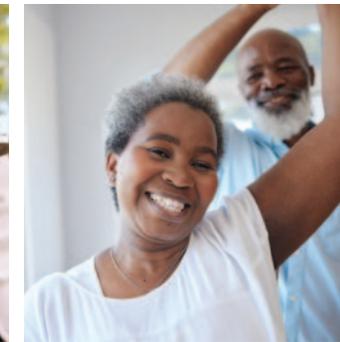
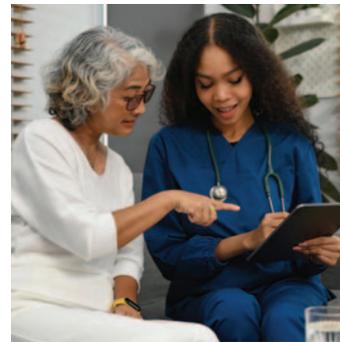
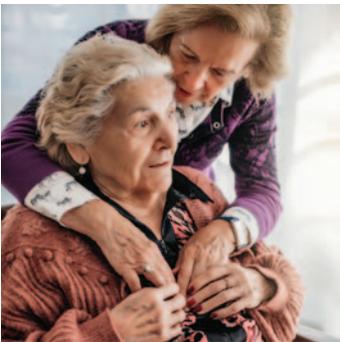
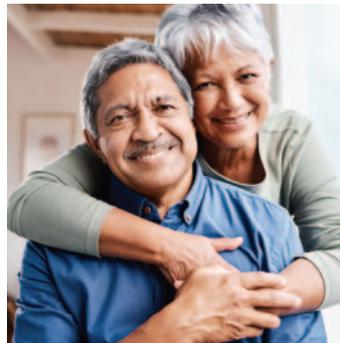


