



ANNUAL REPORT 24



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Our Mission

To help Parkinson’s patients live their best lives by lessening the fear of the disease through education, exercise, and community.



A Message from our Founders

What started as a walk for one has grown into a movement of many. We are humbled by the impact 5KforJK has made in the Parkinson's community and look forward to expanding our efforts in the years ahead.

As we celebrate another incredible year—hosting another great walk, raising essential funds, and supporting those affected by Parkinson's—we are reminded that every effort, no matter the size, contributes to meaningful change. Your generosity has helped us provide tools, resources, and hope to countless individuals, empowering them to take control of their journey with Parkinson's.

Looking ahead, we are excited to introduce Changing Parkinson's, a new brand that will unite all of our initiatives under one mission: to equip and empower individuals to make a difference in their own lives and in the Parkinson's community. Whether through funding exercise programs, providing Parkinson's kits, or sharing knowledge through our podcast, every contribution helps create a brighter future.

Thank you for being part of this movement. Together, we are Changing Parkinson's—one step, one story, and one act of support at a time.



Jessica Krauser
Board Member,
Co-Founder + Patient,
Podcast Host,
Pharma Marketer

Michelle Adams
Board Member, Co-Founder,
Owner of PRISM Marketing

Melissa Carlson
Board Member, Co-Founder,
Owner PDNextSteps program

Dave Kolbe
Board Member,
Director of Facilities and
Fund Development



Our Vision

To be the organization people turn to for the truth about – and actionable advice on – living your best possible life with Parkinson's.



Our Story: A Walk That Sparked a Movement

In April 2021, a small group of friends came together with the idea of organizing a 5K fundraiser to support Jessica Krauser after her diagnosis of Young-onset Parkinson's at age 37. What started as a single event quickly revealed a greater need—one that extended far beyond just one day. Recognizing the importance of education, exercise, and community in navigating Parkinson's, Jessica, along with Michelle Adams, Carrie Schaefer, and Melissa Carlson, formally established a 501(c)(3) nonprofit organization called 5KforJK. Today we are happy to announce a name change that better aligns with our mission, Changing Parkinson's—empowering individuals to take control of their journey and live fuller lives.

2024 marked another transformative year for 5KforJK. The year kicked off with the Polar Plunge fundraiser in April, raising essential funds to support a Parkinson's gym in Youngstown - Jessica's hometown. Throughout the year, we continued to distribute Parkinson's Kits at Michael J. Fox Foundation PDIQ + You events in Columbus, Hollywood (Florida), and Detroit—reaching hundreds of newly diagnosed patients with tools to improve daily life.

The highlight of the year was the annual 5K walk, where participation rose to 500 walkers—a powerful show of solidarity from our community. During the event, we proudly announced the integration of the PDNextSteps exercise program into our nonprofit, expanding access to Parkinson's-specific exercise classes. With the unwavering support of our community, we raised \$168,000—a significant increase from \$135,000 in 2023—to further our mission.

Our impact extends beyond in-person events. The Secret Life of Parkinson's podcast has gained a loyal following over the past three years, connecting with listeners across the globe. The show continues to provide education, hope, and community to those navigating life with Parkinson's. Meanwhile, our Giving Tuesday campaign in 2024 saw a remarkable increase in support, raising \$20,000!

Every step, every dollar, and every story shared has contributed to our growing movement. What started as a walk for one has become a mission for millions .

Notable Milestones (2021-2025)



The Parkinson's Landscape

Understanding Parkinson's Disease

As the second most common neurological disorder, more than ten million people worldwide live with Parkinson's today. Parkinson's is a progressive brain disorder that affects the nervous system, impacting movement and overall quality of life. While visible symptoms such as shaking, stiffness, and balance issues are commonly recognized, the disease also brings hidden challenges, including depression, anxiety, hallucinations, and cognitive difficulties. Understanding both the physical and emotional toll of Parkinson's is essential to providing support and improving the lives of those affected.

In the United States, approximately 90,000 new cases will be diagnosed this year alone. There is no known cure.

