



DAVIS PHINNEY
Foundation For Parkinson's
every victory counts®

**HELPING PEOPLE
WITH PARKINSON'S
LIVE WELL TODAY.**

2024 Program Overview



every victory counts.

We envision a world where Parkinson's well-being is essential to the health of the community and where all people with Parkinson's have access to resources and information needed to live well.

We invite you to partner with us on this shared vision.

We work alongside corporate partners who invest in our programmatic initiatives aimed at changing how people live with Parkinson's through education, training, community building, and grassroots leadership. Like everyone in our Parkinson's community, our partners play a critical role in informing our work and are key collaborators in our collective impact toward improved well-being and addressing issues of health equity in Parkinson's.





Our Network

The Davis Phinney Foundation attracts a highly engaged, action-oriented audience of people with Parkinson's, care partners, and professionals centered on taking action to improve life with Parkinson's.



480,000+

Unique users annually on *dpf.org*



48,500+

Email subscribers

3.15% Click Rate

Non-profit industry average: 1.62%

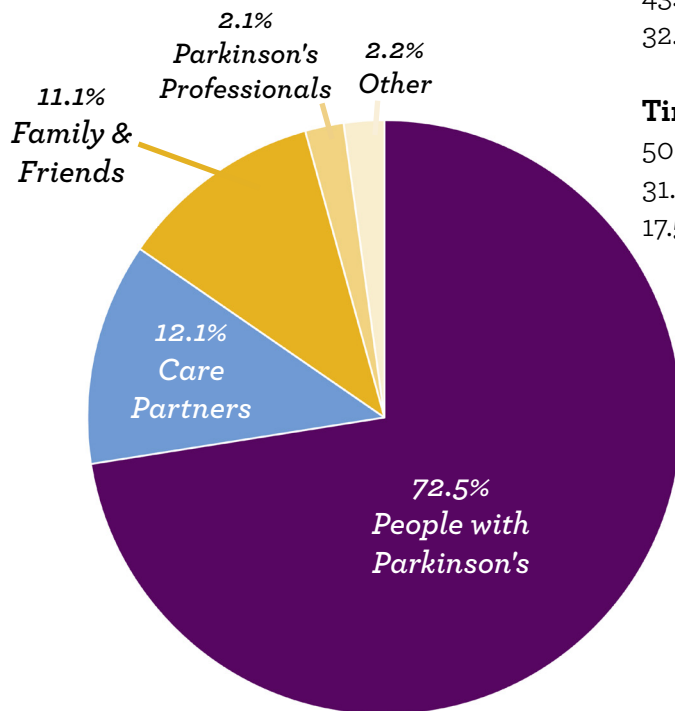


28,000+

Social media followers

25,000+ YouTube subscribers

Relationship to Parkinson's



Age Ranges:

43.8% 71-80 years old

32.8% 61-70 years old

Time Since Diagnosis:

50.6% diagnosed between 2011-2020

31.9% diagnosed since 2020

17.5% diagnosed 2010 and longer



Constituents rated the **Every Victory Counts® (59%)** manual and **webinars and online events (65%)** as the top two most valuable resources we offer.



72.4

Those surveyed rated the Davis Phinney Foundation a **72.4** on the NPS Scale (Excellent=70-100, Great=30-70, Good=0-30, Needs Improvement=-100-0).