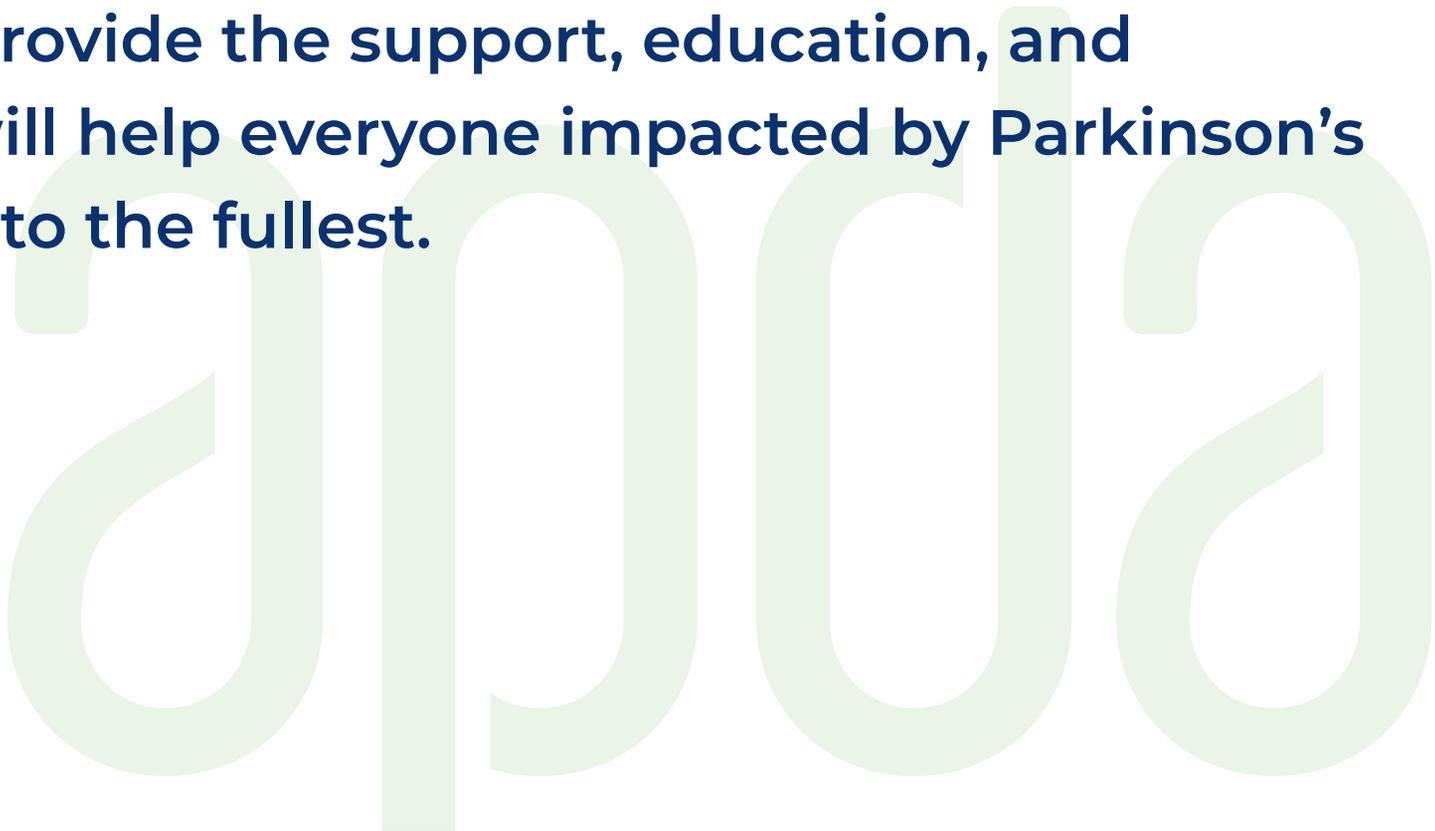
# ANNUAL REPORT





# OUR MISSION

Every day, we provide the support, education, and research that will help everyone impacted by Parkinson's disease live life to the fullest.





## OUR 2022-2024 STRATEGIC PLAN GOALS:

- **Increase Mission Impact:** Expand constituent-centric, evidence based, and impactful programs, services and research that improve the quality of life throughout the disease continuum.
- **Cultivate Partnerships and Collaborations:** Cultivate partnerships and collaborations to expand and elevate mission delivery to better meet Parkinson community needs.
- **Expand Reach:** Expand reach to under-served, under-studied and under-represented communities to promote health equality and access to care, and provide education and support.

*Without your commitment to supporting our mission, the enclosed results would not have been possible.  
Thank you for being by our side.*

# PROGRAMS & SERVICES

The American Parkinson Disease Association (APDA) empowers the Parkinson's disease (PD) community through information, connection, and support. Across the country, we are the boots on the ground, building local PD communities that lift each other up. We see time and again that people with PD feel more supported and optimistic when they have others in their corner. From support groups and exercise classes to educational seminars and access to PD experts, APDA makes connections to the people and resources that can improve the PD experience.

*Please know that it is your partnership that brings this important work to life.*

## PHONE AND EMAIL INQUIRIES



**28,500+** responses

## PUBLICATIONS



**179,000+** downloaded  
or mailed by request

## 1ST ANNUAL VIRTUAL PARKINSON'S CONFERENCE



**3,000+** registrants

# PROGRAMS & SERVICES

## APDA SYMPTOM TRACKER APP



**13,400+** users

## VIRTUAL WEBINARS & EDUCATIONAL PROGRAMS



**93,996** views

Including: Dr. Gilbert Hosts, Unlocking Strength Within, Research Roundtables, Thriving Through Occupational Therapy, Café con la doctora, and more!

## EXERCISE PROGRAMS

VIRTUAL & IN-PERSON



**876+** programs  
**57,800** participants

## SUPPORT GROUPS

VIRTUAL & IN-PERSON



**965+** groups  
**32,745** participants

## LAUNCHED PARKINSEX

An intimacy guide and kit meant to help people with PD and their partners deepen their connections and improve sexual wellness, which has been linked to overall health and well-being.

