The Parkinson’s Foundation revamped Moving Day, a walk for Parkinson’s in 2019. “We set out to find new ways to connect with our community, while making Moving Day a more interactive experience that welcomes and brings even more people together,” said John L. Lehr, Parkinson’s Foundation President and Chief Executive Officer.

All 2020 Moving Day events will feature:

1. **I Move Ribbons.** Participants select the ribbon color that best describes their connection to Parkinson’s disease (PD).
2. **We Move Pavilion.** Since movement is proven to help with PD symptoms, each event will host exercise sessions to introduce participants to new PD-tailored workouts.
3. **Parkinson’s Experience Tent.** Interactive experiences help people better understand cognitive, physical and visual PD symptoms, assisted by volunteers who also provide free resources.
4. **Top Fundraiser Breakfast.** Funds raised at Moving Day help us accomplish more for our community, which is why those who raise more than $500 are invited to join us for breakfast. Those who raise more than $1,000 become part of our new “All-Star Movers Club.”
5. **We Move Ceremony.** A host leads the crowd through a ribbon ceremony and shares stories that remind us why we fight. A coach-led warm-up gets everyone ready for the walk.

These new elements were introduced in fall 2019 events. “We will always continue to listen to our community, to find new ways to make this a day about fighting this disease and celebrating movement,” John Lehr said.

Moving Day walks will take place across the country in 2020. Every dollar raised supports the Parkinson’s Foundation mission to make life better for people affected by Parkinson’s.

Find your nearest Moving Day at MovingDayWalk.org.

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**2019 AT A GLANCE**

- **46** Events
- **2,200** Teams
- **27** States
- **$5.36M** Raised in 2019
- **21,000** Participants
- **$27.3M** Since 2011

**WE CARE. WE FIGHT. WE MOVE.**
Letter from the CEO

Moving Day is an amazing event! It directly benefits the nearly one million Americans living with Parkinson’s disease (PD). Since 2011, Moving Day events across the country have raised $27.3 million to improve care and advance Parkinson’s research.

Moving Day is a wonderful opportunity to come together to exercise, raise awareness and funds for mission critical programs like our bilingual Helpline, regionally based Centers of Excellence and our community grants that directly support educational, wellness and exercise programs in neighborhoods across the U.S.

Moving Day also funds life-enhancing research, leading to new avenues of discovery. In 2019, Moving Day helped us launch PD GENEration: Mapping the Future of Parkinson’s Disease, a national initiative that offers free genetic testing and genetic counseling to people with Parkinson’s (learn more on page 3).

At its heart, Moving Day is about family, which is why I am so humbled to see our new awareness initiatives in action. Meeting the families and friends of those who support their loved ones at Moving Day is so inspiring. In 2020, our events will be even more interactive, see some of the new experiences in below photos or at an event near you.

We want to thank every person and team that participated in Moving Day in 2019! Your support of the Parkinson’s community and Foundation is truly remarkable. Thanks to you, we are pleased to report that we are the recipient of a four-star rating from Charity Navigator, the nation’s largest and most trusted evaluator of charities. To us, it is a validation that we are working efficiently toward our mission to help people with Parkinson’s live better lives. You get us closer to the promise of a cure. Together, WE CARE. WE FIGHT. WE MOVE.

Thank you for your support,

John L. Lehr
President and Chief Executive Officer

See all 2020 Moving Day events at MovingDayWalk.org.
How Moving Day Propelled Kathy from Diagnosis to Awareness

Kathy Jordon’s passions for family, fitness and finding a cure for Parkinson’s disease (PD) fuel her courage to fight. Newly diagnosed, with four children in high school and college, the longtime runner immediately immersed herself in the PD community.

