



**DAVIS PHINNEY**  
Foundation For Parkinson's

*every victory counts®*

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*2019 Year in Review*



**2019** Our Community. Our Strength.



*A note from the  
Executive Director*

**What makes a community strong, vibrant, and healthy?**

People.

The people who advocate for, believe in, and hope for equity, resilience, access, opportunity, inclusion, cohesion, social justice, and quality for themselves and each other.

In our 15 years of collaborating with and learning from Parkinson's communities in North America, we have found these people at live events, in support group meetings, at happy hours, on bike rides, online, on stages big and small, in the grocery aisles, and everywhere in between. And with each exchange, we are reminded that there's no more significant work we can do than come together in service of our mission - to help everyone with Parkinson's live well TODAY.

As we set our sights on creating Healthy Parkinson's Communities™ and impacting the lives of 1,000,000 people living with Parkinson's, we know we have to level up in a way we've never done before. We have to create changes internally so we can effect change in the world. We have to expand our reach, scale our programs, and lift each other up and together. And 2019 proved to us that we're ready for the challenge.

Thank you for supporting our work, cheering us on, and believing in us every step of the way. We are raising our arms in victory because of you.

With gratitude,



Polly Dawkins  
*Executive Director*

# 571,700

*Total impacts in 2019 including event participation, online resource utilization, fundraiser engagement, and more*

In 2019, we increased our impact by nearly 91% from the previous year.

We achieved this through greater contributions, a broader range of online educational offerings, and increased reach for our in-person programs.



## 3,574

attendees to in-person educational events including The Victory Summit® event, Sidekicks®, and Little Big Things™



## 15,000

copies of the *Every Victory Counts*® manual printed with updated information and worksheets to address important topics



## 8,025

connections made by Ambassadors during Parkinson's Awareness month *alone*



## 509,155

miles ridden, run, and walked by Team DPF members at events across the US and Canada

## 179

collaborators from speakers and content contributors to local partners, exhibitors, and sponsors

## 220,000+

people who viewed our webinars and videos in 2019

## \$190,481

invested in communities through Ambassador support, community grants, and community partnerships

## \$1,045,325

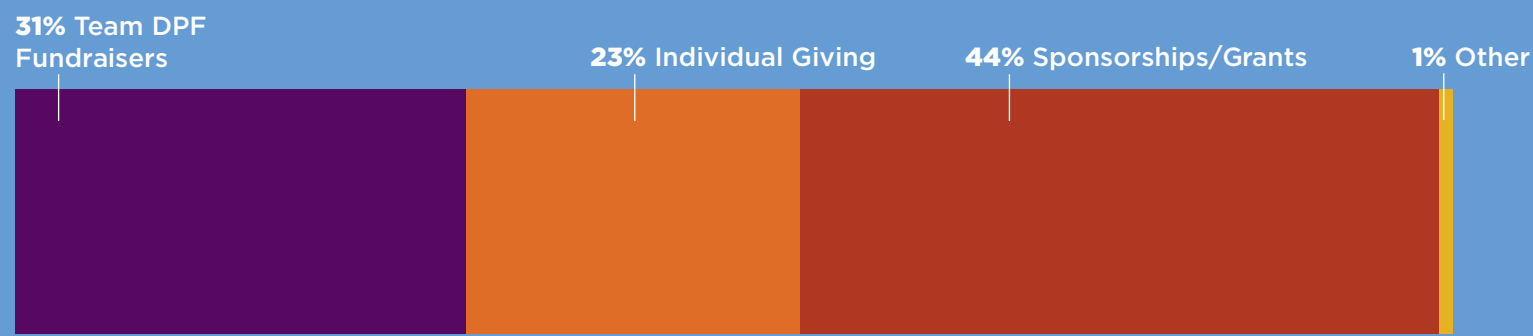
raised by Team DPF fundraisers to support our mission



