



2024

ANNUAL REPORT

*Your unwavering support fuels our mission and has made the enclosed achievements possible. **Thank you for being with us every step of the way.***

CONTENTS

- 04** 2022-2024 STRATEGIC PLAN GOALS
- 06** PROGRAMS & SERVICES
- 10** PUBLIC AWARENESS
- 14** RESEARCH
- 16** REVENUE
- 20** FINANCIALS



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 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 & 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.

01 PROGRAMS & SERVICES



PROGRAMS & SERVICES

Through a nationwide network of Chapters and Information & Referral Centers, the American Parkinson Disease Association (APDA) supports people living with Parkinson’s disease (PD), as well as their care partners and loved ones, by helping them assemble the resources and support they need to feel more empowered, connected, and optimistic.

Across the country, we are the boots on the ground, building local communities that lift each other up. From support groups and exercise classes to educational events and access to PD experts, APDA is here for every member of the PD community, working tirelessly to help make their journey more positive. In addition to local in-person events, APDA offers extensive virtual programming and a robust resources library – with many resources available in Spanish and Mandarin/Simplified Chinese – to ensure that more and more members of the PD community have access to high-quality information and services no matter where they live and to help them feel connected to the community even from a distance.

It’s through your partnership that this important work comes to life.



54,400+
responses to phone &
email inquiries



3,000+
2nd Annual Virtual Parkinson’s
Conference registrants



131,360+
publications emailed or
mailed by request



15,930+
ADPA Sympton Tracker
App Users

162,000+ views



Virtual Webinar & Educational Programs

- Dr. Gilbert Hosts
- Unlocking Strength Within
- Thriving Through Occupational Therapy
- Let’s Keep Moving with APDA
- APDA Trivia Quest
- Café con la doctor
- Sigamos moviéndonos
- And more!



EXERCISE PROGRAMS

(VIRTUAL & IN-PERSON)

59,120+
PARTICIPANTS

1,640+
PROGRAMS



SUPPORT GROUPS

(VIRTUAL & IN-PERSON)

31,980+
PARTICIPANTS

840+
PROGRAMS

PARKINSEX

A unique kit and booklet designed to help people with PD and their partners deepen their connections and improve intimacy and connection, which has been linked to overall health, well-being, and quality of life.

780+

FREE PARKINSEX
KITS DISTRIBUTED

02 PUBLIC AWARENESS



PUBLIC AWARENESS

APDA works tirelessly to educate the public about Parkinson’s disease (PD), which is the fast-est-growing neurological disorder in the world and affects an estimated one million people in the United States. We’re dedicated to raising awareness of PD’s significant impact while promoting APDA as the leading authority and trusted resource for those affected.



LOOK CLOSER
PUBLIC SERVICE ANNOUNCEMENT
85,150+ airings
(one every six minutes!)

APDA is frequently turned to for expert commentary and has been featured in:



Future of Personal Health



The TogetherForSharon® Podcast

...and more!



WEBSITE TRAFFIC

2,880,000+
PAGE VIEWS



61,780+
resource downloads

8,430+
email signups



A CLOSER LOOK BLOG

1,000,000+
PAGE VISITS

27
NEW POSTS

SOCIAL MEDIA



26%
INCREASE IN
FOLLOWERS



6.73%
ENGAGEMENT
RATE*

*COMPARED TO 3-4%
INDUSTRY AVERAGE



03 RESEARCH

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 \$65 million in research since 1961.



\$1,975,000

granted for the 2023-2024
funding year

RESEARCH GRANTS AWARDED

- 1 George C. Cotzias Fellowship
- 2 ADPA Diversity in Parkinsons Disease Research Grants
- 2 Post-Doctoral Fellowships
- 7 Research Grants
- 8 ADPA Centers for Advanced Research

