



# 20 18

**ANNUAL  
GENERAL  
REPORT**



Canadian  
Down Syndrome  
Society

Société  
canadienne de la  
trisomie 21

## 2018 Board of Directors

Chair: Laura LaChance  
Vice Chair: Ed Casagrande  
Treasurer: Yelman Siddiqi  
Secretary: Jackie Charchuk  
Sean Wiltshire  
Dave Fischl  
Dewlyn Lobo  
Ben Tarr  
Elaine Willcock  
Stewart Moffatt  
Christine McConnell  
Paul Crowley

## 2018 VATTA Members

Chair: Matthew MacNeil  
Jessie Huggett  
Nicholas Popowich  
Alana Gersky  
Natalie Olson  
Jeremy Abramson  
Julia Romualdi

## Current CDSS Staff

Executive Director: Kirk Crowther  
Interim Executive Director: Laura LaChance  
Office Manager & Accounting: Marion Lauzon  
Administration & Resource Liaison: Liza Kiegler  
Database Coordinator: Ton Le  
Marketing & Communications Manager: Kristen Halpen  
Awareness Leader: Paul Sawka  
Administrative Support: Jody Roll

## 2018 Affiliate Council:



# Looking into 2019!

We are currently developing new resources and continue to raise awareness for people with Down syndrome. Some highlights to look forward to in 2019:

- Fair and Balanced Information Package
- Information on starting a VATTA group in your region
- Employment Readiness Toolkit
- Aging Resources

### On the cover:

The photo on the cover was taken of VATTA Chair Matthew MacNeil as part of Hilary Gauld Camilleri's volunteer photography assignment featuring employment for people with Down syndrome.

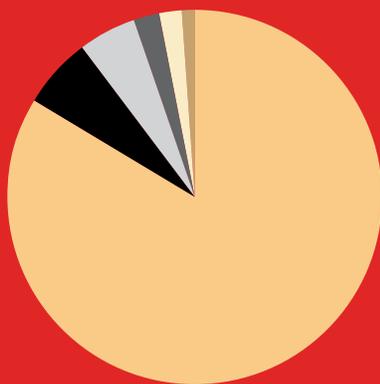
# World Down Syndrome Day

World Down Syndrome Day (WSDS) 2018 consisted of several awareness building activities:

- In partnership with FCB Toronto, CDSS released the second installment of the successful campaign *Anything But Sorry*. This launch included a social media campaign and was featured through several donated media opportunities.
- CDSS hosted Facebook and Instagram live events with Paul Sawka, CDSS's Awareness Leader. These focused upon inclusion in schools and workplaces. CDSS invited the community to ask Paul questions to learn more about inclusion directly from a self-advocate.
- CDSS sent out WSDS Packages to schools and organizations across Canada to help them celebrate by hosting a "Dance on 3/21" fundraiser. A downloadable version was also made available. Schools and organizations were encouraged to showcase their inclusion by throwing a dance party and tagging CDSS on social media.
- VATTA, the national steering committee of self-advocates, participated in events within their communities across Canada, and some had media appearances.

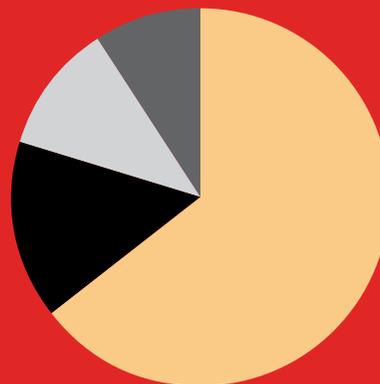


Pictured is Paul Sawka, Awareness Leader for CDSS, having some fun while he packs the 2018 teacher kits.



## Where the money came from in 2018:

- Donations - 83%
- National Down Syndrome Conference - 7%
- Special Events - 5%
- Grants - 2%
- Casino Funds - 2%
- Memberships and Product Sales - 1%



## What the money supported in 2018:

- Public Education - 64%
- National Down Syndrome Conference - 15%
- Administration - 11%
- Resources - 10%

# A LION CAN ROAR FOR HELP. I CAN ONLY ASK.

No human should be endangered, but people with Down syndrome are. So to ensure we get the support we need, we're applying to be the first people on the Endangered List. Because as our community grows smaller, crucial funding for services like housing, employment, and education will shrink too. Support our application to the International Union for Conservation of Nature (IUCN) at:

[ENDANGEREDSYNDROME.COM](http://ENDANGEREDSYNDROME.COM)



# Endange

2018 marked the third year Canadian Down Syndrome Society worked with FCB to develop a national awareness campaign. The 2018 "Endangered Syndrome" campaign was released during Canadian Down Syndrome Week and focused on the ongoing need for supports for young adults with Down syndrome in five key areas:

## EMPLOYMENT

Ensure our right to work and be self-sufficient, active members of society.

## HOUSING

Recognize our right to live independently with more housing facilities and decreased wait times.

## COMMUNITY

Provide more support and services to facilitate inclusion in our communities.

## EDUCATION

Remove educational barriers and guarantee better support for students with Down syndrome.

## AWARENESS

Public education to challenge stigma and misperception of people with Down syndrome.



Pictured in CTV media clip is Joshua MacDonald and family. Joshua played the rhino in the 2018 campaign, pictured right. "I want people to know that I'm beautiful, amazing, strong and brave", Joshua told CTV's Your Morning show in his interview. The Endangered Syndrome campaign generated a total of 93 news media stories.