# PARKINSEX

Won **three** MM+M Awards

**Titanium:** Best in Show

**Gold:** Best Use of Customer Experience Marketing

**Gold:** Best Use of Film or Video

# RESEARCH

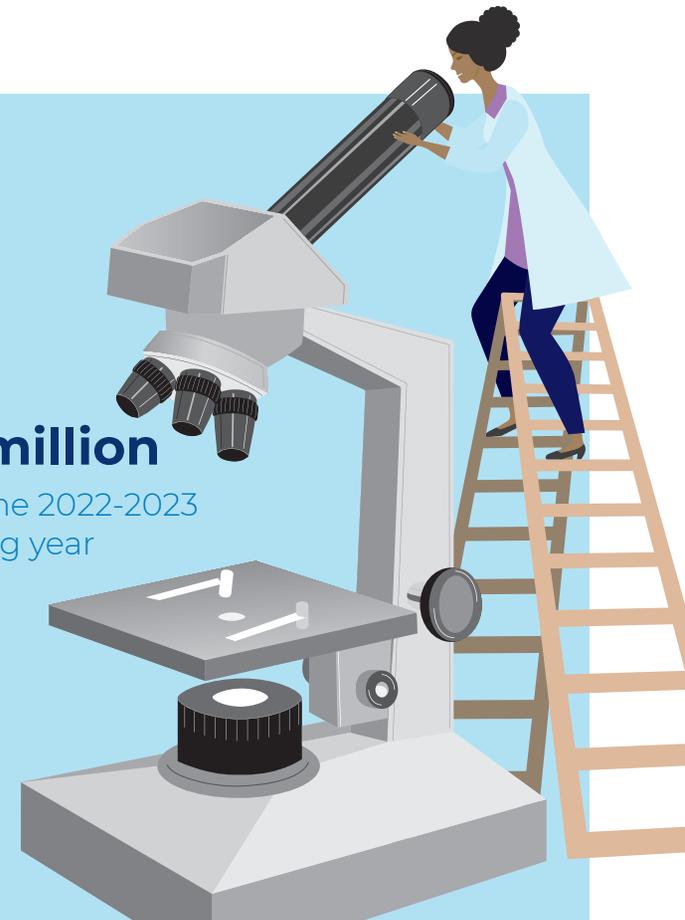
With your help, APDA proudly invests in the most promising clinicians and scientific projects focused on discovering the cause(s) of and finding the cure(s) for PD. We are committed to scientific research and have been a funding partner in many major PD scientific breakthroughs, investing more than \$62 million in research since 1961.

## RESEARCH GRANTS AWARDED

- 1 George C. Cotzias Fellowship
- 1 APDA Diversity in Parkinson's Disease Research Grant
- 4 Post-Doctoral Fellowships
- 13 Research Grants
- 8 APDA Centers for Advanced Research



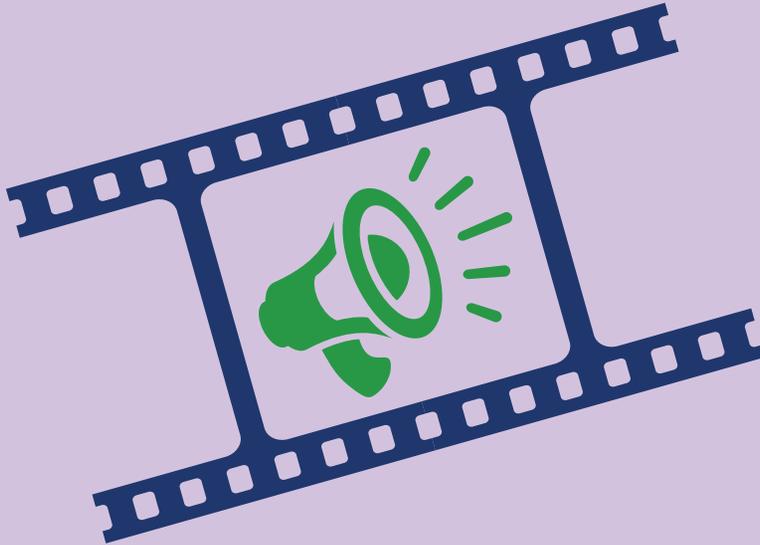
**\$2.35 million**  
granted for the 2022-2023  
funding year



# PUBLIC AWARENESS

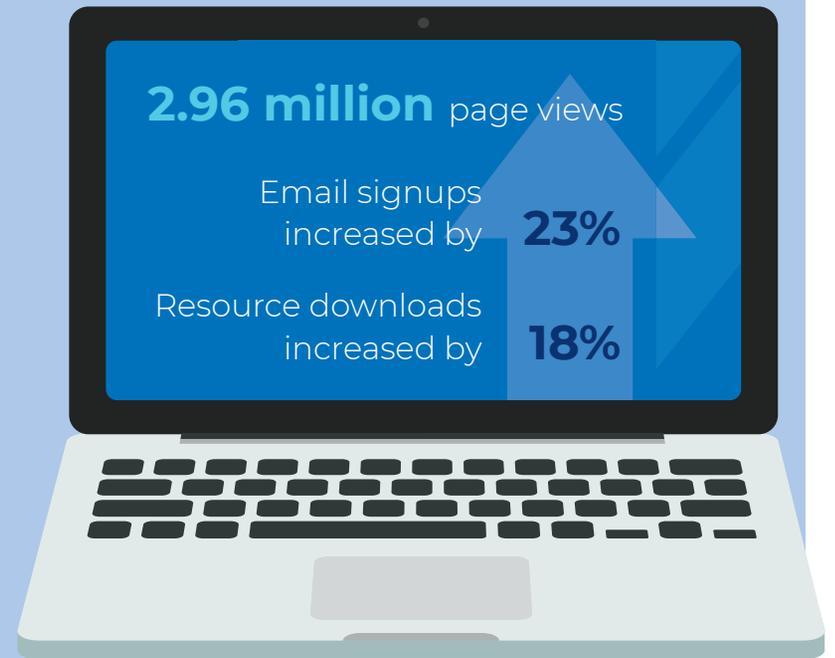
APDA works tirelessly to educate the public about PD as a major health issue and promote APDA as the leading PD authority and resource.

