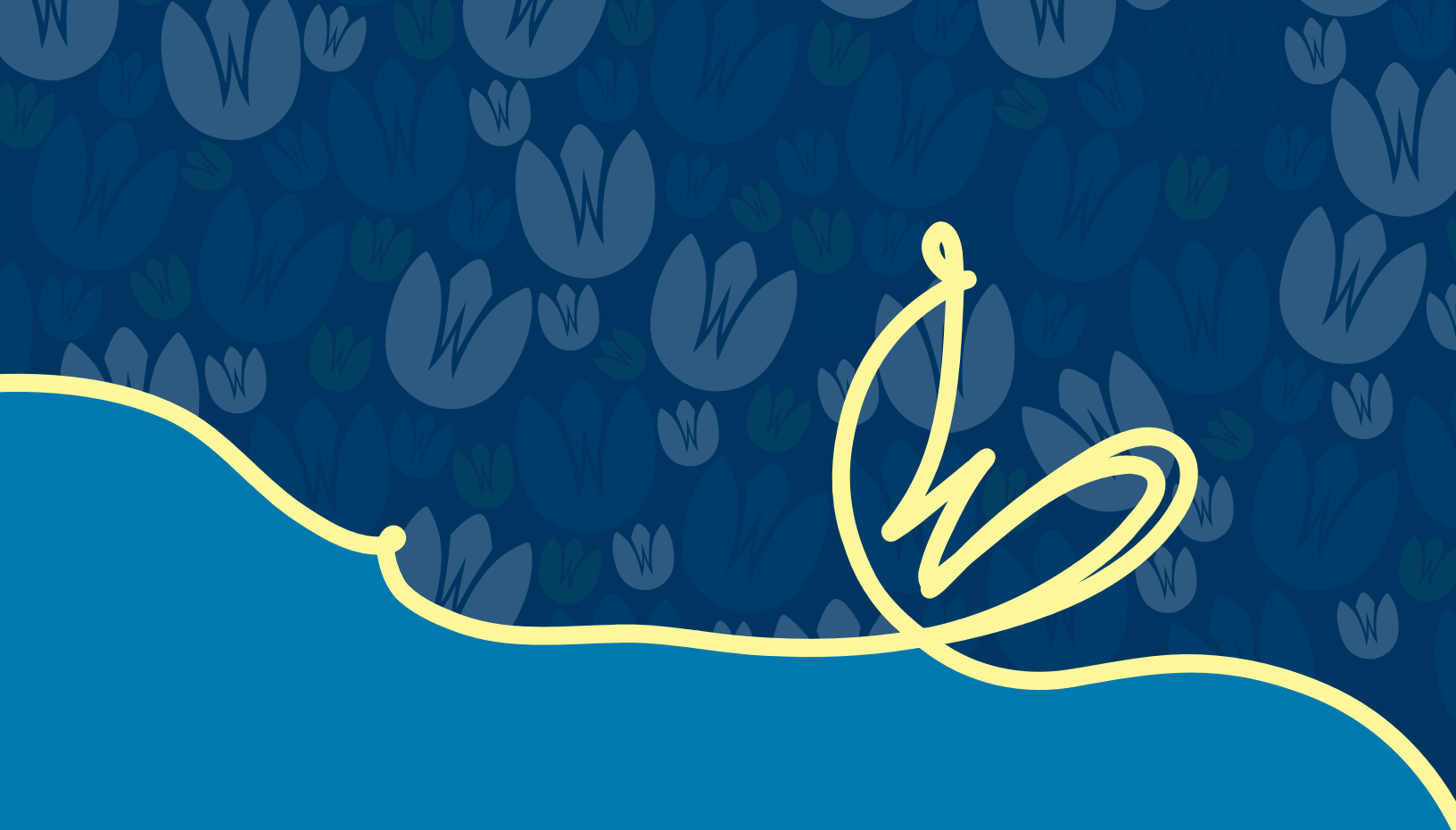




providing

HOPE COMMUNITY SUPPORT and RESOURCES

for people with Parkinson's and their
loved ones.

