PWR! VISION
Communities where individuals with Parkinson disease have access to “Exercise as Medicine.”

PWR! MISSION
To develop and implement worldwide access to Parkinson-specific neuroplasticity-principled exercise programs that hold promise to slow disease progression, improve symptoms, restore function, and increase longevity and quality of life.
Dear Friend,

Thanks to your support, 2016 was an amazing year for PWR! Your generosity made it possible for us to directly serve over 250 individuals with Parkinson’s through our gym, rehab and retreat programs. The majority of these individuals spent a minimum of three hours a week with us at the gym (nearly 20,000 hours of service!). We’re reaching thousands more through our network of PWR!-trained professionals (3,000 of them, to date) who work with people with Parkinson’s around the world.

2017 holds great promise for us: we are expanding classes in the Tucson region; collaborating with other like-minded organizations to increase global access to Parkinson’s-specific exercise and rehab; and utilizing our gym member data to continually improve the services we offer. In publishing our data, we are adding to the growing body of research that proves exercise is medicine for people with Parkinson disease.

There are so many good things happening and all because of the support we receive from you and others who invest in the lives of people with Parkinson’s.

With sincere gratitude,

Dr. Becky Farley

Becky Farley, PhD, MS, PT
Founder/Chief Executive Officer
PWR! accomplishes its mission and vision through:

- Specialized physical therapy and fitness classes, for people with Parkinson Disease (PD), that promote brain health and brain change
- Research to validate PWR!Moves methodology in regards to PD symptoms and mobility
- PWR! trained therapists & fitness instructors who bring rehab and exercise to people around the world with PD

Our History

Parkinson Wellness Recovery (PWR!) was formed in September 2010 by Dr. Becky Farley, a physical therapist and neuroscientist. PWR! debuted at the 2010 World Parkinson Congress in Scotland and gained IRS 501(c)(3) status effective January 1, 2011. From the beginning, PWR’s hallmark has been to offer Parkinson’s-specific, research-based exercise to slow the progression of PD. In May 2011, PWR! hosted its first cutting-edge, PD-specific exercise retreat. The organization also began offering national workshops for healthcare and fitness professionals in 2011.

In February 2012, the organization acquired space to open a model community neuro-fitness center for Parkinson rehabilitation and exercise in Tucson, Arizona. PWR! personnel has grown steadily since inception, from two employees in 2011 to nine in 2016. The budget in 2011 was roughly $265K and our last 990 filing (2015) tallied a budget slightly over $1M.

How is PWR! different?

The PWR!4LIFE® program underlies and defines all PWR! exercise and educational programs. It is a comprehensive model that translates the latest research on rehabilitation, exercise, and wellness for people with Parkinson disease into essential physiological “tools” for slowing disease progression. It defines the “HOW” to implement Exercise as Medicine for people with Parkinson disease. We believe this model represents the best hope for slowing disease progression and is what new healthcare paradigms should implement, embrace, and subsidize.
The PWR!Gym represents a new paradigm for living with a chronic neurodegenerative disease. The Gym provides rehabilitation, fitness and wellness under one roof which can be accessed at diagnosis and continued for life. Physical activity for people with PD not only results in positive improvements in symptoms (physical, cognitive and emotional), but is also a physiological modifier of the disease process! This means greater levels of physical activity may slow disease progression. Can you imagine if there was a pill that simultaneously had all of these benefits, at minimal cost, with virtually no side effects?

Since our founding in 2011, the PWR!Gym has served over 600 people living with PD. Currently, an average of 120 individuals per year take part in PWR! classes.

**Accomplishments — During 2016, the PWR!Gym**

Grew the number of classes offered by 10% with the introduction of PWR! Plus programming (enrichment programs such as yoga, tai chi, music and dance)

Approved as Medicare and Blue Cross Blue Shield provider of rehabilitation services. The addition of insurance will allow greater access to PWR! by people who otherwise could not afford to utilize our physical therapy services. Only 60% of all people with Parkinson disease ever see a therapist, and usually only after a fall or injury. We hope that the addition of insurance encourages members to be proactive about working with a therapist to improve their mobility

Instituted a monthly Wellness Series to encourage community education about Parkinson’s. Topics included medication optimization, minimizing PD symptoms through nutrition, balance issues, cognition, and nonmotor symptoms