HEALTHY PARKINSON'S COMMUNITIES™ PARTNERS

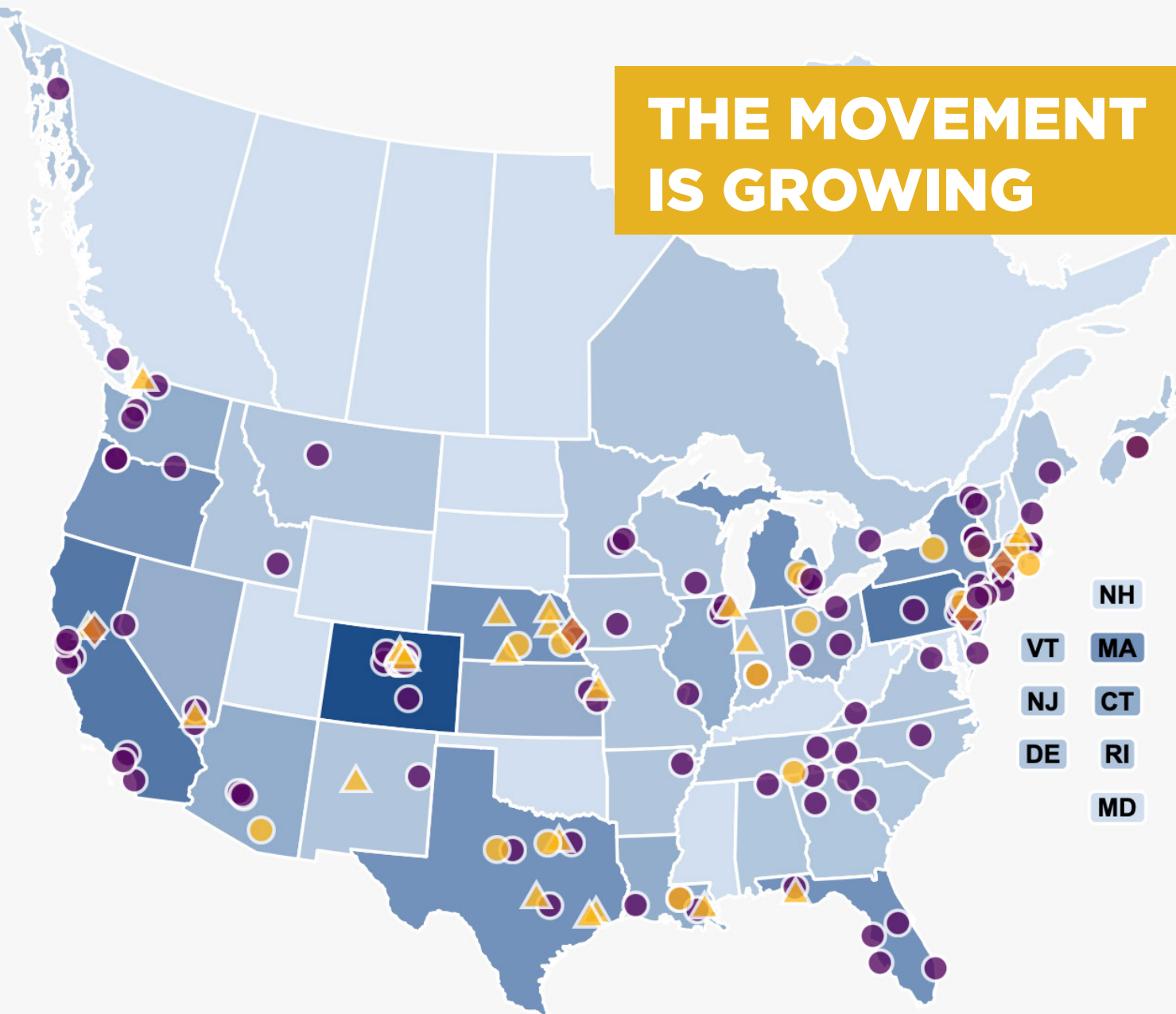
Healthy Parkinson's Communities™ is a Davis Phinney Foundation-initiated movement that supports community leaders, volunteers, and advocates to make the places we live, work, and play more inclusive and supportive for those living with Parkinson's. Our Healthy Parkinson's Communities initiative is designed to address these needs and help communities go further than they could alone.

We welcome like-minded corporations and foundations to work alongside us to create positive impact across the Healthy Parkinson's Communities network.

Healthy Parkinson's Communities Partners receive outstanding recognition and participation benefits in conjunction with the Ambassador Leadership program, signature events and more.

Contact us for more information on the Healthy Parkinson's Communities Partner program and its benefits.

THE MOVEMENT IS GROWING



53

Communities across the US and Canada have started the HPC initiative in their areas.

29

Communities applied for grants that support work that addresses access, awareness, and health equity.

108

Ambassadors are serving 36 states and three countries as health navigators and mentors for individuals and families.

