

2025

ANNUAL REPORT





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A MESSAGE FROM OUR FOUNDERS

What began as a single walk has grown into something far greater than we could have imagined. In 2025, Changing Parkinson's stepped into a defining season of strategic growth — clarifying our long-term vision, strengthening our foundation, and expanding our impact as the umbrella organization serving individuals and families living with Parkinson's.

This year marked an important milestone as we sharpened our focus around three core pillars: Education, Exercise, and Community. These pillars guide our work and anchor our signature programs, ensuring that everything we build moves people forward with clarity, confidence, and connection.

Under our Exercise pillar, pDNextSteps experienced significant growth — both physically and operationally. The expansion of our gym allows us to serve more participants with Parkinson's-specific exercise, one of the most powerful tools available to slow progression and improve quality of life. This growth represents more than square footage; it reflects rising demand, increased trust, and a commitment to meet people where they are in their journey.

Through Education, The Secret Life of Parkinson's podcast continues to extend our reach well beyond our local community. In a recent listener survey, 94% of respondents reported taking action based on resources shared through the show — either immediately or at a later time. Most powerfully, one listener shared that they ultimately pursued Deep Brain Stimulation (DBS) because of what they learned through the podcast. Education changes decisions. Decisions change lives.

Our Parkinson's Kits — a tangible expression of both education and community — also saw increased demand this year. As we prepare to launch a digital version, we are removing geographic barriers and positioning this resource to serve individuals nationwide at the point of diagnosis and beyond.

2025 was also a year of personal and organizational growth. Jessica courageously shared her own DBS journey, offering transparency, real-time insight, and

hope to others considering the same path. Her story reflects the very mission of Changing Parkinson's: empowering people with knowledge and support so they can take control of their future. As an organization, we engaged in intentional strategic planning, invested in leadership growth, and expanded our national relationships — traveling to Seattle, Cleveland, and Washington, D.C. to collaborate with advocates, and fellow patients and organizations shaping the future of Parkinson's care.

This was a year of momentum — strengthening our infrastructure, deepening our programs, and preparing for the next phase of expansion. As part of that growth, we are proud to share that in 2026 Changing Parkinson's hired its first-ever Executive Director, Katie Webster, marking an important step in the organization's evolution and long-term sustainability. With new leadership, a clearer strategic roadmap, and growing national influence, Changing Parkinson's is positioned not only to respond to need, but to lead.

None of this progress happens without the commitment of our supporters, volunteers, partners, and community members who believe that Parkinson's does not define a person's future. Together, we are building more than programs — we are building a movement grounded in Education, strengthened through Exercise, and sustained by Community.

Together, we are Changing Parkinson's, one step, one decision, and one life at a time.



2025 BY THE NUMBERS



800 KITS

Delivered across the country to people with PD.

Coming soon in 2027

Due to growing demand for Changing Parkinson's Wish Kits beyond our current shipping area, we are developing a digital version of the kit to share with individuals and families around the world.

3 TRIPS

From Washington, D.C. to Cleveland to Seattle, 2025 marked a year of meaningful connection and impact—advocating for change, delivering critical resources to those in need, and helping lead conversations that move the Parkinson's community forward.

200+ EPISODES

Channel has reached 1.1 million views to-date (3 years) across YouTube, Spotify, Apple, and Amazon



900K PODCAST VIEWS

The Secret Life of Parkinson's is viewed on every major continent, sharing knowledge and peace of mind with our global Parkinson's community.

North America	Australia	Africa
621K	27K	2K
Europe	Asia	South America
82K	12K	500

INSIDE JESSICA'S DBS JOURNEY

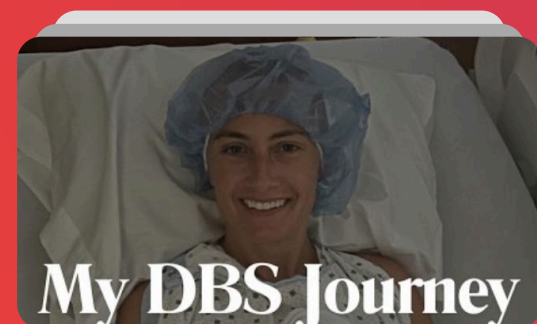
An intimate look at the decision, the surgery, and life afterward.

