

THE OTHER PERSON IS **YOU** FOUNDATION



Case Study

Prepared for: Foundation Board of Directors and the Public

Prepared by: Jagatjoti Khalsa, founder

February 11, 2014

Project: I'm Down with You, an inspired journey.

Study Overview

Objective

I'm Down with You is a photography book that tells a story, visually and in words, about the incredible people met along the path. The book and documentary shows us all something deep within our hearts through the presentation of this community of amazing people. With the gift of an extra chromosome, they are in fact not "disabled" but "abled" in their ability to love without hierarchy, have a strong self-esteem and to impact everyone they touch with an uplift found too rarely in our world these days.

We have new heroes and reminders that we can overcome adversity and love without fear or restriction and to be reminded of our potential. Within the Down syndrome community, there are not words, but actions – the action of grace, love, dwelling in the present and trust. We have new heroes, they just may not have been in the form we all expected.

Goals

- To create increased awareness of this community through the creation and contextualization using new language and imagery to connect the reader to the community.
- To help create a new language to express, share and explore the beauty of this community
- To create tools for enabling greater communication inside and particularly outside the Down syndrome community.
- To use the Down syndrome community as a “trojan horse” to enter into dialogues of discovery from the heart about seeing the Other Person is You.
- To allow this platform to remove boundaries and barriers from children and adults as they seek to look in and have the experience of someone different than them.
- To allow this book to generation donations and resources for the greater Down syndrome community by using it in the media, for fundraising with donations and by The Other Person is You foundation donating it to them for their use as premiums and donations to their donors and for their events.

Project Results

The I'm Down with You project took on a life of its own within the Down syndrome community. Here are some of the highlights of our activities against the goals we laid out from the onset:

Advocacy in Support of the Down syndrome Community:

- We formed strategic alliances with many of the national and regional Down syndrome advocacy groups. The highlights include:
 - National Down Syndrome Society (NDSS): We were presented with an award by the National Down Syndrome Society(NDSS) for our work on I'm Down with You. Actress Sharon Stone, a dear friend of the Foundations, gave the key note address and presented us with the award. The event raised \$100,000 for NDSS.



THE OTHER PERSON IS FOUNDATION

- National Buddy Walk Program: We participated in a number of the NDSS Buddy Walk's throughout the US and gave key note speeches at a number of them including in Seattle and Phoenix.
- Down syndrome Association of Los Angeles: We were presented with an award and gave the key note speech at their annual fundraising event. Every donor and attendee was given a copy of the book.
- Representing the Other Person is You foundation, Jagatjoti, spoke on behalf of the project at a number of organizations including Kindering Organization in Seattle.

Advocacy in support of I'm Down with You project:

- We developed and executed a national distribution program for I'm Down with You with retailers such as Border's(now defunct), amazon.com, Barnes and Noble, Books a Million in addition to many independent booksellers across the country.
 - We sold the book into a number of international countries which include India, United Kingdom, The Netherlands, Germany, Italy and France.
 - We donated 1600 book to Best Buddies to be given to each of the participants of their Leadership Program 2012, in addition to donating funds to pay for two participants entrance into the program. We formed a relationship with Anthony Shricer, who also penned the foreword to the book, and became the gift to his top corporate and individual supporters.
 - The I'm Down with You video clips have been viewed more than 30,000 times online ad shared over 2000 times via social media channels.
 - Through postings on Facebook, friends and friends of friends connected to the author, foundation and the Down syndrome community have posted on their Facebook pages links which touched an estimated 950,000 Facebook pages and profiles.
 - I'm Down with You was used for fundraising activities for over 20 local organizations and the monies earned would go to helping their shortfall, paying for computers, marketing programs to share i the community the good work their are doing.
 - We have sold nearly 8000 copies of the book via distributors, direct and through organizations.
 - We recently launched the iTunes eBookstore electronic version of I'm Down with You and we are off to a terrific start. While sales numbers are not in, the book is being offered without charge to ensure no barrier to entry for individuals, community organizations, libraries, schools, international audience and doctors/medical offices. We had a flurry of postings and downloads and the distributor suggested that we had 2500 downloads in the first two weeks.
 - We shared 500 copies of the book, in hard cover, to Starbucks to be shared with their top executives. Through this process, we are under discussion to make I'm Down with You ebook the free digital download offered from Starbucks to their customers to celebrate World Down syndrome Day and/or National Down syndrome awareness month in October 2014
-

Financial Study

Funds Raised

We raised approximately \$10,000 to create this project.

Description	Quantity	Unit Price	Cost
Books sold (unit price is sell price)	2000	\$ 30	\$ 59,900
Book shared and donated (unit price is production cost to foundation)	6000	\$ (3)	\$ (18,000)
Book's downloaded	2500	\$ 0	\$ 0
Total			\$ 41,900