Annual Report
2022-2023



WISCONSIN
PARKINSON
ASSOCIATION

wiparkinson.org

WPA's Strategic Pillars

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 State of Wisconsin.



WISCONSIN
PARKINSON
ASSOCIATION

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

The past year has been a year of growth, partnership, and expansion as we continue implementing our strategic plan. A few highlights:

- We continue to expand our reach across Wisconsin through our programming and partnerships with a goal of 15% year over year growth in numbers served & are on our way!
- WPA's Medical Advisory Committee (MAC) is actively engaged and supporting our new and existing endeavors. With their support we updated many of our educational materials & resources.
- Our volunteer base has expanded through increased events and partnerships.
- Continually 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.
- Implementing a board committee structure that aligns with strategic pillars and work streams.
- Strengthening existing partnerships and creating new ones 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 we 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.



A stylized, handwritten signature in dark ink that reads "Kelly".

Kelly Cieslak
Executive Director



WISCONSIN
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a bit about us...

WISCONSIN PARKINSON ASSOCIATION

Wisconsin Parkinson Association (WPA) is a 501c3 nonprofit that has served individuals with a diagnosis of Parkinson's disease (PD) and their families throughout Wisconsin since 1984. WPA is an independent nonprofit that is not affiliated with a national organization, so all donations to WPA stay local to Wisconsin.

Parkinson's disease is a neurodegenerative disorder and chronic movement disorder. Parkinson's occurs when brain cells that make dopamine, a chemical that coordinates movement, stop working or die. It is variable in progression and there is no cure at this time. Symptoms generally develop slowly over the years, and they include tremors, slowness and paucity of movement, limb stiffness and gait and balance problems. Parkinson's is the second-most common neurodegenerative disease after Alzheimer's disease.

OUR MISSION

Providing hope, community, support, and resources for people with Parkinson's and their loved ones.

OUR VISION

A Parkinson's community inspired to live life with and beyond—Parkinson's disease.

"Your concern and caring of Parkinson's patients is commendable. I would be lost without you. Please express my thanks to all of you at Wisconsin Parkinson Association for caring, supporting and helping those of us with this disease. We are truly blessed to have all of you."

-Barb and Tom Kopf



OUR IMPACT

WPA serves more than 5,000 people each year through support groups, exercise groups, public awareness, education, information and referrals to other valuable resources. Until we live in a world without PD, WPA is here to help by:

- Making the public more aware of PD and where to get help.
- Partnering with health care professionals about how to recognize and treat PD.
- Supporting people with PD, their caregivers, and family members.
- Providing information to people with PD so they have the resources and knowledge to treat and care for their disease.

OUR SERVICES

WPA's services align with the four pillars of our mission: hope, community, support and resources.



HOPE

WPA's programs and services provide people with the opportunity to be surrounded by others who support, encourage, and aspire to live their best lives with Parkinson's. To know that you are not alone living with PD is uplifting and inspiring. Members find strength, comfort, and hope through their participation with WPA.



COMMUNITY

Support and exercise groups, caregiver resources, social gatherings, educational speakers, and peer-to-peer connections assist individuals with PD and their family in knowing that they are not alone in their PD journey. Movement has been shown to slow down the progression of the disease. Being part of a supportive community helps reduce the stress, anxiety, and isolation of living with the disease and improves the ability to cope with challenges.



SUPPORT

The Medical Advisory Committee provides insight and support for WPA and advises on topics related to the clinical care of people with PD.



RESOURCES

Information and Referrals - WPA offers important information about PD and provides referrals to health professionals of all kinds, assisted living communities, support groups and more. WPA manages a resource line to provide information to the PD community as needed across the state.

the need continues to grow...