Hosted many visitors, including world-renowned neuroplasticity and PD researcher Michael Zigmond. Dr. Zigmond held PWR! up as a center of excellence during a national conference at the University of Arizona

**PWR!Gym Goals for 2017 include**

- Work with Center for Neuroscience to institute a newly diagnosed group exercise program for their patients
- Continue satellite class expansion to accommodate those who live outside the city center and those who have transportation difficulties
- Expand “Intensive” program to include small group sessions at the gym. Not only will this allow us to serve more people, it will also create a social support component to these sessions that currently does not exist
Retreat

"PWR! Retreat has given me tools to fight Parkinson's & has changed my perception of my future. I now know that I can live well & long with PD." – Susan Foster, Retreat Participant

Our annual retreat allows people like Susan, who don’t live in Tucson, to immerse themselves for a week of learning the PWR! methodology for PD-specific exercise. Each day starts at 6:30am with pole walking, followed by three hours of PD-specific exercise, and afternoons filled with talks and Q&A sessions with Parkinson’s experts. Care partners are also actively engaged during the retreat through sessions of their own: sharing resources, lending mutual support and brainstorming ideas to make their lives, and the lives of their loved one, as rich as possible.

Accomplishments — During 2016, the PWR! Retreat

Conducted back to back week-long retreats attended by 76 clients and 52 care partners. Participants traveled from as far away as the United Kingdom, Canada and 15 states in the US.

Featured first-ever keynote speaker, Tim Hague, Sr., a retired nurse living with PD who won Canada’s Amazing Race. Not only was he an amazingly motivational speaker, he also participated in all retreat activities for the entire week.

22 physical therapists volunteered their time to work with attendees at the retreat. Volunteers came from as far away as Portugal. Eight volunteers have attended multiple years of the retreat!

PWR! Retreat Goals for 2017 include

- Investigate retreat options for Tucson so that participants are able to take advantage of an on-site PWR!Gym experience

- Create a retreat for those who are newly diagnosed or experiencing early onset PD
**Workshops**

Even if PWR! was able to hold multiple retreats a year, and other communities duplicated our gym, we still wouldn’t be able to reach the vast number of people who need access to the type of treatment we provide. To bring PWR! to the masses, we train hundreds of licensed therapists and certified fitness instructors each year so that they can take Parkinson’s-specific knowledge back to their communities. PWR! has trained over 3,000 therapists in the past six years, not only in the U.S and Canada, but in far away and diverse places like Portugal, Italy, Singapore, and the Netherlands.

Workshop participants receive two full days of training, beginning with the science of Parkinson disease, how it impairs gait and balance, and how the PWR! methodology enhances mobility.

**Accomplishments — During 2016, PWR! Workshops**

Trained over 550 fitness instructors and physical therapists in PWR! methodology

Expanded the regional reach of PWR! by training professionals in 19 states

Launched a directory of PWR! trained professionals to meet demand from people looking for resources in their area

**PWR! Workshop Goals for 2017 include**

- Develop an e-learning system to teach participants the science of PD on-line prior to workshop arrival. This will allow more hands-on practice at the live workshop, where participants can receive immediate feedback from faculty

- Train more faculty to allow for an increase in the number of workshops offered in the US and abroad. Demand has outstripped our ability to supply workshops

- Partner with national health and fitness systems to position PWR! as the primary model of treatment for people with PD (Health South, YMCA, Bayada, etc.)

“This was the best course I’ve ever taken. Plenty of practice of techniques that increased my confidence to immediately use tomorrow.” - Workshop Attendee 2016

“This course was amazing. Thank you so much. I am learning here unbelievable ideas, knowledge, and confidence to address structuring a research based program in a creative way.” - Workshop Attendee 2016
How We Are Stewarding Your Support.

You are vital to the global mission of PWR! Your gifts fuel work that benefits many. The dream is to make this powerful, simple treatment available to everyone, everywhere.

PWR! maintains a fiscally sound balance between your gifts and earned income. As noted in the graphs below, one of the ways your gifts help is to supplement our gym services, which are highly specialized. We are tending to and growing our programming revenue, guided by our mission and feedback from members, volunteers, workshop attendees and you. Thank you for making exercise as medicine possible for all whose lives are touched by the work of PWR!

**Where does the money come from?**

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<td>Workshops</td>
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<td>Retreats</td>
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**Where does the money go?**

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