

STRATEGIC PLAN 2007 to 2011



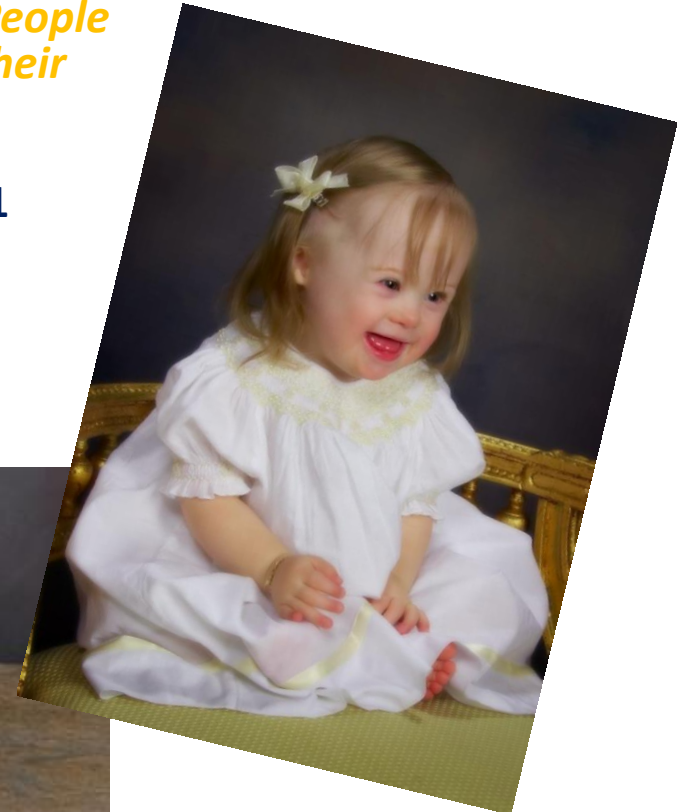
**Down Syndrome Association of
Memphis and the Mid-South**



Down Syndrome Association of the Mid-South

*Supporting and Empowering People
with Down Syndrome and Their
Families*

Strategic Plan 2007 - 2011



Down Syndrome Association of Memphis and the Mid-South

The Down Syndrome Association of the Mid-South: Supporting and Empowering People with Down Syndrome and Their Families

DSAM envisions a Mid-South that accepts, promotes and embraces individuals with developmental disabilities in all aspects of life.



Down Syndrome Association of Memphis and the Mid-South

More specifically, DSAM's view of success is:

- a fully inclusive community
- Inclusive public school programs
- community workplace opportunities are available
- individuals leading productive lives (meaningful jobs & independent housing)
- every parent and the medical community is educated about Down syndrome



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Individuals with Down syndrome have different needs at different ages and DSAM's objectives are to provide the appropriate support and/or advocate for services for:

- pre-natal
- early intervention (ages birth to three)
- preschool (ages three to five)
- primary & middle school (ages six through fourteen)
- secondary school (ages fifteen through twenty-one)
- post secondary and career training (twenty- two to twenty-eight)
- self advocate and self reliant (ages twenty-nine plus)
- issues associated with aging and Down syndrome

Programming Priorities

- 2008 - the year of education with strong programs aimed at serving individuals with Down syndrome that attend public schools
- 2009 - the year of employment to provide significant employment opportunities for DSAM clients
- Future programs will improve independent living options and address aging issues

Strategic Plan Goals

- **Goal 1 – Programming: Based on needs assessment, we will deliver priority programs that enhance the lives of individuals with Down syndrome and their families across the life span.**
 - Early contact with new parents and hospitals
 - Parent support groups for different demographic groups
 - Inclusive social, arts and recreation opportunities
 - Education up through high school and post secondary
 - Employment
 - Inclusive living



Strategic Plan Goals

- **Goal 2 – Awareness: To increase awareness and acceptance of people with Down syndrome by educating the public about what people with Down syndrome have to offer.**
 - To raise the knowledge level in the greater community of the potential that people with Down syndrome have and of the contributions that they can make
 - To increase knowledge of the mission of DSAM and the programming that it offers.
 - Target audience: Families and friends, medical professionals, educators and employers

Strategic Plan Goals

- **Goal 3 – Resources: Provide the resources to support programming and awareness including funding, staff, volunteers and collaborations.**
 - Continue to grow the Buddy Walk
 - Implement an Annual Campaign
 - Create and implement at least one other major event
 - Develop sponsorships to support key programs

Strategic Plan Goals

- **Goal 4 - Board Governance: To develop governance processes that strengthen the board**
 - Identify skill gaps of current board to meet future needs
 - Identify and engage potential board members to fill skill gaps
 - Define roles and responsibilities for board members, officers, committees and the executive director
 - Complete rigorous annual board assessments and succession planning

Strategic Plan Goals

- **Goal 5 - Financial Planning: To ensure that the financial processes are in place to support the organization's growth**
 - Develop and maintain a 3 year financial plan
 - Create and maintain a financial reserve
 - Provide annual budgets for programming and awareness
 - Establish financial systems to meet organizational needs

Strategic Plan Goals

- **Goal 6 – Collaborations: To continue to strengthen collaborations with other organizations with missions that align with the DSAM mission**
 - These organizations can include, but are not limited to, nonprofits serving people with other disabilities.
 - Expand the benefits of DSAM programs
 - Spread the program costs over more clients





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Failure is not an option.

