DIAMOND DOWN SYNDROME Foundation

DOWNS SYNDROME DIAMOND FOUNDATION

Progress Report

1 January 2025 – 31 August 2026



Who we are

Down Syndrome Diamond Foundation Limited is a UK-registered charity established in 1996. Through Down Syndrome Digital, we turn decades of specialist experience into free digital learning tools that support people with Down syndrome and their families in everyday life.

OUR MISSION

Be the world's number one free online platform for practical learning, helping every child and young person with Down syndrome step confidently into everyday life.

Why our work matters

There are around 6 million people with Down syndrome globally, with an estimated 127,000–140,000 babies born each year. The vast majority do not have access to education specifically tailored to their learning needs.

THE CHALLENGE

Families face limited access to trained specialists, high costs, geographical inequality, lack of time and too few practical resources designed for the learning profile of people with Down syndrome.

OUR APPROACH

Diamond combines specialist methodology with scalable technology: free digital tools, culturally adapted localization, global distribution, partnerships, analytics and a growing evidence base — so support can reach families wherever they live.

What we built

321 Playsy — learning for real life

Launched in April 2025, 321 Playsy is a free educational app designed primarily for children with Down syndrome and useful for children with other learning differences. It helps children practise communication, social interaction, self-care, routines and behaviour in everyday situations.



Its methodology uses clear structure, repetition, visual support and step-by-step learning — with the goal of helping children transfer skills from the screen into everyday life and build greater independence.

6	144	3
thematic contexts	interactive scenarios	difficulty levels



Unit 1 — At Home

Morning routines, self-care, helping chores
Brushing teeth, setting the table, making breakfast, family support



Unit 2 — At the Store

Choosing items, waiting in line
Polite requests, making purchases
Shopping with confidence, self-checkout



Unit 3 — On the Playground

Taking turns, sharing, making friends
Approaching other children, joining play
Playing safely, navigating playdates



Unit 4 — Entertainment

Safety rules, following instructions
Crossing the street, visiting museums or cafés
Confidence in appropriate behavior



Unit 5 — Out of town

Preparing for new experiences
Family trips, visiting relatives
Exploring nature, flexibility in new environments

