

Parkinson's Foundation - Heartland Chapter



General Information

Contact Information

Nonprofit	Parkinson's Foundation - Heartland Chapter
Address	8900 State Line Road Suite 320 Leawood, KS 66206 1936
Phone	(913) 341-8828
Website	www.parkinson.org/heartland
Facebook	facebook.com/parkinsonsfoundationheartland
Twitter	twitter.com/parkinsondotorg
Email	jgorsky@parkinson.org

At A Glance

Former Names	National Parkinson Foundation Heartland Chapter Parkinson Foundation of the Heartland Parkinson Association of Greater Kansas City
How to donate, support, and volunteer	Donations to the Parkinson's Foundation Heartland Chapter can be made online or over the phone with a credit card, by mailing a check or visiting our local office. In-kind donations are accepted and appreciated. There are also many volunteer opportunities available.

Mission & Areas Served

Statements

Mission Statement

The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience, and passion of our global Parkinson's community.

Background Statement

The Parkinson's Foundation was formed by the merger of the National Parkinson Foundation (NPF) and the Parkinson's Disease Foundation (PDF), both established in 1957. Today, with national offices in New York City and Miami and a presence in local communities across the country, the Parkinson's Foundation works towards making life better for people with Parkinson's disease by improving care and advancing research toward a cure.

The Parkinson's Foundation Heartland Chapter was established over 35 years ago as the Parkinson Association of Greater Kansas City with the purpose to raise awareness of Parkinson's disease; to help find its cause and cure; and to provide education and support to patients, their families and caregivers. Initially, the organization focused on raising money in support of a cure and for clinical services. In 1999, the organization began to initiate new and exciting educational and support programs and hired its first Executive Director. By 2003, the Parkinson Association of Kansas City became an independent nonprofit organization and improved patient services and programs. The mission was expanded to include a wider geographic presence in Kansas, and Missouri and its name changed to Parkinson Foundation of the Heartland.

In 2011, Parkinson Foundation of the Heartland strengthened its relationship with the National Parkinson Foundation (NPF), and signed an affiliation agreement to operate as the Heartland Chapter of the National Parkinson Foundation.

In 2013, the Heartland Chapter unified with NPF, officially becoming part of the highly regarded national organization that was founded on making life better for those with Parkinson's.

In 2016, the National Parkinson Foundation merged with the Parkinson's Disease Foundation, becoming the Parkinson's Foundation. At this time, our chapter name changed to the Parkinson's Foundation Heartland Chapter and the Heartland region expanded into Nebraska.

Parkinson's Foundation Heartland Chapter services/resources include: a national toll free HelpLine, educational materials and resources on Parkinson's and caregiver support, distribution of Aware in Care hospitalization kits, six Expert PD Briefings per year; over 100 podcasts and webinars on a variety of topics, a network of 42 Centers of Excellence whose primary focus is delivering quality care to people with Parkinson's disease; access to community wide onsite wellness/exercise classes and support groups, engagement activities such as our annual Moving Day Walk and Parkinson's Prohibition gala.

Impact Statement

Past year accomplishments include:

- Served 3,350 people with Parkinson's through wellness/exercise classes held four days a week onsite and throughout the region.
- Served 1,000 people with Parkinson's and their caregivers through 9 metro area support groups. Served another 3,200 through 32 additional support groups throughout our service area (state of Kansas and Western Missouri). Total of 41 support groups.
- Reached 2,227 people with information about Parkinson's disease and the resources offered by our foundation through new client packets, regional symposia and health fairs.
- Doubled active community partnerships from 50 to 100.
- Moving Day Kansas City, our annual Walk for Parkinson's, raised 14% more than it raised in 2016: from \$195,556 to \$223,000.

Top Three Goals for Year:

- Increase awareness about Parkinson's disease and expand educational resources and services offered by the Parkinson's Foundation Heartland Chapter.
- Initiate major gifts and planned giving programs to fund education and research initiatives.
- Increase number and participation of corporate teams in 2018 for Moving Day Kansas City, a walk for Parkinson's.

