

2017 MOVING DAY® MOMENTS

19 EVENTS

1,400 TEAMS

14,000 PARTICIPANTS

\$3.2 MILLION
RAISED

2016 TOP TEAMS

Team Albert	\$62,565
Team Zuckerman	\$39,855
Edward Jones-Donley	\$39,125
Shaking Not Stirred (PDers with a Twist)	\$36,943
The Queen and Her Court	\$36,579
Team Terranova	\$36,021
Team Impax	\$34,742
Scott Rider's Runners.	\$28,986
Team Beckham	\$23,595
Team Kozyak & Reno	\$22,223

2016 TOP WALKERS

Andy Albert	\$43,870
Mindy McIlroy	\$35,841
Sherwin Zuckerman	\$35,100
Gordon Beckham	\$23,595
Scott Rider	\$21,850
Marty Ardman	\$17,995
Jonathan Halle.	\$17,235
Jeaninne Wagner	\$14,545
Lucy Fontenot	\$13,965
David Ruedrich	\$12,605

Special Thanks from Interim CEO Paul Blom

Thank you for your support of Moving Day® this past year—we are so appreciative of all you have done to make this program a success.

In 2016, we celebrated the 5th year of Moving Day in Chicago, Miami, Boca Raton, Buffalo, Columbus, Kansas City, Rochester and Twin Cities. Five years of communities coming together to walk and to celebrate movement and exercise as symbols of hope and progress in the fight against Parkinson's disease (PD). Since 2011, Moving Day events across the country have attracted more than 94,000 participants, raising more than \$14 million.



U.S. Senator Cory Booker takes a selfie at Moving Day® Miami with NPF Interim CEO Paul Blom, NPF Vice President of Marketing and Communications Leilani Pearl, news anchor Jawan Strader and Chair of the NPF South Florida Chapter Timothy Kolaya.

This past November, the National Parkinson Foundation (NPF) was honored to have U.S. Senator Cory Booker (NJ) attend our walk in Miami, where he addressed the crowd, "My mother was a caregiver to my father, who had Parkinson's. That is why I am so thankful for organizations like NPF that offer support, strength and hope to people living with Parkinson's, as well as their families and caregivers. We have to keep fighting together one step at a time!"

I have traveled coast to coast to take part in Moving Day walks—California, Minnesota and Massachusetts—and have witnessed the tremendous acts of courage and kindness in the Parkinson's community. I am so proud that Moving Day supports local community grants that emphasize a life-long approach to health and wellness.

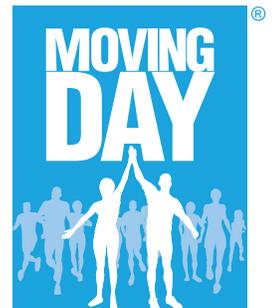
Call our toll-free Helpline at 1-800-4PD-INFO (473-4636) to learn more about Parkinson's-tailored exercise programs in your area. You can also order a free copy of our popular educational book, *Fitness Counts*, for exercise tips.

Thank you again for your tremendous support.
Wishing you a healthy and happy 2017,

Paul R. Blom
Interim CEO

PEOPLE WHO MOVE CHANGE THE WORLD.®

parkinson.org 1.800.4PD.INFO



Moving Day® Atlanta

Funds at Work

On August 27, 2016, NPF and PD Gladiators Metro Atlanta Fitness Network co-hosted “Living Well with Parkinson’s: Exercise,” an educational symposium, at Heritage Sandy Springs in Sandy Springs, GA. A panel of four nationally recognized medical, therapy and research experts spoke before an audience of nearly 200 people with PD and their caregivers. The symposium also featured eight interactive exercise demonstrations.

The experts included Emory University’s Dr. Jorge Juncos, Dr. Amy Morse, Dr. Joe Nocera and NPF’s Director of Research Programs Dr. Fernando Cubillos. They discussed NPF’s *Parkinson’s Outcomes Project* cutting-edge research findings regarding the overall importance of exercise for people with PD and discussed how attendees can create an individualized exercise regimen.

PD Gladiators Metro Atlanta Fitness Network instructors demonstrated a variety of exercises, including yoga, Tai Chi, boxing, Zumba, Dance and Ageless Grace for Parkinson’s—all proven to combat the progression of the degenerative disease.

This wonderful educational symposium was made possible through Moving Day® community grants and the generosity of our Moving Day Atlanta donors. Through community grants, we strive to offer continuous programming in the metro Atlanta area, hosting different symposiums that can focus on the multiple components of managing PD. To find out how you can get involved with Moving Day Atlanta, visit www.MovingDayAtlanta.org.



