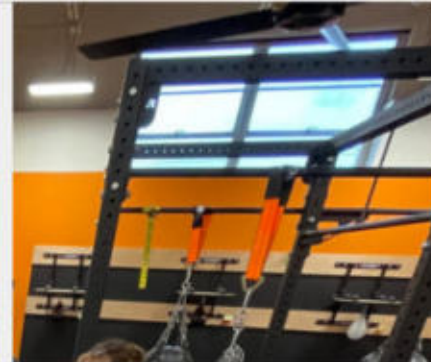




***FAST
FORWARD***



2023



**IMPACT
REPORT**



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,

The need for PD-specific wellness programs continues to grow, fueling InMotion's commitment to accelerating class expansion. This year, InMotion has been on a fast track to respond thoughtfully to accommodate our growing client population so that everyone whose life has been changed by hearing those four words, "**you have Parkinson's disease**," can find strength, joy, and hope through InMotion.

This year, InMotion added eight new classes, and seven new coaches have joined our InMotion family. These additions have helped us welcome the 1000 active clients and care partners we've seen in 2023. Our clients are expected to make more than 26,000 visits to InMotion this year, highlighting the continuing need for additional programs and services.

Our fast-track growth is made possible by the **2,223 donors** who have contributed **more than \$1M** so far in 2023 to make sure that anyone who needs our services has access. This community's generosity inspires us every day and we invite you to be part of the special network of clients, care partners, foundations, corporations, and friends who make InMotion possible.

Standing still and waiting for things to happen has never been good enough for InMotion. Finding new and innovative ways to answer the question "what if we..." has spurred us forward to do things our founders never dreamed possible. Thank you for being a catalyst for InMotion's **FAST FORWARD** into 2024.



BRUCE GOODMAN

President, Board of Directors



CATHE SCHWARTZ

Chief Executive Officer

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**in loving memory*



➤➤➤ ACCELERATING PROGRAM EXPANSION

InMotion expects to have more than 26,000 program visits in 2023. That, coupled with the 200 new clients and care partners who joined InMotion this year, fueled a creative and innovative response from our leadership. InMotion launched 13 new evidence-based classes for people with Parkinson's disease and welcomed seven new coaches to our family of highly qualified and experienced exercise professionals.

Additionally, our team defined the InMotion Approach™, a set of principles that guides our commitment to PD wellness.

New and Expanded Programming

- Seated Tap, Seated Rhythm
- Brain Builder
- Think Loud
- Open Spinning
- Melodica



- Pilates / Pilates Strong
- Yes, I Can Move (Upper Level)
- Better Every Day™ Cardio/Falls Prevention
- Wellness Workshops

- PD Cafe
- Handwriting
- Bi-Weekly Assessments
- Green BED™ and Boxing
- Bike and Box

INMOTION APPROACH™

The InMotion Approach™ is a system that begins with multi-modal, holistic, evidence-based programs for people with Parkinson's disease offered in a group setting. We focus on outcomes, with the expectation that our clients are strong, motivated, and informed self-advocates. It includes a stigma-free and safe environment that fosters a culture of camaraderie and a supportive community that values self-advocacy and self-efficacy.

The elements of the InMotion Approach™ include:

- Access to all programs and services for people with Parkinson's disease and their care partners.
- A commitment to remove as many barriers to participation as possible.
- A program consistent with research documenting the value of physical activity in Parkinson's disease that meets the individual mobility and cognitive needs of participants.
- Certified instructors who are knowledgeable about Parkinson's disease.
- A robust volunteer program that contributes to the in-class safety of our participants.
- An ongoing Better Every Day™ Assessment process that contributes to outcomes measurement, both individually and collectively, and determine a person with Parkinson's disease's prescription for exercise.
- A facility designed to welcome people of varying levels of mobility and provide accommodations for services.
- A highly qualified professional staff that is committed to the organization's mission.
- Support for clients and their care partners that addresses their needs during all stages of Parkinson's disease.

