

Our Mission

To empower individuals with Down syndrome and their families by fostering a strong, inclusive community, delivering transformative support and services across all life stages, and driving systems change through advocacy, innovation, and partnership.

EDSS Strategic Plan Summary

Building Momentum. Expanding Impact. Deepening Community.

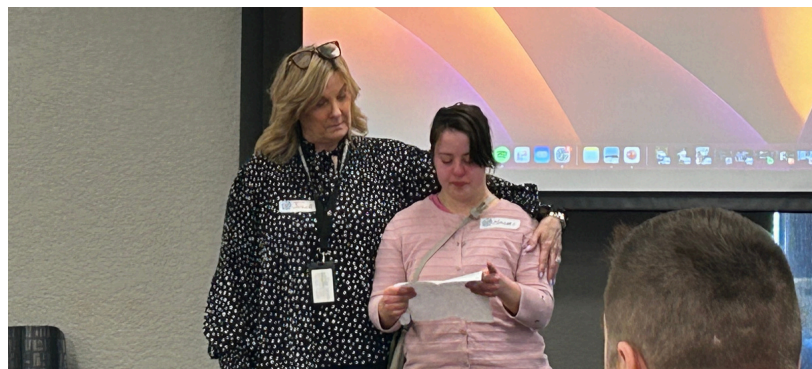
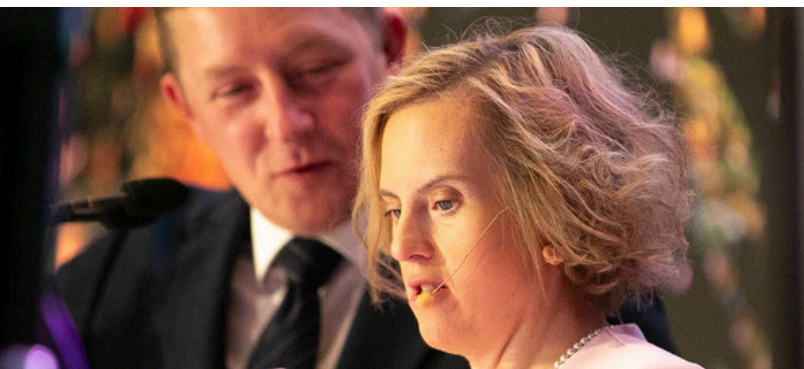
As we look to the next four years, the Edmonton Down Syndrome Society is proud to share a renewed strategic vision—one that embraces change, deepens our impact, and places our community at the heart of everything we do.

A Community Beyond Members

At EDSS, we are evolving from an individual membership model to a community-centered approach that fosters connection, inclusion, and empowerment for individuals and families living with Down syndrome. Our strategy focuses on innovative programs, strong partnerships, and accessible services that meet the changing needs of our community and create lasting impact.

outcomes we aspire to achieve

- A trusted brand that bolsters community and attracts support
- Capacity growth in individuals & families served
- A well-served community
- An organization that drives for system change



Our Three Strategic Priorities

enhance services to our Down syndrome community

- Build a go-to resource library with videos, guides, and webinars—easy to access, regularly updated, and shaped by your feedback.
- Sharing journey maps that support individuals with Ds and their families through each stage of their lives.
- Create programs for all ages that focus on real needs—from social skills to job training—offered both in person and online.
- Bring EDSS to the community with mobile hubs, local ambassadors, and inclusive programs that reach families wherever they are.



elevate organizational growth and sustainability

- Increase funding, grow impact with fresh campaigns and smarter giving strategies.
- Make EDSS known through bold branding and storytelling.
- Listen and improve by putting your feedback to work.
- Fuel our mission with passionate, well-supported volunteers.



advocate for system change

- Make advocacy a team effort by tackling system gaps and uniting allies and policymakers.
- Provide strong advocacy support with workshops, stories, and easy tools for families.
- Education transition supports
- Access to high quality health care in all stages of life