



WISCONSIN
PARKINSON
ASSOCIATION

Annual Report 2021-2022



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Bringing the Process to Life

WPA's Strategic Plan



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Friends of WPA,

2022 was a year of transition for WPA. We underwent a robust strategic planning process and are excited about the road ahead.

The past year was busy and productive for the Wisconsin Parkinson Association. The WPA leadership embarked on creating a 3-year strategic plan for the organization. It took the better part of 2022 to do that review, planning, and analysis to develop a plan that will move the organization forward.

WPA's Strategic Plan is more than just a document on a shelf – it is a living, breathing, dynamic plan made up of the collective actions of team members, board and other partners.

The plan is at the forefront of this year's work.

The team refers to the plan when they meet, as they engage with other partners and as they look to grow the mission and drive impact...it is part of WPA's daily operations.

The strategic plan is only as good as the actions and results that it drives. Its success is also dependent on community support – all of us working together to create engagement and collaborative opportunities to grow WPA.

These are the four Strategic Pillars that emerged from the WPA planning work and what they mean:



Mission Impact

- Serving more people through programs, support, and resource networks – providing a positive impact and quality of life for those affected by Parkinson's.

Organizational Health

- Increasing the ability for WPA to fulfill its mission by having the right resources in place – people, processes, programs, and financial support.

Leadership Alignment

- Continuing to build on the strengths of the organization in serving our mission.

Marketing and Brand Awareness

- Making WPA a top-of-mind resource for all who need these services and resources throughout the

mission:

PROVIDING HOPE, COMMUNITY, SUPPORT, AND RESOURCES
FOR PEOPLE WITH PARKINSON'S AND THEIR LOVED ONES

vision:

A PARKINSON'S COMMUNITY INSPIRED TO LIVE LIFE
WITH – AND BEYOND – PARKINSON'S DISEASE

More specifically, here are some key action steps that we will focus on:

- Creating a Mission Impact Committee that will determine the gaps in service for people with Parkinson's and what service offerings WPA could provide to help fill those gaps.
- Developing a statewide expansion plan to reach a 15% increase in the number of individuals served each year.
- Reinvigorating the Medical Advisory Committee (MAC). This committee has been primarily composed of physicians, and part of the reinvigoration will include recruiting additional medical professionals with an interest in serving the PD community.
- Recruiting more volunteers at programs, events, and community events.
- Enhancing in person, online and service offerings for all stages of Parkinson's for individuals with Parkinson's and their loved ones.
- Visiting the offices of neurologists, family practice physicians and other allied professionals across Wisconsin to introduce or reacquaint them with WPA.
- Increasing new and existing revenue streams, especially charitable giving to expand mission offerings and impact.
- Hiring new staff to implement statewide expansion plan and increase organizational capacity.
- Creating and activating a board committee structure that aligns with strategic pillars and work streams.
- Strengthening existing partnerships and creating new partnerships to build awareness and referrals.

As an organization these pillars are meant to work together, they are not separate, but rather interdependent. For example, to serve more people (Mission Impact), WPA must ensure that they continually bring in the donations and financial resources (Organizational Health). Those activities are guided under the direction of trusted leadership who is responsible for carrying out the mission (Leadership Alignment), and finally, WPA needs to get the word out and broadly share information so that the people who need the services the most are aware of the available resources (Marketing & Brand Awareness). WPA will continue to update you on the progress of implementing the strategic plan.



Thank you for your continued partnership and support as we continue to deepen our impact across the State of Wisconsin.


