



Annual Report

Beat Parkinson's Today

2024



www.beatpdtoday.com

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Michelle Hespeler

Chairman of Board



Dear Supporters, Friends, and Partners,

As Chairman of Beat Parkinson's Today, I am deeply grateful for your unwavering support. This year has been one of resilience, progress, and hope in our united fight against Parkinson's disease. Thanks to your dedication, we are not only improving lives but also moving closer to a future where a cure is within reach.

Year in Review

In 2024, we focused on three key pillars: **awareness, support, and research.**

- We participated in a Yale University clinical study, showing how our specifically designed program impacts brain plasticity and slows the progression of the disease.
- We expanded our online presence to offer 35 classes weekly, providing daily opportunities for connection and growth.
- Our educational programs reached thousands of patients and caregivers, while our support networks provided essential resources and emotional care.
- We raised over \$120,000 through successful fundraising campaigns & events, donations and grants, fueling our fight the fight mission.

Looking ahead, we will:

- Strengthen partnerships with research institutions to accelerate Parkinson's treatment as well as participate in Phase 2 of the Yale University clinical study.
- Amplify the voices of those affected by Parkinson's in advocacy efforts.
- Expand our patient support services to help individuals create personalized roadmaps to healthier living.

We remain inspired by the resilience of those living with Parkinson's and the tireless efforts of our community. With your continued support, we believe a world without Parkinson's is within reach.

Thank you for standing with us. Together, we will Beat Parkinson's Today.

With gratitude,



Michelle Hespeler

Chairman of the Board, Beat Parkinson's Today



500 Beat PD members part of our program

90 New Beat PD Today members in 2024

8410 Total classes attended by Beat PD members

450+ Donors committed to our program and support our vision

20 Trainers, staff & board members are part of our Beat PD team

175 Supporters attended our annual Golf for Parkinson's tournament in Connecticut



\$120,980 raised for Beat PD Today

- Wellness Fair NC
- Book Club
- Eco-Buddies
- Beat PD Today Ambassadors
- CureNow:PD Ambassador Program
- Presentation to International Congress of Parkinson's and Movement Disorders
- Cartagena, Columbia - February
- High Knees for Happy Hearts
- Yankee Game Honor
- Breathwork Series
- Moving Day NC & CT
- Chipotle Fundraiser
- Good Hops Charity Beer
- Yale Study Published
- Team Meetings
- Giving Tuesday Campaign



Beat Parkinson's Today High Intensity Interval Training (HIIT) classes

- 10 people with mild and early PD (age 65 ± 6 years)
- 3 HIIT classes per week for 6 months



Yale SCHOOL OF MEDICINE

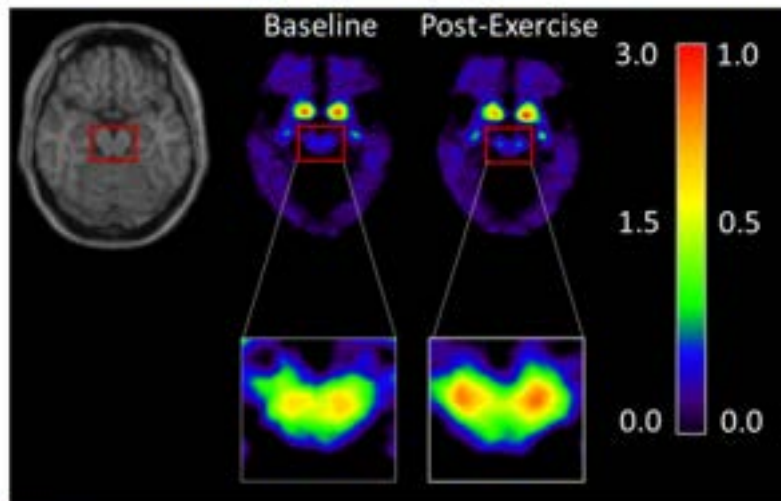
Ten participants completed a six-month high-intensity exercise program through the Beat Parkinson's Today program. Results showed how our specifically designed high intensity exercise program **reverses neurodegeneration.**

PET scan

Increase in dopamine transporter signal in the substantia nigra after 6 months of exercise