For millions living with Parkinson's disease, Deep Brain Stimulation (DBS) represents both hope and mystery. It's a surgical therapy that can significantly reduce motor symptoms and medication side effects, offering a new kind of control over daily life. Yet, deciding to undergo DBS is deeply personal — one that involves weighing fears, expectations, and the possibility of a life transformed.

Jessica Krauser — co-founder of Changing Parkinson's and co-host of The Secret Life of Parkinson's podcast — embarked on that journey in 2025. Her DBS experience has become one of the most talked-about series in the podcast's history, offering candid insight into what it's like to prepare for, undergo, and adapt after brain surgery.

DBS is far more than a medical treatment — it is an emotional milestone, a charted leap into the unknown, and, for many, a chance to rewrite what life with Parkinson's looks like. Jessica's journey — from the questions that kept her awake to the first tremor-free moments — sheds light on the courage it takes to move forward even when the path isn't clear.

Through her podcast and the conversations around her surgery, she continues not only to demystify DBS but to bring others along with her — reminding us that shared stories are among the most powerful tools we have in this community.



**WATCH THE
PLAYLIST ON
YOUTUBE**

@THESECRETLIFEOFPARKINSONS



OUR MISSION

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

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.



THE PARKINSON'S LANDSCAPE TODAY

Parkinson's disease remains one of the most significant and fastest-growing neurological conditions worldwide. As the second most common neurodegenerative disorder, more than 10 million people live with Parkinson's today, with symptoms spanning from involuntary shaking and stiffness to the emotional and cognitive burdens many don't see at first glance. Understanding both the visible and hidden challenges of Parkinson's – from movement limitations to anxiety, depression, and memory changes – is essential for meaningful support and innovation.

In the United States alone, an estimated 1.1 million people live with Parkinson's disease, and nearly 90,000 new cases are diagnosed each year – numbers that continue to rise steadily as the population ages. The disease affects men more often than women, and a small but meaningful portion of people are diagnosed before age 50, highlighting how Parkinson's can cross age boundaries. Annual U.S. healthcare costs associated with Parkinson's are estimated to be over \$60 billion, reflecting the substantial resources required for care, treatment, and support.

A Growing Burden on Families and Communities

According to a March 2026 report from The Michael J. Fox Foundation for Parkinson's Research, Parkinson's disease now affects 1.2 million Americans and carries an annual cost of \$82.2 billion.

That figure has surged from \$52 billion, already surpassing projections for 2037, with costs expected to reach \$112 billion by 2045. These numbers reflect more than data—they represent families, care partners, and individuals navigating the daily realities and growing financial strain of this disease.

For individuals, families, caregivers, and clinicians alike, the Parkinson's landscape underscores a dual reality: the prevalence of Parkinson's is increasing, creating broader public health needs, and yet the scientific community is actively pursuing pathways to understand, treat, and ultimately change the course of the disease. Each year's research investments, clinical trials, and patient stories contribute to a collective momentum fueled by shared purpose and lived experience.

Scientific Progress and Research Momentum

Despite the absence of a cure, the Parkinson's research landscape in 2025 showed meaningful momentum:

- Organizations such as the Parkinson's Foundation invested more than \$4.3 million in research grants this year, supporting scientists across genetics, therapeutics, and emerging treatments aimed at understanding and ultimately slowing disease progression.
- Clinical pipelines continue to evolve, with numerous companies and academic groups advancing dozens of potential therapies through various stages of research and development, reflecting sustained global commitment to finding new treatment strategies.

In parallel with pharmaceutical innovation, scientific inquiry is expanding beyond traditional symptom-focused care. For example, recent studies are exploring the role of the immune system in Parkinson's progression, offering new therapeutic hypotheses that could one day complement existing treatment approaches.

