



Myths and Truths About Down Syndrome Indiana and Buddy Walk® Indianapolis



<u>Myth</u>	<u>Truths</u>	<u>Ways to Help</u>
Down Syndrome Indiana receives funding and/or sponsorship from other national and local organizations like NDSC (National Down Syndrome Congress), NDSS (National Down Syndrome Society), or United Way.	Down Syndrome Indiana is a SELF-FUNDED, non-profit organization that receives no outside funding/sponsorship from other national and local organizations and is not a United Way organization. DSI relies solely on its own fundraising events, donations, and acquired grants to continue the numerous services it provides the Down syndrome community.	<ul style="list-style-type: none"> • Engage a company/business by bringing in a Buddy Walk® sponsorship (<i>there are several sponsorship levels - all include incentives and all help companies/businesses market themselves to over 2000 people!</i>), help a company/business start its own Buddy Walk® company team, plan a "Dress Down for DSI" event at a company/business, etc.! • Can't attend the walk? Register as a Virtual Walker! Share with others that you'll be "walking from afar" so that they can do that, too! • Register and create a fundraising page for Buddy Walk® Indianapolis. Share your link and story with others. • Don't want your own fundraising page? Consider making a donation to another team...or to the Buddy Walk® Indianapolis general page. Let others know they have an opportunity to make a difference by making their own contributions. • SPREAD THE WORD - share information about Buddy Walk® Indianapolis on your social media accounts. Send an email about it to family and friends. Include links to the Buddy Walk® Indianapolis web page. <p><i>It is going to take everyone to meet and exceed this year's Buddy Walk® goals. We hope you'll consider helping to specifically support Buddy Walk® Indianapolis efforts.</i></p> <p><i>People are truly willing and wanting to make a difference in the lives of others. A simple post of Facebook asking family and friends to support such a wonderful cause (whether that cause is your personal fundraising page or the main Buddy Walk® Indianapolis page) is enough to bring in generous contributions that will help DSI reach its 2018 goals.</i></p>
DSI serves only Central Indiana.	Down Syndrome Indiana serves more than 40 counties in Indiana and mails New Parent Packets all over the state. Over 30,559 people were impacted in 2017. The DSI 2017 Impact Sheet is a wonderful visual that shows how DSI serves families all over the state of Indiana. http://www.dsindiana.org/impact.php	
NDSS plans Buddy Walk® Indianapolis.	DSI's Event Coordinator schedules, plans, and manages all things Buddy Walk® Indianapolis, with the help of a volunteer Buddy Walk® Committee. The committee meets monthly from January through November and works tirelessly beyond that to coordinate all of the pieces for a successful event. There are currently 5 active committee members (including the Event Coordinator) on the Buddy Walk® Indianapolis Committee, planning an event that will host over 2000 people.	
DSI receives money from NDSS for doing the Buddy Walk®.	The Buddy Walk® was established by NDSS in 1995 and has grown to be the world's largest and most recognizable Down syndrome awareness and fundraising program. NDSS collects a fee from local Down syndrome support groups to use the Buddy Walk® brand and utilize a network of resources and materials. Monies from that fee are put towards NDSS's efforts towards advocacy and research of Ds. NDSS does not financially support local Down syndrome groups through the Buddy Walk® program.	
Buddy Walk® Indianapolis is mainly an event for awareness.	While raising awareness is certainly an important component, Buddy Walk® Indianapolis is Down Syndrome Indiana's largest FUNDRAISING event , with monies raised being over 50% of the organization's budgeted income. It is imperative for DSI's success and continuance that Buddy Walk® Indianapolis budget goals are met.	
Every registered team is raising money for the Buddy Walk®.	In 2017, many of the registered teams raised between \$0 - \$100. While it is not a requirement for teams to fundraise, more fundraising teams are needed to meet the event fundraising goal.	
There are 2000+ people that attend Buddy Walk® Indianapolis. Down Syndrome Indiana always exceeds its fundraising goal for this event.	The Buddy Walk® Indianapolis 2015 fundraising goal was NOT met by a significant amount. It was narrowly met in 2016 & 2017. It is important for teams to know that every dollar counts and every dollar is important to DSI continuing to be able to provide the numerous free resources, programs, events and supports to families.	
Making a donation and/or fundraising is the only way I can help with raising money for Down Syndrome Indiana.	There are numerous ways to support Buddy Walk® Indianapolis' fundraising goals. See the next column for ways you can help!	