

CAN'T  
STOP  
WON'T  
STOP

# STEP UP FOR DOWN SYNDROME

SEPT 27, 2026  
COMO PARK, ST. PAUL

6,000 Attendees | \$750,000 Fundraising Goal



ONE  
OF THE  
LARGEST DOWN  
SYNDROME  
WALKS IN THE  
NATION

Supporting 4,000 people with Down syndrome and their families living in Minnesota and Western Wisconsin



Down Syndrome Association of Minnesota

# LETTER FROM THE CEO

Dear Community Partner,

This year, DSAMn is setting an ambitious goal: raising \$750,000 through Step Up for Down Syndrome.

Why?

Because our community is growing. Our community's needs are growing. And our response has to grow with it.

People with Down syndrome are living longer, fuller lives than ever before—which is something worth celebrating. At the same time, the services, funding, and systems families rely on are facing growing uncertainty. Healthcare access is becoming more difficult. Disability services are under pressure. Families are navigating more complexity than ever before.

Today, more than 4,000 people with Down syndrome call Minnesota and Western Wisconsin home. Families turn to DSAMn every day for answers, support, advocacy, community, and hope.

We are responding by expanding programs, strengthening healthcare partnerships, growing our Family Connector Program, investing in employment and transition services, and building new supports for adults and aging individuals with Down syndrome.

We have to grow because our community's needs are growing.

**We can't stand still. We can't stop.  
And we won't stop.**

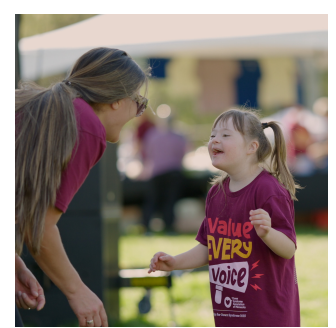
Step Up for Down Syndrome is more than a walk. It is the fuel behind everything we do. Every dollar raised helps families find answers, access services, build community, and navigate whatever comes next.

When your company partners with DSAMn, you are investing in a future where every person with Down syndrome has the opportunity to thrive.

Thank you for considering a partnership with us.

Together, we can't stop. We won't stop

**SARAH CURFMAN  
PRESIDENT & CEO**



**CAN'T  
STOP!  
WON'T  
STOP!**

**Every family  
deserves answers.**

**Every individual  
deserves  
opportunity.**

**Every voice deserves  
to be heard.**

# Our community is growing. Our community's needs are growing too.

People with Down syndrome are living longer than ever before.

Just a generation ago, life expectancy for individuals with Down syndrome was approximately 25 years. Today, it is nearly 60 years and continues to increase.

This remarkable progress creates tremendous opportunity—but it also creates new challenges. Families need support not only through childhood and school years, but through employment, healthcare transitions, housing, independent living, aging, and caregiving.

At the same time, disability services, healthcare systems, workforce supports, and public programs continue to evolve. Families increasingly need trusted guidance to navigate complex systems and access the supports they deserve.

DSAMn exists to meet that need. Today, our organization provides support across every stage of life—from prenatal diagnosis and early childhood through adulthood and aging.

Every year, more families reach out for help. Every year, the demand grows. And every year, DSAMn grows alongside our community.



**4,000+**

People with Down syndrome in Minnesota and Western Wisconsin



**500+**

Family Connector cases annually



**30,000+**

Students reached with awareness activities

## WHAT YOUR SUPPORT MAKES POSSIBLE



### Family Support & Navigation

When families receive a diagnosis, face a new challenge, or simply don't know where to turn, DSAMn helps them find answers. Through our Family Connector Program, parent support groups, mentoring, and educational resources, families gain the information and support they need to move forward with confidence.



### Healthcare Access

DSAMn partners with healthcare providers across Minnesota to improve access to specialized Down syndrome care. We help families navigate healthcare systems, connect with resources, and advocate for better access to care throughout life.



### Adult & Aging Services

People with Down syndrome are living longer than ever before. Our programs help teens and adults build independence, prepare for employment, develop life skills, build meaningful relationships, and access resources that support healthy aging.



### Advocacy

Some of our most important work happens outside the classroom, clinic, or program space. DSAMn works with policymakers, healthcare leaders, educators, employers, and community partners to create systems that better support people with Down syndrome and their families.

# STEP UP IS MORE THAN A WALK.

For one day each year, thousands of people come together to celebrate inclusion, community, and possibility.

But Step Up is about much more than one day.

Every dollar raised helps a new parent hear, "You're not alone."

It helps a family navigate a complicated healthcare system.