● Ambassadors ◆ Community Grants ● Registered Community Action Committees ▲ Getting Started Community Action Committees



THE VICTORY SUMMIT® SIGNATURE EVENT

The Victory Summit® Signature event brings together leading experts from around the world to speak on highly relevant and sometimes underrepresented topics that address all aspects of living with Parkinson's including, non-motor symptoms, exercise, emotional and mental health, and much more.

This full day of education and inspiration engages attendees to build upon existing knowledge and resources from their community.



EVENT AT A GLANCE: *Expert Panelists/Speakers*
300+ Attendees
Mid-size markets

Sample event agenda provided upon request

ATTENDEE TESTIMONIALS

"A must go for anyone with Parkinson's or caregivers. You feel you are not alone in this uphill battle."

"Excellent information and immediately applicable tools, delivered in an inspiring way."

"I am usually so reserved and shy, but I got up from my chair and danced! At some points, I had tears in my eyes - tears of joy, fear, and an overwhelming connection with the attendees."



THE VICTORY SUMMIT® HEALTHY BRAINS / HEALTHY COMMUNITIES EVENT

The Victory Summit® Healthy Brains / Healthy Communities event is focused on improving awareness and health literacy about Parkinson's in underengaged communities.

With a focus on highlighting local speakers, wellness professionals, and resources, these events aim to expand services to the communities who need it most.



EVENT AT A GLANCE: *Local speakers/Healthcare leaders
 100+ attendees
 Unengaged communities*

Sample event agenda provided upon request

ATTENDEE TESTIMONIALS

"This was amazing! I didn't know any of the people who sat at our table, and we enjoyed their company very much. We had fun dancing and learned a lot. Thanks so much!"

"The event was spectacular and had very good information about Parkinson's. It was a totally new experience for me and my sister who has been living with Parkinson's for 10 years."

THE VICTORY SUMMIT® EVENT



Audience Snapshot

The Victory Summit event aims to engage and educate a wide range of people affected by Parkinson's.

Inspiring Action

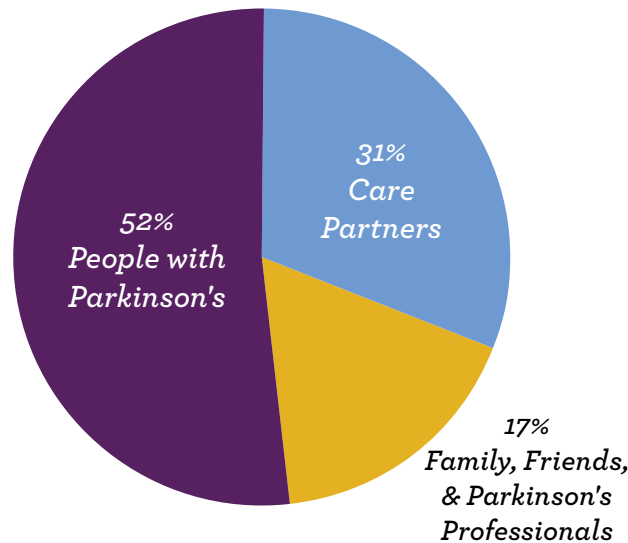
As a result of attending The Victory Summit event, 97% of attendees said they felt more in control of their health and well-being.

77% of attendees said they were more motivated to make a commitment to live well each day.

78% of attendees said they felt more connected to their community and local resources.

Data based on 2018 and 2019 event attendee surveys.