“When you first hear you have Parkinson’s, it’s pretty upsetting, but then I thought, ‘I have four kids and a lot of stuff I need to do,’” Kathy said. First, she educated herself about the disease, calling the Parkinson’s Foundation Helpline at 1-800-4PD-INFO (473-4636), visiting local support groups and exercise classes. Soon after, she joined the Moving Day Southeastern Pennsylvania Planning Committee, contributing her fundraising and event planning expertise.

“This is a way for me to not be home and feel bad for myself,” Kathy said. “I’m much better off to get involved if I’m doing something that can help lead toward a cure or help people.”

Kathy credits her first successful Moving Day to her strong support system. After recently learning of her diagnosis, her family, friends and neighbors not only attended the event, but volunteered, worked tables and even served as event photographer. “They were unbelievable,” Kathy said. “They all told me, ‘We’re doing it again next year.’”

Kathy’s team raised more than $5,000; as she personally raised $2,800. “People just want to help but they don’t know what to do. Moving Day is a way for them to jump in,” she said.

The Parkinson’s Foundation Newly Diagnosed: Building a Better Life with Parkinson’s initiative helps people from the moment of diagnosis. If you are newly diagnosed, you are not alone. Learn more at Parkinson.org/NewlyDiagnosed.

Moving Day Funds in Action: The Future of Parkinson’s and Genetics

Understanding the connection between Parkinson’s disease (PD) and genetics can help us understand how the disease develops and ultimately how it can be treated or cured. With the help of funds raised across all Moving Day events, the Parkinson’s Foundation launched PD GENEration: Mapping the Future of Parkinson’s.

This is the first national Parkinson’s study to offer genetic testing in a clinical setting with counseling for PD-related genes.

Scientists believe a combination of genetic and environmental factors cause Parkinson’s — with genetics causing about 10% to 15% of all PD. Researchers believe that genetic testing may help improve Parkinson’s care. However, due to the high cost and lack of accessibility of genetic tests, most people with Parkinson’s and their clinicians do not know if they carry genetic mutations linked to Parkinson’s.

“The Parkinson’s Foundation is always looking for the best leads in research to help people with Parkinson’s live their most active lives,” said James Beck, PhD, Parkinson’s Foundation Chief Scientific Officer. “Analyzing and assessing genetics through this comprehensive study can play a crucial piece in this complex puzzle.”

The Foundation currently manages the study across six pilot sites at Parkinson’s Foundation Centers of Excellence — medical centers that provide expert PD care. Over the next five years, PD GENEration will track the genetic makeup of up to 15,000 people with Parkinson’s across approximately 50 U.S. sites.

PD GENEration will ultimately give participants more information about their own disease, allowing them to work alongside their healthcare professional, while accelerating enrollment in clinical trials.

Learn more about the Parkinson’s Foundation research at Parkinson.org/Research.
**Center of Excellence Unites Three Major Healthcare Sites for Moving Day**

Parkinson's Foundation Centers of Excellence are known for collaborative Parkinson's disease (PD) care. The two locations that make up University of California, San Francisco (UCSF), a Center of Excellence, champion that same team care philosophy in their Moving Day efforts. The center is unique in that its movement disorder specialists also provide treatment to those at the Veterans Affairs Parkinson's Disease Research, Education, and Clinical Center (PADRECC) — who also come together for Moving Day.

"We look forward to Moving Day every year because it is a chance for us to do something in our community," said co-team leader Aaron Daley, Center Clinic and Research Coordinator.

The healthcare trifecta — the university's PD clinic, neurosurgical team and the PADRECC — are a major force at Moving Day. Together, three co-team captains lead the "UCSF Parkinson’s Disease Centers" team, fundraising and recruiting team members, while promoting the event. In 2019, the team raised $6,500 and plan to surpass that in 2020.

"Moving Day directly benefits the local community and that is important," Aaron said. "As the recipient of several Parkinson's Foundation Moving Day community grants, we have been able to fund new outreach programs for PD patients and caregivers."

