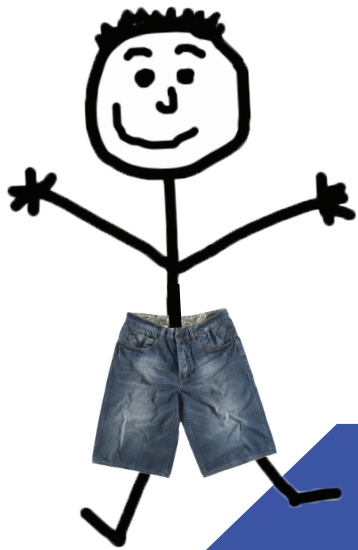


# it's in our GENES!



The Down Syndrome Association of Greater St. Louis (DSAGSL) is looking for companies, schools and individuals across the greater St. Louis area to participate in our World Down Syndrome Day celebration 3/21, **Genes Day!**. March 21st, 3/21, is representative of having 3 copies, instead of two, of the 21st chromosome. By making a minimum \$5 donation to the Down Syndrome Association of Greater St. Louis, employees can wear jeans to work on this day to increase Down syndrome awareness. **The company, school, or individual who raises the most money for Genes Day! will be recognized in a check presentation, which will be publicized in our quarterly newsletter and on the DSAGSL website.**

If you are an **office manager** or **HR director**, **Genes Day!** is a great motivator and morale booster for employees while promoting unity for a great cause. **Educators**, teaching kids to give back to the community strengthens their values and creates a positive attitude as they grow into adulthood.

If you are not in the position to approve this type of event at your work or school, pass this letter on to the appropriate decision maker and use the information on our website, [www.dsagsl.org](http://www.dsagsl.org), to propose a **Genes Day!** and volunteer to be the coordinator. It is a fun, rewarding day that benefits individuals with Down syndrome and their families in the greater St. Louis area.

## It's easy to host a Genes Day!

1. Select your Genes Day! coordinator
2. Pick your date to make your Genes Day! celebration work into your schedule.
3. Submit your information to receive a Genes Day! kit.
4. Create your fundraising strategy and goals. (Ask around your office or school and get others involved. The more people involved equals more FUN and potentially more money raised for the DSAGSL!)
5. Ask management about an Employer Matching Program which will match employee contributions.
6. **HAVE FUN!!!**

**Participating businesses and schools receive a FREE Genes Day! kit containing:**

- Registration Letter
- Posters
- Remittance Envelope
- Pledge-Information Sheet
- Genes Day! Stickers for Participants

## Common Questions

**Do we have to donate \$5 per person?** Five dollars is a common amount donated for **Genes Day!** participation, but your organization can set its own fundraising goal and minimum donation. We recommend a *minimum* of \$5 per person for working, professional adults. Personal/Business checks and money orders should be made payable to the DSAGSL (Down Syndrome Association of Greater St. Louis).

**What is the Down Syndrome Association of Greater St. Louis' mission?** The mission of the Down Syndrome Association of Greater St. Louis is to benefit the lives of people with Down syndrome and their families through individual and family supports, information, public awareness and advocacy.

**What will money raised for Genes Day! be used for?** All money raised will help support core programs which provide a lifetime of support, education and advocacy for individuals with Down syndrome in the greater St. Louis area.

**Does my workplace have to participate on March 21?** No! While the DSAGSL suggests recognizing **Genes Day!** on Monday, March 21, you can choose a day that is most convenient for you.

**How can I get a Genes Day! kit?** Simply fill out your registration information online or call the DSAGSL office at 314/961.2504 to request one.

**If you have further questions about participating in Genes Day! or would like more information about Down syndrome, please call our office 314.961.2504 or email [genesday@dsagsl.org](mailto:genesday@dsagsl.org).**