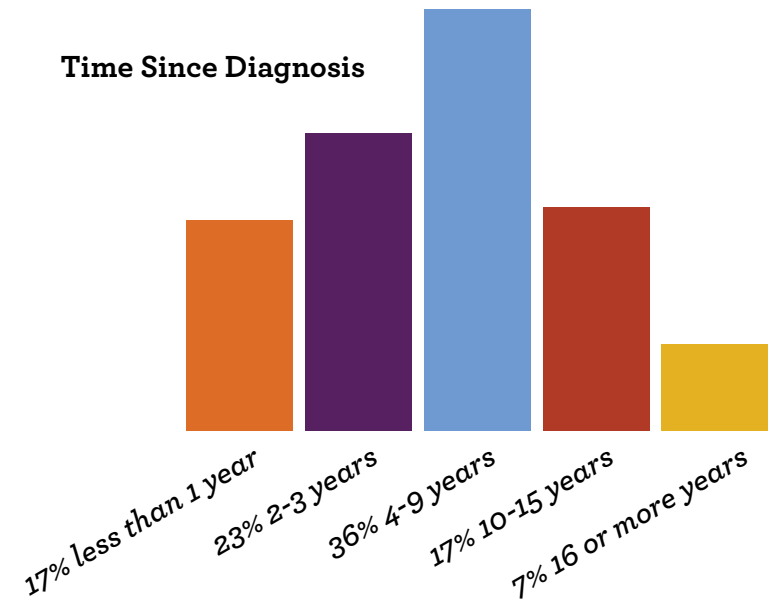
Relationship to Parkinson's



Direct Community Engagement

In each city, The Victory Summit event draws hundreds of people with Parkinson's, care partners, families, and medical professionals from the area.

Time Since Diagnosis



Impact Across All Stages of Disease

The Victory Summit event attracts attendees across a wide spectrum from the newly diagnosed to people who have been living with Parkinson's for many years.

THE VICTORY SUMMIT® EVENT SERIES

Since 2008, The Victory Summit® event series has brought together more than 25,000 people with Parkinson's, care partners, family members, and wellness professionals for a day of information, inspiration, and community connection.

In 2024, we are bringing this series in a new and expanded way to address community need like never before with two distinct event offerings.

2024 DATES & LOCATIONS

The Victory Summit Signature Event
New Orleans, LA
June 1, 2024
Event Partners: LSU, Oschner Health

The Victory Summit Healthy Brains / Healthy Communities Event
Flint, MI
June 2024
Event Partners: Michigan Parkinson Foundation

The Victory Summit Signature Event
Green Bay, WI
October 2024
Event Partners: Wisconsin Parkinson's Association, Brain Center of Green Bay

The Victory Summit Healthy Brains / Healthy Communities Event (Hispanic Event)
Hartford, CT
Sept 2024
Event Partners: Chase Family Movement Disorders Center (CFMDC)



Ambassador Leadership Program

In every community, certain stand-out individuals dedicate themselves to positive change and community connection. We invest in these individuals and provide them with resources, connections, and professional development so they can do more than they ever could alone. Ambassadors act as mentors, health navigators, and advocates and annually connect with thousands of individuals, families, and healthcare providers.

108 AMBASSADORS
36 STATES & THREE
COUNTRIES



*Included in HPC
Partner benefits*

Ambassadors receive:

- » Best-in-class training and professional development
- » Financial support to cover the costs of travel, print materials, and more to help Ambassadors do their work
- » Technology to allow Ambassadors to connect with one another and their communities
- » Updates to the community on your company's products, offerings, and new therapies



Included in Peak
Partner benefits



EVERY VICTORY COUNTS®

SUITE OF MANUALS

People living with Parkinson's, their care partners, and families and friends of those living with Parkinson's want reliable and practical information that inspires action and improves quality of life today and every day. The Every Victory Counts® suite of manuals has become the gold standard resource to help people live well with Parkinson's and achieve their personal wellness goals.

In 2023, we distributed over 15,000 copies of the sixth edition of the Every Victory Counts Manual and the first edition of the Every Victory Counts Manual for Care Partners.



“The Every Victory Counts manual is an excellent resource for all people affected by Parkinson's. I appreciate its fundamental perspective, which is to empower people to live well with Parkinson's today. I routinely recommend this manual to my patients, whether they are newly diagnosed or have been living with Parkinson's for years.”

– Aaron Haug, MD | Board Certified Neurologist, Movement Disorder Specialist



*Included in Peak
Partner benefits*



LIVE WELL TODAY WEBINAR SERIES

At the Davis Phinney Foundation, we strive to provide best-in-class education on a variety of topics that people can access from the comfort of their own home. That's why we created the Live Well TODAY Webinar Series, featuring roughly one webinar per month. Since starting the series in 2019, we have held dozens of webinars on critical topics including cognitive complications, sleep, depression and anxiety, Deep Brain Stimulation (DBS), nutrition, and more.

