



IMPACT REPORT

2021-2022





VISION, MISSION & VALUES



VISION

Improve the quality of life of everyone touched by InMotion.



MISSION

Help people with Parkinson's disease feel better every day.



VALUES

Treat everyone in the InMotion family—clients, care partners, staff, volunteers—with respect, kindness, and sensitivity





A MESSAGE TO THE INMOTION FAMILY

Dear Friends,

2022 has been a year of looking ahead for InMotion. Rebounding from pandemic closures, InMotion kicked 2022 off with an eight-month strategic planning process that created opportunities for in-depth, meaningful, and enlightening conversations with clients, care partners, board members, staff, volunteers, and donors about InMotion's future. Underwritten by the Mt. Sinai Health Foundation and facilitated by Strategy Design Partners, the strategic planning process reaffirmed our commitment to keeping our programs and services free to all who need them, reaching out to new populations in outside-the-box ways, and ensuring we have a strong infrastructure to support growth.

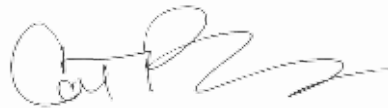
Our leadership is all-in when it comes to helping people with Parkinson's disease feel better every day, from raising the funds to ensure we have the resources we need to meet our mission to investing in the people and resources that make the InMotion approach possible.

InMotion continues to lead the way - from new program offerings to a highly successful Pals In Motion walk/run to finding ways to educate, collaborate with, and learn from the greater PD community. We are grateful to those individuals, corporations, and foundations whose support of our work makes it possible for us to help people with Parkinson's disease feel better every day.



BRUCE GOODMAN

President, Board of Directors



CATHE SCHWARTZ

Chief Executive Officer

Board of Directors

Bruce Goodman, *President*
Ann G. Freimuth, *Vice President*
Karen Jaffe, MD, *Vice President*
Gabor Adler, *Treasurer*
Jane Meyer, *Secretary*
Beth N. Curtiss, *Immediate Past President*
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Susan Ratner
David E. Riley, MD
Lisa Salamon-Handel
Glenn Southworth
Mario Tonti



STRATEGIC PLAN 2022-2025

InMotion began considering the need for a Strategic Plan in the summer of 2021. Strategy Design Partners (SDP), a Cleveland-based consulting firm with extensive expertise in helping nonprofits throughout the region shape their strategic direction, was engaged in early 2022 to help lead and facilitate the process. A leadership team of Board President Bruce Goodman, Strategic Plan Chair Patty Inglis and CEO Cathe Schwartz led the work for InMotion. This leadership team was aided by the active participation of a ten-member Steering Committee that helped shepherd the process. All Board members were engaged at several points in the process, through inclusion in a survey, regular updates at Board meetings and participation in a Board Retreat that was held in late June.

The planning process started with an environmental scan, which included individual interviews with sixteen people who represented founders, clients, funders, and other key partners. Focus groups were conducted with staff, clients, care partners and remote clients. A survey was distributed to over 3,000 clients, care partners, funders, and friends of InMotion and garnered 300 responses. The results of this outreach ratified much of what was known but underscored key factors: the esteem in which the organization is held; the unique role it has within the PD community; the respect, confidence in, and gratitude that is held for the original founders and current leadership team; and the desire to see the organization positively impact the lives of more people with PD.

The Strategic Plan outlines three specific goals, each with a number of strategies and tactics for achieving desired outcomes. Specifically, the board reaffirmed its commitment to keeping our programs free to all clients. Additionally, InMotion has significant opportunities to expand the diversity of its Board, staff and client base and is committed to doing so.

STRATEGIC PLAN GOALS

GOAL 1

Ensure and strengthen our financial sustainability in the short term and address long term funding needs and opportunities so that the current no-fee-for-services model can be maintained.

GOAL 2

Strategically expand organizational impact by prioritizing growth in the Northeast Ohio market with a goal of doubling the persons with Parkinson's (PWP) client base by 2025.

GOAL 3

Continue to invest in organizational capacity, infrastructure, and succession planning.

HIGHLIGHTS 2022



New Programs

InMotion continued to lead the way in bringing effective evidence-based programs to our clients by adding new classes to our schedule:

- **Drums Alive™**, a "whole brain, whole body" workout which promotes physical, social, emotional, and cognitive health at all life stages.
- **Strength Training**, which helps our clients increase their strength and stability, minimize fall risk, and lessen symptoms of PD.
- **Say It Like You Mean It** is geared towards participants who may not have the need for intensive speech therapy but would benefit from learning basic strategies to maintain or improve the skills they have.
- **Brain Builder** combines education with functional application cognitive stimulation exercises and discussion to maintain and improve memory, attention, speed of processing, and executive functions.
- **Combination Class (Yellow)**, a 75-minute Combination class for our lower-mobility clients includes Mindful Movement™, a therapeutic adaptive yoga program; Better Every Day™, InMotion's signature exercise program; and on alternative days, Boxing, and Drums Alive™.

