



parkinson SOCIETY
SOUTHWESTERN
ONTARIO

2024 ANNUAL REPORT

MOVING FORWARD

As I reflect on 2024, it was a year of highs and lows. Financially, it was a strong year for PSSO, and I extend my heartfelt thanks for your unwavering support. The team worked tirelessly to increase programs and educational opportunities, bringing Hope Close to Home across southwestern Ontario. At our four spring conferences held in Owen Sound, Fergus, Stratford, and Sarnia, we welcomed more than 300 participants. The Waterloo conference in the fall was a sold-out event, showcasing the incredible demand for these initiatives.

In May, we faced a difficult loss with the passing of our team member, Joanne Bernard. All who knew Joanne were truly blessed by her presence. She will forever live on in the hearts and minds of all of us.

Looking ahead, PSSO is once again offering our Graduate Student Scholarship Program in partnership with Mitacs, and we eagerly anticipate receiving some outstanding research projects soon. Additionally, we have committed \$100,000 for a two-year project with Dr. Jeff Holmes: iCare: Internet-Based Cognitive Behavioural Therapy for Caregivers of Individuals Living with Parkinson's Disease. You'll hear more about this impactful initiative in the coming months.

In 2025, our team will continue building on the relationships forged last year while focusing on fundraising to ensure a diverse and sustainable revenue stream for our organization. We'll be sharing opportunities to join our Hero of Hope Membership program, as well as seeking community grants and corporate partnerships. If you're interested in becoming a Hero of Hope or assisting with corporate fundraising, please don't hesitate to connect with me for more details.

As we deepen our community presence, our hope is to connect with as many of you as possible. Whether it's at local support groups, exercise programs, workshops, educational events, the Parkinson Golf Classic, or our annual Walk for Parkinson's, we look forward to seeing you throughout the year.

I encourage each of you to engage with your local PSSO community and explore all that it has to offer. Thank you for being an integral part of our PSSO family—your support makes everything we do possible.

- SHELLEY RIVARD, CEO



OUR MISSION

Parkinson Society Southwestern Ontario enhances the **quality of life and care** for people living with Parkinson's in southwestern Ontario.

OUR VISION

To reach **every** person in southwestern Ontario affected by Parkinson's.

