

ANNUAL REPORT 2022

We're a community of movers and motivators

working hand-in-hand to bring education and connection to those impacted by movement disorders.

We took a leap of faith.

At PMD Alliance, stretching and risk-taking are two of our core values. Hand-in-hand, we envision boldly and act courageously.

When 2020 brought unexpected turns, we turned, too: with your support fueling us, we leaned into our Neuro Life Online® programs, finding warmth and healing connection through smiles in Zoom boxes across the country and the globe.

But as the new year arrived, we listened to your pain points and knew: we needed each other, again. So, in 2021, we did what few others were doing: we got together. Safely, outdoors, with the wellbeing of our community members top of mind, we travelled to towns and cities across the country. We may have worn masks but, beneath them, we know there were smiles. We may have sat six feet apart, but we moved in unison in Therapy Breaks™ and interacted with experts.

We met a real need. This is what our people with movement disorders, their care partners and adult children, and our healthcare allies were craving. Care partner Nancy told us, "It's like you intuit the needs of those on the frontlines in the moment. It's as though you have your finger on our heartbeat."

The support of our volunteers, donors, and partners made this possible.

As we step into a new year, we will once again make the leap: new towns and cities. New connections sparked, new practical tools and resources gained, more knowledge to thrive.

What follows are the faces of resilience, the people who represent the heart of our mission and each integral part of our Movement Disorder Care & Support Ecosystem[®]. We are stronger, more capable, and more resilient together.

Sarah Jones, CEO Andrea Merriam, Executive Vice President Lauren Schroeder, Board President

Making A Difference in Their Hometowns

When Karen, who's living with young onset Parkinson disease, showed up to her first online support group meeting, she felt lonely. "It seems like no one in my town can relate to my experience," she said. She described being a single mom to elementary school-aged children and feeling disconnected from her peers.

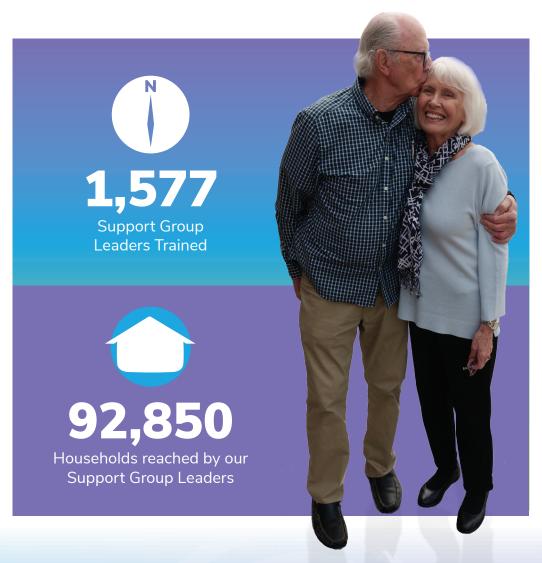
As the meeting continued, the group members began connecting more deeply, reflecting on who they are and where they've come from. Karen, a former skier, shared that she struggles to reconcile her past with her present.

boxing class," she said, "when I forget I have Parkinson's, when I feel liberated into the fullness of who I am. After, I remember, and I have to grapple with the reality." Other group members nodded their heads. When Karen finished speaking, others spoke up to affirm her experience and offer their own or to share their encouragement "You are still an athlete," they told her.

By the end of the meeting, her fears of isolation had melted. "Thank you for seeing me," she said. "Now that I've met you, I don't feel so alone."







Community uplifts, empowers, and builds our resilience and sense of meaning. This is why training support group leaders is at the heart of our mission. The leaders we train not only impact their members, but have a collective positive ripple effect on thousands in their communities.

Last year, support group leaders leaned into the pandemic pivot, bringing in-person groups online. They were resourceful, patient, and creative. Now they're stepping into 2022 with a reinvigorated commitment to awakening joy and going all-in for the movement disorders community.