Needs Statement

1. Administrative, event and board committee volunteers
2. Recruit 88 corporate and 50 family walk teams and solicitors for annual Moving Day Walk -- June 9, 2018
3. Financial support for our wellness program and PD Friendly exercise trainings: \$20,000
4. Financial support for our support group program and outreach: \$10,000
5. Financial support for our PD Friendly Fitness Training: \$5,000

CEO/Executive Director/Board Chair Statement

We are proud and happy to announce that the National Parkinson Foundation merged with the Parkinson's Disease Foundation, officially becoming the Parkinson's Foundation in August 2016. We have already experienced the benefits of economy of scale in backroom and HR assistance as well as in the sharing of resources, ideas and expertise in the areas of programming, marketing and fundraising. We are excited about the benefits that this merger has afforded us, particularly the ability to focus even more on what is important: providing needed support and resources to people with Parkinson's, their families and their caregivers, while building the friend and donor base necessary to support those efforts.

And we couldn't be prouder of what we accomplished last year! We had a 13% growth in the number of PD Friendly exercise options from throughout the metro area, doubled the number from 12 to 24 of community partners who participated in the Resource Pavilion at our annual Moving Day Kansas City Walk for Parkinson's, and also increased our growth in net proceeds 19% over last year's Moving Day event. It was quite a year!

As the new president of the Parkinson's Foundation Heartland Chapter Advisory Board, I couldn't be more excited about our plans and goals for the coming year. We hope to build on last year's success in thoughtful and deliberate ways to ensure our continued growth. With the help of our committed board members, dedicated staff and YOU --passionate volunteers, people with Parkinson's, caregivers and family members -- we can truly make life better for everyone we serve in the Heartland.

Service Categories

Specifically Named Diseases

Patient & Family Support

Specifically Named Diseases Research

Areas of Service

Areas Served

Areas

KS

MO

NE

Programs

Programs

Wellness Program / PD Friendly Training of Instructors / Community Presentations

Description	People with Parkinson's disease attend the Wellness Program which is offered four times per week at our State Line Road facility. Activities include 1 hour of seated exercise led by an professional instructor (four days a week); 1/2 hour lunch and 1 hour of social/activity time which may include activities such as cognitive games, occupational therapy activities or recreational therapy (Tuesdays and Thursdays only). Caregivers are encouraged to use this time for respite. Once per month, caregiver support groups meets at the same time. Programs are free, with donations accepted for lunch. PD Friendly training classes for fitness instructors/activity directors are held twice a year while community presentations are held on and off-site quarterly.
Category	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
Population Served	People/Families of People with Health Conditions, People/Families with of People with Disabilities,
Short-Term Success	Additional wellness/exercise classes will be added in the KC Metro area in response for increased demand. New programs will address target populations and interests such as young on-set, LSVT Big and Loud for Life, dance and art. Partnerships with other neurological disease, therapeutic, medical and senior service organizations will allow for great accessibility to a variety of classes, presentations and needed resources. Feedback from participants and family members will determine changes in progression of the disease and commensurate exercise/wellness needs and presentation needs.
Long- Term Success	Attendance will continue to increase in onsite classes as well as additional programs throughout communities within the service area and additional specialty classes (aimed at different stages of the disease). Attendance will continue to hold and/or increase for PD Friendly Training Instructors and we will host a minimum of 4 community presentations and PD Expert Briefings per year.
Program Success Monitored By	Attendance is monitored and follow-up calls are made to wellness participants who have not attended for more than 2 weeks. Instructor, participants and family members are sought to determine if progression has slowed or movement has improved.
Examples of Program Success	Attendance and feedback are our best indication that the programs are working. Instructor feedback and family feedback are used regularly. For instance, Rock Steady boxing classes were added throughout the community to include a wider demographic - from early and young-onset to progressed disease. The instructor and program manager consistently monitor progress and talk with family members and participants and can confidently report that all persons participating in regular exercise have noticed an improvement in balance, coordination and movement! We also ask for participant feedback on training sessions and community presentations.