SERVING OUR COMMUNITY IN 2024

\$1,409,013 RAISED

PEOPLE ACCESSED SERVICES **2,219** TIMES

\$101,970 INVESTED IN RESEARCH*

*Through partnership with Mitacs

WHERE WE SERVE

SOUTH GREY-BRUCE SUPPORT GROUP
PORT ELGIN SUPPORT GROUP
KINCARDINE SUPPORT GROUP

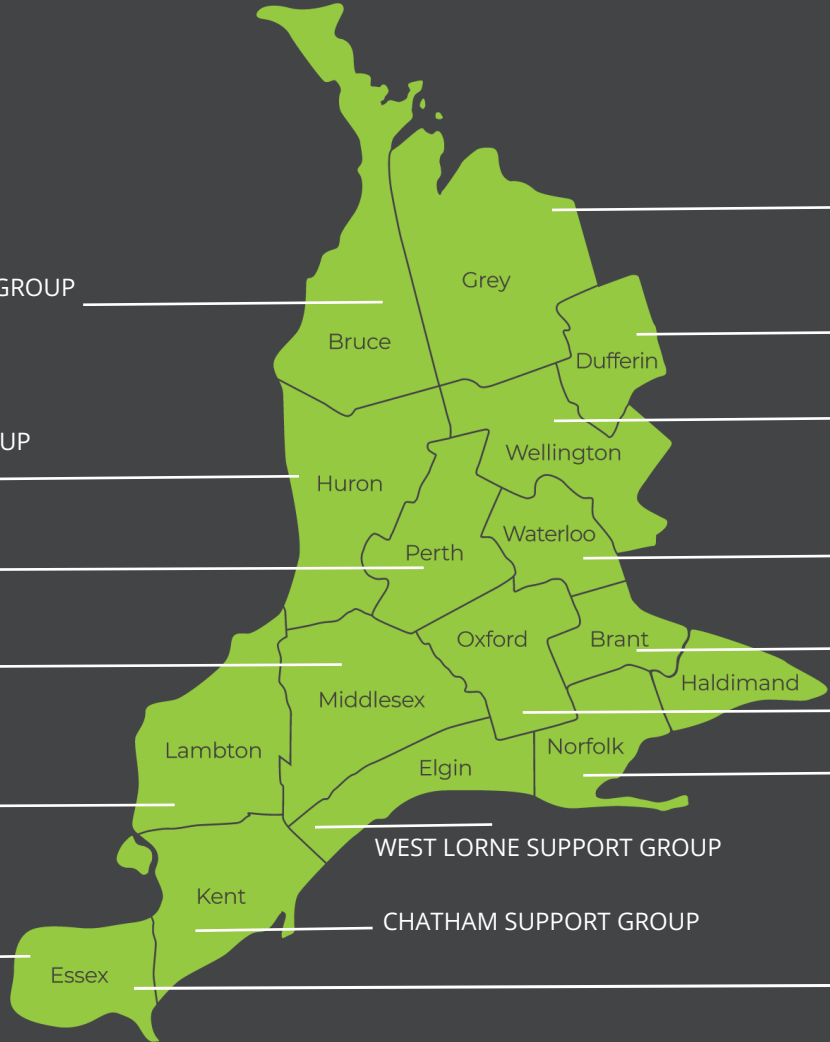
GODERICH-HURON SUPPORT GROUP
GRAND BEND SUPPORT GROUP
CHAIR YOGA: KINCARDINE

STRATFORD SUPPORT GROUP

KNOCKOUT-PD BOXING
ROCK STEADY BOXING
LONDON SUPPORT GROUP
ST. THOMAS SUPPORT GROUP
STRATHROY SUPPORT GROUP
DANCING WITH PD: LONDON

ROCK STEADY BOXING
SARNIA-LAMBTON SUPPORT GROUP

ROCK STEADY BOXING
WINDSOR SUPPORT GROUP
DANCING WITH PD: WINDSOR



WEST LORNE SUPPORT GROUP

CHATHAM SUPPORT GROUP

ROCK STEADY BOXING

MEAFORD SUPPORT GROUP
OWEN SOUND SUPPORT GROUP
DANCING WITH PD: MEAFORD
DANCING WITH PD: OWEN SOUND

ORANGEVILLE SUPPORT GROUP

GUELPH SUPPORT GROUP
FERGUS SUPPORT GROUP
DANCING WITH PD: GUELPH

ROCK STEADY BOXING

WATERLOO SUPPORT GROUP
KITCHENER SUPPORT GROUP
CAMBRIDGE SUPPORT GROUP

ROCK STEADY BOXING

BRANTFORD SUPPORT GROUP
DANCING WITH PD: BRANTFORD

WOODSTOCK SUPPORT GROUP
DANCING WITH PD: WOODSTOCK

SIMCOE SUPPORT GROUP
TILLSONBURG SUPPORT GROUP
HALDIMAND SUPPORT GROUP
CHAIR YOGA: SIMCOE

LEAMINGTON SUPPORT GROUP

VIRTUAL & REGION WIDE PROGRAMS

- Counselling
- Coffee Klatch
- Carepartner Support Group
- DBS Support Group
- Getting Connected: Parkinson's Referral Program
- Louder, Clearer: A Parkinson's Voice Training Program
- Newly Diagnosed Series
- Parkinson's Music Choir
- Young Onset Parkinson's Support Group
- YOPD Carepartner Support Group
- Webinars

PROGRAM IMPACT

Over **100** hours of counselling provided

32 Support Groups available
throughout the southwestern Ontario
Region

48 People participated in the Parkinson's
Music Choir

120 people participated in Louder, Clearer:
Parkinson's Voice Training Program



46 People supported through our Newly Diagnosed Series

2,610 individuals were supported through calls to the PSSO office

Approx. **7,404** received the Parkinson's Update Magazine bi-annually

Over **6,665** people receive the Parkinson's Enews Update on a monthly basis

VOLUNTEER ENGAGEMENT PROGRAM

BRINGING HOPE CLOSE TO HOME

Parkinson Society Southwestern Ontario would not be able to serve the communities we do ***without our volunteers.***

In 2024 alone, there were over ***2,100 volunteer hours*** invested into our community through support groups, events, administrative support, student placements and more.

In 2024 Volunteers...

Facilitated and Supported ***24*** Individual Programs and Support Groups contributing over ***400*** hours

Organized & Hosted 14 Individual Walk for PD Fundraising events contributing over ***1,000*** hours

Prepared and Packaged Materials for ***4*** Large Scale Mailings contributing over ***100*** hours

Recurring office/administrative hours was over ***400*** including weekly info package mailings, donation deposits, constituent outreach and other office tasks.