CLIENT DEMOGRAPHICS

By Location

Cuyahoga County: 61%
Other NE Ohio: 34%
Out of State: 5%

By Race/Ethnicity

White: 90%
Black: 8%
Other: 2%

By Gender

Men: 59%
Women: 41%

By Color Level

Yellow: 21%
Green: 34%
Orange: 31%
Blue: 14%

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)[™]; Boxing; Spinning; Drums Alive[™];
BED[™]/Cardio/Falls Prevention; BED[™] Strength; BED Strength/ Drums Alive[™]



Healing Arts

Mindful Movement; Tai Chi; Pilates; Pilates Strong; Yes, I Can Move;
Yes, I Can Move (Upper Level)



Fit4You Intensives

Brain Builder; Loud Crowd; Music That Moves You; Say It Like You Mean It;
Art Workshop; Melodica (Music)



Education & Support

PD 101, 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 2023

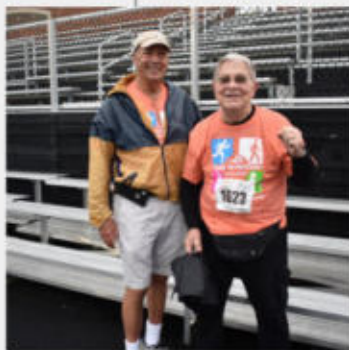


RAISED \$475,000

Thank you to everyone who supported our 7th Annual Pals In Motion event on Sept 10, 2023, presented by The Allan Goldberg Family. We were excited to host more than 1,310 participants (a new record!) at Beachwood High School.

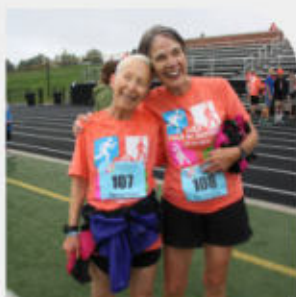


Thanks to the generosity of our sponsors, donors, participants, and volunteers, **Pals In Motion raised more than \$475,000**. These funds directly support InMotion's holistic wellness programs for people with Parkinson's disease and keeps them free of charge to everyone who needs them.



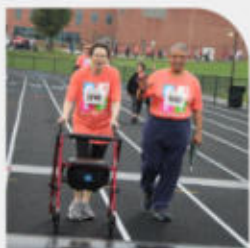
A very special thank you to our event's Community Partners: The City of Beachwood, Beachwood City Schools, Beachwood Police Department, University Hospitals EMS, Cleveland Water Department.

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

- **91** sponsors contributed **\$231,500**
- **1548** donors raised **\$208,752**
- **1310** registrations, totaling **\$36,362**