When Ken Schiff, who's living with Parkinson's, answered a staff member's phone call recently, he quickly asked her to hold.

minutes later, he said, "Sorry, today's program was just finishing up."
He was referring to PMD Alliance's free Neuro Life Online® workshops for people impacted by movement disorders. "I rarely miss a

program," Ken told her, "and this was one of the best!"

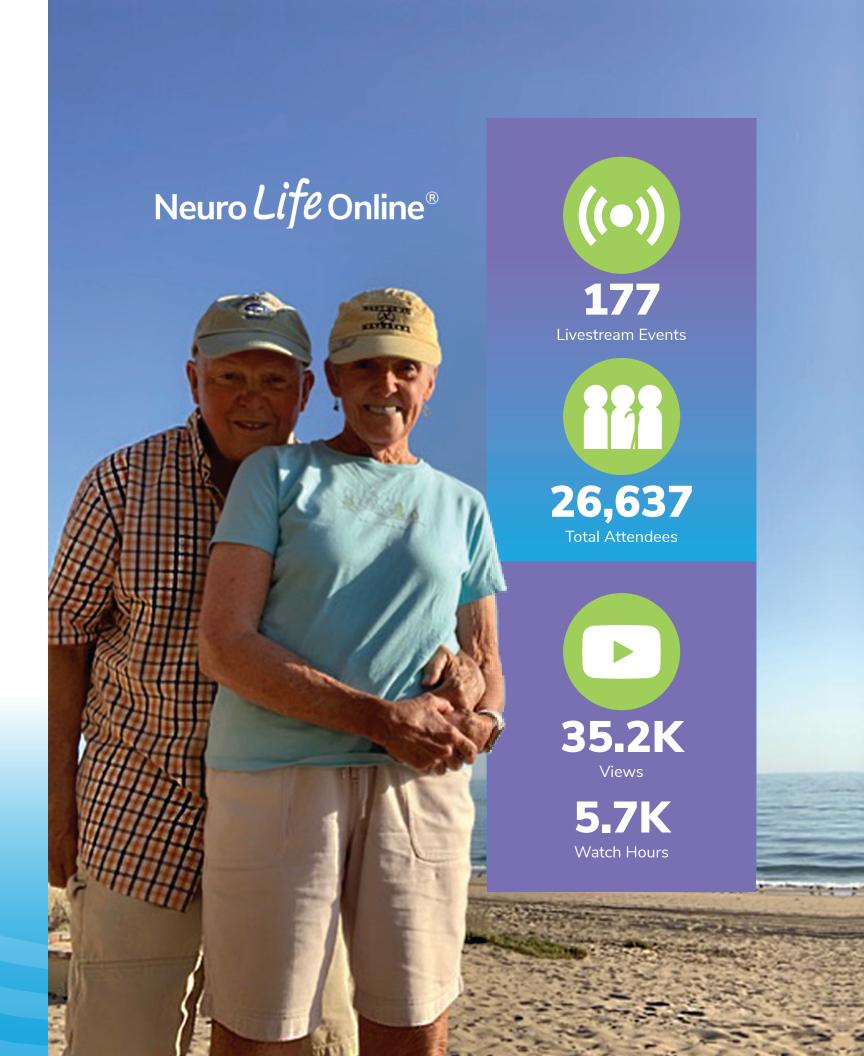
When he returned a few



After years of being a care partner for his wife

who had Alzheimer's, Ken now lives by himself, keeping busy with exercise (he built a pool in his garage just to keep moving) and Zooming into our online programs from his home in rural Oregon. Whether someone is living in a rural town in the Pacific Northwest like Ken or a big city halfway around the world, we're here to provide the empowering, robust programs they need.





In 2021, we built resilience in far-reaching, wide-ranging online programs.