## LOOK CLOSER PSA



**109,232** airings  
(one every 5 minutes)

## WEBSITE TRAFFIC



# PUBLIC AWARENESS

## A CLOSER LOOK BLOG



**25** new blog posts

**1.13 million** blog page visits

## SOCIAL MEDIA



Following increased by **34%**

**6.43%** engagement rate  
(compared to 3-4% industry standard)

**46%** increase in engagement over prior year

## MEDIA COVERAGE



### Featured in:

- *Medical News Today*
- *News 5 Cleveland*
- *Aging Today Podcast*
- *Giddy*
- *WebMD*
- *Neuro Rehab Times*
- *Medscape*
- *The Daily Beast*
- *Everyday Health*
- *touchNEUROLOGY*
- *Parkinson's News Today*
- *Newsday*

• **And more!**

# REVENUE

Our expansion of existing fundraising campaigns and increased income streams resulted in a diverse, sustainable revenue mix that supported APDA's mission delivery.

## OPTIMISM WALKS

Walkers across the country joined forces within their local communities to raise awareness and vital funds for the PD community.

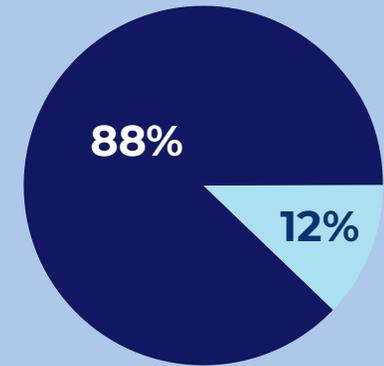


**17** walks  
**3,700+** participants

We are grateful for the generous support of our National Optimism Walk sponsors:

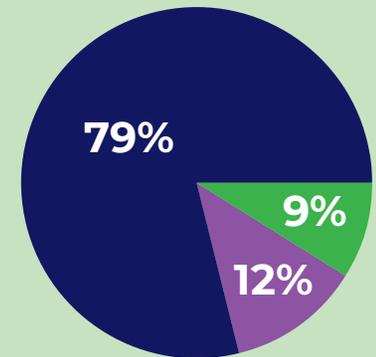


## FY23 EXPENSE COMPOSITION



■ Mission/Programs & Services  
■ Admin & Fundraising

## FY23 MISSION/PROGRAM EXPENSE COMPOSITION



■ Public & Prof Education ■ Research  
■ Patient & Program Services

# FINANCIALS

## AMERICAN PARKINSON DISEASE ASSOCIATION, INC. STATEMENTS OF FINANCIAL POSITION

	ASSETS	
	August 31,	
	2023	2022
Cash and Equivalents	\$11,690,365	\$9,881,328
Bequests Receivable	1,106,954	4,830,823
Investments	3,522,956	3,361,696
Investments Held for Charitable Gift Annuities	142,163	158,803
Prepaid Expense and Other Assets	448,858	537,845
Property and Equip, net	2,296,514	2,375,799
Beneficial Interest Remainder Trusts	2,277,371	2,161,241
Beneficial Interest Perpetual Trusts	1,329,951	1,286,671
Operating Lease Asset	641,434	0
<b>TOTAL ASSETS</b>	<b>\$23,456,567</b>	<b>\$24,594,206</b>

