



Strategic Plan

December 14, 2020

Abby Vernon, Board President
Nicole Costantino, Board Vice President
Michael Mathias, Board Treasurer
Megan Smulski, Board Member
Meredith Peterson, DSAP Executive Director

Mission Statement

The goal of the Down Syndrome Association of Pittsburgh is to enrich the lives of individuals with Down syndrome, their families and communities in which they live. We accomplish this through communication, education, advocacy, fellowship and support for our community members' well-being through our longstanding alliance with the Pediatric and Adult Down Syndrome Centers of Western PA.

DSAP Priorities

- Sustain and grow our funding and programming partnership with the Down Syndrome Center of Western Pennsylvania.
- Educate the public in Western PA about the possibilities and potential of all people with Down syndrome.
- Create opportunities for networking, peer support and friendships for all individuals with Down syndrome and their families throughout Western PA (and surrounding areas).
- Develop, pursue and support a diverse and inclusive culture throughout the organization.
- Ensure expectant and new families have immediate access to support and community information to aide them on the start of their Down syndrome journey.

- Provide educational opportunities for families and caregivers on topics specific to caring for loved ones with intellectual disabilities.
- Commit to a progressive, innovative and fluid agenda that enhances DSAP's financial position, community presence and leadership.
- Ensure that non-partisan advocacy remains a foundational part of DSAP.

DSAP VISION

Our Vision is a community in which all its citizens appreciate and benefit from the diversity of the people who live there, including those with Down syndrome. A place where we are all accepted and valued for our unique abilities and contributions and are guaranteed the opportunity and choice to create our own pathways to our definition of a successful life.

DSAP Strategic Plan Summary

OBJECTIVE ONE:

Build lasting, dynamic relationships with the Down syndrome community of Western PA (and surrounding area) through consistent community engagement and organizational transparency.

OBJECTIVE TWO:

Ensure diversity, equity and inclusion remain a top priority for DSAP in regard to organization structure and community access.

OBJECTIVE THREE:

Ensure financial sustainability for the ongoing operations and infrastructure of DSAP inclusive of the long-standing funding partnership of the Down Syndrome Center of Western PA and the additional resources needed from our growing community.

DSAP Strategic Plan

OBJECTIVE ONE:

Build lasting, dynamic relationships with the Down syndrome community of Western PA (and surrounding area) through consistent community engagement and organizational transparency.

REQUIREMENTS:

1. Community Engagement:
 - a) Family Connection Program – This program brings parents and loved ones together to provide peer support in a safe and comforting environment. Frequency of meetings vary by group.
 - b) DSAP Speaker Series – Provide educational opportunities for families and caregivers on topics unique to the Down syndrome journey by National and Local experts.
 - c) Community Events – Annual events remain a cornerstone of DSAP’s community commitments. Select events are catered to the specific needs of individuals with Down syndrome while other events are intended to encourage public awareness, education and engagement.
 - d) New and Expectant Parent Support – Provide valuable support, resources (including books), and welcome gifts at diagnosis.
 - e) Programming Exploration – Prioritize the exploration of innovative and effective programming for our community.
 - f) Email/Social Media – Stay connected and current with our community through email and our social media platform (Facebook, Instagram, YouTube)
2. Organizational Transparency
 - a) An impact report will be published each summer to provide community transparency to DSAP’s membership, community reach and the strategic plan.
 - b) Quarterly newsletter will be shared (via email) to advise community on DSAP wins and pending news.
 - c) Town Halls will be hosted 2x annually by DSAP to create a forum for open dialogue between stakeholders and the DSAP BOD.

DSAP Strategic Plan

OBJECTIVE TWO:

Ensure diversity, equity and inclusion remain a top priority for DSAP in regard to organization structure and community access.

REQUIREMENTS:

1. Recruit and build a diverse and inclusive board.
 - a) Recruit board members with diverse race, ethnicity, age and/or experience with our Down syndrome community
 - b) Recruit members with Down syndrome
2. Be an exemplary board that promotes increased community awareness about Down syndrome and inclusion:
 - a) Community Education and Support
 - i. Marketing/Fundraising/Branding
 - ii. Local School/Colleges
 - b) World Down Syndrome Day – Outreach to local schools (toolkits)
3. Cultivate a community in which everyone is valued and respected for their diversity (age, race, ethnicity, etc.).
 - a) Ensure ALL are empowered to engage and contribute to the resources available to live a healthy, self-determined and fulfilling life utilizing the Down syndrome center.
4. Work as an organization to reach a broader and more diverse group of people impacted by Down syndrome in Western PA.

DSAP Strategic Plan

OBJECTIVE THREE:

Ensure financial sustainability for the ongoing operations and infrastructure of DSAP inclusive of the long-standing funding partnership of the Down Syndrome Center of Western PA and the additional resources needed from our growing community.

REQUIREMENTS:

1. Ensure sustainability for the ongoing operations and infrastructure of the organization.
 - a. Continue to build our team by engaging with the community and energizing potential future participants, volunteers, and board members.
2. Continue our funding partnership with Down Syndrome Center of Western Pennsylvania.
 - a. Invest in the health and wellness of our community by prioritizing fundraising for the Down Syndrome Center of Western Pennsylvania.
3. Provide resources to fund the growing needs of our community, as identified by the board and executive director.
 - a. Celebrate together by hosting social events and allowing members of our community to connect on a regular basis.
 - b. Ensure ongoing communication between community and leadership team to better understand the needs and priorities of all members.
4. Create and execute a thoughtful, appropriate and bold revenue plan that includes event-based fundraising as well as soliciting support from individuals, foundations and corporations.
 - a. Continue with established events, such as the Buddy Walk, to raise funds and bring our community together.
 - b. Identify new mechanisms to engage the larger community and increase revenue to sustain organizational growth.