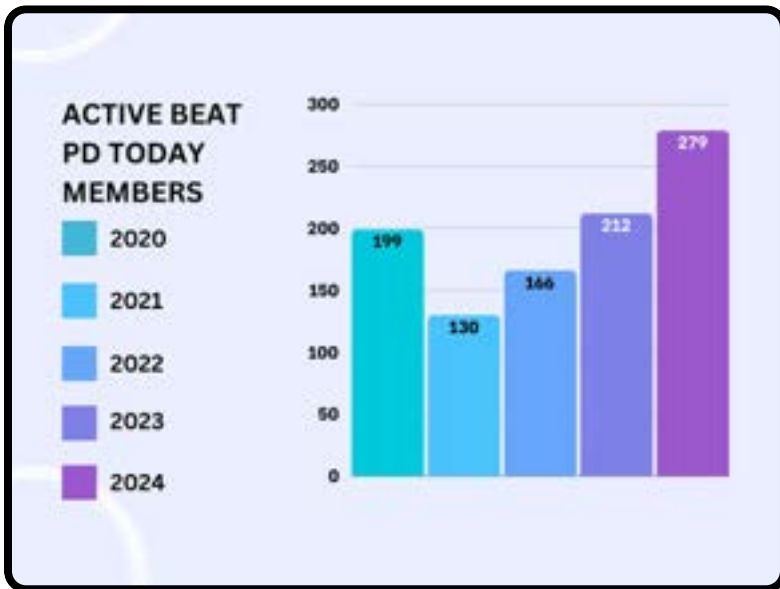
DR. SULE TINAZ
YALE UNIVERSITY
LEAD INVESTIGATOR



Yale SCHOOL OF MEDICINE

[Click here](#) to read more about the study.

Since 2020, our exercise program has seen remarkable growth, as illustrated in the accompanying graphs.