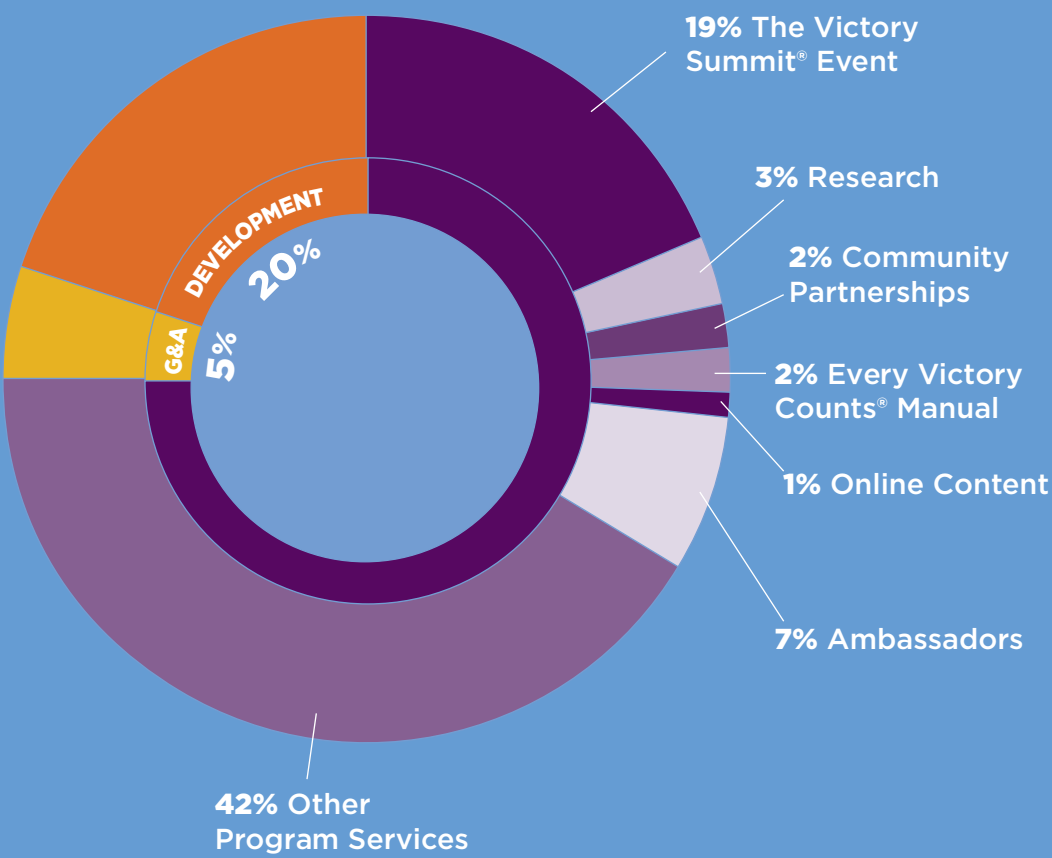
# 2019 Financials

The budget of the Davis Phinney Foundation totaled over \$2.9M in 2019. The Foundation, a 501(c)3 nonprofit organization, receives its funding from individuals, private foundations, corporations, and businesses that support our work. Over fifteen years, the Davis Phinney Foundation has achieved steady income growth year over year while dedicating 75% of our budget to programs in 2019. Over the past three years, the most significant areas of income growth have been in Team DPF, corporate and foundation support, and individual giving. We are incredibly grateful to all our fundraisers, program sponsors, and donors.