Topics in 2024 will include:

- » Nutrition
- » Self-efficacy
- » Exercise and strength training
- » Health disparities
- » Cognitive behavioral therapy (CBT)
- » Sleep and sleep issues



THE PARKINSON'S PODCAST

With an average of **13,000+ downloads** every month in 2023, The Parkinson's Podcast™ is produced by the Davis Phinney Foundation and covers topics ranging from Parkinson's basics to how to talk to kids and families about Parkinson's, palliative care, inspirational stories, research, and much more. On average, there is one new episode a week.

We feature discussions and interviews with leading Parkinson's experts and those with lived experiences including people with Parkinson's, care partners, and more.





TEAM DPF

*Live well. Inspire action.
Connect the community.*

Since the Foundation began, we have partnered with many events across the United States and Canada to raise millions of dollars to support our mission. These events—which include bike rides, walks, runs, and more—embrace our values of living well and connecting the community while expanding our audience and engaging a diverse group of supporters to help people with Parkinson's live well today.

At the core of these fundraising efforts is a committed group of influencers: Team DPF. These individuals annually share our mission with thousands of friends, family, and colleagues as they fundraise, ride, walk, and so much more to increase visibility for the Foundation and *everyone* we partner with.

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TEAM DPF

Get involved with Team DPF events!



» Sponsor our team for the season and receive high visibility and activation at events like Ride The Rockies, Copper Triangle, Tour de Victory, and more.



» Sponsor an event. Target your support and your visibility to one or more of our events during the year.



» Join the team! Engage employees in challenging, fun, and memorable events, promoting the value of living well while aligning with a meaningful mission.



» Double your impact by providing a matching challenge grant that our fundraisers can use to inspire their donors to give big.



PEDALING FOR PARKINSON'S™

The Davis Phinney Foundation is now guiding the growth of the Pedaling For Parkinson's program into the future. The Pedaling for Parkinson's program is a form of clinically validated therapeutic exercise on a stationary bicycle, currently offered at over 160 YMCAs, health clubs, and community centers across the country. For convenience, most programs are offered on indoor, stationary bikes and hosted at these community spaces. Participants have shown improvement in their Parkinson's related symptoms by as much as 35%. Hundreds of people with Parkinson's have participated in the program and in NIH studies with The Cleveland Clinic, showing positive results.

Join Pedaling For Parkinson's as we inspire, encourage, and strengthen people with Parkinson's everywhere!





PD SELF®

PD SELF® is a national self-efficacy skill-building program for people with Parkinson's who have been diagnosed within the last three years. This program provides people with the motivation, confidence, skills, and knowledge needed to improve their quality of life through self-efficacy. It is designed for people who have been diagnosed within the past three to five years. Additionally, while having a care partner is not required, we do encourage care partners to participate as we provide all those affected by Parkinson's with educational tools to live well. The program is projected to have **100-200** attendees in January-April 2024.

» If you are interested in learning more about our initiatives, please contact:

Rich Cook
Director of Development
rcook@dpf.org
Ph: 970-485-0170



CARE PARTNER TRAINING PROGRAM

Parkinson’s Care Partner Training with the Davis Phinney Foundation is a comprehensive educational program created by a movement disorder specialist, Dr. Jori Fleischer—a clinical social worker, a registered dietician, and care partner mentors and created specifically for Parkinson’s care partners.

Having spent the past 19 years working with and talking to Parkinson’s care partners, we know that many people love caring for their person with Parkinson’s and derive significant meaning and joy from doing so.

And yet many care partners also feel ill-equipped to handle the various symptoms, complications, emotional instability, and cognitive fluctuations that their person with Parkinson’s faces over time.

And that can be a heavy burden. Add to that the fact that most care partners have never received formal care training, never planned for this role, and have needs and lives of their own, and it’s no wonder they often feel alone, burned out, and overwhelmed.

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