Breadth and Depth:

Neuro *Life* Online®

TOP 10 MOST-VIEWED PROGRAMS

- SPARK Film Viewing on Robin Williams and Lewy Body Dementia
- Diet, the Gut, and Impact on Parkinson's
- A Peek Inside the Brain:
 A Neurocognitive Perspective
- emPowered!® Livestream:
 More Than Motor Symptoms
- Hey Doc, What About Cannabis?
- Fatigue in Parkinson's Disease
- Twist and Shout:
 Pain and Cramping in PD
- Designing the Brain Gym
- Supplements, Nutrition, Vitamins, and Lifestyle:
 Do They Make a Difference?
- Swallowing Issues in PD
- Women with PD:Addressing Needs &Pursuing Breakthrough Treatments











PD&Me App

Providing a 5-star rated mobile app to our members facilitates social involvement in a virtual community, discovery of local support and exercise groups, and connecting with a movement disorder specialist.





851New App Users



170,619

Website Visits

Encompassing

50States + D

37



After a year apart.

we rediscovered the power of community.

We moved in sync to the beat of the music and each other.

We got empowered: movement disorder experts and wellness leaders donated their time and shared their resources.

Our partners stood beside us in towns and cities across the nation, showing up with their exhibit tables, offering participants information, and being present to hear participants' stories and unique needs. They listened through all our programs, hearing our speakers and our community, knowing that each person their organizations serve is more than a number: behind each number is a real person with a full life.



In Person Programs



53
Speakers



657
Attendees at

26
Events



156
Partner
Exhibitors

Our Valued Partners

Our partners are a critical part of our Ecosystem[©]. They share our core value of innovation, tirelessly researching new therapies and treatments that will impact the wellbeing and quality of life of every person impacted by Parkinson's or other movement disorders—and that will change the trajectory of this disease.

They're also committed to being leaders in disease education to ensure that everyone impacted by a movement disorder is fundamentally empowered and informed. Our partners invest in our mission to bring resources to local communities and spark connections.

By investing in PMD Alliance, they invest in you. We're grateful for their leadership and support.





































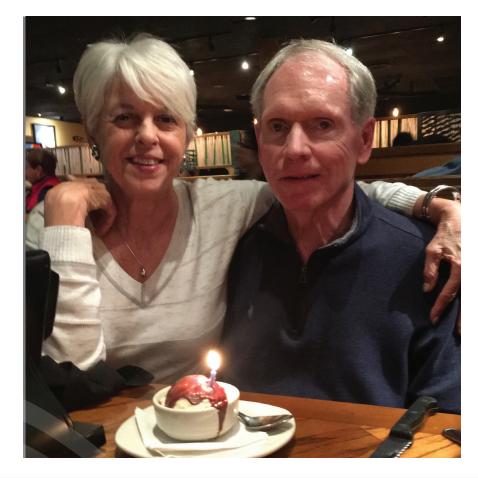
In the six short years since PMD Alliance was born, our network of compassionate supporters has grown tremendously. Your investments have helped our community's resilience bloom.

"Resilience is the capacity to recover quickly from difficulties; it's also toughness. Living with a movement disorder requires daily toughness from both the person with Parkinson's and their care partner. PMD Alliance gives us the focus and strength to manage when there are challenges. We appreciate PMD Alliance and its team for being an amazing touchstone for all of us!"

Denise Midkiff, care partner

As we celebrated our sixth birthday in October, we reflected on the

resilience we have cultivated together. All month long, people like Denise shared with us what resilience means to them and how they have grown into it alongside us.



We set a hig fundraising goal that month, knowing that every individual gift would be matched by the enormous generosity of a few philanthropists in our community. One was a support group leader and donor who knows firsthand the difference that access to resources and the support of your peers makes for people impacted by Parkinson's. All were care partners to their loved ones and, even after two of them had spouses pass away, they remained committed to uplifting and empowering the movement disorders community, leaving a legacy in their names.

We met our goal this October and stoked the fires of our resilience thanks to every single person who chose to align their resources—no matter how little or how much—with us. We're humbled to be your partners in this mission.