# red Syndrome

“You may not think about it, but the reality is that people with Down syndrome face far more challenges than most of us, and they need more support than they’re getting. Whether it’s underfunded support programs for education, higher rates of unemployment, extended waitlists for appropriate housing, or even just negative public perception and stigma, the challenges faced by people with Down syndrome aren’t decreasing - they’re increasing.” ~ Laura LaChance, Board Chair, CDSS.

Each time an at-risk species becomes endangered, alarm bells are raised by conservationists and scientists who immediately take action to secure protection and resources that will ensure their survival. But what happens when an at-risk population is a group of humans with particular characteristics, such as people with Down syndrome? The provocative campaign included an application to be the first humans on the Red List of Endangered Species in an effort to advocate for similar kinds of funding, protections, government intervention and public awareness that species on the Endangered List receive.

The campaign was supported by candid interviews with parents, people living with Down syndrome and experts that served to deepen the dialogue surrounding the challenges people in the Down syndrome community face. This effort was part of a larger push to secure imperative funding and improve access to services for individuals with Down syndrome.

We are extremely grateful to our agency partner FCB Toronto for the incredible contributions they have made to CDSS over the past three years. We have seen increased awareness and engagement across Canada and internationally. The 2018 campaign resulted in massive traditional and social media coverage, receiving 93 news media

stories, equating to 467M sets of eye on the campaign. The Globe & Mail donated a full page ad (see the lion on the left) to increase awareness and draw donations. The awareness factor was nothing short of incredible. Social media played a major role, especially internationally. There were 126,000 Facebook video views and almost 1M Twitter views. Although considered controversial by some, the campaign brought awareness about Down syndrome and the issues the community faces to unprecedented levels.



Watch the following videos of FCB campaigns at [youtube.com/cdndownsyndrome](https://www.youtube.com/cdndownsyndrome)

- “Anything But Sorry”
- “Down Syndrome Answers”
- “Endangered Syndrome”

**FCB TORONTO**

**Thank you FCB Toronto  
for all of your continued  
support!**

85% of our  
2018 goal

# Giving Tuesday

CDSS reached 85% of their 2018 fundraising goal on November 27. Thanks to everyone who shared the campaign and its messages, donated, and watched the campaign videos. Special thanks to our community members who were featured in the campaign videos, promoting three fundamental “reasons to give”:

- inclusive employment
- the importance of education
- living independently

## Hamilton Conference

The 31st annual Canadian Down Syndrome Conference was held in Hamilton, Ontario co-hosted by The Down Syndrome Association of Hamilton and The Halton Down Syndrome Association. Conference delegates came to learn from experts and to build connections within the Down syndrome community.

The conference kicked off with a welcome reception indoor street festival that featured face painting, balloon artists and a magician. The conference speakers included experts who covered a wide range of topics. Highlights included:

- Joshua Cassidy
- Dr. Brian Skotko
- Robert Pio Hajjar





# VATTA

## Annual Report

By Matthew MacNeil, VATTA Chair

The VATTA group was very happy that the conference in Hamilton was so successful. Great fun was had while reconnecting with our friends and listening to amazing speakers. It was a good experience.

### What is the VATTA committee busy with right now?

VATTA members are preparing for the panel discussion that they will be doing at the Conference in Victoria. VATTA is helping CDSS with goals developed at the Crossroad event and also hope to create information to help local groups start a self-advocacy group in their communities. They continue advocating throughout their communities and workplaces.

### 2018 Highlights:

- Every member was very active during Canadian Down Syndrome Week
- Four VATTA members had a great opportunity to be a part in the filming of a CBC documentary called “You Can’t Ask That” to be released in the summer of 2019
- VATTA Chair Matthew MacNeil had the opportunity to be part of a project with a local photographer *One for the Wall*, who completed a photography series about employment
- Members wrote blogs on different topics that have been shared via social media



# CDSS 2018 at a glance:

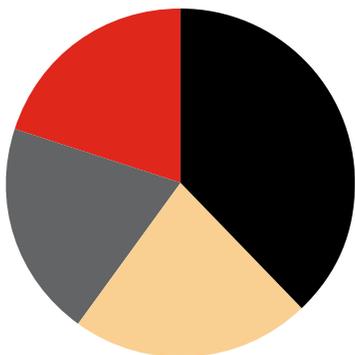
2018 saw strong growth in our social media following:

 1,402 new followers!

 601 new followers!

 612 new followers!

Info requests from our community:



38% Resources & Links

22% Donations & Receipting

20% Marketing & Events

20% Accounting & Administrative

Recently CDSS was ranked by Strategy Magazine as the number five brand in Canada, out-performing global brands such as Ikea and Westjet

CDSS.CA saw significant audience reach in 2018, more than doubling 2017 analytics:

• 2018 New website users:

**232,042** (77,763 in 2017)

• 2018 Total page views:

**435,175** (205,168 in 2017)



## GO21

7 GO21 events raised:

**\$67,541.00**

GO21 PARTICIPANTS:

Guelph Go21 Walk for Down Syndrome

Niagara Go21 2018

National Capital Region

Go21 Walk 2018

2018 AES Annual Charity Golf Tournament

Flo Glassblowing

Project 321 Peel Go21 2018

Greater Victoria Down Syndrome Society Go21

**HUNDREDS** of World Down Syndrome Day Celebration Packages sent to schools

**\$1.56M** generously donated by you  
**THANK YOU!**

See The Ability