The Parkinson Foundation estimates nearly one million people in the U.S. are living with PD. This number is expected to rise to 1.2 million by 2030. A 2022 study backed by the foundation, revealed that nearly 90,000 people are diagnosed with Parkinson's disease in the U.S. each year. This represents a steep 50% increase from the previously estimated rate of 60,000 diagnoses annually. Statistics show that men are 1.5 times more likely to have Parkinson's disease than women, and the average onset of the disease is age 60. Bringing the numbers closer to home, the Parkinson Foundation estimates that 15,000 people here in Wisconsin are living with PD. As Wisconsin's population of adults 65 and older is predicted to double by 2040, we are anticipating the need for WPA's services to grow exponentially.

WPA is currently only serving a percentage of the individuals in Wisconsin diagnosed with PD. With the expected growth in the number of people requesting services, our goal is to increase the number of individuals served directly through our programs by 15%, year over year. This will be accomplished by expanding community outreach and strategic partnerships, increased outings, events in underserved areas, and enhancing online service offerings for people living with all stages of PD. We will accomplish this by the following activities:



Create a Mission Impact Committee and statewide expansion plan to achieve a 15% increase in the number of individuals served each year, especially in underserved areas.



Reinvigorate the Medical Advisory Committee (MAC).

This group has been primarily composed of physicians, and part of the reinvigoration will include expanding the network of health care professionals to help deliver the WPA mission and better serve the PD community.



Hire new staff to implement a statewide expansion plan and increase organizational capacity.



Build brand awareness.



Strengthen existing partnerships and create new ones to build awareness and referrals.

We continue to seek out new funding partners to help us grow our capacity to serve more individuals and their families through the difficult journey of being diagnosed and living with PD.

Charitable funding opportunities include:

- Statewide expansion plan.
- Educational materials for physicians' offices and other allied health professionals.
- Increased exercise, support programming and events in underserved areas.
- Online resources for individuals with Parkinson's.
- Printed materials for community outreach efforts.
- Event sponsorship available for WPA's annual educational symposium (April) and golf outing (September).