Key Statistics

1 MILLION

People in the U.S. live with Parkinson's disease

90,000

Nearly 90,000 new diagnoses each year

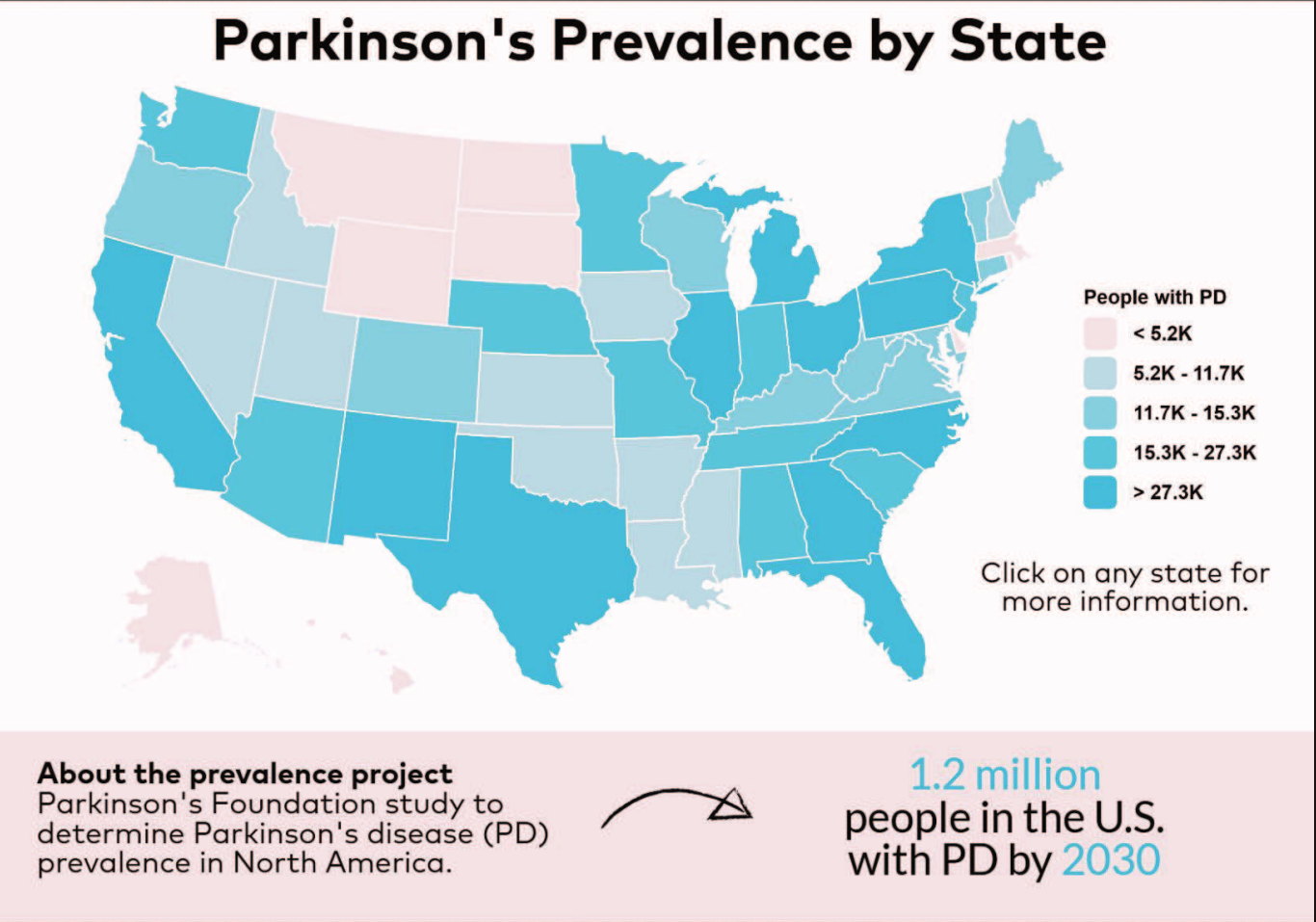
\$52 BILLION

Total annual economic burden



Parkinson's Prevalence

Parkinson's Foundation Parkinson's Prevalence Project



1978

Study nearly doubles 1978 Parkinson's prevalence total.