On event day, participants are introduced to new, local PD-tailored exercise classes. "Moving Day fosters important connections — bringing people living with PD closer to community resources, like wellness classes," said Maya Katz, MD, University Movement Disorders Specialist and co-team captain.

UCSF treats about 2,000 people with PD annually and offers palliative care — a comprehensive team approach to managing chronic health conditions. Altogether, the 48 Centers of Excellence provide expert care to more than 193,500 people with PD.

To find a Center of Excellence near you visit Parkinson.org/Search or call our Helpline at 1-800-4PD-INFO (473-4636).

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**Dad's Parkinson's Journey Builds Bridges for Top Fundraiser**

In celebrating her love for her dad, Larry, Lynn Schreifels of Minnesota helps people open up about their own experiences with Parkinson's disease (PD). In three years, Lynn went from attending her first Moving Day Twin Cities — recommended by her father’s doctor — to becoming the Top Fundraiser in the nation.

In 2019, her team "Larry's Lemons" raised $60,255, while creating connections and raising PD awareness along the way. Lynn’s fundraising approach is simple: she tells friends, family and acquaintances that her father is living with PD and asks them to donate to her team.

Sometimes, those she reaches out to have already given to other nonprofits. "If they can't donate, I ask them to attend Moving Day or consider giving to us next year." That "next-year" approach netted one of her largest contributions. Rather than donating across several nonprofits, Lynn’s encouragement prompted a donor to pool all their annual giving into Lynn’s Moving Day team instead.

Through Moving Day fundraising, Lynn has discovered that many of her friends also have a PD connection. "My close friend has been on my team for two years; her grandmother is living with Parkinson’s. It was something that they never talked about. Moving Day sparked up a conversation and made it easier for them to discuss it as a family."

It also leads her friends and family to seek more education on PD, something Lynn encourages, and Moving Day supports. "Besides Moving Day being a lot of fun, it’s nice to go to all the different booths for information about the disease and learn how to make life easier for my dad and everybody in our family," Lynn said.

Get involved with your local Moving Day at MovingDayWalk.org
2019 TOP PARTICIPANTS

Lynn Schreifels .................. $56,455
Sherwin Zuckerman ............ $39,287
Scott Rider ....................... $31,735
Steve Messing ................... $31,220
Kent Donley ...................... $31,180

Andy Albert ..................... $29,752
J. Gordon Beckham, Jr. ........ $24,400
Scott Payne ...................... $22,705
Julie Westbrook ................... $19,915
Adrienne Messing ................ $17,472

2019 TOP TEAMS

Larry’s Lemons ........................ $60,255
Berkowitz Pollack Brant/Provenance Wealth Advisors .... $58,562
Rock Steady Boxing NC Triangle .................. $44,020
Team Beaufort #IWNQ ........................ $43,885
Team Zuckerman ...................... $42,397

Edward Jones Heartland ................. $40,355
Team Albert .......................... $39,602
Pops’ Peeps .......................... $39,162
23andMe ............................ $34,611
Rock Steady Boxing Boston ............... $27,145
Creative Fundraising Fuels Corporate Team: Encompass Health

“Moving Day helps maintain what physical therapy restores,” said Nate Moyer, senior physical therapist assistant at Encompass Health Rehabilitation Hospital. Every Moving Day celebrates movement, physical therapy included and brings participants together to exercise.

Several years ago, Nate was chosen to lead the Encompass Parkinson’s care program at the City View, TX, location. “I discovered I had a knack for working with the Parkinson’s population. I heard of Moving Day and thought it would be a neat thing to be a part of,” Nate said.

With Nate’s leadership and the support of the Encompass Chief Executive Officer, the Moving Day Dallas/Fort Worth team quickly evolved into a motivated corporate team, raising $3,100. Altogether, along with providing additional sponsorships, Encompass raised more than $4,200 in 2019 across their network in Dallas/Fort Worth, TX; Charleston, SC; Venice, FL; and Northwest Arkansas locations.