WORLD PARKINSON CONGRESS 2023

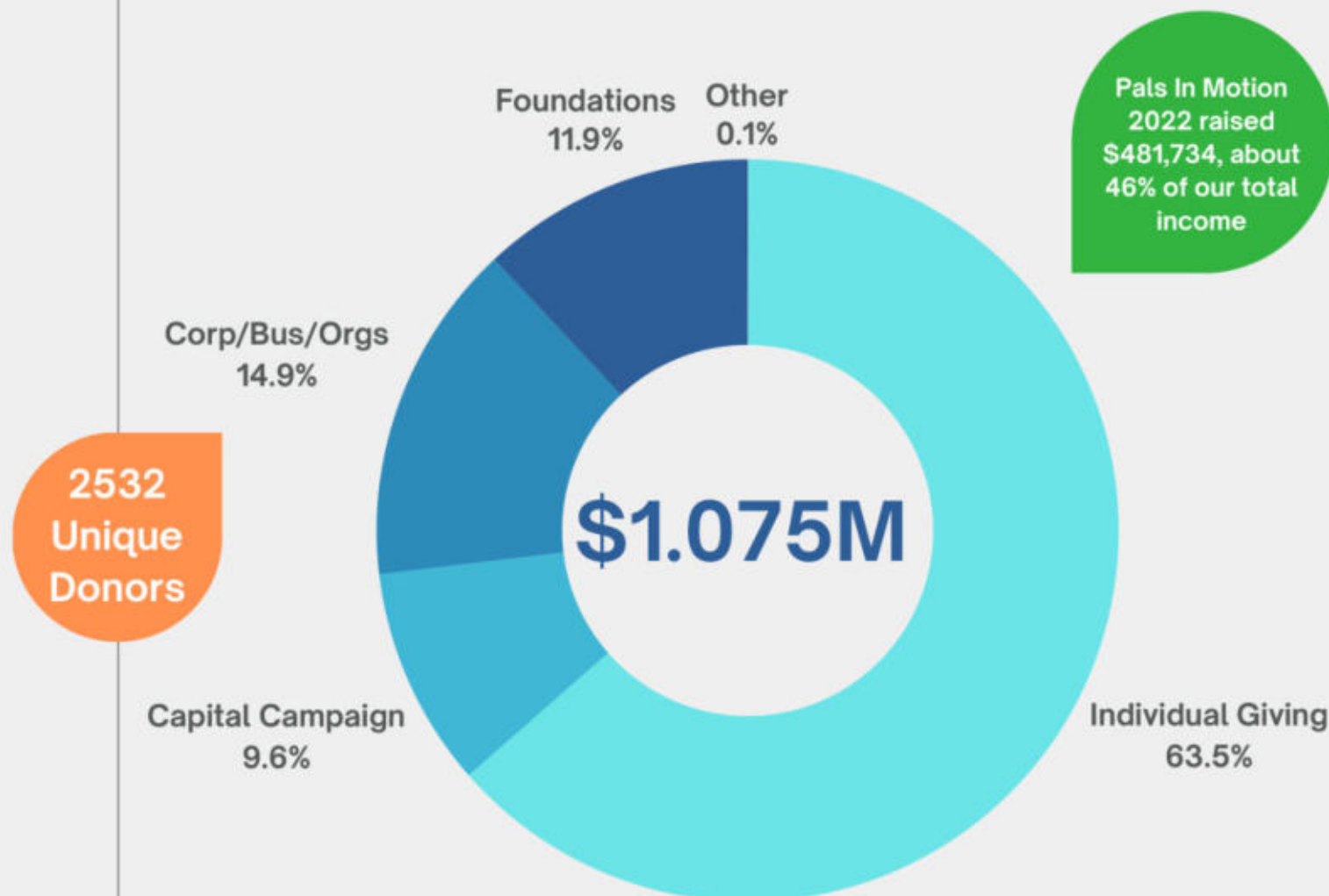


CEO Cathe Schwartz, Chief Program Officer & Co-Founder Ben Rossi, Board Member & Co-Founder Karen Jaffe, and Research Advisor Elizabeth Stiles, PhD attended the **World Parkinson Congress** in Barcelona, Spain in July 2023. InMotion presented “Post-Pandemic Motor Performance Recovery Among People with PD in a Community-Based Wellness Center,” a poster highlighting our exercise outcomes. Several InMotion clients and care partners also attended.

The triennial World Parkinson Congress provides an international forum for basic scientists, clinical researchers, health care professionals, people with Parkinson’s disease and others to come together under one roof to discuss, learn, and engage in debate around the latest scientific discoveries, medical and comprehensive care practices related to Parkinson’s disease.



2022 PHILANTHROPIC SUPPORT



InMotion receives a small amount of revenue from other sources, such as rental and interest income, that represents about 5% of our total annual revenue. We rely almost exclusively on philanthropic support to fund our classes and programming.