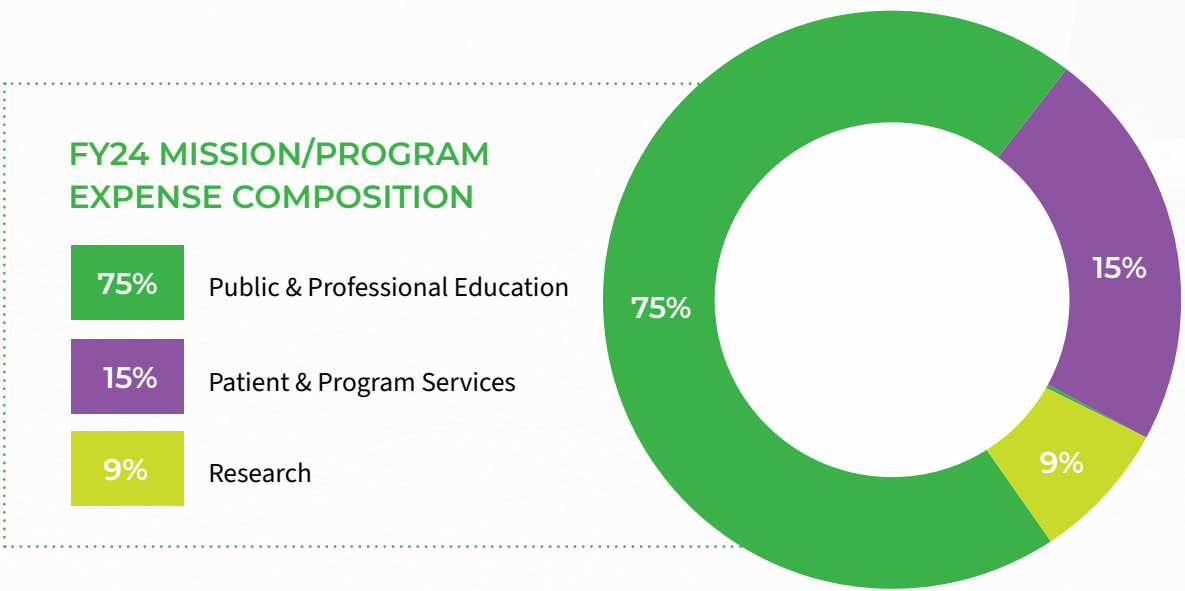
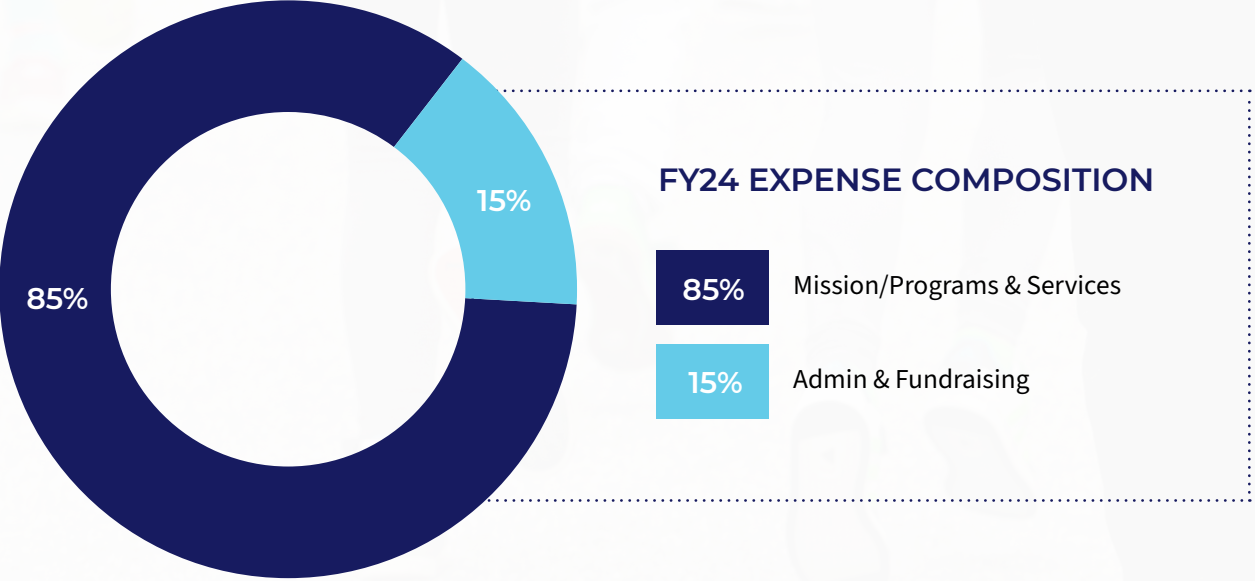


04 REVENUE



REVENUE

APDA’s strategic expansion of existing fundraising campaigns, along with newly established income streams, resulted in a diverse and resilient revenue mix that not only strengthened our financial foundation, but empowered us to broaden the reach of our mission – ensuring we continue to meet the evolving needs of the Parkinson’s community.

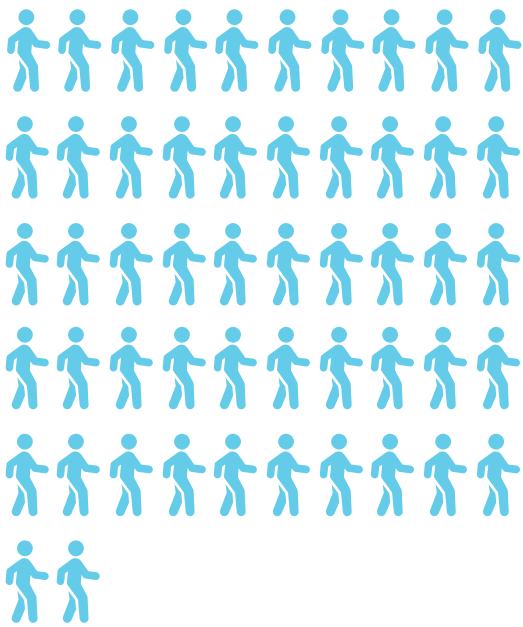


OPTIMISM WALKS

The Optimism Walk is APDA’s signature fundraising event series. Across the country, walkers joined forces within their local communities to raise awareness and vital funds for the PD community.