Moving Day Encompass team members fundraise across the nation. They hold a “change war,” where they fundraise using spare change collections at each office, along with raffles and food incentives, like the “Nacho Bar Fundraiser.” Team members also take part in the lively silent auction of donated items — from fragrance baskets to art kits and high-end clothing. Nate’s wife, Vanessa, lends her baking talents to the cause, donating cookies and cupcakes to “Flash Bake Sales.”

As someone in the physical therapy field, Nate knows the importance of steady exercise for people with PD. “Moving Day closes the circle; it funds training and the whole slew of professional development that drives the local programs the Parkinson’s Foundation funds,” said Nate.

Visit MovingDayWalk.org to start a corporate team or become a Moving Day sponsor.

New Ways to Fundraise in 2020

All Moving Day events in 2020 feature two new ways you can fundraise for your team!

Facebook Fundraising: Track your Moving Day fundraising progress on Facebook. Link your Participant Center to your Facebook and your Facebook fundraiser gifts will automatically be added to your Moving Day personal and team page.

Parkinson’s Moving Day App: It is now easier than ever to fundraise and track donations on the go. Download the app today!

Create your team at MovingDayWalk.org and start fundraising!

Bring a Moving Day Community Walk to your city!

Organize a Moving Day Community Walk in your city and get moving! Funds raised help the Parkinson’s Foundation make life better for people with Parkinson’s.

“KnockOut PD” in Elizabethtown, PA, looks forward to hosting their third Moving Day Community Walk in 2020.

Learn more at Parkinson.org/CommunityWalk or email CommunityWalk@parkinson.org.
Marilyn and Jay Phillips

Previously, Jay and Marilyn served as one of the first couples on the Parkinson’s Foundation People with Parkinson’s Advisory Council. They now serve as Aware in Care Ambassadors — volunteers who help spread the importance of self-advocacy during a hospital stay and help distribute Aware in Care hospitalization kits.

The Phillips’ involvement continues to grow. In 2018 and 2019, they served as co-chairs, helping Moving Day Charleston raise $150,000 each year. Their “Tame the Tremor” team raised more than $4,500. They recall “one of the best highlights of our lives” was when lifelong friends formed a team, made T-shirts and drove through the night, from Baltimore, Maryland and Delaware, to surprise them at Moving Day.

“For me, personally, and for Jay, Moving Day is what families do to find a way they can help,” Marilyn said. “We have been blessed by having many opportunities to be able to give back to help find a cure.” Today, the greater Charleston PD community is now more than 400 people strong.

Find out how to you can help your local Parkinson’s community at Parkinson.org/GetInvolved.

Thank You to Our National Partners

Thank you to our sponsors for making life better for people with Parkinson’s.

To become a sponsor email MovingDay@Parkinson.org.
WE CARE. WE FIGHT. WE MOVE.

MOVING DAY VIRTUAL WALK: MAY 9, 2020

Register: MovingDayWalk.org

FALL 2020 MOVING DAY EVENTS

- Moving Day Columbus
- Moving Day Buffalo
- Moving Day Las Vegas
- Moving Day New Jersey
- Moving Day Rochester
- Moving Day Boston
- Moving Day Dallas/Ft. Worth
- Moving Day Chicago
- Moving Day Atlanta
- Moving Day NW Arkansas
- Moving Day NC Triangle
- Moving Day Venice
- Moving Day Phoenix
- Moving Day Miami
- Moving Day Boca Raton
- Moving Day Los Angeles
- Moving Day Jacksonville
- Moving Day Louisville

Be Somebody’s Champion

Become a Parkinson’s Champion to run in an endurance race or create your own fundraiser.

Parkinson.org/Champions

Join the Parkinson’s Revolution

Parkinson’s Revolution is a one-day indoor cycling experience taking place in select locations that combines determination and community.

Parkinson.org/Revolution

Visit MovingDayWalk.org to find a Moving Day near you!