BUILDING SPACE FOR STRENGTH

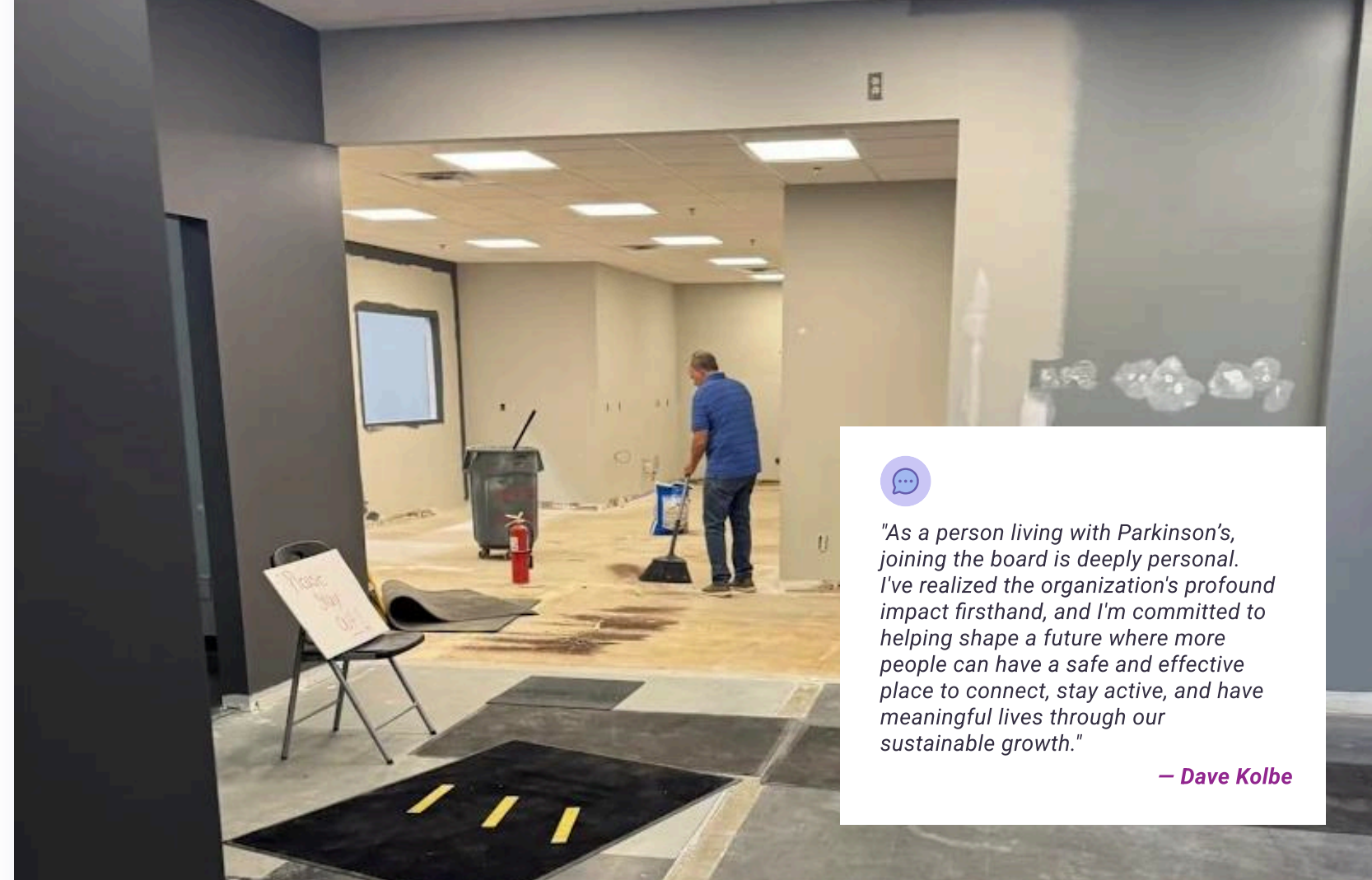
Growth looks different when it's rooted in purpose.

In 2025, Changing Parkinson's took a major step forward with the physical and organizational expansion of pDNextSteps – creating more space not just for movement, but for connection, collaboration, and long-term sustainability. The expansion includes a larger dedicated exercise room designed specifically for Parkinson's-focused training, a new conference and gathering space, a mini kitchen to support longer programming and community events, and expanded office space to strengthen operations and partnership development.

This growth reflects more than square footage. It signals rising participation, increasing demand for specialized exercise programming, and a growing ecosystem of supporters committed to improving quality of life for people living with Parkinson's.

Guiding this expansion was **Dave Kolbe – a newly appointed board member of Changing Parkinson's, a person living with Parkinson's, and the owner of Columbus-based Kolbe Construction.** Dave personally led the facility expansion from planning through execution, bringing both professional expertise and lived experience into every decision. His leadership ensured that the space was designed not just for efficiency, but for accessibility, safety, community, and long-term adaptability.

Dave's involvement represents exactly the type of partnership Changing Parkinson's values: leaders who understand the mission personally, contribute strategically, and actively invest their talents to strengthen the organization's future.