**42% of
clients
donate to
InMotion**



2022 EXPENSES

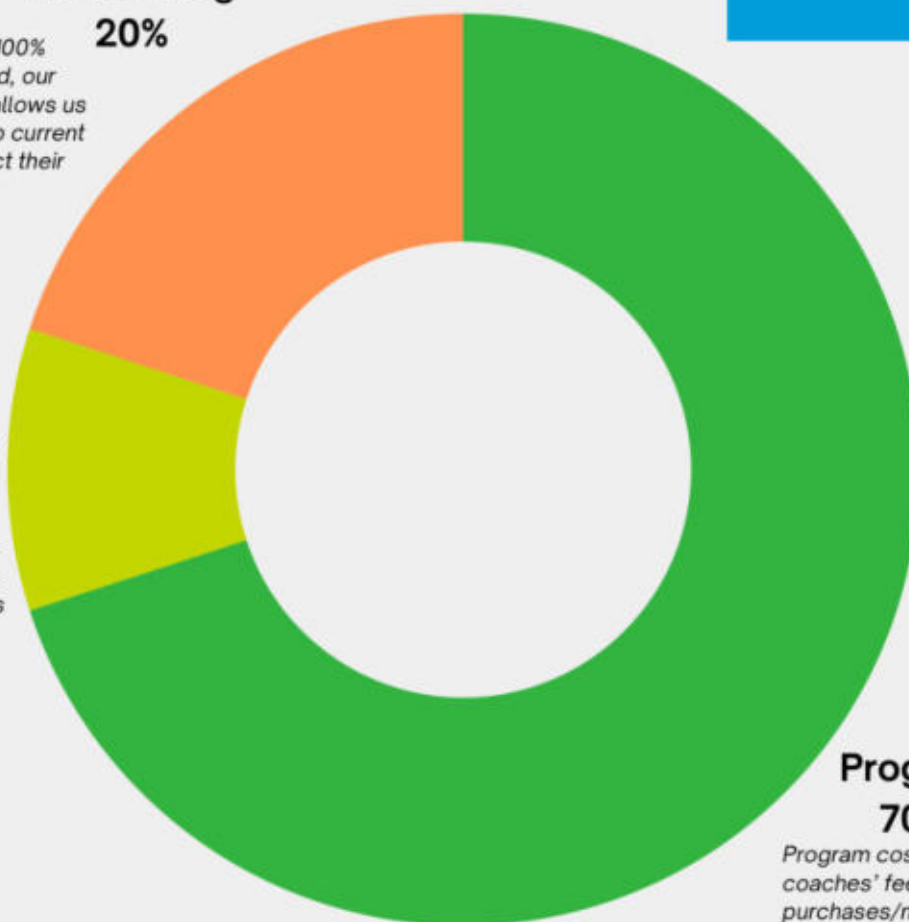
Compared to other fundraising events, Pals In Motion expenses are very low: typically less than 10% of event income (most are around 30%)

Fundraising 20%

As an organization that is 100% philanthropically supported, our investment in fundraising allows us to reach new donors, keep current donors aware of the impact their gifts make every day!

Administrative 10%

Administrative costs include building maintenance, office supplies and other expenses related to supporting the infrastructure that supports our mission



Program 70%

Program costs include coaches' fees, equipment purchases/maintenance, and all other expenses related to delivering safe, high-quality, evidence-based classes.

The vast majority of our expenses are allocated to programming, which allows us to offer our classes and programs to our clients FREE OF CHARGE.



OUR TEAM

Staff

Cathe Schwartz, *Chief Executive Officer*
 Ben Rossi, *Co-Founder and Chief Program Officer*
 Deborah Rossman, *Chief Operating Officer*
 Wendy Voelker, *Chief Development Officer*
 Taylor Grillo, *Development Officer*
 Kari Kreft, *Events and Finance Director*
 John A. Ambrose, *Program and Outreach Director*
 Deborah Holland, *Development Manager*
 Erin Shelton, *Administrative Assistant*

