

Parkinson's Association of San Diego 2020

Understanding Parkinson's Disease

Parkinson's disease is included in a group of neurological conditions referred to as motor system disorders. Parkinson's was first called "the shaking palsy" by British doctor James Parkinson in 1817. It is estimated that seven to 10 million people worldwide have Parkinson's disease. Researchers found that a minimum of 930,000 people in the United States will be living with Parkinson's by the year 2020. This number will rise to 1.2 million by 2030.

Our Mission

Our mission is to optimize the quality of life for San Diego County residents, who have or are impacted by Parkinson's disease by making available programs and services that enhance Mind, Movement and Morale.

Our Programs & Services

The Parkinson's Association of San Diego (PASD) makes available the following Programs and Services to **thousands** of San Diego County residents and their care partners/care givers and loved ones who either have or are impacted by Parkinson's disease (PD). PASD has strategically developed and implemented the following portfolio of programs and services to accomplish this goal. **All funds donated to PASD remain here in San Diego County to assist residents.**

Information, Resource Identification and Communications

PASD uses the following methods to keep the San Diego Parkinson's community fully informed:

- **Website** - serves as a full resource center (Average 170 hits a day)
- **E-Blasts to PD community** (11,500 recipients every 10 days)
- **E-mail Communications** (constantly)
- **Facebook and Instagram** posts (regarding PD events)
- **Phone inquiries** (over 1500 processed each year)

- **Information and Referral (I & R) service** (on going)
- **Presentations at PD** related meetings and events (20 per year)

Education and Training

Annual Empowerment Day

PASD conducts an annual “Empowerment Day” – a full-day educational Parkinson’s Symposium, co-produced with other key medical, service providers and pharmaceutical entities. The last symposium – filled to capacity with over 450 attendees – featured 15 speakers who presented on a wide array of PD-related topics. Over **1200 individuals have attended** the three symposiums that have been held since inception in 2017. Service providers, support groups, and other entities serving the Parkinson’s community, participated in the event. Many individuals also supported PASD as event sponsors and contributors.

Good Start Program

This program is designed specifically for those individuals and their care partners/care givers who have been recently diagnosed with Parkinson’s. It commenced in March 2018, and has helped over **600 attendees** prepare to manage the disease while a cure is sought. The program is offered at **no cost** to participants. Its purpose is to help ameliorate the fear and anxiety associated with a new diagnosis of PD by providing accurate information and support resources. Information about the program and dates for sessions is communicated regularly to neurologists/ movement disorder specialists and related medical sources, as well as Parkinson’s support groups, service providers and the general community via the PASD’s website and E-Blasts to over **11,500 individuals**.

Special Needs

Transportation

In late 2017, PASD conducted a study of the needs of the people with PD and their care partners. A review of the findings indicated that many people with PD and their care partners/caregivers were either unaware of the

transportation services that currently exist or unable to afford them. PASD met with representatives from **Facilitating Access to Coordinated Transportation (FACT)** to seek solutions to the problem. As a result, PASD and FACT launched a program to provide free transportation to Parkinson's patients and their caregivers/care partners within San Diego County. The service is available for **free** to those needing transportation to medical appointments with their neurologist (who is also a Movement Disorder Specialist), PASD authorized Support Group meetings and PASD sponsored events. **Hundreds** of rides have been provided since inception.

Medical Support Devices & Equipment

PASD has a special relationship with a local moving and storage company. People can donate items that can help assist in the management of Parkinson's disease. The company will pick up the items (or people can drop them off) and store them. When callers with PD that need these items call PASD, they are routed to the company and can get these items at no charge. Since inception of the program in 2017, over **200 individuals** have been served.

Quick Grants Program

Another way PASD supports the PD community is through its "Quick Grant" program that allows PD service entities to request a grant for up to \$500.00 for their Parkinson's programming. As PASD revenue streams increase, the intent is to also increase the amount of available funding. Eleven Grants have been issued.

Support Groups

PASD works closely with existing **PD Support Groups** and convenes monthly Support Group Leader's meetings. The creation of new support groups to unserved areas within the County is also a top priority for PASD.

Partnerships

PASD has **established Partnerships with the San Diego Planning Partnership, Parkinson's Movement Disorder Alliance, Kirk Gibson's Foundation for**

Parkinson's, the Michael J. Fox Foundation, the Parkinson's Foundation, San Diego Facilitated Access to Coordinated Transportation (FACT), Tri City Wellness and Fitness Center, Rock Steady Boxing organizations, Care Givers Coalition , Care Givers Network Club, GAIN and others.

PASD has also developed an **additional partnership with the Davis Phinney Foundation** for Parkinson's and **Lundbeck**, a global pharmaceutical company. PASD has hosted two **Sidekicks™** programs. It is an intergenerational program that brings together youth and people with Parkinson's to share their stories in fun and creative ways that promote mutual understanding and foster connection. These programs involving 50 participants have been conducted in San Diego County in the past 12 months.

Rock Steady Boxing, Tremble Clefs, AudAbility and other services

PASD partners with many service-based entities such as Rock Steady Boxing, Audibility and Tremble Clefs. In addition, PASD facilitates information sharing and coordination of some activities to maximize resources and avoid duplication of services.

Our Approach

To sustain and expand these vital programs and services, and also create new ones, PASD conducts special event fundraisers including a **5k walk** and a Soiree/Gala each year. Over **1200 people participated** in the last Walk and over 300 attended the Sunset Soiree event this past fall. In addition, PASD acquires funding through various channels including, planned giving and an annual giving campaign. As well as Individual, corporate and foundation giving, PASD also participates in proposal writing in order to bring in additional resources to meet the needs of the Parkinson's community. Finally, hundreds of individuals contribute to the cause. Again, all sources of funding stay strictly within San Diego County to assist residents in need.

Individuals can also make a contribution in Honor or in Memory of someone. Over **100** such contributions were made in the past year.

Upcoming Events & Fundraisers

The latest schedule of events, programs and fundraising activities is available on the PASD website: www.parkinsonsassociation.org

Your Support

Your donation enables us to continue to make available assistance to thousands of residents living in San Diego County, their care partners, caregivers and loved ones who are impacted by Parkinson's disease. We cannot do it without your support!

All donations remain here in San Diego County to assist residents. Please consider Planned Giving Options too.

Visit our website at www.parkinsonsassociation.org or contact PASD directly at (858) 999- 5671.

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