## 2019 REVENUE \$2,915,168.54



## 2019 EXPENSES \$2,578,943.00

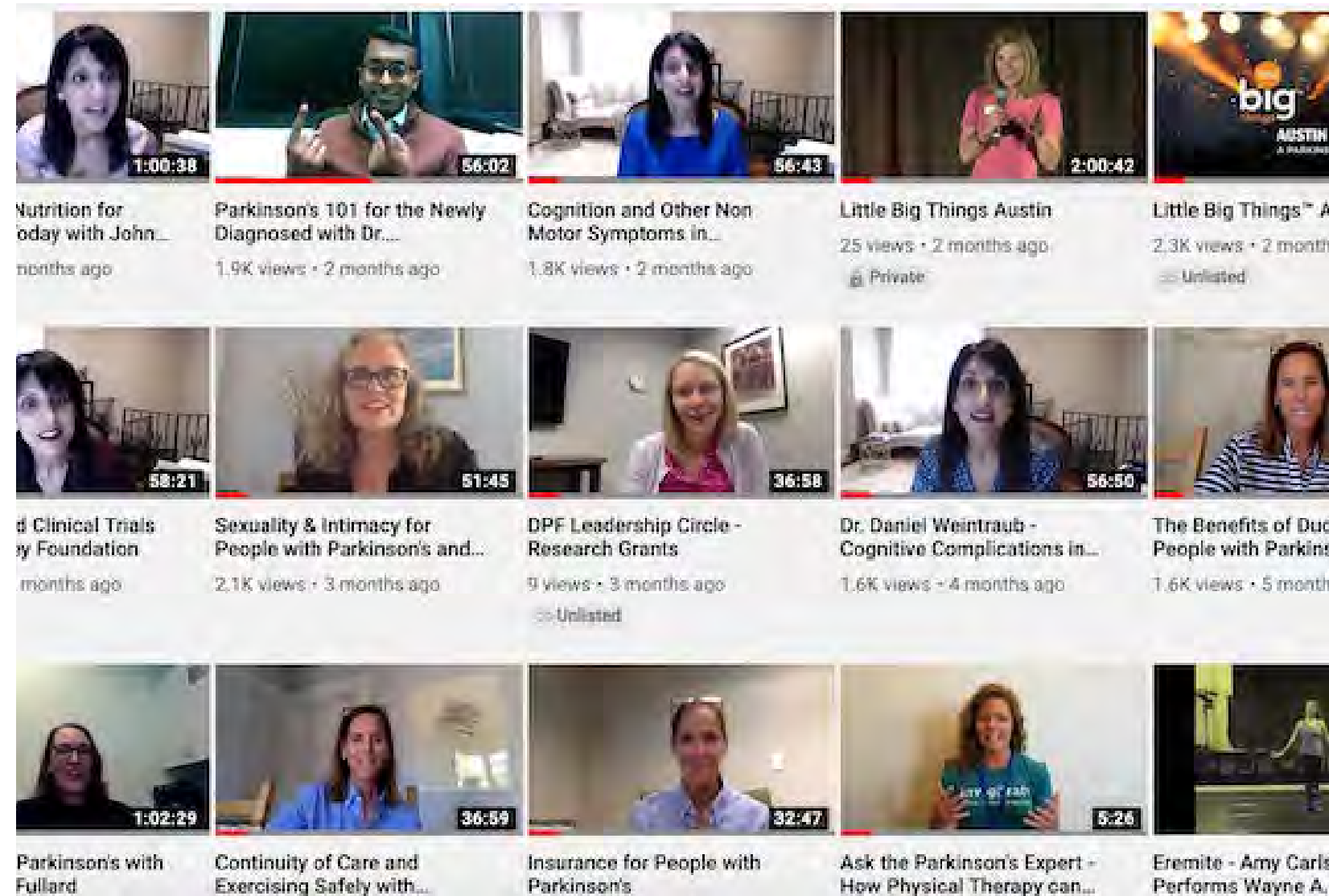


## 2019 Our Digital Community Grows.

In 2019, we launched our Live Well Today Webinar Series. We hosted 10 live webinars and six recorded interviews on topics ranging from resilience to cognitive complications, research and clinical trials, Parkinson's nutrition, financial wellness, deep brain stimulation, and more.

We had over 220,000 people view our webinars and videos, and we grew our video subscriber base by over 185%. Most importantly, this series prompted meaningful interactions between us and our community, and it helped us identify what our community wants next and how we can deliver it. In 2020, we have even more planned for this initiative.

With the goal of becoming the best and most-trusted resource for Parkinson's education, we know we have our work cut out for us. We also know that if we continue to scale our content and address the different ways that people like to consume information—from live events to print materials, online videos, articles, in-person courses, and more—we will be able to reach those who need us most.





*“There were so many Parkinson’s innovations at this event that I’ve never heard of. Thank you so much for introducing us to them. I don’t think I ever would have learned about them if it wasn’t for this event.”*

*– Little Big Things™ Austin attendee*

## 2019 Innovation Inspires Hope.

One of our goals at the Foundation is to provide people living with Parkinson’s with hope. And to remind them that they aren’t being forgotten.

The Little Big Things™ event in Austin was a testament to that. Hundreds of people living with Parkinson’s came together with entrepreneurs, physical therapists, movement disorder specialists, activists, and advocates who shared innovations designed to help improve the quality of life of those living with Parkinson’s. Innovators showcased everything from urban walking poles to a device to improve speech, an eBike, a back brace, a scale that measures balance, a model for telemedicine, and more.

In 2020, we plan to bring information about more Parkinson’s innovations to our community and remind members of our community that there are people working tirelessly every day to come up with solutions to help them live well (and better) today with Parkinson’s.





**2007**

Pioneering  
Studies on DBS



**2010**

Rhythmic Auditory  
Stimulation for Gait



**2013**

Exploring  
Telemedicine



**2018**

Measuring Pedaling  
For Parkinson's

## **2019** Research Advancements Take a Village.

The demand for quality of life research in the Parkinson's space continues to grow. We received fifty-eight letters of intent with over two million dollars in requested funds. Unfortunately, despite the importance of this work, our budget only allowed us to fund two projects.