Coaches

Nancy Aeder	Dan Medves
Jill Carroll	Joan Meggitt
Sandy Ellis	Mike Nason
Faith Gilbert	Ed Niam
Stephen Greenberg	Michele Ridella
Char Grossman	Melissa Renner
Christine Hales	Dana Rini
Aly Jaffe	Ben Rossi
Janet Kennedy	David Stein
Amy Larocca	Kevin Teplitzky
Patricia Lane	Heather Young-Koniz
Shannon Linberg	

Volunteers

Gabe Adler*	Dennis Lehman
Nicki Adler*	Ellen Lepka*
Nancy Aeder*	Sheilah Levine
Rolf Ahrens*	Diane Linick
Michael Bennett*	Jason (Harper) Lucas
Ariel Alberto	Terri Lurie*
Maggie Alexander	Joy May*
Linda Allen	Ruthie Mayers
Greg Bachman	Sheila McCarthy McGee
Laura Bennett	Irene Medvedev
Murray Berkowitz	Kellie Melin
Nathan Beyah	Miyani Mercer*
Beth Bickel	Robyn Merchant
Jim Bickel*	Katelynn Mooney*
Pat Bing	Katie Mooney*
Al Boger	Kellyanne Mooney*
Meghan Botwell	Michael Mooney*
Mary Bornstein	Michael Mooney, Jr.*
Bunny Braverman	Amanda Munson*
Colleen Brown	Dave Munson*
Karen Carcione*	Laura Munson*
Jill Carroll	Kathy Ondak
Denise Carter-O'Gorman	Bharti Patel
Kathy Cohen	Grace Pearson*
Lisa Davis	Doug Pohly*
Patti Dery	Kerry Pohly
Kathy Eisner	Shani Polster
Samantha Epstein	Paul Priesand
Sharon Epstein	Cay Reilly
Mindy Feigenbaum	Kelsey Reilly*
Rob Felber	Michele Ridella*
Fern Feldman-Simkoff	Kayleigh Risser*
Jeanne Finke*	Danielle Rossi*
Jim Finke*	Jenna Rock
Paula Foltz	Faye Roth*
Nick Frick	Justine Roth*
Jill Fry	Paige Rowe
Nevan Galloway	Joel Salon*
Maya Ghoul	Lou Sangdahl
Alvin Goldberg	John Sangdahl
Kim Gottlieb	Parshva Sanghvi
Bella Gough*	Linda Schlein
Nancy Grannis	Barbara Schneider
Stephen Greenberg*	Sharon Shaffer*
Siya Gulia*	Joan Shall
Dom Hall*	Tina Shelton*
Elle Hall*	Todd Shelton*
Amy Handel	Ana Sofia Shlachter*
Xander Handel	Hedy Silber*
Robin Hanson	Mark Silber*
Taylor Herbert*	Sofia Silva*
Gail Hicklin	Joel Simkoff
Cary Hodous	Natalie Skall
Morgan Jackson*	Richard Skall
Aly Jaffe*	Leslie Smudz
Karen Jaffe	Martene Sobol
Ellison Joseph	Judy Spaulding
Kim Joseph	Laurel Stack*
Adrienne Jurick*	Roz Stone*
Mariah Jurick*	George Tesar
Eve Kalayjian	Kris Tesar
Brian Kastner	Sue Tucker
Debby Kastner	Lisa Ullman
Desi Kate	Peter Vinocur
Drew Kate*	John Vrhovnik*
Larry Katz	Kristin Walters
Betsy Kohn	Junbo Wang*
athy Kolcaba	Linda Weiner
Robby Kordish*	Rosemary Weizer
Susie Kopit	Mikki Wolfberg
Kaylee Kovanda*	Chase Wolinetz
Lisa Kran	Julie Wright*
John Kreft*	Kathy Wulfken
Patricia Lane	Isabella Yazji
Shari Latter	Pat Zimmer

*Pais In Motion event volunteers



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 Beachwood, OH 44122
 216.342.4417

www.beinmotion.org

Connect with us:

