

# National Parkinson Foundation Heartland



## General Information

### Contact Information

**Nonprofit**

National Parkinson Foundation Heartland

**Address**

8900 State Line Road

Suite 320

Leawood, KS 66206 1936

**Phone**

(913) 341-8828

**Website**

[www.parkinsonheartland.org](http://www.parkinsonheartland.org)

**Facebook**

[facebook.com/parkinsonheartland](https://facebook.com/parkinsonheartland)

**Twitter**

[twitter.com/NPFHeartland](https://twitter.com/NPFHeartland)

**Email**

[jgorsky@parkinson.org](mailto:jgorsky@parkinson.org)

### At A Glance

Parkinson Foundation Heartland

**Former Names**

Parkinson Association of Greater Kansas City

Parkinson Foundation of the Heartland

## **How to donate, support, and volunteer**

Donations, including annual, monthly, event, honorary and memorial gifts, may be made on-line, by mail, or phone.

Volunteer opportunities include: assisting with wellness program, greeting participants and assisting with serving lunch and social time; planning and/or implementing fundraising events (BasketBALL and Moving Day Walk for Parkinson's); serving on board committees (Fund Development, Mission Outreach, Moving Day Walk, BasketBALL, Parkinson's Advisory Council, etc.) and administrative assistance.

# Mission & Areas Served

## Statements

### **Mission Statement**

The mission and vision of the Heartland Chapter of the National Parkinson Foundation Heartland is to make life better for people with Parkinson's through expert care and treatment. Everything we do helps people actively enjoy life with their friends, families, children and grandchildren until there is a tomorrow without Parkinson's.

### **Background Statement**

The Parkinson Foundation of the Heartland was established in 1981 as the Parkinson Association of Greater Kansas City. The organization was founded 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.

Parkinson's disease is a progressive neurological-degenerative brain disorder that results in loss of motor control and coordination.

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 organization hired its second full time employee and took on additional space to further serve the needs of people with Parkinson's and those who love them.

In March 2013, the local chapter unified with its national organization and is now called the Heartland Chapter of the National Parkinson Foundation. The chapter includes onsite wellness/exercise classes, a wellness and resource center, three full-time and one part-time staff, and five active board committees and a 13 member board of directors.

The focus of the organization is to make lives better for people with Parkinson's through expert care and research and a community approach to providing outreach and education.

### **Impact Statement**

Past year accomplishments include:

- Served 3, 867 people with Parkinson's through wellness/exercise classes held four days a week onsite.
- Served 1,880 people with Parkinson's and their caregivers through 9 metro area support groups. Served another 2,790 through 34 additional support groups throughout our service area (state of Kansas and Western Missouri). Total of 43 support groups.
- Reached 1,300 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 75 to 150.
- Moving Day Walk Kansas City 2016 more than doubled its gross proceeds over 2015: from \$85,896 to \$195,556.

Top Three Goals for Year:

- Increase awareness about disease and services/resources offered by Heartland Chapter.
- Initiate major gifts and monthly giving programs.
- Increase number and participation of Friend and Family Teams for Moving Day Walk Kansas City 2017.

### **Needs Statement**

1. Corporate and family walk teams and solicitors for annual Moving Day Walk -- June 10, 2017
2. Administrative, event and board committee volunteers.
3. Financial support for our wellness program: \$15,000
4. Financial support for our support group program: \$10,000
5. Financial support for our PD Friendly Fitness Training: \$5,000

**Board Chair Statement**

We are proud and happy that we successfully completed our legal unification with our national organization, the National Parkinson Foundation. In fact, 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 unification 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 19% growth in the establishment of new support groups, 100% growth in the number of PD Friendly exercise options from 43 to 86 throughout the metro area because of new training offered, doubled the number of community partners who help us deliver on our mission, and more than doubled our growth in net proceeds from our annual Moving Day Walk for Parkinson’s over last year’s event. It was quite a year!

As the new president of the NPF Heartland Chapter 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
- Neurology & Neuroscience Research

**Areas of Service**

**Areas Served**

Areas

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# Programs

## Programs

### Wellness Program

<b>Description</b>	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.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
<b>Population Served</b>	People/Families of People with Health Conditions, People/Families with of People with Disabilities,
<b>Short-Term Success</b>	Additional wellness 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, voice, choir, dance and art. Partnerships with other neurological disease organizations will allow a variety of classes. Feedback from participants and family members will determine changes in progression of the disease.
<b>Long- Term Success</b>	Attendance will continue to increase in core classes as well as additional programs throughout communities throughout the service area and additional specialty classes (aimed at different stages of the disease).
<b>Program Success Monitored By</b>	Attendance is monitored and follow-up calls are made to participants who have not attended for more than 2 weeks. Instructor, participants and family members is sought to determine if progression has slowed or movement has improved.
<b>Examples of Program Success</b>	Attendance and feedback are our best indication that the program is working. Instructor feedback and family feedback are used regularly. For instance, Boxing Class was added to include a wider demographic - from early and young-onset to progressed disease. The instructor consistently monitors progress and talks with family members and participants and can confidently report that all persons taking boxing have noticed an improvement in balance, coordination and movement!