Study confirms men are more likely to have PD than women.



Study confirms number of people diagnosed with PD increases with age, regardless of sex.

Impact & Achievements



5K for JK Annual Walk

- Over 500 participants each year in 2021-2024.
- **\$190,000** raised for the Michael J. Fox Foundation for Parkinson's Research.
- Granted \$90k to exercise programs and assistance.
- Delivered over 800 kits to people with PD.



The Secret Life of Parkinson's Podcast

- Channel has reached 1.1 million views to-date (3 years) across YouTube, Spotify, Apple, and Amazon
- Over 200 videos
- 44,000 hours of watch time by viewers
- Reaches every continent but 1



Recognition

- Featured in the Michael J. Fox Foundation newsletter (2022).
- "Hero of Research" Award from the Michael J. Fox Foundation at the 2023 MVP Team Fox Event in NYC

“ There is absolutely **NOTHING** like hearing from others living well with PD.

— Podcast Listener



Partnerships & Community Support

Supporting Local Efforts to Change Parkinson's

Changing Parkinson's is proud to expand PDNextSteps, an exercise program designed by Melissa Carlson offering specialized fitness and community programs to enhance mobility and quality of life for those living with Parkinson's. In addition, we collaborate with local organizations such as The Naz in Grove City, OH, which provides a supportive environment for Parkinson's fitness classes and community activities, and Rock Steady Boxing in Youngstown, OH, where individuals with Parkinson's engage in non-contact boxing to improve strength, balance, and confidence.

In 2023, we funded "What I Didn't Say", a play about Parkinson's written and performed by Matthew Moore in Columbus, OH. Diagnosed in 2019, Matthew, Actor, Director, Writer, Teacher of Lamp and Light Productions, wrote a play about PD as a way to fight back. Neurologists, therapists, caregivers, and everyone in between will relate to this profoundly honest and compelling story that invites us to ask the hard questions about hope, perseverance, communication, and the staying power of real love. This has been performed 40 times across 8 states including to audiences like: OhioHealth Neurology, Ohio State University, Cedarville University, Sinclair Community College, and more.

Through these partnerships, we are creating opportunities for those affected by Parkinson's to stay active, connect with others, and access vital support. There are numerous ways to get involved, from participating and volunteering to sponsoring these life-changing initiatives.

These initiatives include the PDNextSteps exercise program, the Parkinson's Kit, The Secret Life of Parkinson's podcast and awareness campaigns. We continue to maintain a strong relationship with the Michael J. Fox Foundation by fostering connections and providing kits for their conferences.