It helps a student access the support they need to succeed in school.

It helps a young adult prepare for employment.

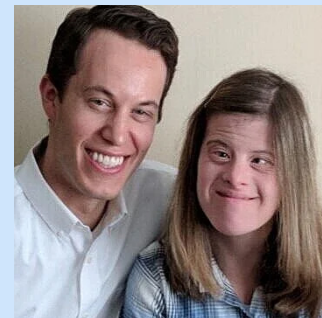
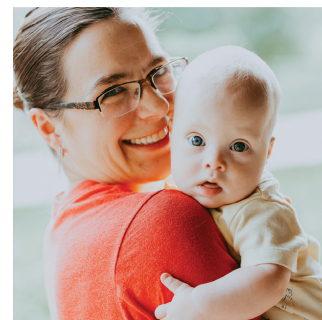
It helps an adult with Down syndrome build friendships, independence, and confidence.

It helps families plan for the future.

And it helps ensure DSAMn remains a strong, independent organization our community can count on for generations to come.

Step Up is the fuel behind everything we do.

Without it, many of the programs and services families rely on simply would not exist.



## SINCE LAST YEAR'S WALK ...

Thanks to the generosity of sponsors, donors, volunteers, and participants, Step Up 2025 was our largest walk ever.

Because of that support, DSAMn has continued to expand programs, strengthen services, and respond to the growing needs of our community.

### Since last year's walk, DSAMn has:

- Supported nearly 2,000 individuals and families across Minnesota and Western Wisconsin
- Continued staffing three pediatric Down syndrome clinics, helping families access specialized healthcare and trusted resources
- Expanded adult programming and transition-to-adulthood supports
- Increased employment and career development opportunities for teens and adults with Down syndrome
- Strengthened statewide Family Connector services to help families navigate healthcare, education, county services, and public benefits
- Expanded advocacy efforts at both the state and federal level to protect disability services and supports
- Responded to growing family needs during a period of significant uncertainty and change in healthcare and disability services
- Continued investing in resources and supports for aging adults with Down syndrome and their caregivers

**2026 Goal:  
\$750,000**

Last Year Together We Raised:  
**\$613,785**

With  
**6,000+**  
Participants

And  
**246**  
Fundraising Teams

# CORPORATE PARTNERSHIP OPPORTUNITIES

## Presenting Sponsor — \$25,000

### Exclusive Opportunity

- Exclusive recognition as Presenting Sponsor of Step Up for Down Syndrome 2026
- Premier logo placement on all event materials, signage, and digital promotions
- Top logo placement on 6,000+ event shirts
- Opportunity to speak during the main stage program
- Premium exhibitor space at the event
- Four dedicated social media features with company link
- Dedicated sponsor spotlight in DSAMn email newsletter
- Company logo & link on DSAMn website for one year
- Employee volunteer and engagement opportunities
- Recognition at World Down Syndrome Day 2027

## Champion Sponsor — \$15,000

- Prominent logo placement on event materials, signage, and digital promotions
- Logo placement on 6,000+ event shirts
- Verbal recognition during the main stage program
- Premium exhibitor space at the event
- Two dedicated social media posts with company link
- Company logo & link on DSAMn website for one year
- Employee volunteer and engagement opportunities

For more than 40 years, DSAMn has helped individuals with Down syndrome and their families build meaningful lives, strong relationships, and brighter futures.

Today, more families than ever are counting on us. Together, we can meet this moment.

TO LEARN MORE OR BECOME A SPONSOR, CONTACT:

Sarah Curfman, DSAMn's President & CEO at [sarah@dsamn.org](mailto:sarah@dsamn.org) or 612-237-1919

## Advocate Sponsor — \$10,000

- Logo placement on event materials, signage, and digital promotions
- Logo placement on 6,000+ event shirts
- Verbal recognition during the main stage program
- Exhibitor space at the event
- Dedicated social media recognition with company link
- Company logo & link on DSAMn website for one year
- Employee volunteer and engagement opportunities

## Inclusion Sponsor — \$5,000

- Logo placement on event materials and event signage
- Logo placement on 6,000+ event shirts
- Exhibitor space at the event
- Group social media recognition
- Company logo & link on DSAMn website for one year
- Employee volunteer opportunities

## Community Sponsor — \$2,500

- Company name listed on event materials and signage
- Company name listed on 6,000+ event shirts
- Exhibitor space at the event
- Group social media recognition
- Company name listed on DSAMn website

## Friend Sponsor — \$1,000

- Exhibitor space at the event
- Group social media recognition
- Company name listed on DSAMn website