Support Groups and Outreach

Description	Support groups, exercise and educational programs are offered throughout Kansas and Missouri using professional and volunteer support. They are held at a variety of facilities including senior living centers, faith communities, and fitness centers. Many are held in conjunction with the 41 support groups for persons with Parkinson's disease as well as caregivers currently active in the Heartland. Support group facilitator training and resources are also provided as well as assistance with programming such as PD 101 and Aware in Care Hospitalization kit presentations to groups as requested.
Category	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
Population Served	People/Families of People with Health Conditions, People/Families with Disabilities,
Short-Term Success	Five new support groups will be added in Kansas and Missouri this year, with each facilitator being trained. Attendance in existing programs will grow.
Long- Term Success	An increased number of people with Parkinson's disease and their care partners will attend the support groups and related programs on a regular basis. This includes adding groups to areas that are currently underserved and increasing awareness so that people know they exist.
Program Success Monitored By	Progress will be monitored by: attendance at support group facilitator training annually, number of facilitators that open and click on electronic newsletter, participant attendance on an on-going basis, number of educational programs delivered.
Examples of Program Success	We continue to add new programs where none existed previously. Support groups are expanding to include educational programs, wellness programs, and other interests.

Symposia and educational programs

Description	The Heartland Chapter sponsors and/or supports one or more educational symposia each year. Approximately 1,500 patients, caregivers and health care professionals from throughout Kansas and Missouri learn about the latest research, treatments, programs and issues related to Parkinson's disease through these opportunities annually.
Category	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
Population Served	People/Families of People with Health Conditions, People/Families with of People with Disabilities, People/Families with of People with Disabilities
Short-Term Success	At the end of each Symposium, 90% of all participants will indicate that the Symposium was beneficial and will enhance quality of life. At least 300 participants for symposia outside of KC Metro area, and at least 1,000 for symposia in the KC Metro area. At least 200 will be served through other community programs and 1,000 educated on hospitalization issues through the Aware in Care kit distribution program.
Long- Term Success	Patients and caregivers who attend symposia and educational programs will improve quality of life through better treatments, better access to resources, information sharing and network, increased awareness of programs and support within communities.
Program Success Monitored By	Written evaluations and number of participants in local programs before and after each program. Number of calls or requests for information received after each program. Number of requests for Aware in Care hospitalization kits.
Examples of Program Success	Since April 2015 Heartland Chapter has sponsored a symposium called Caring for the Caregiver in KC which draws 55 family and professional caregivers annually. The purpose is to provide caregivers with an up-to-date overview of Parkinson's Disease, care and treatment and to provide information and resources related to management of long-term grief, self-care and legal issues related to long-term chronic illness. The two educational symposia Heartland Chapter supports with educational materials /resource booth are the ones sponsored annually by KU Medical Center which draws 1,000 people attendees and the University of Missouri Columbia Hospital which draws 400 attendees annually.

In addition, we offered educational presentations and/or PD Expert Briefing onsite or within the community. These presentation topics include: psychosis, DBS surgery, fall prevention, nutrition and our Aware in Care hospitalization kits.

CEO Comments

Parkinson's disease is a degenerative neurological disease that impacts not only the person who has the disease, but his or her family, friends, and co-workers. It changes the roles of family members, causes people to leave their jobs prematurely, and affects quality of life. Our mission is to make life better for people with Parkinson's through expert care and research..

With the changes made by new leadership over the past four years, along with the recent unification of our chapter with our national organization and its merger with Parkinson's Disease Foundation in August 2016, the Heartland Chapter is restructuring itself to move to the next level of its development by building and cultivating

strategic relationships; seeking out innovative community partnerships, sharing the results of Parkinson Foundation's ground-breaking Parkinson's Outcomes Project and exploring new ways to raise visibility, friends and funds so that more people will know of our important work. It is our hope to provide support to all who need it!