Why is quality of life research so important? Because most people with Parkinson's are going to live with it for a very long time and until a cure is found, the most important work we can do is focus on how to help people with Parkinson's live well TODAY.

We have made a lot of progress in the realm of exercise and movement, but there is so much more we want to do. And so many more studies and projects we want to fund. And whether that research investigates behavior change, nutritional choices, technological innovations, telemedicine, complementary therapies, or movement, we are committed to being at the forefront of quality of life research for people living with Parkinson's.



## 2019 Community Leaders Create Change.

Our Ambassador Leadership Program is one of the most valuable assets we have. During Parkinson's Awareness Month alone, our Ambassadors connected with more than 8,000 individuals and families through various activities ranging from teaching exercise classes to getting proclamations at the city and state levels.

And to ensure people in communities all over the country continue to get the resources they need to live well with Parkinson's, in 2019 we grew our program by 24 members. That means that today we have 60 people in 33 states as well as Canada and Mexico who are connecting with individuals and families, sharing information and resources, helping start new programs in their areas, speaking, and advocating for those affected by Parkinson's. With every addition to this group, our ability to help the ever-growing number of people and families affected by Parkinson's grows exponentially.

*"As I am finding out with so many people who are fighting to live well with Parkinson's, the interactions we have within our support groups are critical. They become victories over isolation and loneliness, and they open the door to a wide range of possibilities for all of us."*

*– Davis Phinney Foundation Ambassador*







## 2019 PARKINSON'S AWARENESS MONTH: AMBASSADOR IMPACT

*"I never thought of myself as a leader,  
but I've become one for some in my  
Parkinson's community."*

**38**

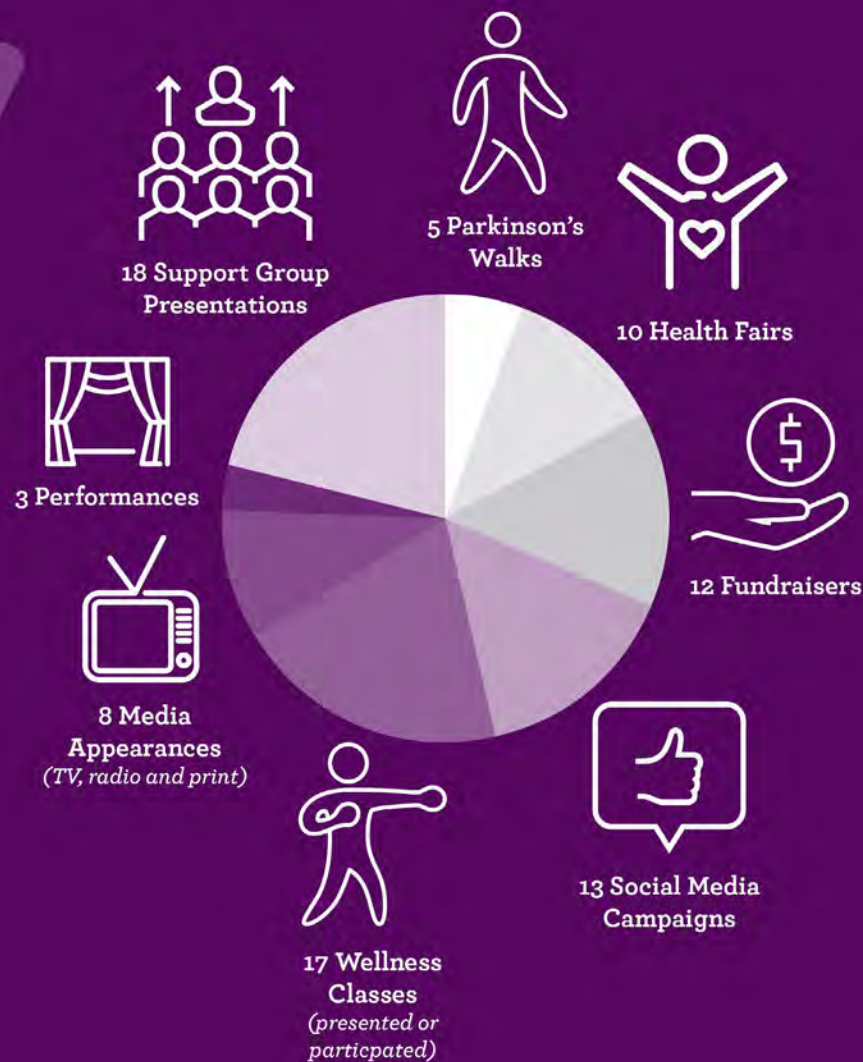
Ambassadors including  
people with Parkinson's,  
care partners, and  
wellness professionals

**21**

states across the US  
with Ambassador  
representatives

**8,025**

connections made in-  
person and online through  
Parkinson's Awareness  
Month efforts







## 2019 Long-term Investment to Make Lasting Change.

In 2016, we produced The Victory Summit event in New Orleans, LA. This event offered us the opportunity to meet the community leaders in the area responsible for Louisiana Walks for Parkinson's who were inspired by our work and wanted to support our mission.