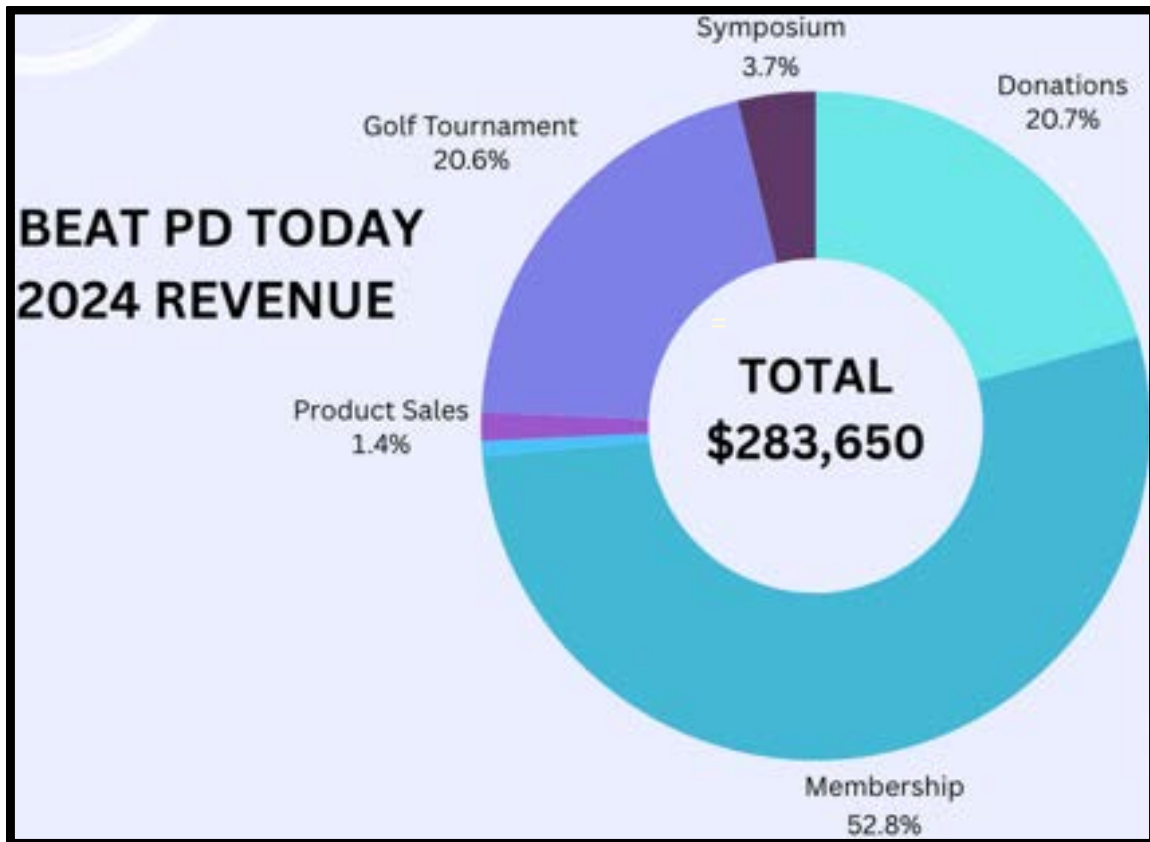


The **first graph** highlights a significant increase in the number of active participants each year, reflecting the growing recognition of the program's benefits within the Parkinson's community.

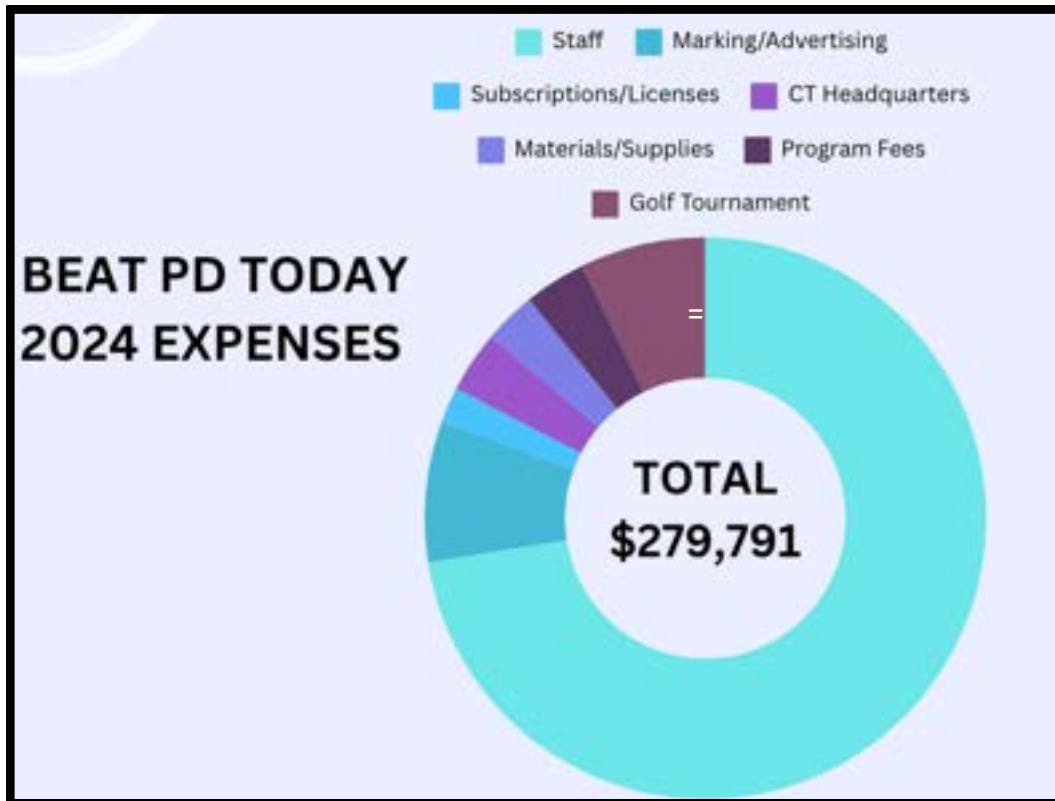


The **second graph** shows the impressive rise in class attendance, demonstrating participants' commitment to staying active and engaged. In addition, data has proven that our online classes have gained popularity over the past three years.

Looking ahead, we are excited to expand our program both virtually and in-person, reaching more individuals nationally and internationally. By broadening our reach and accessibility, we aim to empower even more people to improve their strength, resilience, and quality of life.