19,000

Class visits in 2022

67

Programs offered
(onsite & remote)

Client Demographics

Distribution by County

- Cuyahoga 66%
- Summit 9%
- Lake 7%
- Geauga 4%
- Portage 4%
- Other 9%

Distribution by Age

- under 60: 8%
- 60-69: 23%
- 70-79: 48%
- 80-89: 20%
- over 90: 1%

InMotion is committed to sharing what we've learned with others and contributing to projects that advance understanding of Parkinson's disease.

31

Medical students from Case Western Reserve University School of Medicine visited InMotion as part of their first-year experience.

45

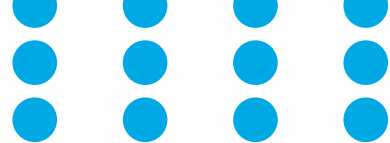
Occupational Therapy students from Cleveland State University visited to learn more about PD.

24

Physical Therapy students from Walsh University visited to see how InMotion's program can help their patients.

100

More than 100 clients participated in the first round of data gathering for PARKtest, a PD screening tool currently in development at the University of Rochester.



PROGRAMS & SERVICES



Client Assessments

InMotion has developed a proprietary, evidence-based system to help clients track progress, discuss findings with their healthcare teams, and statistically measure the impact InMotion makes.



Physical Wellness

Better Every Day (BED)[™], Mindful Movement, Boxing, Tai Chi, Spinning, Drums Alive[™], BED/Cardio/Falls Prevention, BED Strength/ Drums Alive[™]/BED



Healing Arts

Yes, I Can Move; Brain Builder; Loud Crowd; Music That Moves You; Say It Like You Mean It; Art Workshop



Education & Support

PD101, Ask the Expert, PD Café, Support Groups



Research

InMotion conducts unprecedented ongoing research that demonstrates the effectiveness of exercise, movement, and other therapies to manage and address the symptoms of Parkinson's disease.



PALS IN MOTION 2022



START



RAISED \$486,000

Thank you to everyone who supported our 6th Annual Pals In Motion event on Sept 18, 2022, presented by The Murphy Family and Pat's Pals. We were excited to host more than 1,074 participants (plus more than 100 volunteers) on a beautiful, sunny fall day at Beachwood High School.

Thanks to the generosity of our sponsors, donors, participants, and volunteers, Pals In Motion raised a record **\$486,000**. These funds directly support InMotion's holistic wellness programs for people with Parkinson's disease and keeps them free of charge to everyone who needs them.

A very special thank you to our event's Community Partners, who helped us have a safe and fun event: City of Beachwood, Beachwood City Schools, Beachwood Police Department, University Hospitals EMS, Cleveland Water Department.

And a HUGE thank you to our numerous event volunteers, who made the day run smoothly! We couldn't have done it without you all!