Leadership & Staff

Executive Director/CEO

Executive Director	Ms. Jane Ann Gorsky
Term Start	Oct 2013
Email	jgorsky@parkinson.org
Compensation	\$75,001 - \$100,000

Experience

Jane Ann Gorsky has over 30 years experience in the nonprofit sector at the local and regional levels in the areas of fundraising, marketing, volunteer management, board development and nonprofit leadership. Most recently she served as Executive Director of St. Joseph Institute for the Deaf -- KC Campus where she directed and oversaw for a \$1M sponsored organization with 12 employees. Prior to that she provided annual fund and capital campaign consulting services to small and mid-size nonprofits for 10 years and held executive leadership positions in fundraising/marketing/donor relations at the University of St. Mary, Greater KC Community Foundation and Heart of America Boy Scout Council.

Staff

Paid Full-Time Staff	4
Paid Part- Time Staff	0
Volunteers	100
Retention Rate	75%
Paid Contractors	0

Formal Evaluations

CEO Formal Evaluation	Yes
CEO/Executive Formal Evaluation Frequency	Annually
Senior Management Formal Evaluation	Yes
Senior Management Formal Evaluation Frequency	Annually
NonManagement Formal Evaluation	Yes
Non Management Formal Evaluation Frequency	Annually

Plans & Policies

Organization Has a Fundraising Plan	Yes
Organization Has a Strategic Plan	Yes
Management Succession Plan	Under Development
Organization Policy and Procedures	Yes
Nondiscrimination Policy	Yes
Whistleblower Policy	Yes
Document Destruction Policy	Yes

Government Licenses

Is your organization licensed by the government? No

CEO Comments

As part of the Parkinson's Foundation now, the Heartland Chapter has more extensive services available than it did before such as increased patient programming, professional training, and research opportunities as well as all backroom services, marketing, and fundraising support. This allows the chapter staff and board to concentrate on raising friends and funds to expand programming to all who need it in our service area. The benefits of this leveraging have already been experienced and will continued to helps us move to the next level in our growth and sustainability as a chapter.

Board & Governance

Board Chair

Board Chair	Mr Graham Smith
Company Affiliation	Gould Evans
Term	July 2017 to June 2018
Email	graham.smith@gouldevans.com

Board Members

Name	Affiliation
Ms. Suzanne Dimmel CCIM	Cassidy Turley
Mr. Brian Donawa	Dept. of Pathology and Laboratory Med, KU
Mr. Arthur Kent Donley	Edward Jones
Mr. Greg Foster	US Cellular
Ms. Denise Franklin	ReeceNichols
Mr. Kirk Gutekunst	SelectQuote
Mr. Rick Kastner	Blue Cross Blue Shield of Kansas City
Mr. Mark Kolkhorst	ADM Milling
Ms. Jill McCarthy	KC Area Economic Development Council
Ms. Susan Melton	St. Luke's Heart Institute
Mr. Ross Simpson	Colliers
Mr. Graham Smith	Gould Evans Associates
Mr. Doug West	Synergy HomeCare of Overland Park
Mr. David Wurth	Comfort Keepers
Mr. Phillip Zaman CPA	CBIX MHM, LLC

Board Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	0
Caucasian	14
Hispanic/Latino	1
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	12
Female	3
Unspecified	0

Governance

Board Term Lengths	3
Board Term Limits	2
Board Meeting Attendance %	90%
Written Board Selection Criteria?	Yes
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	100%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	10

Standing Committees

Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)
 Development / Fund Development / Fund Raising / Grant Writing / Major Gifts
 Executive
 Board Development / Board Orientation
 Community Outreach / Community Relations

CEO Comments

The chapter is a well-managed and fiscally responsible organization, shepherded by a strong and committed board. Our board members represent some of Kansas City's finest businesses and are deeply committed to our cause, as demonstrated by their financial participation and board meeting attendance, and provide the support and guidance needed for our organization.

