES

- ◆ **Starts with Our Mission** Everything we do is in service of celebrating babies with Down syndrome.
- ◆ **Always Learning** We stay curious, humble, and ready to grow.
- ◆ **Take Bold Initiative** We do not wait for change to happen; we move forward with courage and creativity to make things happen.
- ◆ **Rooted in Relationships** We build authentic connections that foster trust and care.
- ◆ **Serve Others with Excellence** We put people first, supporting those around us with compassion and generosity.

## CONNECT

**ADDRESS:**

1170 Red Fox Road  
Arden Hills, MN 55112

**PHONE:** 651.456.8321

**WEBSITE:** [jacksbasket.org](http://jacksbasket.org)

**EMAIL:** [info@jacksbasket.org](mailto:info@jacksbasket.org)



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