When Marci's dad passed away with Parkinson's, she wanted to keep his memory alive through service. On what would have been his 85th birthday, Marci chose to celebrate him: she made an \$85 gift to PMD Alliance, a reminder that his life could continue giving back, rippling out to families just like theirs.

When his 86th birthday rolled around the following year, Marci, once again, celebrated, this time with an \$86 gift. She chooses to honor his life in this way because she knows, personally, what it means to ride the wave of PD with someone she loves. And because she knows resources and supportive communities like the ones we provide for adult children have impact, bringing comfort, empowerment, and connection.

At PMD Alliance, our mission to serve and empower the movement disorders community is close to our hearts. We all invest in it. Hear from three donors, one Board Member, one staff member, and one Ambassador, on why they not only commit their time to PMD Alliance, but why they give.

Jacie Dunford, Board Member

I choose to donate to PMD Alliance because I can see the value that the programs and the resources bring to people with Parkinson's and other movement disorders. The empowering resources PMD Alliance provides give people the ability to connect with each other on a deeper level.



Alissa Taylor, MSW In-Person Programs Manager



I once heard that you should donate to what fills your heart with joy, what you're passionate about, and what—when you sit back and take it all in—brings a tear to your eye. I am so grateful that not only do I get to support PMD Alliance and their mission, but that I get to be a proud member of their team. No matter how one is affected by Parkinson disease or another movement disorder, no one should ever feel alone on this journey! That is the very heart of everything that PMD Alliance embodies, in everything they do, and that is why I give.

Judy Reynolds, PMD Alliance Ambassador

After my PD diagnosis in 2014, I was searching for information and to connect with people who understood what PD was like and how to navigate through the changes it would bring to my life.

At about the same time, PMD Alliance was born, and Sarah Jones and Judy Talley were giving presentations throughout AZ to introduce it and their concept of providing support at the ground level for people with PD and their families. My friends and I were impressed and got involved immediately advocating for this organization.

Fast-forward to today and PMD
Alliance has proven over and over
again that they are there for those
of us living with PD. I work as an
advocate for them and I donate
regularly because I want to ensure
that they will always have the
capability to serve this community.





FUNDRAISING GROWTH

2020

2021

Our growth in the number of donors, in the level of contributions, and in the number of people choosing to leave a legacy is because of people like you: our monthly donors and Legacy Circle members. We're on a trajectory of sustainable growth.

Whole-Person, Patient-Centered Care

The APProviders™ Consortium is leading the way as the only network in the country for APPs by APPs in movement disorders.

People with PD want to feel like they're part of a community and they have purpose in life even if they can't do what they did before.

Advanced Practice Providers (APPs) understand this, that care is a lot more than the science. They structure their patient visits with those questions front and center: 'What is your biggest struggle?' they ask patients. 'How are your days?' 'How can we better educate you?'

There's hardly a neurologic disease where that's not helpful.

Heidi Schwarz, MD



2021 brought challenges not only for people living with movement disorders, but their healthcare providers, too. Prior to the pandemic, we had launched our APProviders™ Consortium, a community exclusively for APPs by APPs in movement disorders that offers connection, inspiration, education, and joint advocacy. But it was the new world of COVID that invited us, once again, to pivot and that created room for the consortium to bloom.

The birth of our robust APProviders[™] Advisory Board in 2021 was vital. These APP leaders helped us understand what their colleagues needed. They wanted a place to connect online, a discussion forum to seek and offer advice on patient cases. And they wanted education specific to them: a crucial gap for APPs in movement disorders.

We realized APPs could offer continuing medical education (CME) courses online that were deeply meaningful to their colleagues, designed for APPs by APPs. With

our consortium members' expertise at the helm, we launched our first-ever free, on-demand CMEs.
Today, our course library continues to grow, ensuring the highest level of skill and competency for the best patient care.