Sponsors & Partners



Founding Partner





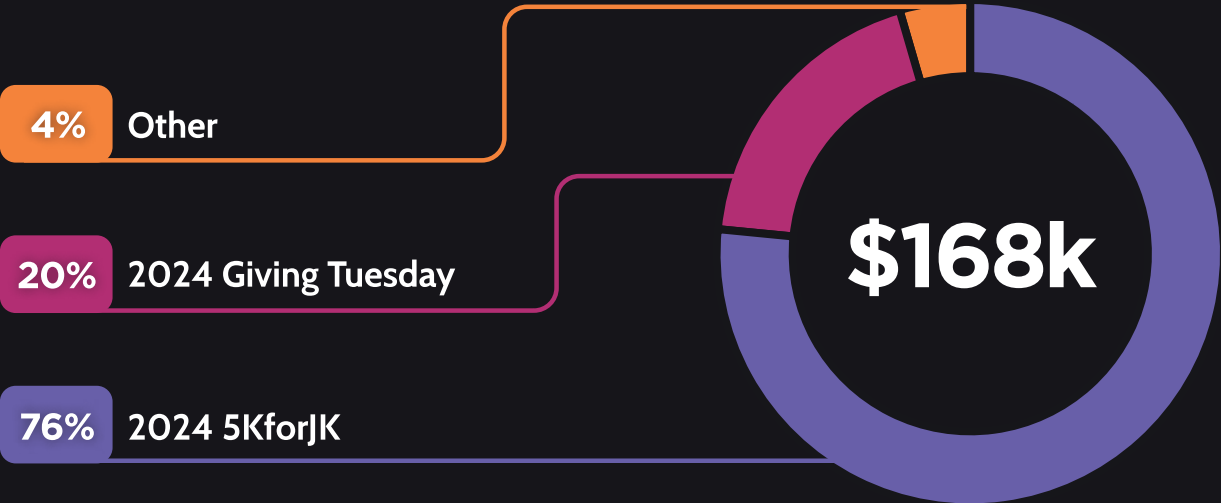




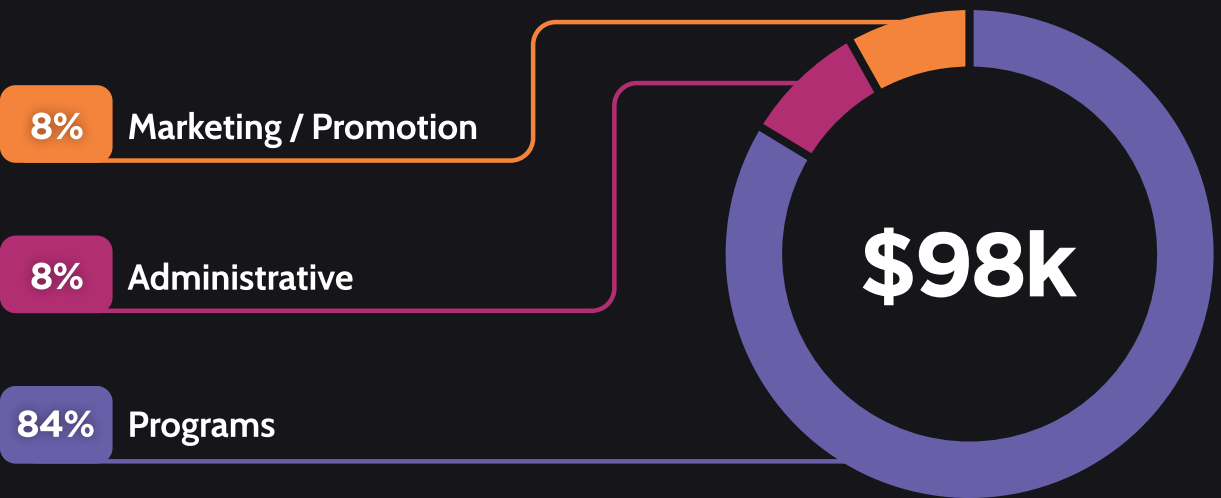


Financial Overview

Income



Expenses



“

My journey began in June, 2024. It began with a tremor in my left hand...

I started with my GP. He diagnosed it as Essential Tremors. I requested a second opinion with a neurologist. I had a feeling that it was PD and was diagnosed on November 1, 2024.

This news left me feeling broken. It consumed my life for the first couple of months. I went down the rabbit hole of the internet. At first, this only made me feel more broken. I read about all of the scary symptoms and worried about how things would be in my future.

The neurologist stressed that exercise was important. I have incorporated regular exercise into my routine for the past 25 years. This gave me hope because it was something I could control. This is when I found the podcast “My Secret Life with Parkinson’s “. The episodes are very informative yet they are presented in a fun, light manner. The hosts Jessica and Brian are very relatable.

I don’t feel so alone. This podcast helps me realize there are others out there going through the same thing.

I admit I still have my moments, but they are fewer and farther between. The podcast has motivated me to be part of an exercise study through the Cleveland Clinic. It gives me a feeling that I can do something to help myself and others.

— Robin C.



Join our efforts & become a Changemaker

We invite both individuals and businesses to join our efforts in creating lasting change for those living with Parkinson's.