## Support Groups

<b>Description</b>	Resources to and support of 43 support groups throughout Kansas and Missouri. Support group facilitator training and resources are also provided. We facilitate several groups directly while supporting others through training and resources. We also provide assistance and programs, such as Program in a Box PD 101 and Aware in Care Hospitalization kits to groups as requested.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
<b>Population Served</b>	People/Families of People with Health Conditions, People/Families with of People with Disabilities,
<b>Short-Term Success</b>	Six new support groups will be added in Kansas and Missouri this year, with each facilitator being trained. Attendance in existing programs will grow.
<b>Long- Term Success</b>	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 un- or under-served and increasing awareness so that people know they exist. All facilitators will attend training on an annual basis.
<b>Program Success Monitored By</b>	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 groups offered.
<b>Examples of Program Success</b>	We continue to add new programs where none existed previously. Support groups are expanding to include educational programs, wellness programs, and other interests.

## DVD Series

<b>Description</b>	Motivating Moves is an exercise DVD that the foundation markets to allow persons with Parkinson's disease a seated exercise program for home use. Exercise is an important element in slowing the progression of the disease and in enhancing quality of life.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
<b>Population Served</b>	Adults, People/Families of People with Health Conditions, People/Families with of People with Disabilities
<b>Short-Term Success</b>	Facilities will continue to train employees through the Parkinson Care Series leading to better care.  Individuals will continue to exercise at home, as needed, to slow the progression of the disease.
<b>Long- Term Success</b>	PCS DVDs - Professional caregivers working in senior and rehabilitation settings will be trained to deal with the special challenges that come with PD. Facilities will offer an interdisciplinary approach (speech therapy, occupational therapy, physical therapy, exercise, etc...) resulting in better care for persons with Parkinson's disease.  Individuals will exercise at least 2 times per week at home using Motivating Moves - slowing the progression of the disease and increasing movement functions.
<b>Program Success Monitored By</b>	PCS DVDs - We offer CEUs to professionals who apply, which allows us to monitor their learning. We also track facilities that use the program to assess use and progress.  Motivating Moves - Monitored by sales, word of mouth and other feedback and referrals.
<b>Examples of Program Success</b>	The Manhattan, KS Parkinson's disease program used the PCS series several years ago and continue to enhance their program - with speech therapy, brain gym, boxing, exercise, and educational resources. Other programs are doing similar programming.

## Symposia and educational programs

<b>Description</b>	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.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other Parkinson Disease
<b>Population Served</b>	People/Families of People with Health Conditions, People/Families with of People with Disabilities, People/Families with of People with Disabilities
<b>Short-Term Success</b>	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 200 participants for Symposium outside KC Metro area, and at least 900 for Symposium in the KC Metro area. At least 200 will be served through other community programs and 1000 educated on hospitalization issues through the Aware in Care program.
<b>Long- Term Success</b>	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.
<b>Program Success Monitored By</b>	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.
<b>Examples of Program Success</b>	<p>In 2014-15 NPF Heartland sponsored a symposium called Caring for the Caregiver for the first time in KC which drew over 50 family and professional caregivers. The purpose was 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 NPF Heartland supported with educational materials and booth related to Parkinson's Disease and resources provided by NPF Heartland in 2014-15 were the annual symposiums sponsored by KU Medical Center which drew 950 people attendees and the University of Missouri Columbia Hospital which drew 400 attendees.</p> <p>In addition, we offered programs, such as the Parkinson's Disease 101 presentation which we delivered to 125 people in three different locations throughout our service area, and our Aware in Care hospitalization kits on the community level. We have distributed over 3,000 Aware in Care kits over the past three years in conjunction with our educational programs educating people on the issues related to hospitalizations for people with Parkinson's.</p>