Since this meeting, Louisiana Walks has become an official Team DPF event and has raised more than \$250k to support our work. In addition, the event has funded community efforts, including helping to start a Dance for PD® class in Metairie. The event also seeded the Rosina K. Sapir Fund, which allows the Foundation to reimburse out-of-pocket expenses incurred by our Ambassador Leaders as they work to connect, educate, and advocate within their local communities.

In March, this long-term partnership with the Louisiana community will continue as we kick off 2020 with The Victory Summit event in Baton Rouge. After years of getting to know this community, we're thrilled to deepen our support and help them address specific needs in their area, including increasing local leadership and addressing the rural/urban divide that exists for the region through our content and resources.

And, inspired by this model of long-term investment, we are deepening our engagement in all of our 2020 communities by aligning our programs and collaborating with other national partners to create sustained collaboration to create lasting change.



## 2019 Live Events Galvanize.

The Victory Summit event is a powerful, educational event that connects individuals with their communities. But it also connects our Foundation with communities in a special way and opens new doors to collaborate and support new initiatives. Our event in Reno in 2019 reminded us of this in a big way.

The Victory Summit event in Reno provided an opportunity for local leaders – anchored by our Ambassadors Brian and Lily Reedy – to collaborate in new ways. What we heard from our friends in Reno echoes what we have heard from many other communities – this opportunity to work together reinvigorated their efforts to create change and increase resources in their community. It provided an excuse to get to know one another, step out of their day-to-day, and build new connections that will ultimately help them bring more resources and services to those in their community who are affected by Parkinson's.

Since The Victory Summit event, leaders in the Reno community have used the data we collected to help advocate to get a movement disorder specialist in their area. They also identified an interest in adding more wellness classes and are working on adding a Pedaling For Parkinson's indoor cycling class and singing classes in their area. And we remain connected to them, supporting their work along the way.

We believe that The Victory Summit event can and should be about so much more than feeling good for one day. The Victory Summit event is a moment in time that can galvanize a community, create momentum, and inspire new action.



# 3,262

attendees to The Victory Summit event in six communities across the US and Canada

# 179

event collaborators from speakers and content contributors to local partners, exhibitors, and sponsors

*The Victory Summit event:*

**11 YEARS, 24,000+ PEOPLE, AND 44 CITIES...**  
**and STILL MAKING A DIFFERENCE.**





## 2019 The Future Awaits.

People living with Parkinson's are the center of everything we do. We have spent 15 years working to inform, educate, and encourage people with Parkinson's to take control of their well-being. This commitment is a critical piece of our work and always will be.

But to create lasting change, we need to do more. To truly be empowered to live well means living in inclusive, aware, and supportive communities. It means not being afraid to tell your boss you are living with Parkinson's for fear of losing your job. It means being confident that emergency responders, pharmacists, and dentists have enough awareness of Parkinson's to keep you safe. It means faster and more accurate diagnosis for all people. It means access to informed and equitable care and treatment. And it means affordable housing, accessible transportation, healthy food, and more.

This kind of change takes the efforts and voices of many. It's big and overwhelming and imperative, and we're excited to lead the charge.





## 2019 Our Supporters.

All told, we had **11,629 donors in 2019** (a 27% increase over 2018). Our supporters and volunteers span all ages, making a difference in the lives of people and families with Parkinson's through contributions large and small.



Diana and Dave volunteered for The Victory Summit event in Tucson, AZ, helping answer attendee questions, delivering lunches, and more.

Brenda, a local advocate in her community, volunteers to help at the Foundation office.



Donald created a lasting legacy for living well with Parkinson's by leaving a bequest to the Foundation in his will.



Duane volunteers for the Foundation and hosted a Facebook Fundraiser to support helping people with Parkinson's live well today.



Andrew, age 16, created a program called Strides in honor of his grandfather with Parkinson's. In 2019, he ran 830 miles and raised \$5,000 for Parkinson's research, prevention, and support for people affected by Parkinson's.