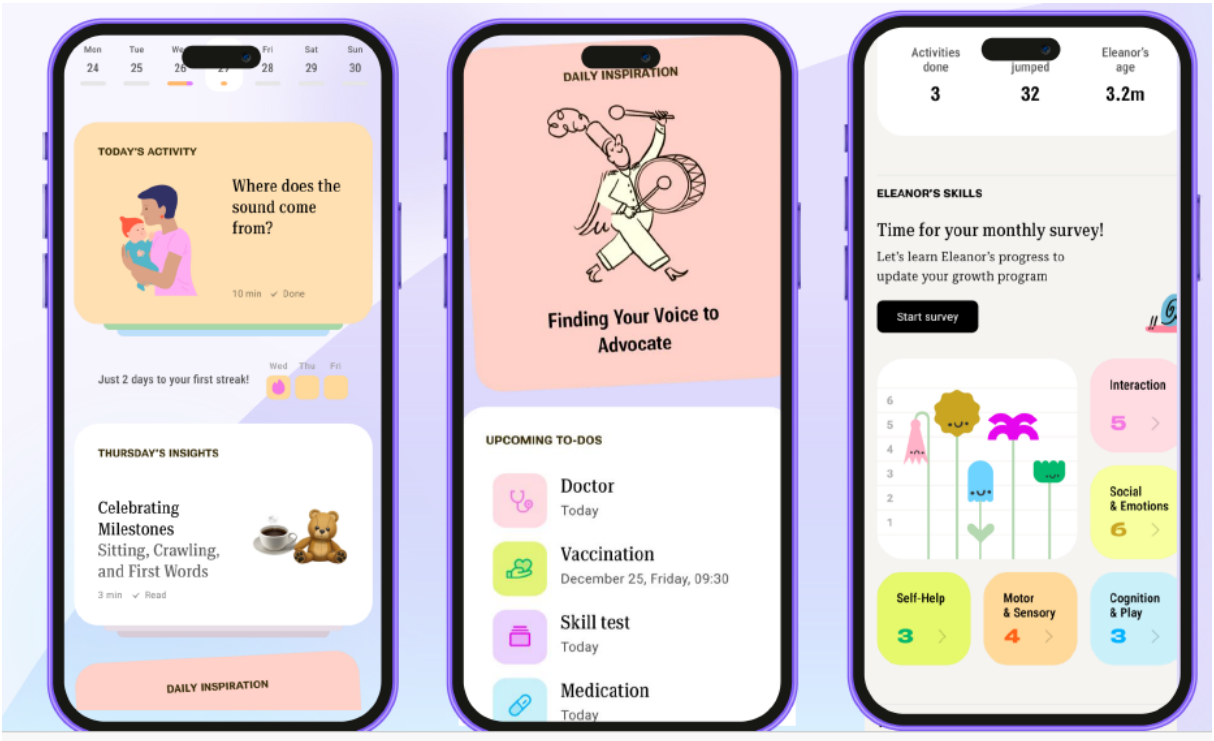


Unit 6 — Socializing

Communication, cooperation
Saying "please" & "thank you"
Reading cues, emotions

321 Parentsy — activities & growth tracking

321 Parentsy launched in June 2025 as a free resource for parents and caregivers of children with Down syndrome aged 0–4, providing accessible information, expert guidance and practical activities. It remains available through the app stores.



Its user base remains relatively small, and Diamond is not currently actively promoting or further developing 321 Parentsy. This deliberate decision allows the team to concentrate resources on improving and scaling 321 Playsy as the Foundation's principal digital product.