By becoming a **Corporate Partner**, your company will receive recognition across all our initiatives, both in print and digital marketing materials, with the added opportunity to be featured on our podcast. **Initiative Sponsors** will have the spotlight on their specific sponsored program, receiving printed signage at events and digital shoutouts to highlight their impact. Finally, **Individual Changemakers** will be celebrated as beacons of light in the Parkinson's community, recognized for their personal commitment to making a difference. Your support, whether as a business or individual, plays a crucial role in our mission to improve lives and push for a brighter future for those affected by Parkinson's.

Together, we can be the change they need.

Corporate partners and **initiative sponsors** are encouraged to reach out to the Changing Parkinson's Board Members directly to learn more about the exciting opportunities available and get plugged into our efforts right away.
info@changingparkinsons.org

Individual Changemakers, we invite you to visit our website and set up a recurring donation to make an ongoing impact.



Volunteer Opportunities

- Help at the annual 5K event.
- Distribute Parkinson's Kits at various conferences around the U.S.
- Join the podcast team as a guest or contributor.
- Become a PDNextSteps Fitness Instructor / Trainer- Help at the annual 5K event.
- Distribute Parkinson's Kits at various conferences around the U.S.
- Join the podcast team as a guest or contributor.
- Become a PDNextSteps Fitness Instructor / Trainer



Become a Donor

- Corporate Partner
- Initiative Sponsor
- Individual Changemaker



Spread the Word

- Follow and share on social media
- Subscribe and share the Podcast
- Sign up and forward our newsletter



We Are Changing Parkinson's Disease

Thank you for your continued support and commitment to Changing Parkinson's.

Your generosity and involvement make a significant difference in the lives of those affected by Parkinson's disease. As we reflect on the milestones we've achieved together, we are filled with gratitude for the changemakers, sponsors, and community partners who help drive our mission forward. With your ongoing support, we look forward to creating even more impactful change in the years ahead.

Together, we are making a lasting difference.

Cheryl Kreuger is...

Melissa Carlson is...

Brian Baker is...

David Hinkle is...

Katie Webster is...

Chris Kees is...

WE ARE

Changing Parkinson's



Board & Changemakers



Jessica Krauser
Board Member,
Co-Founder + Patient,
Podcast Host,
Pharma Marketer



Michelle Adams
Board Member,
Co-Founder,
Owner of PRISM
Marketing



Melissa Carlson
Board Member,
Co-Founder,
Owner PDNextSteps
program



Dave Kolbe
Board Member,
Director of Facilities
and Fund Development

Special thanks to these Changemakers for their contributions!

Brian Baker
Podcast Host, and
Patient Ambassador,
Patient

Steve Brandenburg
Producer & Editor

Tony Carcioppolo
Patient Ambassador (Ohio),
Patient

Shamus Cassidy
Esq, Cassidy Law

Foundation Group
Non-profit Tax
Consultants

Dr. David Hinkle
Medical Advisor,
Movement Disorder
Chief OhioHealth

Chris Kees
Supernus Pharmaceutical,
Top Sponsor

Cheryl Kreuger
Strategic Advisor,
Patient

Gary Marcinick
Strategic Advisor,
Partner at Corient

Erika Neitzke
YOPD Women's Group
Advisor & Ambassador
(Florida), Patient

Lisa Palmisano
Patient Ambassador
(Florida), Patient

Dr. Patel
Medical Advisor,
Movement Disorder
Specialist OhioHealth

Prism Marketing
Strategic Marketing Agency
of Record

Carrie Schaeffer
Strategic Advisor,
Co-Founder

Space Age
CRM Consultant,
Marketing Operations

Rich Wartel
Strategic Advisor,
Top Sponsor, Founder
One Lab Innovations

Katie Webster
5KforJK Walk
Coordinator

And a very special thanks to all of those who have been a guest on our podcast and to the PDNextsteps family.





**What started as a walk for
one has become a mission
for millions.**



www.changingparkinsons.org