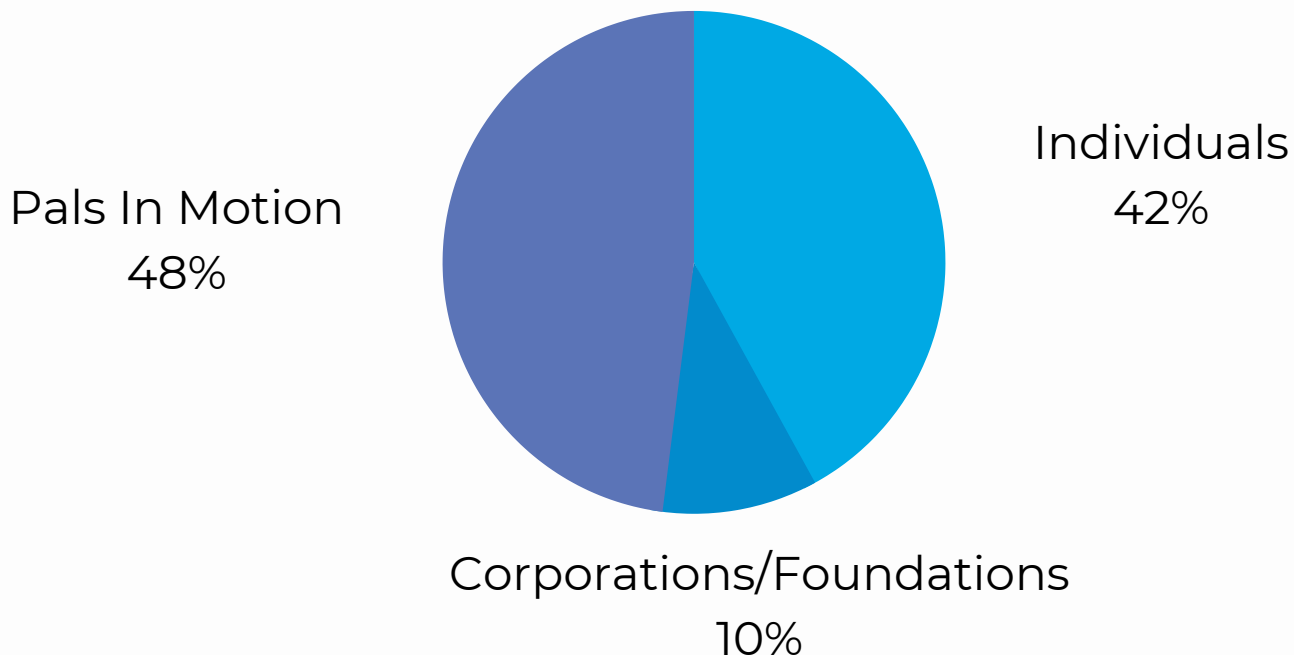
By the Numbers

- 81 Sponsors contributed \$173,500
- 1338 Donors raised \$202,781
- 1074 Registrations, totaling \$24,395



PHILANTHROPIC SUPPORT

● Total Raised in 2021: \$1.182 million



Thank you!

We are grateful to everyone who helped sustain InMotion with their charitable contributions.

To learn more about how you can make a gift to help people with Parkinson's disease feel better every day, contact Wendy Voelker at 216-342-4016 or wvoelker@beinmotion.org.



OUR TEAM

Staff

Cathe Schwartz, Chief Executive Officer
Ben Rossi, Co-Founder and Chief Program Officer
Deborah Rossman, Chief Operating Officer
Wendy Voelker, Development Director
John A. Ambrose, Program & Outreach Director
Kari Kreft, Events and Finance Director
Deborah Holland, Database Manager
Erin Shelton, Administrative Assistant
Pam Deutsch, Evening Coordinator

Coaches

Nancy Aeder	Dan Medves
Jane Barber	Joan Meggitt
Sandy Ellis	Mike Nason
Faith Gilbert	Ed Niam
Stephen Greenberg	Michele Ridella
Char Grossman	Kevin Teplitzky
Christine Hales	Ben Rossi
Patrick Houlahan	David Stein
Michael Ingram	Heidi Wuescher
Aly Jaffe	Heather Young
Janet Kennedy	Chris Zalewski
Amy Larocca	



Volunteers

Maggie Alexander	Patricia Lane
Linda Allen	Shari Latter
Jody Bell	Dennis Lehman
Laura Bennett	Sheilah Levine
Murray Berkowitz	Laurie Lindbloom
Jim Bickel	Diane Linick
Meghan Bolwell	Ruth Mayers
Claire Bruening	Mallory Mitchell
Denise Carter O'Gorman	Bharti Patel
Kathy Cohen	Kerry Pohly
Patti Dery	Shani Polster
Samantha Epstein	Paul Priesand
Sharon Epstein	Cay Reilly
Mindy Feigenbaum	Loree Resnik
Rob Felber	Susan Ringel
Fern Feldman-Simkoff	Jenna Rock
Paula Foltz	Paige Rowe
Nicholas Frick	Lou Sangdahl
Jill Fry	John Sangdahl
Alvin Goldberg	Linda Schlein
Terry Goldberg	Joan Shall
Kim Gottlieb	Judith Shamais
Nancy Grannis	Paula Sieger
Stephen Greenberg	Natalie Skall
Christine Hales	Marlene Sobol
Amy Handel	Judy Spaulding
Cary Hodous	George Tesar
Will Holden	Kris Tesar
Aly Jaffe	Sue Tucker
Karen Jaffe	Lisa Ullman
Ellison Joseph	Kristin Walters
Kim Joseph	Jackie Weingold
Eve Kalayjian	Mikki Wolfberg
Susie Kopit	Chase Wolinetz
Lisa Kran	Kathy Wulfken
John Kreft	Pat Zimmer
Natalie Kreft	



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Connect with us:

