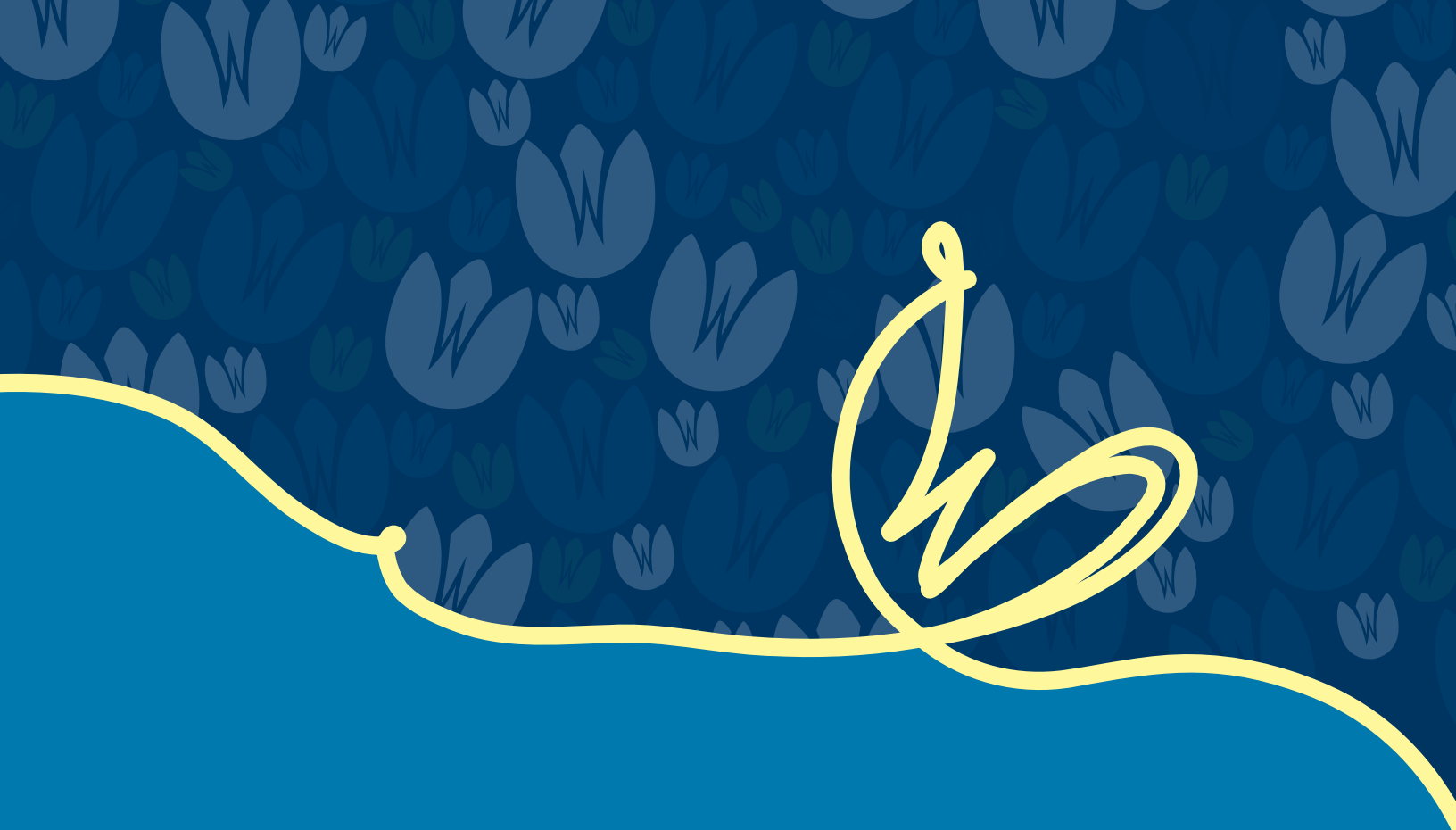




providing

HOPE COMMUNITY SUPPORT and RESOURCES

for people with Parkinson's and their
loved ones.

Annual Report
2023-2024



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 one of meaningful progress for the Wisconsin Parkinson Association (WPA). Guided by our mission to provide hope, community, support, and resources for people living with Parkinson's and their loved ones, we continued expanding programs, partnerships, and awareness across Wisconsin.

Education and movement remain central to our work. In 2024, we increased access to programs that help individuals live well with Parkinson's at every stage of their journey—whether through in-person classes, virtual sessions, or support groups. WPA also continued to collaborate with healthcare professionals and community organizations to connect more people to the trusted information and care they need.