\$1,500,000+
REVENUE RAISED

5,200+
PARTICIPANTS



A 40.5% increase in Walk participation and 36.4% increase in revenue over the previous year.

05 FINANCIALS



STATEMENTS OF FINANCIAL POSITION

ASSETS	AUGUST 31	
	2024	2023
Cash and equivalents	\$8,694,171	\$11,690,365
Contributions receivable	9,800	183,500
Bequests receivable	7,321,674	1,106,954
Long-term investments	6,777,501	3,522,956
Investments held for charitable gift annuities	157,166	142,163
Prepaid expenses and other assets	317,402	265,358
Operating lease right-of-use assets, net	519,921	641,434
Property and equipment, net	2,440,156	2,296,515
Beneficial interest in remainder trusts	2,586,851	2,277,371
Beneficial interest in perpetual trusts	1,492,636	1,329,951
Total Assets	\$30,317,278	\$23,456,567

LIABILITIES AND NET ASSETS		
LIABILITIES	AUGUST 31	
	2024	2023
Accounts payable and accrued expenses	\$1,058,864	\$548,986
Grants payable	2,076,000	1,499,750
Charitable gift annuities payable	115,969	119,917
Operating lease liabilities	545,469	664,109
Total Liabilities	3,796,302	2,832,762
NET ASSETS		
Without donor restrictions	21,720,247	15,970,047
With donor restrictions	4,800,729	4,653,758
Total Net Assets	26,520,976	20,623,805
Total Liabilities and Net Assets	\$30,317,278	\$23,456,567



STATEMENTS OF ACTIVITIES & CHANGES IN NET ASSETS

AMERICAN PARKINSONS DISEASE ASSOCIATION, INC.

	AUGUST 31, 2024			AUGUST 31, 2023		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
OPERATING SUPPORT AND REVENUES:						
Contributions	\$10,403,883	\$580,707	\$10,984,590	\$9,888,704	\$683,418	\$10,572,122
Bequests	11,939,652	-	11,939,652	2,798,598	-	2,798,598
Contributed services	16,798,669	-	16,798,669	18,671,875	-	18,671,875
Other revenue	61,171	-	61,171	91,354	-	91,354
	39,203,375	580,707	39,784,082	31,450,531	683,418	32,133,949
NET ASSETS RELEASED FROM RESTRICTIONS	905,901	(905,901)	-	1,121,916	(1,121,916)	-
Total Operating Support and Revenues	40,109,276	(325,194)	39,784,082	32,572,447	(438,498)	32,133,949
EXPENSES:						
Program services:						
Patient and program services	4,643,419	-	4,643,419	3,780,260	-	3,780,260
Research	2,794,948	-	2,794,948	2,786,718	-	2,786,718
Public and professional education	22,782,438	-	22,782,438	23,857,416	-	23,857,416
Total Program Services	30,220,805	-	30,220,805	30,424,394	-	30,424,394
Supporting Services:						
Management and general	2,182,575	-	2,182,575	1,577,285	-	1,577,285
Fundraising	3,115,406	-	3,115,406	2,553,543	-	2,553,543
Total Supporting Services	5,297,981	-	5,297,981	4,130,828	-	4,130,828
Total Expenses	35,518,786	-	35,518,786	34,555,222	-	34,555,222
Change in net assets from operations	4,590,490	(325,194)	4,265,296	(1,982,775)	(438,498)	(2,421,273)
NON-OPERATING REVENUES:						
Investment return, net	1,159,710	-	1,159,710	234,342	-	234,342
Change in value of split interest and annuity agreements	-	472,165	472,165	-	159,410	159,410
Total Non-Operating Revenues	1,159,710	472,165	1,631,875	234,342	159,410	393,752
CHANGE IN NET ASSETS	5,750,200	146,971	5,897,171	(1,748,433)	(279,088)	(2,027,521)
NET ASSETS, BEGINNING OF YEAR	15,970,047	4,653,758	20,623,805	17,718,480	4,932,846	22,651,326
NET ASSETS, END OF YEAR	\$21,720,247	\$4,800,729	\$26,520,976	\$15,970,047	\$4,653,758	\$20,623,805



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

For making our work possible,

thank you!



**AMERICAN
PARKINSON DISEASE
ASSOCIATION**

Strength in optimism. Hope in progress.