Rich donated his old car to the Foundation and the proceeds garnered \$700.

Larry volunteers as a fundraising champion for the Davis Phinney Foundation in his community in Dallas, recruiting supporters each year to help support the cause.

## 2019 Our Fundraisers.



**Team DPF** is an amazing athletic, outgoing, and fun-loving support network, **over 3,000 strong**, helping to spread the word and raise funds for Parkinson's education, research, and quality of life at established events and those of their own creation.



Carol started a “keep the change” style fundraiser, donating change rounded up from her book sales to support our mission.

Coe and Bill London raised \$19,150 through the Founder's Fight and by demonstrating the benefits of boxing to their community and beyond.



Joe rode his eBike and helped organize a team at the Iron Horse Bicycle Classic in Durango, CO, raising over \$4,000 in support of exercise and wellness classes.



The Tour of Sufferlandria, a virtual bike tour of a mythical nation, had 2,287 participants from around the world who raised over \$200,000 to support Parkinson's education and research.



Rob raised \$8,659 hiking from Denver to Durango on the Colorado Trail. Then he turned around and rode his mountain bike back.





## 2019 Our Corporate Partners.

Abbott	Hilton Hotels	Oschner Clinic Foundation	Strade Bianche
AbbVie Commercial	Humanity United Matching	Parkinson & Movement	Sunovion Pharmaceuticals
AbbVie Grants	Gift	Disorder Alliance	Team Evergreen Bicycle
Abilife	Illinois Tool Works	(pmdalliance)	Club, Inc.
ACADIA Pharmaceuticals	Foundation	Parkinson Association Of	Tebo Properties
Acorda Therapeutics	Indiana Parkinson	The Rockies	Texas Movement Disorder
Adamas Pharmaceuticals	Foundation	Parkinson Canada	Specialists
Amneal	Jefferson Comprehensive	The Parkinson Council	Theravance Biopharma
Apple Matching Gift	Parkinson's and Movement	Parkinson Foundation Of	Todisco Family Foundation
Program	Disorders	Western Pennsylvania	Tulane University
Ardea Partners LLC	Jewish Federation Of	Parkinson Society	Educational Fund
Boston Scientific	Cleveland	Southwestern Ontario	Turo Parc Partners, LLC
Brain Canada Foundation	Johnson & Johnson	Parkinson Voice Project	US World Meds
Bruce and Ann Bachmann	Matching Gifts Program	Parkinson's Foundation	Waters, Parkerson & Co.,
Family Foundation	Kyowa Kirin	Paypal Giving Fund	LLC
Central Texas Neurology	LSVT Global	Pearl Izumi	Wild Bill's Warriors
Consultants	Lundbeck	Power For Parkinson's	Foundation
Cityworks	Malcolm Stack Foundation	Primal Wear, Inc.	
Community First	Maxhome LLC	The Pros Closet	
Foundation	Medtronic	Race Roster	
CPVTD Family Foundation	Medtronic Foundation	Roll Massif	
CTS	Motorola Foundation	RPC Consulting, LLC	
Deleuze Family Foundation	Muhammad Ali Parkinson	Santa Clarita Velo	
Drexel Neuroscience	Center	The Sporting Club at The	
Institute	Neurocrine Biosciences, Inc.	Bellevue	
The Driscoll Foundation	Neurology Solutions	St. David's North Austin	
Google Gift Matching	New Option Partners	Medical Center	
Program	Ochsner Health System	St. David's Round Rock	
Greenwood-Leflore County	The Omidyar Group	Medical Center	
Chamber of Commerce	Opelika Bicycle Advisory	Stern & Associates	



We're very grateful for the support from organizations listed here that have joined us as partners to support our programs, research and education events. Many of the leading companies and institutions in Parkinson's provide significant support for our educational programs. Others provide matching for their employees' gifts, have awarded grants for our work, or participated in Team DPF or other Foundation programs. We thank you for your exemplary support and leadership.

# 2019 Our Team

Without the dedication, expertise, and support of those on these pages, we would never have achieved all we did this past year. We are grateful to work in collaboration with everyone listed here and so many more who volunteer their time, speak at our events, contribute to our educational content, and more.



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## AMBASSADORS

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Pat Donahoo	Michelle Lane	Linda Partyka	Rich Wildau
Michael Fahning	Coe London	Doug Pickard	Julia Wood





**DAVIS PHINNEY**

Foundation For Parkinson's

*every victory counts®*

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