

2026-2029 STRATEGIC PLAN



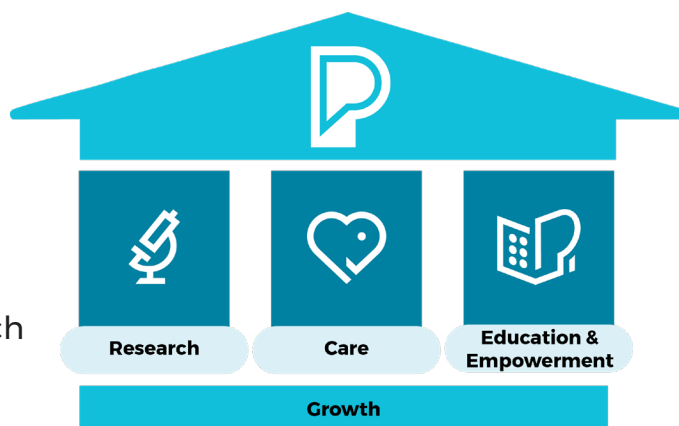
2026-2029 Strategic Plan

Vision

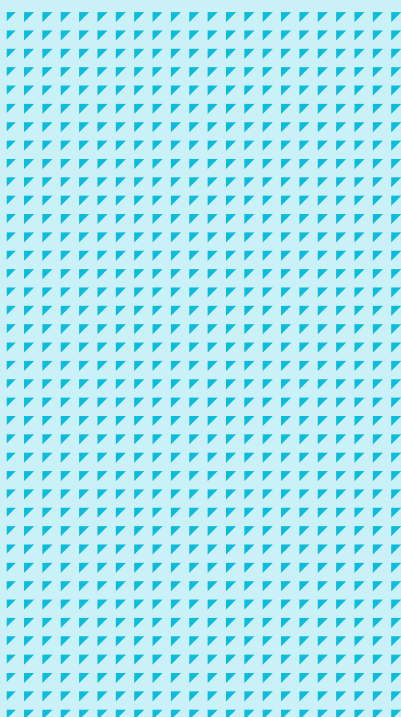
A world where no one has Parkinson's disease.

Mission

To make life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience and passion of our global Parkinson's community.



JOHN LEHR, PRESIDENT & CEO



Dear Friends,

The **Parkinson's Foundation** is building on the momentum of the past four years with a bold new strategic plan — one that reflects how far we have come and how eager we are to take on even bigger challenges.

Today we are in a stronger position than ever, and we are thinking bigger, while keeping sight of our longstanding core vision and mission to **make life better for people living with Parkinson's disease (PD)**.

This new strategic plan is organized around our three key mission pillars: **research, care, and education & empowerment**. A new core priority, **growth**, supports all three of these pillars, and will drive us to expand the Foundation's reach, revenue and resources to fuel progress across all our program priorities.

We know you are counting on us, and we are committed to doing everything we can to improve Parkinson's care, increase awareness and find a cure for Parkinson's disease. None of this would be possible without your support, and we want this plan to provide you with hope for a future without PD.

Thank you for your commitment to this community, and for helping us make life better for people with Parkinson's disease and their loved ones.

Sincerely,

John L. Lehr

President & Chief Executive Officer



Research

Accelerate the development of new and better therapies for people living with Parkinson's disease.

- 1** Increase participation in *PD GENERation: Powered by the Parkinson's Foundation* (our global initiative offering genetic testing and counseling to people with PD) and launch PD Trial Navigator to link more people with clinical trials that fit their genetic profile and disease stage.
- 2** Build a patient cohort that combines genetic, clinical and demographic data — a groundbreaking resource for studying why Parkinson's develops and why it progresses differently in different people.
- 3** Fund basic and translational research and, using a venture philanthropy model, invest in promising drug compounds that could alter the course of the disease.
- 4** Lead policy and advocacy efforts to push for greater research investment at both the federal and state levels.



This support comes at a critical time — helping me build the foundation for a research program focused on developing next-generation deep brain stimulation therapies. Funding at this early stage is vital to turning promising ideas into impactful treatments, and this award will help bridge the gap between training and long-term research support. I'm deeply grateful to the Parkinson's Foundation for investing in early-career scientists and accelerating progress toward better care and a cure.

LAUREN HAMMER, MD, PHD
Parkinson's Foundation Grant
Recipient 2025





Care

Raise the standard of care to improve health and quality of life for people living with Parkinson's disease.

- 1 Expand our Global Care Network to ensure that people with Parkinson's — wherever they live — can access high-quality, evidence-based care.
- 2 Pilot innovative ways to provide PD care and strategies to prevent PD.
- 3 Develop and disseminate resources that empower specialty and community-based clinicians to deliver better care, like our Hospital Care Recommendations.
- 4 Drive change in care and policy using insights collected through an annual State of Parkinson's Community Report and outreach activities.



In my experience, as a physician and a person living with Parkinson's, I know time is a precious and nonrenewable resource in health care. Intentional use of time can make what would otherwise have been an unproductive or frustrating clinic visit into a success. The Parkinson's Foundation has powerful resources that can help people with PD adapt care to their needs over time.

KATHLEEN BLAKE, MD

Living with Parkinson's,
People with Parkinson's
Advisory Council Chair





Education & Empowerment

Offer information and resources to help people living with and affected by Parkinson's navigate each stage of the disease and foster community.

- 1 Offer tailored resources – including for people with early-onset PD, veterans with PD, Spanish-speaking communities and care partners.
- 2 Strengthen our digital platforms and launch AI-powered tools to deliver real-time, trusted support.
- 3 Use our nationwide chapter network to reach all people living with and affected by Parkinson's disease.
- 4 Support and train community leaders and volunteers to run local initiatives that meet the unique needs of their communities.

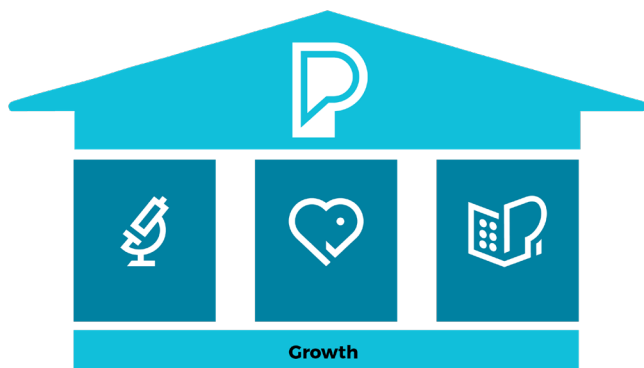


Through the Parkinson's Foundation, we found more than we could have ever asked for. We found community, we found resources, we found doctors, we found help at every corner. We found a way to take control back from the disease.

RIPLEY FRICANO HENSLEY

Parkinson's Champion,
Father Living with Parkinson's,
People with Parkinson's
Advisory Council Member





Growth

Grow the Foundation's reach, revenue and resources to fuel progress across program priorities.

- 1** Raise public awareness of Parkinson's and the Foundation's mission with powerful PSA campaigns, increased public relations and digital advertising.
 - 2** Deepen donor and volunteer engagement, including new peer-to-peer fundraising and volunteer opportunities.
 - 3** Build strategic partnerships across sectors and explore deeper collaborations with aligned organizations.
 - 4** Strengthen our own organizational infrastructure by investing in the people and technology we need to achieve our goals.
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Help fuel our mission to improve care and advance research toward a cure.
Visit [Parkinson.org/Donate](https://parkinson.org/donate).

1-800-4PD-INFO (473-4636)
Parkinson.org