Kelly Cieslak
Executive Director



WPA Team

Board of Directors

Rob McDonald, President
Angela Pecoraro, VP
Ron Mohorek, Secretary
Ginger Wooster, Treasurer
Dick Cosentino, Past President

Craig Barbian
Charlie DuPont
Kristine Everson
Bill Forrester
Jim Henderson
Gary Ross
Lisa Kokontis, MD
Kate McDonald
Fred Moseley
Bob Norman
Christopher Pierce
Cheryl Prescott
Erika Smith

Staff

Kelly Cieslak, Executive Director
Raven Hamilton, Administrative Services
Jeremy Otte, Outreach & Education
Mary Wood, Exercise Coordinator

Medical Advisory Committee

Rachel Biemiller, MD,
Gundersen Health System

Karen Blindauer, MD,
Froedtert & Medical College of WI

Ryan Brennan, DO,
Froedtert & Medical College of WI

Taylor Finseth, MD
Aurora Health Care

Kathryn Gaines, DO
Aurora Health Care

Lisa Kokontis, MD
Neuroscience Group

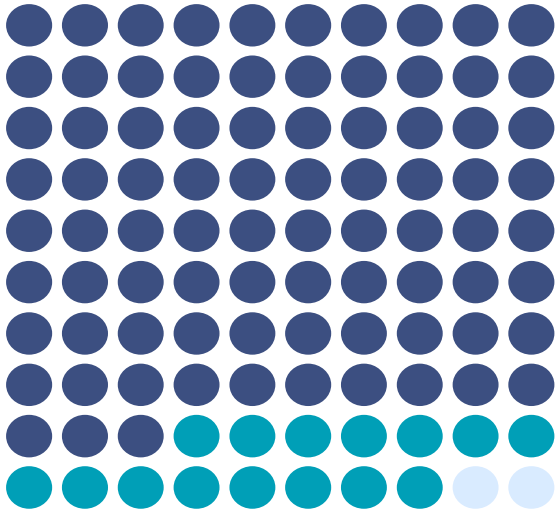
Katie Spangler, MD
Marshfield Clinic



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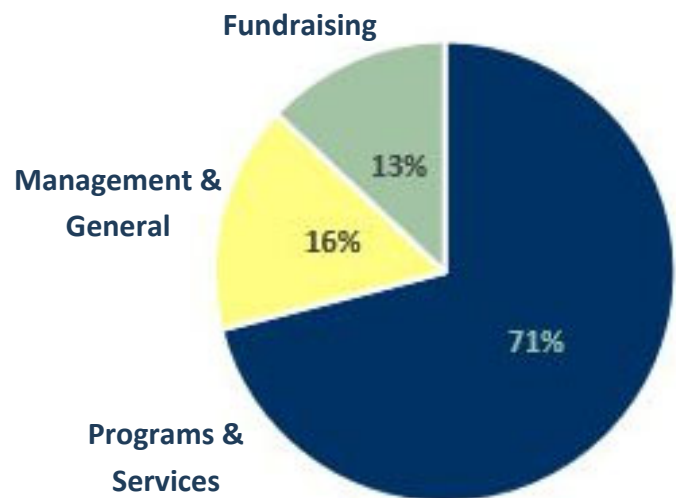
Funding Sources



Donations & Memorials.....	83%
Event Sponsorships.....	15%
Grants & Educational Revenue....	2%

How Are Gifts Directed?

Programs & Services.....	71%
Management & General.....	16%
Fundraising.....	13%



The financial information on this page is derived from Wisconsin Parkinson Association's audited August 31, 2022 financial statements, which contain an unqualified audit opinion by an independent accounting firm.