"As a person living with Parkinson's, joining the board is deeply personal. I've realized the organization's profound impact firsthand, and I'm committed to helping shape a future where more people can have a safe and effective place to connect, stay active, and have meaningful lives through our sustainable growth."

– Dave Kolbe



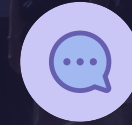
HOW CHANGING PARKINSON'S IS FUELED

Changing Parkinson's is powered by a growing network of funders, from grants and corporations to individuals and patients at the heart of this mission. At the center of it is our annual walk, our greatest source of impact in 2025, where the community came together to move with purpose.

We deeply believe in the trust our supporters place in us, which is why 82% of every dollar contributed directly supported mission-driven work. In 2025, this funding delivered real results like:

- **800 Wish Kits** placed in the hands of the newly diagnosed
- Funding that directly supported **movement programs, support groups, and education** for Parkinson's patients and their care partners
- **200+ podcast episodes** that reached listeners across the globe including Ginny who shared, "Your podcast has made all the difference for me in my journey with Parkinson's. Through the last seven or eight years, I've listened to many podcasts about Parkinson's, but it is 'The Secret Life of Parkinson's' that has been the most inspiring and encouraging Parkinson's podcast for me."

Our mission is patient-focused and patient-led. We create a safe space where every individual is given the tools, relationships, and confidence to live their best life with their diagnosis, rather than letting the diagnosis live their life for them. Because impact is not just felt collectively, it is felt by every single person we serve.



"Being part of the pDNextSteps community has become a cornerstone of my life, not just for the physical benefits, but for its profound impact on my overall well-being. The program is specifically designed to challenge the neurological pathways Parkinson's tries to close, and over the years, it has given me a level of physical confidence I would surely have lost without it. But it's more than movement. There's a unique power in being in a room where everyone understands. We share the same hurdles, laugh together, troubleshoot our symptoms, and celebrate each other's victories. Parkinson's often feels like it's taking things away. This community gives them back. I leave feeling more capable, less isolated, and empowered to take on the day. It is, quite simply, my best medicine."

Brooke Ramsey



"Nearly eight years into my husband's Parkinson's journey, Changing Parkinson's has been our lifeline. The pDNextSteps gym is truly 'full service'; daily exercise, caregiver support groups, expert speakers, and social gatherings that nurture the soul as much as the body. What sets the organization apart is its dedication to building a true community where those living with Parkinson's, their care partners, and families never feel alone. The annual 5K for JK and 'The Secret Life of Parkinson's' further unite and educate our community in meaningful ways. We are endlessly grateful to the entire Changing Parkinson's team for surrounding us with care that is both deeply professional and genuinely compassionate."

Betsy and Jeff Smith

PARTNER WITH US

Corporate, Community & Changemakers

Changing Parkinson's is powered by partnership. From corporate leaders investing in long-term impact, to individuals rallying their networks through peer-to-peer fundraising, every supporter plays a role in expanding access to education, movement, and hope for people living with Parkinson's.

As the organization continues to grow — expanding facilities, scaling digital resources, and reaching national audiences through education and advocacy — our partners are not simply sponsors. They are collaborators helping build sustainable solutions that change lives today and shape what's possible tomorrow.

Walk Sponsors



Program Partners



CORPORATE & INITIATIVE PARTNERSHIPS

Corporate partners and initiative sponsors align their brands with measurable community impact while gaining meaningful visibility across Changing Parkinson's programs, events, and communications. Partnership opportunities include recognition in print and digital marketing materials, on-site event signage, and integrated storytelling opportunities through podcast features and program spotlights.

More importantly, corporate partners become part of a mission-driven network focused on accessibility, innovation, and long-term health outcomes for the Parkinson's community. Whether supporting facility growth, program expansion, educational outreach, or emerging initiatives, partnerships are customized to create mutual value and authentic engagement.

Corporate partners and initiative sponsors are encouraged to connect directly with the Changing Parkinson's Executive Director, Katie Webster, explore alignment opportunities and immediate ways to get involved.



Katie Webster
Executive Director

Katie@changingparkinsons.org



VOLUNTEER & ENGAGEMENT OPPORTUNITIES

Support goes beyond financial giving. Volunteers and advocates help amplify reach, strengthen programs, and create meaningful human connection across every initiative.