7.25
CMEs Offered
120
Registered
Portal Users
3000

APPs Reached Monthly APProviders™ Advisory Board Member Kelly Papesh, MSN, DNP, shared how seeing this vision of a collaborative, empowered network come to fruition nearly brings her to tears. Once again, hand-in-hand, we have created what had never been done before. And the horizon is bright: in June 2022, our full vision will come to life when APPs will finally come together in-person after two years apart at our inaugural APProviders™ Conference and Advanced Therapeutics in Movement and Related Disorders Congress, where they'll engage in robust discussion on the latest clinical science and be valued as crucial and integrated members of the care team.

Now Available!

Diagnostic Review of

Atypical Parkinsonisms and Advanced Neuro-Palliative Care

Planning in Movement Disorders.

Not Your Grandmother's Dopamine: Foundations in Advanced Therapeutics

in Movement and Related Disorders ...





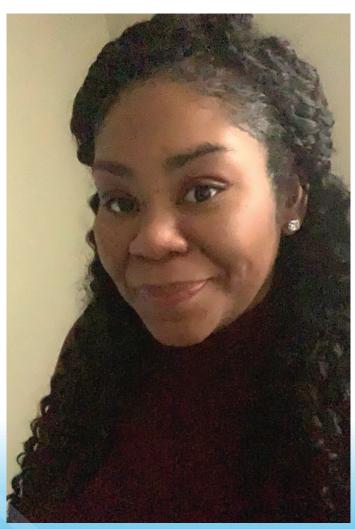
When Sasha Gant started working in long-term care facilities with people with Parkinson's, she admits it was overwhelming. "I wasn't sure I was prepared...it's a big responsibility."

She and the staff at Lorien Encore, the care facility where she works, chose to receive training through PMD Alliance's Certified Parkinson Disease $Care^{T}$ (CPDC T) accreditation, which calls on staff members across the facility to learn how to best support residents with PD: everyone has a role in uplifting quality of life.

Sasha has seen the difference.

"What we learned, we've put into practice," she said. "Now, we're not intimidated by residents' needs. We can help better guide them through challenges and communicate better with their loved ones." This means more connection, more ease, and fuller lives.

To Sasha, the residents are like family. The CPDC™ training has allowed her to provide the quality of care she'd want for those she loves the most.



In 2021, we equipped nearly 600 personnel to recognize the unique needs of people with PD who call their facilities home.

Horizon We have big plans to grow this offering, ensuring that every long-term care resident with Parkinson's is supported and cared for with resourcefulness and deep understanding.





TOTAL REVENUE

\$1,813,689.66

\$2,537,990.24

EXPENSES

\$1,606,053.75

\$2,094,549.34

disorders everywhere. And this is just the beginning. **REVENUE** As we look to the horizon, 77% Individual Donations, we know: we will continue Events, Partnerships, and Grants to innovate, leading the way 23% In-Kind Donations in directly supporting our community here and now, when they need us most. **EXPENSES** 88% Programs 7% Fundraising 5% Administration

When you invest in us, it fuels our community. Because we work without walls, we can invest more in programs. Because we have amazing in-kind support from our physician network and program speakers, we can invest more in resources. In fact, we're collaborating with clinicians nationwide to build meaningful continuing education and professional development that will impact the therapeutic possibilities for people with movement

We're the Parkinson & Movement Disorder Alliance — an independent, national nonprofit dedicated to providing opportunities for people to learn, live more fully and spark meaningful connections around them.

More than 40 million Americans are affected by movement disorders. It's a challenging reality — one we cannot face alone. PMD Alliance reaches across all communities and partners, including our sister organizations. Yes, in a world where genuine collaboration can be tough to find, we treasure it! Our journey is a team sport.

We're always people-oriented. Whether it's those living with a diagnosis, their care partners, adult children or support group leaders, we meet the needs of those we serve by providing solutions that fundamentally enlighten, inform and incite positive change.





Parkinson & Movement Disorder Alliance

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