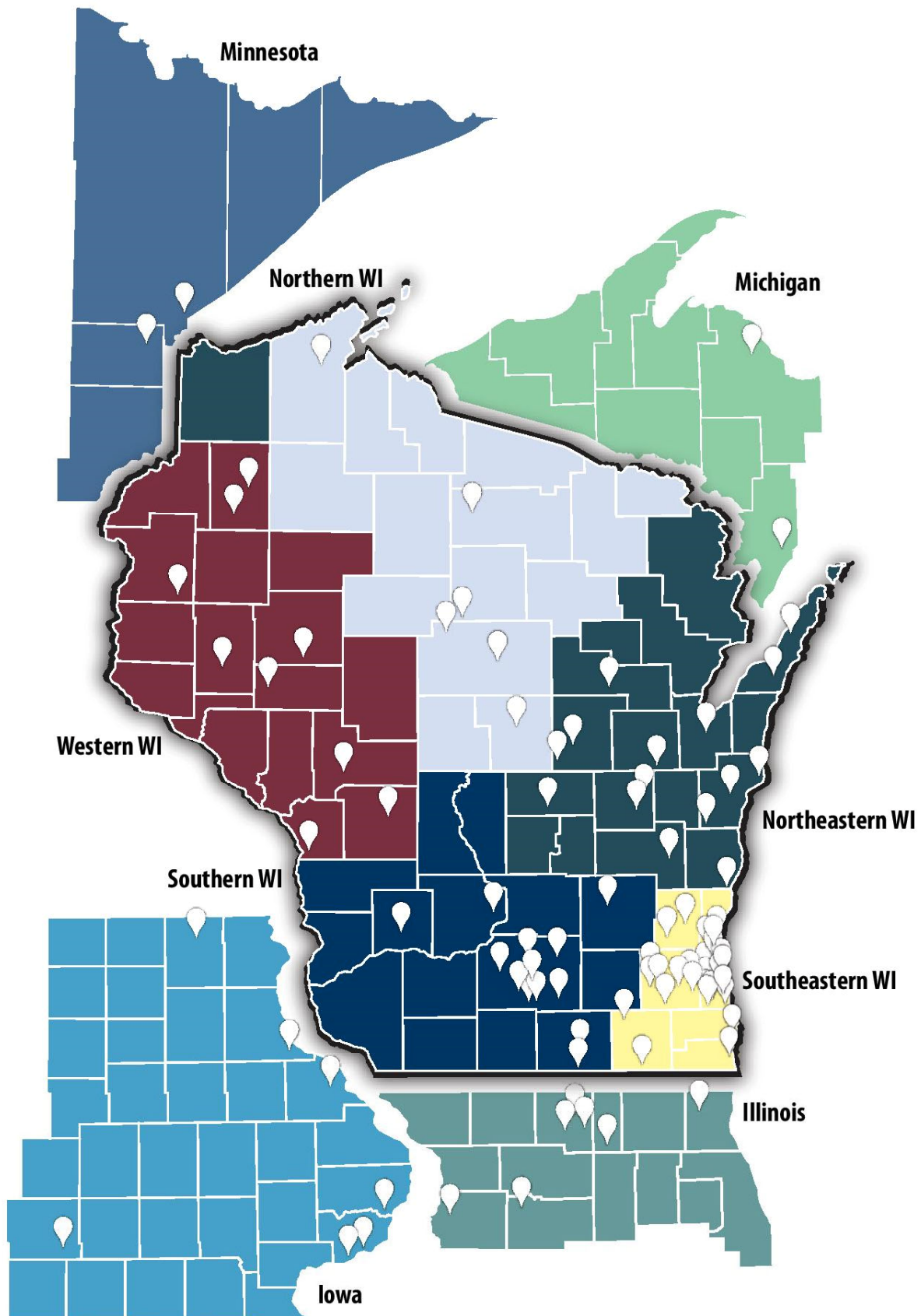
The complete, audited financial statements can be obtained online at wiparkinson.org.

Fiscal Year September 1, 2021-August 31, 2022



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Support & Exercise Groups





743

Referrals in person and over the phone with information on home healthcare, doctors, insurance, medical equipment, and more

320

People reached through events held by community members as fundraisers for WPA

180

Individuals at health fairs and conferences where WPA presented, sponsored or exhibited

7

Neurologists on the Medical Advisory Committee from around Wisconsin

9,000+

Connections with people living with PD, their friends and family, and the community.

1,080

Households attended WPA in-person and virtual educational programs

4,840

Households who read *Wisconsin Parkinson Magazine* every 4 months

1,170

Support group attendees where WPA staff shared resources available

200

Connections in the senior care industry, through networking and industry groups





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**Wisconsin Parkinson
Association**

(414) 312-6990
wiparkinson.org