Opportunities include:

- Supporting the annual 5K event
- Distributing Parkinson's Kits at conferences and community events nationwide
- Participating as a podcast guest, contributor, or storyteller
- Become a CERTIFIED pDNextSteps fitness instructor in your community

PEER-TO-PEER FUNDRAISERS & INDIVIDUAL CHANGEMAKERS

Individual supporters fuel the heart of this movement. Through peer-to-peer fundraising, recurring giving, and grassroots advocacy, Changemakers extend the mission into families, workplaces, neighborhoods, and networks across the country.

Whether you're hosting a fundraiser, honoring a loved one, participating in the annual 5K, or committing to a monthly gift, your involvement helps fund real programs that deliver tangible support and measurable outcomes. Every action creates ripple effects — increasing access, accelerating awareness, and strengthening community connection.

Individuals are invited to visit our website to set up recurring giving or launch a personal fundraising effort and become part of a growing network of Changemakers committed to progress.

Get Involved

Become a Donor

- Corporate Partner
- Initiative Sponsor
- Individual Changemaker

Spread the Word

- Follow and share Changing Parkinson's on social media. Subscribe to and share The Secret Life of Parkinson's podcast
- Sign up for the newsletter at [ChangingParkinsons.org](https://www.ChangingParkinsons.org)



WE ARE CHANGING PARKINSON'S DISEASE

Thank You! for standing alongside Changing Parkinson's during this defining season of growth. Because of you, 2025 was not only a year of expansion — it was a year of strategic momentum that strengthened our foundation and clarified our vision for the future.

Your generosity fuels our work across our three core pillars — Education, Exercise, and Community — empowering individuals and families to move forward with knowledge, strength, and connection. Together, we expanded pDNextSteps to serve more participants, amplified our national reach through The Secret Life of Parkinson's podcast, responded to growing demand for Parkinson's Kits, and strengthened our leadership and governance to support long-term sustainability.

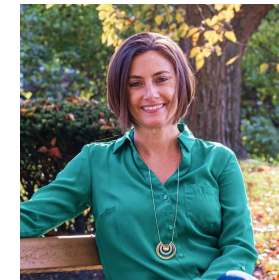
As we step into 2026 with the addition of our first-ever Executive Director, Katie Webster, and a clear strategic roadmap guiding our next chapter, we are more equipped than ever to scale our impact and serve the Parkinson's community with excellence and intention.

We are deeply grateful for our donors, sponsors, volunteers, partners, and advocates who make this work possible. Your support does more than fund programs — it builds confidence at diagnosis, provides strength through exercise, and fosters community for those navigating Parkinson's every day.

With you beside us, the future is not just hopeful — it is purposeful.

Together, we are Changing Parkinson's, one step, one decision, and one life at a time.

The force behind the movement CHANGING PARKINSON'S CHANGEMAKERS



Jessica Krauser
Co-Founder + Patient,
The Secret Life of
Parkinson's podcast Host



Michelle Adams
Co-Founder,
Owner of PRISM
Marketing



Melissa Carlson
Co-Founder,
Program Director
pDNextSteps



Dave Kolbe
Patient + Advisor
of Facilities

Brian Baker
The Secret Life of
Parkinson's podcast
Host, and Patient
Ambassador, Patient

Carrie Schaeffer
Strategic Advisor,
Co-Founder

Chris Kees
Supernus
Pharmaceutical,
Top Sponsor

Cheryl Kreuger
Strategic Advisor,
Patient

Dr. David Hinkle
Medical Advisor,
Movement Disorder
Chief OhioHealth

Dr. Patel
Medical Advisor,
Movement Disorder
Specialist OhioHealth

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

Foundation Group
Non-profit Tax
Consultants

Howard Miller
Strategic Advisor

Katie Webster
Executive Director,
Changing Parkinson's

Lisa Palmisano
Patient Ambassador
(Florida), Patient

Mary Havlock
Development Consultant
and Founder, Little
House Nonprofit

Prism Marketing
Strategic Marketing
Agency of Record

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

Space Age
CRM consultant,
Marketing Operations

Stephanie Struckel
Community Care
Coordinator, Changing
Parkinson's

Steve Brandenburg
Patient, The Secret life of
Parkinson's podcast
Producer and Editor

Tony Carcioppolo
Patient Ambassador
(Ohio), Patient

Vian Saggio
HR Advisor,
Control V Consulting LLC

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



www.changingparkinsons.org

Sources (Page 10):

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