We saw continued growth in community engagement, new partnerships, and participation in our programs. These efforts reflect the strength of our mission and the shared commitment of those who support it - staff, volunteers, board members, and donors alike.

As we look ahead, WPA remains focused on deepening our reach and ensuring that every person impacted by Parkinson's can find the education, connection, and encouragement they deserve.



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

Kelly Cieslak
Executive Director



WISCONSIN
PARKINSON
ASSOCIATION

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.

20,000 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"

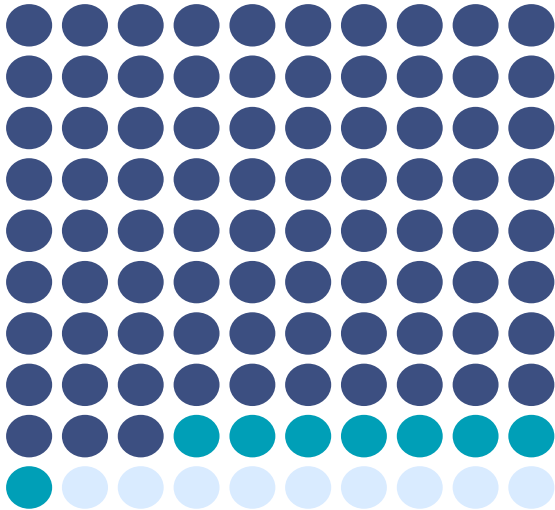
-Michael and Joyce C., Person with PD and Care Partner



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Financial Information

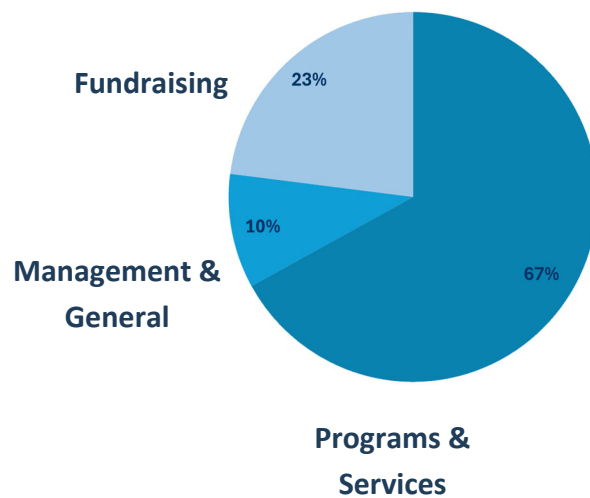
Funding Sources



- Donations & Memorials.....83%
- Event Sponsorships.....8%
- Grants & Educational Revenue...9%

How Are Gifts Directed?

Programs & Services.....67%
Management & General.....10%
Fundraising.....23%



The financial information on this page is derived from Wisconsin Parkinson Association's audited August 31, 2024 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, 2023-August 31, 2024



WISCONSIN
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FY24 - By the Numbers

1,560

Referrals with information on home healthcare, doctors, support & exercise groups, medical equipment, and more

780

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

620

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

8

Movement Disorder Specialists on the Medical Advisory Committee from around Wisconsin

13,000+

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

1,280

Households attended WPA in-person and virtual educational programs

1,580

Support group attendees where WPA staff shared resources available

6,860

Households who read WPA Magazine 3 times a year

360

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

Team

Kelly Cieslak, MBA
Executive Director

Jill Compton
Director of Mission Impact

Dacy Reimer, APNP, MSN, CCRC
Director - Medical Advising
and Education

Jennifer Armbruster
Community Engagement
and Events Coordinator

Raven Hamilton
Operations Manager

"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
- **Ron Mohorek** | Vice President, Ascension Health Care, Retired
- **Erika Smith** | Secretary, Froedtert & The Medical College of Wisconsin, Milwaukee
- **Charles DuPont** | Treasurer, Quad Graphics, Retired

EMERITUS MEMBERS

- **Kate McDonald** | US Bank
- **Cheryl Prescott** | Prescott Family Foundation

MEMBERS

- **Craig Barbian** | Retired
- **Brian Bulgrin** | Deloitte, LLP
- **Katie Dillow** | Marcus Performing Arts Center
- **Bill Forrester** | Anchor Moving Systems, Retired
- **Lisa Kokontis, MD** | Neuroscience Group
- **Patrick McBride** | O'Neil, Cannon, Hollman, Dejong & Laing S.C.
- **Rob McDonald** | Past President, Johnson Controls
- **Fred Moseley** | Deloitte, LLP, Retired
- **Angela Pecoraro** | Vista Equity Partners
- **Bethany Seeboth** | Powering Up

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
- **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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