**NEARLY
1 MILLION**
LIVE WITH PARKINSON'S
IN THE U.S.

15,000 PEOPLE
LIVE WITH PARKINSON'S
IN WISCONSIN & THAT NUMBER
IS EXPECTED TO GROW

60 YEARS OLD
THE AVERAGE ONSET
OF PARKINSON'S

MALES
ARE 1.5 TIMES MORE LIKELY
TO BE DIAGNOSED WITH PD

Please consider donating
to WPA by scanning
the QR code



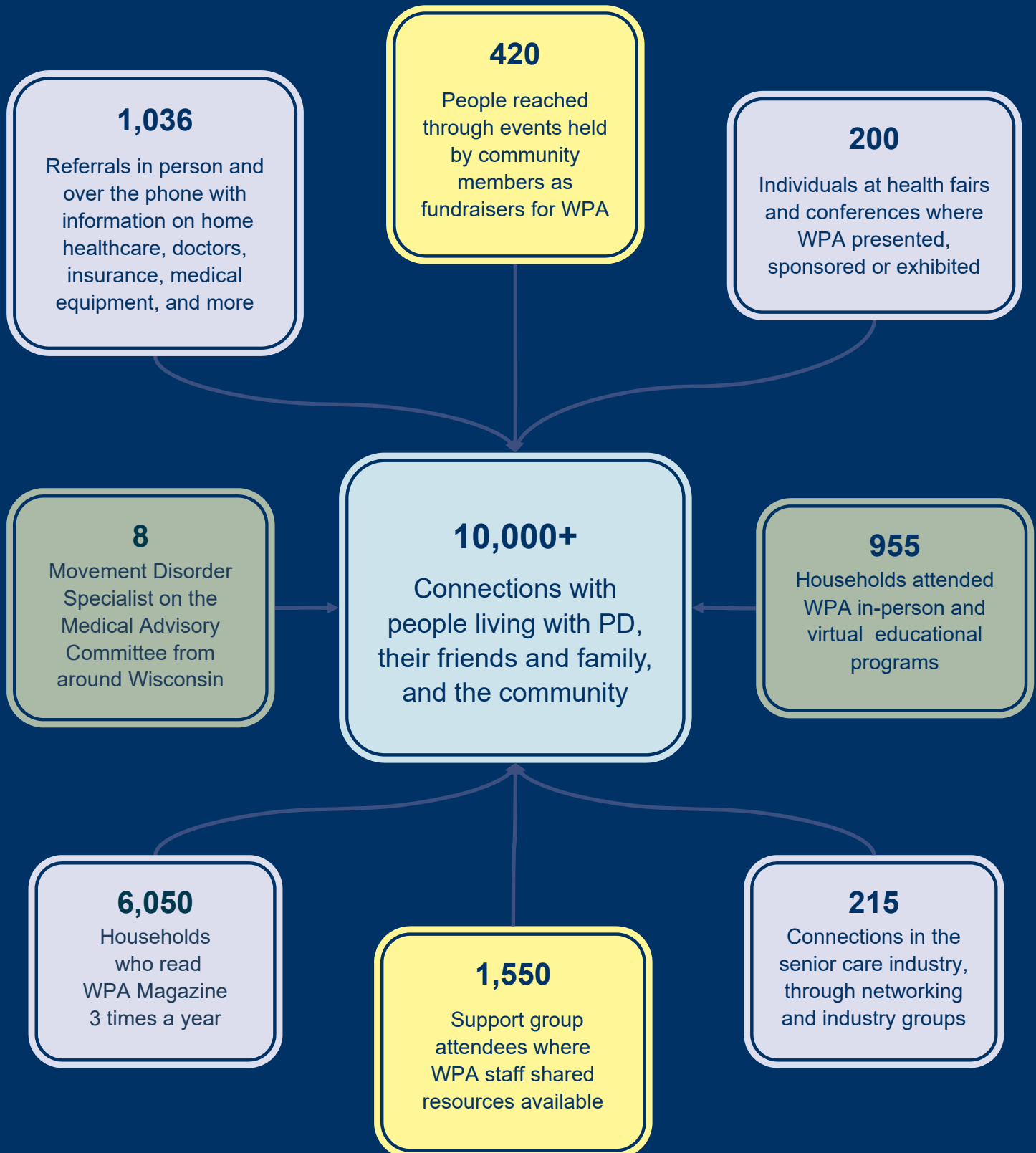
"The connections to others living with PD, and the assistance in finding us a support group to attend that we received through the Wisconsin Parkinson Association have been a blessing in our lives. These resources are helping us learn how to best live with this disease"