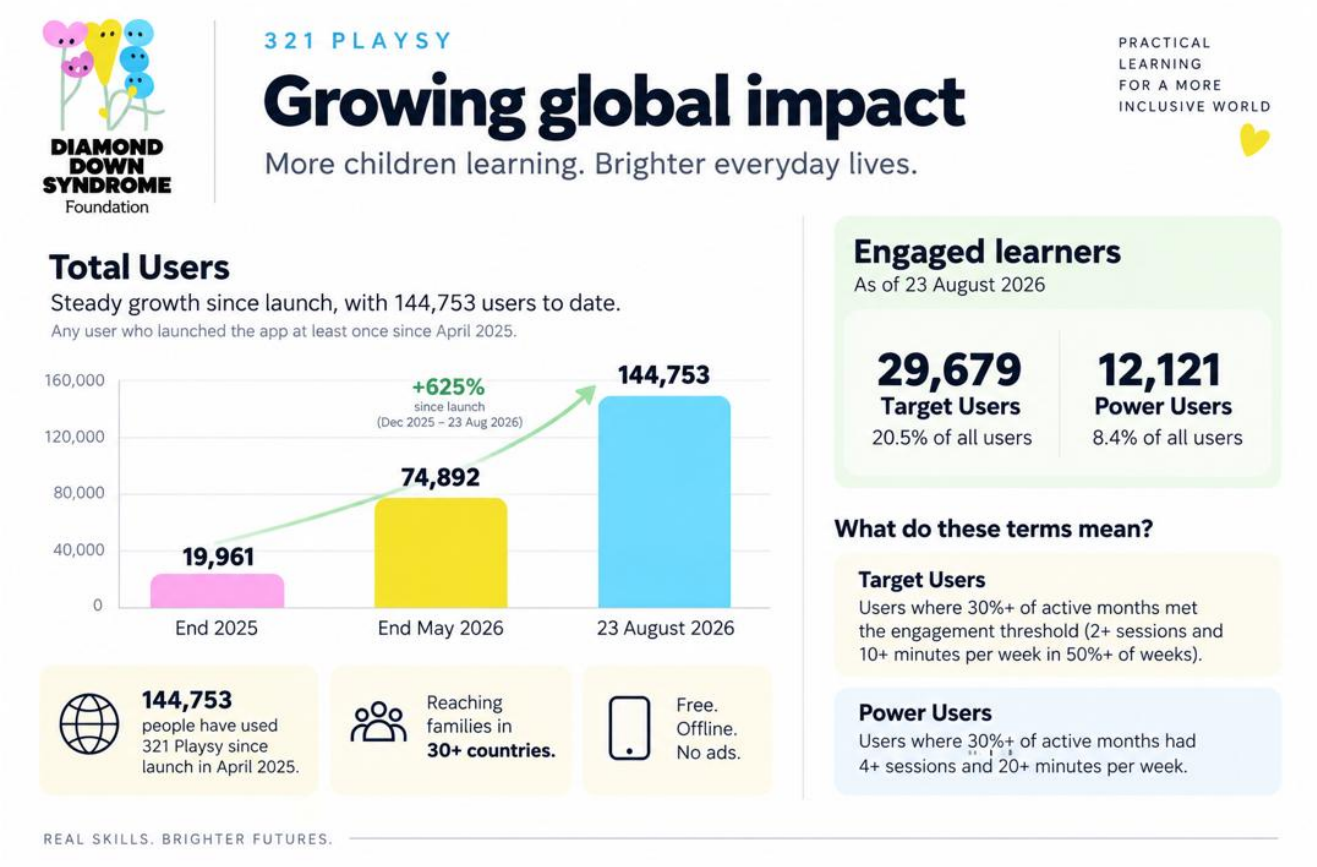
From Development to Scale

2025: From Development to Launch

321 Playsy launched in April, followed by 321 Parentsy. By year-end, Playsy was available in English, Russian and Arabic and had reached almost 20,000 users.

2026: Scaling Up

The focus shifted to international growth, deeper engagement, localization and partnerships. Playsy is now available in English, Russian, Arabic and Hindi, with Urdu, French, Spanish and Portuguese in development.



Real Families. Real Changes.



“The store scenarios have transformed our weekly grocery trips from stressful to enjoyable. He now understands waiting in line and appropriate store behavior.”

Aisha K. · Lagos, Nigeria

“The characters are appealing and contribute positively to engagement — the experience feels more like an interactive game than a therapy or learning exercise.”

Thiago Ribeiro · Founder, Instituto InvisibiliDOWN, Brazil

“The playground scenarios have taught him how to approach other children and take turns. His teacher noticed significant improvement in his social interactions within just three weeks.”

Sophie L. · France

“The stories from other parents in the support section literally saved me from depression. Understanding that we’re not alone gave me strength to move forward.”

Sarah J. · Mother of 3-year-old Ethan

Global Engagement & Recognition

We engage directly with families, self-advocates, researchers and professionals — learning from the community, sharing our work and building relationships that strengthen our products and reach.



OCTOBER 2025

AccessAbilities Expo, Dubai, UAE — Down Syndrome Digital presented its apps at one of the region's major events focused on accessibility and inclusion, connecting directly with families, children and professionals.

MARCH 2026

Down Syndrome Research Forum — Our experts shared experience and expertise in digital learning and practical skills development for children with Down syndrome.

19 MARCH 2026

United Nations, Geneva — Founder Jeremy Barnes represented the Foundation at the UN World Down Syndrome Day event at the Palais des Nations, marking the 20th anniversary of the Convention on the Rights of Persons with Disabilities and reinforcing the importance of self-advocacy and lived experience.





MAY 2026

NDSS Down Syndrome Advocacy Conference, Arlington, Virginia, USA — The team presented 321 Playsy and 321 Parentsy, connecting with families, self-advocates, professionals and organizations across the U.S. Down syndrome community.

JULY 2026

Abigail Adams joins the team — Self-advocate, actress, athlete and motivational speaker Abigail Adams (Abigail the Advocate), whose social media community reaches more than one million followers, joined Down Syndrome Digital as Brand Ambassador and Co-Creator. She brings lived experience and voice directly into product development — reflecting our commitment to building tools with the Down syndrome community, not simply for it.





JULY 2026

NDSC Annual Convention, Orlando, USA — The team presented 321 Playsy at one of the largest Down syndrome community events in the United States, connecting with hundreds of families, self-advocates, educators, clinicians, researchers and organizations and gathering insights for future product development and partnerships.

AUGUST 2026

Zero Project Awards 2027 Shortlist — 321 Playsy was shortlisted by the Zero Project, a global initiative recognizing innovative and scalable solutions that advance the rights and inclusion of people with disabilities. It was selected from 615 nominations across 94 countries.

Building a Global Partner Network

To expand access to our apps and continuously improve them through local expertise and feedback, we build partnerships with Down syndrome organizations, inclusion specialists and community organizations around the world.

OUR NETWORK

12 partners across 8 countries — helping us reach more families, understand local needs and strengthen the relevance and quality of our digital tools.

United Kingdom	**Down Syndrome International**
United States	Omnium Circus
United Arab Emirates	Rashid Centre for People of Determination • Incluzun • Key2Enable
Brazil	Instituto InvisibiliDOWN
Nigeria	Down Syndrome Foundation Nigeria
Kenya	Down Syndrome Society of Kenya
India	PsychInsight • Dalai Lama Foundation • The Ability Network
Kyrgyzstan	Sunterra

Our donors and supporters

THANK YOU

We are deeply grateful to OAK Foundation, Syncona Foundation and Muriel Jones Foundation, whose support enables us to build and scale free, high-quality digital learning for people with Down syndrome.