WE ARE TRULY GRATEFUL



“

PARKINSON SOCIETY SOUTHWESTERN ONTARIO (PSSO) VALUES AND ENCOURAGES VOLUNTEER ENGAGEMENT ACROSS ALL LEVELS OF OUR ORGANIZATION. VOLUNTEERS WORK COLLABORATIVELY WITH PSSO STAFF TO PROVIDE SUPPORT TO PEOPLE IMPACTED BY PARKINSON'S DISEASE (PD), INCREASE EDUCATION AND AWARENESS IN THE COMMUNITY, AND RAISE FUNDS TO SUPPORT RESEARCH AND SERVICES ACROSS SOUTHWESTERN ONTARIO. OUR VOLUNTEER TEAM IS TRULY BRINGING “HOPE CLOSE TO HOME” FOR PEOPLE IMPACTED BY PD.

FINANCIALS

Parkinson Society Southwestern Ontario Statement of
Financial Position as at December 31, 2024

ASSETS

Current Assets

Cash	\$556,907
Marketable Securities	\$1,832,733
Accounts Receivable	\$60,059
Government Remittances Receivable	\$26,831
Prepaid Expenses	\$3,743

Capital Assets	\$16,035
Total Assets	\$2,496,308

LIABILITIES

Accounts Payable and Accrued Liabilities	\$53,945
Deferred Contributions	\$131,943

NET ASSETS

Operating Fund	\$2,310,420
Total Liabilities and Net Assets	\$2,496,308

Parkinson Society Southwestern Ontario Statement
of Operations Year Ended December 31, 2024

REVENUE

Fundraising	\$731,430
Donations & Bequests	\$930,511
Conference	\$51,418
Investments	\$98,925
Total	\$1,812,284

EXPENSES

Fund Development	\$256,246
Programs	\$426,692
Communications & Awareness	\$275,073
Administration/Governance	\$312,367
Research	\$51,970
Total	\$1,322,348

Unrealized Gain on Investments	\$15,285
Net Revenue/Loss	\$505,221

FINANCIAL WELLBEING

Dear stakeholders,

As we look back on 2024, we celebrate a year of continued growth for our organization. This continued growth has emboldened our efforts to expand the availability and access to crucial resources where it has the greatest impact. Such achievements would not be possible without our dedicated team, composed of staff and volunteers working across SWO communities. Our ability to launch initiatives, such as expanding resource & service access across our communities, is only possible as a result of our generous donors who contributed this past year towards achieving our goals and objectives. Our Walk for Parkinson's events held across our region as well as the Annual Golf Tournament are cornerstone fundraising events on our calendar that would not be possible to coordinate without such great support. The success of our key fundraising initiatives this past year was a huge positive sign for PSSO, as we navigate global events that had previously deterred such in-person activities.

In addition to our fundraising successes, through the dedication of our team and support of our communities, we realized a notable increase in both individual & bequeathed donations. Our board's disciplined approach through uncertain times has enabled the Organization to position itself strategically to make investments in research and future educational events, while also growing its reserves.

As we move towards 2025, the Organization remains committed to forwarding the pursuits of local research & therapy initiatives built on continued care and support for Parkinson's Disease, while creating hope for the future for all those affected. Such efforts would not be possible without the incredible commitment, passion, and resilience demonstrated in times of continued uncertainty by our team and Organization members. We look forward to the year ahead confident in our pursuit of improving the quality of life and care for all people affected by Parkinson's in Southwestern Ontario.