-Michael and Joyce C., Person with PD and Care Partner



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FY23 - By the Numbers

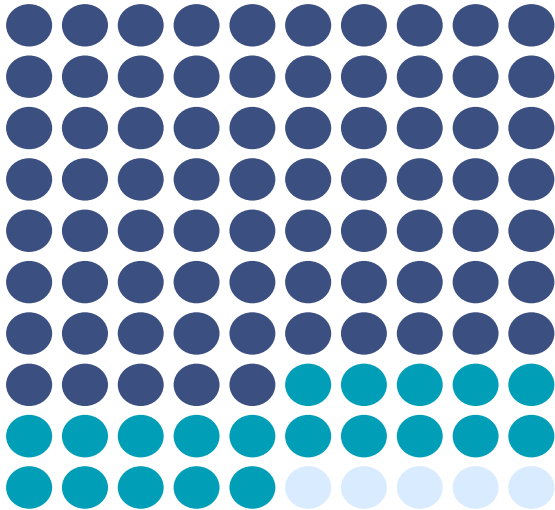




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Financial Information

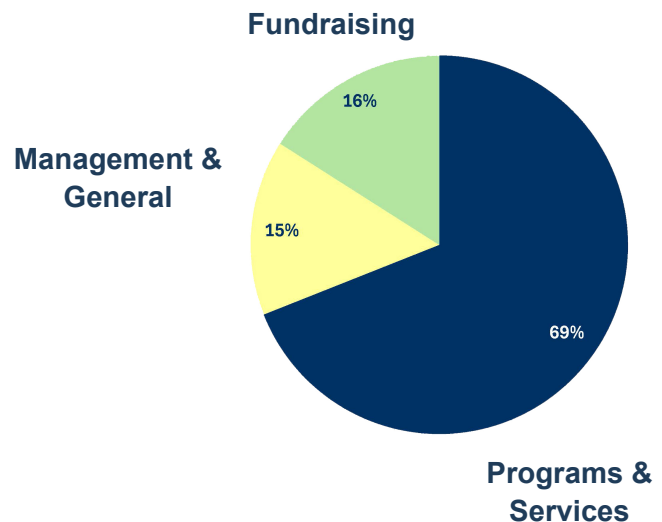
Funding Sources



- Donations & Memorials.....75%
- Event Sponsorships.....20%
- Grants & Educational Revenue....5%

How Are Gifts Directed?

Programs & Services.....69%
Management & General.....15%
Fundraising.....16%



The financial information on this page is derived from Wisconsin Parkinson Association's audited August 31, 2023 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, 2022-August 31, 2023

2023 Team

Kelly Cieslak, MBA
Executive Director

Jill Compton
Director of Mission Impact

Raven Hamilton
Operations Manager

Mary Wood
Exercise Coordinator

"The resources WPA gives you are so critical to having a healthy, positive perspective on this thing called Parkinson's. You can grow, you can learn, you can be comforted. It just kind of encompasses everything that you need in your close family. And now your Parkinson's community, they become like family...that's a strong community. You're blessed to have that. And that's what is encouraged through WPA."

- Wife and Care Partner for Husband with PD

BOARD OF DIRECTORS

OFFICERS

- **Dick Cosentino** | President, Cosentino Financial Group
- **Angela Pecoraro** | Vice President, Vista Equity Partners
- **Ron Mohorek** | Secretary, Ascension Health Care, Retired
- **Charles DuPont** | Treasurer, Quad Graphics, Retired

MEMBERS

- **Craig Barbian** | Retired
- **Katie Dillow** | Marcus Performing Arts Center
- **Kristine Everson** | CDW
- **Bill Forrester** | Anchor Moving Systems, *Retired*
- **Jim Henderson** | Retired
- **Lisa Kokontis, MD** | Neuroscience Group
- **Patrick McBride** | O'Neil, Cannon, Hollman, Dejong & Laing S.C.
- **Kate McDonald** | US Bank
- **Rob McDonald** | Past President, Johnson Controls
- **Fred Moseley** | Deloitte, LLP, Retired
- **Robert Norman** | Eppstein Uhen Architects, Inc. (EUA)
- **Christopher Pierce** | Kohler
- **Cheryl Prescott** | Prescott Family Foundation
- **Gary Ross** | UW-Milwaukee
- **Erika Smith** | Froedtert & The Medical College of Wisconsin, Milwaukee
- **Ginger Wooster** | Retired

MEDICAL ADVISORY COMMITTEE

- **Rachel Biemiller, MD** | Gundersen Health System, La Crosse
- **Karen Blindauer, MD** | Froedtert & The Medical College of Wisconsin, Milwaukee
- **Ryan Brennan, DO** | Froedtert & The Medical College of Wisconsin, Milwaukee
- **Taylor Finseth, MD** | Aurora Health Care, Milwaukee
- **Kathryn Gaines, DO** | Aurora Health Care, Milwaukee
- **Lisa Kokontis, MD** | Neuroscience Group, Neenah
- **Dacy Reimer, APNP, MSN, CCRC** | Neuroscience Group, Neenah
- **Katie Spangler, MD** | Marshfield Clinic, Wausau

"Your donation will make a difference. WPA is a lean organization. Its resources are focused on a couple of core measures that are stated in the vision and the mission of the organization, and we stick to it."

- Ron Mohorek, WPA Board Member living with Parkinson's



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For more information, contact Kelly Cieslak,
Executive Director, at kellyc@wiparkinson.org
or call 414-312-6990.





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