PD Gladiators boxing training class in Atlanta, GA

Keeping PD in the Rearview Mirror

John Adams’s diagnosis rocked his world. It was 2007, he was at the height of his career and entrenched in fatherhood with his three amazing children. “Parkinson’s gave me a sense of urgency to get my life in order like never before,” John said.

He made a commitment to train his body, allowing him to physically stay ahead of PD. He calls it keeping PD in the rearview mirror. But as months and years went by, John’s biggest challenge became maintaining his identity. He didn’t want Parkinson’s to define his life and goals.

His favorite doctor at Duke University Medical Center, an NPF Center of Excellence, told him that the two most important aspects that allow a person living with Parkinson’s to remain highly functioning are spiritual and emotional support.

Moving Day® was John’s answer to both. Since 2014, he’s attended every Moving Day NC Triangle with a full team in tow. Moving Day gives John hope, support and a way to connect with his local PD community.

Tony Brammer, long-time friend, is constantly inspired by John. “He doesn’t let PD define who he is,” Tony said. Tony’s annual NPF donation led him to discover Moving Day. “It was new, accessible and local, so Team Adams Movers & Shakers was formed,” Tony said.

Moving Day made Tony and John feel like they were doing more. “The more I became involved, the more I was surprised to find that so many are affected by PD,” Tony said.

Tony and John work together every day. “John is a warrior, as are so many that I’ve met through Moving Day,” Tony said. Supportive family, friends and coworkers will all be coming out for Moving Day NC Triangle 2017 in support of John. It’s this kind of emotional support that John knows will keep his Parkinson’s in the rearview mirror.



John Adams (right) with team members Charles and Lauren Floyd at Moving Day® NC Triangle

Involve Your Network to Make an Impact

What is the best advice Moving Day® team captain Kent Donley has for new captains? “Get your networks involved,” he said. Kent was the team captain of the top corporate team at Moving Day Kansas City 2016. His team, Edward Jones-Donley, raised \$39,125. In addition, he recruited 54 Edward Jones team members who raised \$25,080 and also garnered a corporate gift of \$20,000—raising an impressive total of \$84,205 to help NPF beat PD!

Using the skills he learned as a financial advisor, Kent developed a strategy to get his network involved. Kent’s steps to success are:

1. **Develop your prospect list.** Start with the colleagues, friends and family you want to involve.
2. **Develop your pitch and materials.** Kent worked with NPF’s Heartland Chapter (NPFH) to develop a presentation notebook. He included information about what NPFH does and the local resources they provide to people living with PD and caregivers. He would always start his conversation with: “Do you know someone with Parkinson’s?” This caught the attention of his prospects, since the answer was usually yes.
3. **Execute your plan.** Kent set up weekly lunch appointments with top local Edward Jones financial advisors to talk about Moving Day. After gaining momentum he would speak to larger groups. He ended up speaking at eight regional meetings for financial advisors and administrative staff.
4. **Close the deal.** Kent followed up several times with each of his contacts. He and Dianna Stelter, Kent’s branch office administrator, then set out to register everyone who was interested.
5. **Provide participants what they need to succeed.** Kent and Dianna made participating in Moving Day Kansas City easy and fun for their team captains and walkers. They answered questions, created special donation envelopes and ordered special team T-shirts that were seen everywhere on the day of the walk!

According to Kent, it’s all about rallying your network, no matter how big or small it may be. “Everyone has a network; you just need to figure out who is in yours. It could be your church group, neighbors, close friends and family. It could even be your Bunco or poker group,” Kent said.

If you want to make an impact on the Parkinson’s community, start now! Rally your networks and join us at your local Moving Day. To find a Moving Day near you, visit www.npfmovingday.org.



Art Sullivan leads a Dance for PD session at Moving Day® Boston

Parkinson’s Disease Awareness Month

Emphasized Power of Exercise

In April 2016, as part of Parkinson’s disease (PD) Awareness Month, NPF launched the #Move4PD social media campaign. We asked the Parkinson’s community to show us what type of exercise they do to beat Parkinson’s by submitting a photo of themselves. The goal was to highlight the importance of exercise and the positive effects it has on the brain.

“NPF has long championed the role of exercise in slowing the symptoms of Parkinson’s,” said Paul Blom, NPF’s Interim CEO. “Research from NPF’s *Parkinson’s Outcomes Project* has proven that 2.5 hours of exercise per week has a significant difference on the quality of life for those with PD.”