Challenges we face are similar to most nonprofits: raising awareness about their mission and services; expanding program outreach, expanding our volunteer and donor base. A Mission Outreach Committee is in place to address the first two issues while a Board/Volunteer Development Committee has been established to address growing our volunteer /leadership base. Both a newly organized Fund Development Committee and Major Gifts Program have just been initiated to grown our funding base.

Financials

Fiscal Year

Fiscal Year Start	July 01, 2017
Fiscal Year End	June 30, 2018
Projected Revenue	\$540,000.00
Projected Expenses	\$427,657.00
Endowment Value	\$0.00
Percentage	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2014	2013	2012
Total Revenue	\$302,672	\$300,127	\$278,817
Total Expenses	\$291,765	\$291,082	\$370,159

Revenue Sources

Fiscal Year	2014	2013	2012
Foundation and Corporation Contributions	\$70,143	\$101,331	\$92,095
Government Contributions	\$0	\$0	\$0
Federal	--	\$0	\$0
State	--	\$0	\$0
Local	--	\$0	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	--	\$0	\$0
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$8,033	\$9,403	\$15,661
Investment Income, Net of Losses	\$97	\$125	\$408
Membership Dues	\$4,940	\$5,505	\$8,830
Special Events	\$219,459	\$183,763	\$160,863
Revenue In-Kind	\$0	\$0	\$0
Other	\$0	\$0	\$960

Expense Allocation

Fiscal Year	2014	2013	2012
Program Expense	\$179,880	\$164,961	\$246,667
Administration Expense	\$49,334	\$50,578	\$73,130
Fundraising Expense	\$62,551	\$75,543	\$50,362
Payments to Affiliates	--	\$0	\$0
Total Revenue/Total Expenses	1.04	1.03	0.75
Program Expense/Total Expenses	62%	57%	67%
Fundraising Expense/Contributed Revenue	22%	26%	20%

Assets and Liabilities

Fiscal Year	2014	2013	2012
Total Assets	\$130,650	\$130,451	\$88,786
Current Assets	\$126,866	\$121,679	\$76,974
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$26,194	\$36,902	\$4,282
Total Net Assets	\$104,456	\$93,549	\$84,504

Short Term Solvency

Fiscal Year	2014	2013	2012
Current Ratio: Current Assets/Current Liabilities	4.84	3.30	17.98

Long Term Solvency

Fiscal Year	2014	2013	2012
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2014	2013	2012
Top Funding Source & Dollar Amount	KCP&L \$50,000	KCP&L \$50,000	--
Second Highest Funding Source & Dollar Amount	UMB Bank \$10,000	Blue Cross Blue Shield \$10,000	--
Third Highest Funding Source & Dollar Amount	Lockton Companies \$10,000	UMB Bank \$10,000	--

Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

Organization Comments

This past year (FY 2016-17) was one of great success and changes:

- Our annual Moving Day Walk (TM) Kansas raised over \$223,000 for a 14% increase over what was raised last year. This was due to an increase in teams and team solicitations. An emphasis on recruiting more corporate teams to participate in the annual walk, achieving best practice ROI on our special events, and a more efficient and comprehensive approach to fund-raising by a full-time fund development professional with volunteer recruitment and development experience has made a real impact on our fundraising efforts. In addition we now have the assistance of a regional major gifts director who is assisting local staff initiate its first-ever major gift cultivation program.
- As a result of our unification with our national organization and national merger, we have also solved our database conversion issues (from four to one platforms). All of our data is now in Raiser's Edge or Luminate, both Blackbaud products that more easily interface with each other.
- We also hired a full-time Program Manager this year who not only grew program participation (doubling our community partnerships and growing our onsite programs by an average of 15%), but assisted in growing event income growth as well.
- And finally our PT Office-Social Media Manager more than doubled our postings on FB and twitter.

Foundation Comments

- FYE 8/31/2014, 2013, 2012: Financial data reported using IRS Form 990.
- Foundation/corporate revenue line item may include contributions from individuals.