	LIABILITIES AND NET ASSETS	
	August 31,	
	2023	2022
<b>LIABILITES:</b>		
Accounts Payable and Accrued Expenses	\$548,986	\$733,665
Grants Payable	1,499,750	1,049,535
Charitable Gift Annuities Payable	119,917	159,680
Operating Lease Liability	664,109	0
<b>TOTAL LIABILITIES</b>	<b>2,832,762</b>	<b>1,942,880</b>
<b>NET ASSETS:</b>		
Without Donor Restrictions	15,970,049	17,718,480
With Donor Restictions	4,653,758	4,932,846
<b>TOTAL NET ASSETS</b>	<b>20,623,805</b>	<b>22,651,326</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$23,456,567</b>	<b>\$24,594,206</b>

# FINANCIALS

## AMERICAN PARKINSON DISEASE ASSOCIATION, INC. STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

	August 31,					
	2023		Total	2022		Total
	Without Donor Restrictions	With Donor Restrictions		Without Donor Restrictions	With Donor Restrictions	
<b>OPERATING SUPPORT AND REVENUES</b>						
Contributions	\$ 9,888,704	\$ 683,418	\$ 10,572,122	\$ 9,771,168	\$ 721,875	\$ 10,493,043
Bequests	2,798,598	—	2,798,598	7,918,637	19,812	7,938,449
Special Events	—	—	—	—	—	—
Contributed Services	18,671,875	—	18,671,875	2,670,800	—	2,670,800
Other Revenue	91,354	—	91,354	44,994	78	45,072
	31,450,531	683,418	32,133,949	20,405,599	741,765	21,147,364
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>	1,121,916	(1,121,916)	—	1,506,900	(1,506,900)	—
<b>TOTAL OPERATING SUPPORT AND REVENUES</b>	<b>32,572,447</b>	<b>(438,498)</b>	<b>32,133,949</b>	<b>21,912,499</b>	<b>(765,135)</b>	<b>21,147,364</b>
<b>EXPENSES:</b>						
Program Services:						
Patient and Program Services	3,776,986	—	3,776,986	2,235,337	—	2,235,337
Research	2,782,983	—	2,782,983	2,329,015	—	2,329,015
Public and Professional Education	23,862,294	—	23,862,294	7,148,027	—	7,148,027
<b>TOTAL PROGRAM SERVICES</b>	<b>30,422,263</b>	<b>—</b>	<b>30,422,263</b>	<b>11,712,379</b>	<b>—</b>	<b>11,712,379</b>
Supporting Services:						
Management and General	1,570,642	—	1,570,642	1,242,524	—	1,242,524
Fundraising	2,562,317	—	2,562,317	2,209,833	—	2,209,833
<b>TOTAL SUPPORTING SERVICES</b>	<b>4,132,959</b>	<b>—</b>	<b>4,132,959</b>	<b>3,452,357</b>	<b>—</b>	<b>3,452,357</b>
<b>TOTAL EXPENSES</b>	<b>34,555,222</b>	<b>—</b>	<b>34,555,222</b>	<b>15,164,736</b>	<b>—</b>	<b>15,164,736</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>(1,982,775)</b>	<b>(438,498)</b>	<b>(2,421,273)</b>	<b>6,747,763</b>	<b>(765,135)</b>	<b>5,982,628</b>
<b>NON-OPERATING (EXPENSES) REVENUES:</b>						
Investment Return, Net	234,342	—	234,342	(203,299)	1,296	(202,003)
Change in Value of Split Interest and Annuity Agreements	—	159,410	159,410	(45,594)	(755,048)	(800,642)
Employee Retention Credit	—	—	—	64,463	—	64,463
Paycheck Protection Program Loan Forgiveness	—	—	—	617,952	—	617,952
<b>TOTAL NON-OPERATING (EXPENSES) REVENUES</b>	<b>234,342</b>	<b>159,410</b>	<b>393,752</b>	<b>433,522</b>	<b>(753,752)</b>	<b>(320,230)</b>
<b>CHANGE IN NET ASSETS</b>	<b>(1,748,433)</b>	<b>(279,088)</b>	<b>(2,027,521)</b>	<b>7,181,285</b>	<b>(1,518,887)</b>	<b>5,662,398</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>17,718,480</b>	<b>4,932,846</b>	<b>22,651,326</b>	<b>10,537,195</b>	<b>6,451,733</b>	<b>16,988,928</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 15,970,047</b>	<b>\$ 4,653,758</b>	<b>\$ 20,623,805</b>	<b>\$ 17,718,480</b>	<b>\$ 4,932,846</b>	<b>\$ 22,651,326</b>



There is a new PD diagnosis every six minutes,  
and APDA is here to support every person impacted.

For making our work possible,

*Thank you.*