- MATTHEW MITCHELL, BOARD TREASURER

THANK YOU COMMUNITY PARTNERS



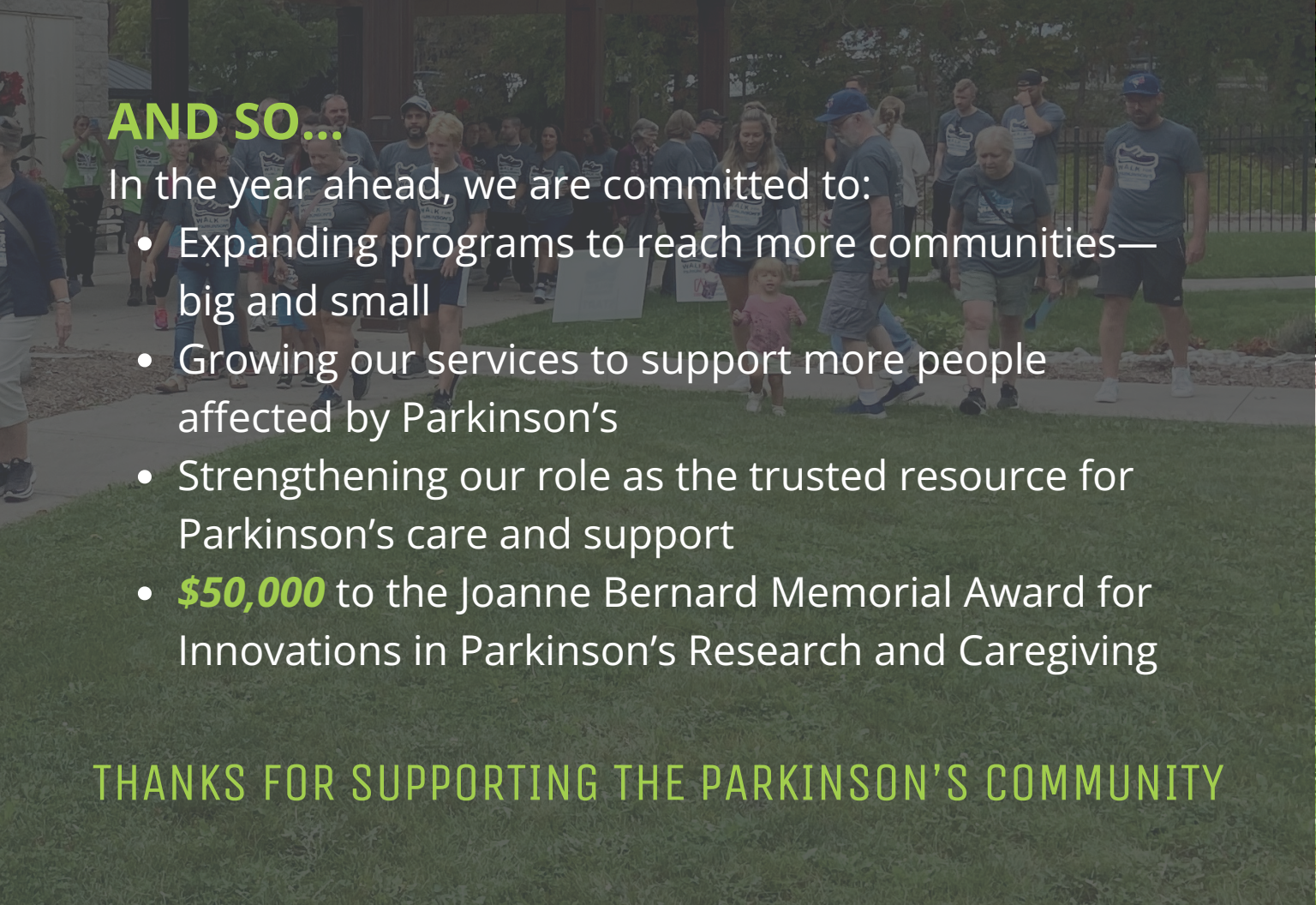
A photograph of a middle-aged man and a woman sitting at a table. The man, on the left, is balding with light hair on the sides, wearing a dark blue polo shirt. The woman, on the right, has short, curly grey hair and is wearing a mustard-colored cardigan over a dark top. They are both smiling at the camera. Their hands are clasped together on the table. In the background, there are framed pictures on the wall and a large floral painting. A bright green rectangular box with white text is overlaid on the lower left portion of the image.

“Agencies like Parkinson Society Southwestern Ontario are essential. I connect with people who are in a similar situation and I feel supported and valued.”



LOOKING AHEAD...

In 2025, Parkinson Society Southwestern Ontario will expand programs, strengthen partnerships, and invest in research. We're committed to increasing accessibility to services, funding research initiatives, and growing our impact through fundraising and community engagement. Together, we will continue bringing **hope closer to home** across southwestern Ontario.



AND SO...

In the year ahead, we are committed to:

- Expanding programs to reach more communities—big and small
- Growing our services to support more people affected by Parkinson's
- Strengthening our role as the trusted resource for Parkinson's care and support
- **\$50,000** to the Joanne Bernard Memorial Award for Innovations in Parkinson's Research and Caregiving

THANKS FOR SUPPORTING THE PARKINSON'S COMMUNITY



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