Our supporters submitted a photo showing us how they #Move4PD wearing an NPF sweatband. More than 916,000 people saw the #Move4PD campaign and more than 600 people submitted photos of different activities from biking, dancing, boxing, drumming and even paddling to beat Parkinson’s!

Are you one of our 350,000 Facebook followers? To follow us and see the entire #Move4PD photo album, visit: www.facebook.com/parkinsondotorg. Show us how you #Move4PD year-round—and don’t forget to bring your sweatband to Moving Day®!

2016: The Year in Pictures



Best dance moves at Moving Day® Miami



Drumming up excitement at Moving Day® Boston



Walking and moving for Tatang (dad)
at Moving Day® Chicago



Most inspiring team motto "Moving to Live, Living to Move"—
team Miller-Head at Moving Day® Atlanta



Best mascot sighting at Moving Day® Cleveland—
Team Mary's Marchers with Cleveland Indians
mascot SLIDER



Youngest fundraiser at Moving Day®
DFW—Oliver emptied his piggy bank
in honor of his grandfather who has
Parkinson's.



Prettiest waterfront view at Moving Day® Miami—
Team JoAnn poses for the camera.



Best team hats at Moving Day® LA—
Team Judy members span from Chicago to LA and
walked to celebrate Judy and work for a cure.



Biggest human "P"—showing their support for Parkinson's
at Moving Day® Buffalo



Funniest costumes at Moving Day® NC Triangle—
spirited volunteers show us their turtle power.



Best hair at Moving Day® Tampa Bay—
Gayle walks in honor of her dad who has Parkinson's.



Largest team in tutus at Moving Day® DC—
Team All for Ashley had more than 50 team members.

Because We CARE

Written by Robin Bartlett, Team Impax member

As a member of Team Impax, I can say that we are proud to be a corporate sponsor of Moving Day®. Between our sponsorship and individual contributions, the Impax Hayward, CA, site donated \$39,742 to Moving Day San Francisco 2016. For the second year in a row, Team Impax was the top corporate team and second in overall fundraising. Team Impax showed its support to the Parkinson's community by having an impressive 75 team members! Making us one of the largest teams in event history.

Our employees teamed up in a variety of ways to make fundraising efforts a success while not letting up in passion and heart. The Impax event committee kept employee engagement and enthusiasm high while working closely with NPF's Community Development Manager Colleen Fischer. The team hosted kickoff rallies for employees where NPF ambassadors, such as people with Parkinson's and caregivers, told their inspirational PD stories.

We held a contest to pick the team's T-shirt slogan, which also served as an awareness campaign to generate enthusiasm. The winning slogan was "Team Impax - We Move for Others." We were highly organized and offered fundraising incentives, such as a weekly drawing that included items from gift cards to reserved parking spaces. Fundraising efforts among departments were also a huge hit. The Manufacturing Operations department hosted an incredibly popular bake sale, raising more than \$1,500!

Every good fundraising campaign needs a challenging goal. Our Chief Executive Officer, Fred Wilkinson, committed to personally donating \$5,000, if Team Impax met its corporate goal. To ensure we never lost sight of our goal, we displayed banners and published a weekly electronic dashboard that tracked and recorded our fundraising progress.

Team Impax met our CEO's challenge, raising more than \$58,000! Through Moving Day San Francisco, Team Impax showed our commitment to making a difference in the communities where our employees live and work.



Team Impax at Moving Day® San Francisco

Learning to Love My PD

with the Help of Moving Day®

For years Stephanie hid her PD.

Eventually her symptoms made it impossible for her to keep her PD a secret from colleagues and friends. She decided that 2015 would be the year she would let everyone know she had PD, but she wanted to do it in a big way, with a big impact. She would start the conversation with Moving Day® DC.

Stephanie began her own Moving Day team, "Shake it Off - Support Stephanie" to spread PD awareness and beat PD. Managing her team provided her with a challenge and fundraising goal to work toward. "Like a dog with a bone, I used every resource available to get donations," Stephanie said. She thought outside the box, creating team fundraising events like her "Shake and Bake Sale" or "Shake it Off Hula Hoop Challenge." She began telling everyone about her diagnosis and educated them about PD. She would also ask for a donation that would help NPF fight PD.

Her former company, DAVIS, encouraged her from the start. In 2016, they welcomed Stephanie to host a Moving Day fundraiser, where she told her story to the entire staff. "My company supported me and was there by my side every step of the way. They are my family and stood by me at Moving Day® providing me with strength and courage," she said.

As a top fundraiser in 2015 and 2016, Stephanie is already preparing for her third Moving Day DC on June 3, 2017, this time as the event chairperson. She is fundraising and growing her team so that on event day she can show attendees how inspiring and encouraging people with PD are.

