

Ruby's Rainbow

Mission

Ruby's Rainbow is dedicated to the higher education of adults with Down syndrome. We award scholarships, encourage and support our recipients, and spread awareness of their capabilities.

Vision

We envision a world that celebrates people with Down syndrome and empowers them to reach their fullest potential — a world that supports acceptance, inclusion and access to higher education for people of ALL abilities.

Our Core Values



Community



Kindness



Inspiration



Integrity



Education



Inclusion

2027 Strategic Plan Goals

We will expand operational capacity and deepen our storytelling to raise awareness and increase donors and followers by 25%. As a result, at least 250 individuals will apply for a Ruby's Rainbow scholarship each year, and our funds raised will enable \$800,000 in scholarships to be granted annually. By 2027, the number of scholarships granted will reach 1400 in total since starting this incredible journey, impacting the lives of people with Down syndrome across the nation!

Focus Areas



Raise Awareness & Tell Compelling Stories

Broaden our reach to more people outside the Down syndrome community and continue showing the worth of ALL people with Down syndrome through storytelling that incorporates new stories and perspectives.



Grant Scholarships

Granting more and increasing scholarship amounts over time to reach more applicants and increase impact



Fundraise for Mission & Operations

Connect with larger individual and corporate donors and sponsors while maintaining our grassroots community of supporters to bring in more funds to serve our mission.



Build Operational Capacity

Implement organizational efficiencies to become more data-driven and operationally sustainable.



SCAN HERE