In 2024, Beat Parkinson's Today achieved total revenue of **\$283,650**, reflecting the dedication and growth of our program. The largest source of revenue came from Memberships, contributing **52.8%** of the total. This demonstrates the unwavering commitment of our members and the expanding reach of our program over the past year. The strong support from members and donors alike highlights the impact of our mission and sets the foundation for continued growth in 2025.



In 2024, Beat Parkinson's Today **invested \$279,791** to support our mission of empowering people with Parkinson's. These expenses covered key areas such as staff, program fees, marketing and advertising, materials and supplies, and the costs associated with hosting our impactful golf tournament.

We also supported our Connecticut headquarters and necessary subscriptions/licenses to keep our programs running smoothly. Every dollar spent reflects our dedication to delivering high-quality programs and reaching more people in the Parkinson's community. As we look ahead to 2025, we're eager to continue growing and expanding our impact.

OUR GROWTH



This year, our program has experienced extraordinary growth, reaching **members not just across the country but around the globe!**

Thanks to our virtual class option, we've connected with individuals in diverse locations, allowing us to break barriers and bring our life-changing exercise program to people with Parkinson's wherever they are.

The **blue dots on this map** represent more than just locations—they symbolize a thriving, global community united in the fight against Parkinson's. This unique reach sets us apart and highlights the power of technology to inspire strength, hope, and resilience worldwide!

GRANTS & DONATIONS



OUR GRAND TOTAL IS.....
\$25,000

When we say your donations are life changing, we really mean it.

FIGHT THE FIGHT

Thanks to your generosity, our Fight the Fight Giving Tuesday campaign raised over \$25,000!

Every dollar raised will help us expand our virtual classes, reach more people worldwide, and empower individuals living with Parkinson's to stay strong and keep fighting. Thank you to ALL donors for every dollar raised, especially our matching donor who doubled our total. Your support makes this possible, and we couldn't be more grateful!

GIVING TUESDAY




We are thrilled and honored to announce a **\$10,000 grant from the Petit Family Foundation!**

Thank you for supporting our cause and fighting the fight with the Parkinson's community!



SUCCESS STORIES




“Beat PD Today helps me with mitigating my symptoms and gaining understanding about the disease. But, this organization does more than exercise for those involved. Yes, the exercise slows the symptoms and helps members have a better quality of life. However the relationship the program has with Yale University is truly what’s important for what Beat PD represents and does.”

-SCOTT B., MEMBER SINCE 2021

“My favorite part of this program are the friendships and support system with everyone. You can’t do this alone. This was an added benefit, comes along right along with exercise.

A whole community of people.”

-LISA T., MEMBER SINCE 2022



“I want to feel important. I want to feel strong. The Beat PD Today program is a roadmap to living life with Parkinson’s while science seeks the cure. This program has given me a second chance.”

-JIM G., MEMBER SINCE 2016

OUR TEAM



MICHELLE HESPELER
PROGRAM FOUNDER



COURTNEY FINK
**BUSINESS
DEVELOPMENT**



KRISTA SLOT
**COMMUNICATIONS
DIRECTOR**



VICKI KULAS
FINANCE MANAGER



DONNA DIPALMA
LEAD TRAINER



TBD
ADMINISTRATIVE ASSISTANT



FUTURE OUTLOOK

Continuing the fight against Parkinson's

- **Advancing Clinical Research:** We are thrilled to move forward with the next phase of the clinical study at Yale University. This groundbreaking research will provide invaluable insights into how our exercise program impacts the lives of those with Parkinson's.
- **Expanding Access:** We're investing in online platforms with live-streamed and on-demand classes to reach participants anywhere, creating a connected community.
- **Educational Events:** More webinars and symposiums will empower individuals with knowledge, featuring experts, caregivers, and success stories.
- **Growing Our Team:** Hiring more trainers and partnering with new locations will allow us to serve more communities nationwide.
- **Strengthening Support:** Expanding our network of donors, sponsors, and advocates will sustain and grow our mission.

At the heart of our plans is hope—hope for a stronger, healthier, and more connected Parkinson's community. Together, we can inspire and empower individuals to fight Parkinson's every day. Join us in creating a future filled with resilience and strength.



THINK STRONG. MOVE STRONG. BE STRONG.

THANK YOU



THANK YOU FOR YOUR CONTINUED SUPPORT!
WE LOOK FORWARD TO SEEING YOU IN CLASS IN 2025!