"I want to help others learn to love and accept Parkinson's in their life and make it their own," Stephanie said. "Moving Day was there for me in the beginning of my journey and will continue to be a big part of my journey moving forward!"



Team Shake it Off-Support Stephanie at Moving Day® DC

Why Volunteer

with the National Parkinson Foundation?

Do you want to make a difference this year? Or make life better for people with Parkinson's?

Most of our supporters, like you, who participate in Moving Day® and other NPF events around the country have been personally affected by Parkinson's. It may be a father, mother, grandfather, grandmother, friend or family member who is living with PD. And sometimes, it's the person volunteering who is living with PD and donating his or her time to help NPF do whatever it takes to beat Parkinson's!

We all have the power to help people with Parkinson's live their best life possible today by getting involved and volunteering our time and talent. With your support, there is so much more we can do to further our mission. One of the best ways to offer your support is to volunteer at an event in your community, like Moving Day® or by hosting a Team Hope™ for Parkinson's fundraising event.

NPF staff always relies on the time and talents of our volunteers to help with planning all aspects of every event—from securing sponsorships and recruiting teams to handing out flyers. Volunteer and help us today!

Moving Day® Committee Opportunities

Join your local Moving Day Planning Committee! We are always looking for helping hands to make each event unique, inspirational and impactful.

Day-of Event Volunteers

We count on our event volunteers to ensure each walk is a success and that attendees have a great experience! Help us with anything from registration and check-in to handing out water along the walk route.

For more information about Moving Day® committee and volunteer opportunities in your area, contact movingday@parkinson.org.



Volunteers keeping people refreshed at Moving Day® Boca Raton

Thank You

to Our National Partners

Moving Day® is made possible by the support of our Local Sponsors and 2016 National Partners, including: **Orig3n, Lundbeck, Right at Home** and **UCB**. A special thanks to these companies for helping us make life better for people with Parkinson's disease. For more information about sponsorship opportunities, please email khenkel@parkinson.org.



Right at Home



Jim Schaefer, the local honorary Parkinsonian-of-the-Year (also a volunteer firefighter), and his wife Roseanne lead the walk at Moving Day® Buffalo.



Join us as we break records and get **MOVING** all over the country!
Check out our 2017 event calendar and register your walk team today.

Spring 2017 Moving Day® Walks

- Moving Day® Tampa Bay Saturday, April 1
- Moving Day® North LA County Saturday, April 29
- Moving Day® Twin Cities Saturday, May 6
- Moving Day® San Francisco Sunday, May 7
- Moving Day® Broward County Sunday, May 7
- Moving Day® San Jose Saturday, June 3
- Moving Day® DC Saturday, June 3
- Moving Day® Nashville Saturday, June 3
- Moving Day® Kansas City Saturday, June 10
- Moving Day® Louisville Saturday, June 10
- Moving Day® Milwaukee Saturday, June 10
- Moving Day® Cleveland Saturday, June 17

- MovingDayTampaBay.org
- MovingDayNorthLACounty.org
- MovingDayTwinCities.org
- MovingDaySanFrancisco.org
- MovingDayBroward.org
- MovingDaySanJose.org
- MovingDayDC.org
- MovingDayNashville.org
- MovingDayKansasCity.org
- MovingDayLouisville.org
- MovingDayMilwaukee.org
- MovingDayCleveland.org

Upcoming 2017 Fall Moving Day® Walks

- Moving Day® Buffalo MovingDayBuffalo.org
- Moving Day® Columbus MovingDayColumbus.org
- Moving Day® Chicago MovingDayChicago.org
- Moving Day® Rochester MovingDayRochester.org
- Moving Day® Los Angeles MovingDayLosAngeles.org
- Moving Day® Boston MovingDayBoston.org
- Moving Day® Atlanta MovingDayAtlanta.org
- Moving Day® NC Triangle MovingDayNCTriangle.org
- Moving Day® DFW MovingDayDFW.org
- Moving Day® Boca Raton MovingDayBocaRaton.org
- Moving Day® Miami MovingDayMiami.org

Don't see a Moving Day® near you?

Visit our Team Hope™ for Parkinson's website or email teamhope@parkinson.org to learn how to get involved with a community fundraiser or endurance event!
www.parkinson.org/teamhope

Register to **MOVE**
with Us in 2017!

2016–2017 marks the 6th year of our Moving Day® program and we couldn't be more excited about the incredible support we've received and the impact we've made in local communities across the U.S.

Visit
www.npfmovingday.org
for a complete
list of events.