## Programs for outlying areas

<b>Description</b>	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 support groups for persons with Parkinson's disease as well as caregivers.
<b>Category</b>	Health Care, General/Other Health Diagnostic, Intervention & Treatment Services
<b>Population Served</b>	People/Families of People with Health Conditions, People/Families with of People with Disabilities,
<b>Short-Term Success</b>	Five new programs will be built in the coming year, including training for facilitators and mini-grants to assist with start-up costs.
<b>Long- Term Success</b>	Persons with Parkinson's disease and their caregivers located outside the KC Metro area will participate in support and wellness programs to increase their awareness and understanding of the disease, and the steps needed to slow the progression of the disease and/or enhance quality of life. Kansas City is the only area in Kansas, and one of the few in Missouri that currently has a neurologist specializes in Movement Disorders. People in rural areas are under-served in many ways that increase programming will help.
<b>Program Success Monitored By</b>	Number of new programs and attendance will be monitored to determine usage. Evaluations will be conducted with participants to gauge effectiveness.
<b>Examples of Program Success</b>	In 2014-15 we held three such presentation events reaching 125: one at the Kansas City Regional Home Health Care Association monthly program here in KC; one at Meadowlark Hills Retirement Community in Manhattan, KS and one at the downtown public library in Manhattan, KS.

### **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 new leadership over the past three years and the unification with its national organization just this past March, 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 National 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

<b>Executive Director</b>	Ms. Jane Ann Gorsky
<b>Term Start</b>	Oct 2013
<b>Email</b>	kgorsky@parkinson.org

### 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.

## Former CEOs

<b>Name</b>	<b>Term</b>
Ms. Meg Duggan	2003 - June 2010
Angela Lawrence	Nov 2010 - June 0

## Staff

<b>Paid Full-Time Staff</b>	3
<b>Paid Part- Time Staff</b>	1
<b>Volunteers</b>	100
<b>Retention Rate</b>	100%
<b>Paid Contractors</b>	0

## Formal Evaluations

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

## Plans & Policies

<b>Organization Has a Fundraising Plan</b>	Yes
<b>Organization Has a Strategic Plan</b>	Yes
<b>Management Succession Plan</b>	Under Development
<b>Organization Policy and Procedures</b>	Yes

<b>Nondiscrimination Policy</b>	Yes
<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

## Government Licenses

**Is your organization licensed by the government?** No

### **CEO Comments**

As part of the National Parkinson Foundation now, the Heartland Chapter has extensive services now available that it did not have before such as HR, 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

<b>Board Chair</b>	Mr Graham Smith
<b>Company Affiliation</b>	Gould Evans
<b>Term</b>	July 2016 to June 2017
<b>Email</b>	graham.smith@gouldevans.com

## Board Members

<b>Name</b>	<b>Affiliation</b>
Ms. Suzanne Dimmel CCIM	Cassidy Turley
Mr. Brian Donawa	Dept. of Pathology and Laboratory Med, KU
Mr. Arthur Kent Donley	Edward Jones
Ms. Denise Franklin	ReeceNichols
Mr. Rick Kastner	Blue Cross Blue Shield of Kansas City
Mr. Mark Kolkhorst	ADM Milling
Ms. Susan Melton	St. Luke's Heart Institute
Mr. William (Bill) Moler	Tallgrass Energy LP
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

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	12
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0
<b>Other</b>	0

## Board Demographics - Gender

<b>Male</b>	10
<b>Female</b>	3
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	3
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<b>Board Term Limits</b>	2
<b>Board Meeting Attendance %</b>	90%
<b>Written Board Selection Criteria?</b>	Yes
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	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 of Directors. Our Board members represent some of Kansas City's finest corporations and businesses. Our directors 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 has just been formed and members recruited to address the first two issues while a Board/Volunteer Development Committee has been established to address growing our volunteer base. Both a newly organized Fund Development Committee and Major Gifts Program have just been initiated to grown our funding base.

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	July 01, 2016
<b>Fiscal Year End</b>	June 30, 2017
<b>Projected Revenue</b>	\$443,500.00
<b>Projected Expenses</b>	\$420,091.00
<b>Endowment Value</b>	\$0.00
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

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

### Revenue Sources

<b>Fiscal Year</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
<b>Foundation and Corporation Contributions</b>	\$70,143	\$101,331	\$92,095
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	--	\$0	\$0
<b>State</b>	--	\$0	\$0
<b>Local</b>	--	\$0	\$0
<b>Unspecified</b>	\$0	\$0	\$0
<b>Individual Contributions</b>	--	\$0	\$0
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$8,033	\$9,403	\$15,661
<b>Investment Income, Net of Losses</b>	\$97	\$125	\$408
<b>Membership Dues</b>	\$4,940	\$5,505	\$8,830
<b>Special Events</b>	\$219,459	\$183,763	\$160,863
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$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 2015-16) was one of great success and changes:

- Our annual Moving Day Walk (TM) Kansas raised over \$218,000 gross profit for a 117% increase over what was raised last year. This was due to an increase in teams (from 65 to 121) and team solicitation. 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, we have also solved our database conversion issues (from four to one platforms). All of our data is now in Raiser's Edge or Illuminate, 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 and was

responsible for updating and enhancing our website.

**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.

