



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

YOUR MISSION IS OUR MISSION

Opportunities for Corporate Support in 2020–2021

TOGETHER, WE CAN HELP THE PARKINSON'S COMMUNITY LIVE WELL

By partnering with The Michael J. Fox Foundation for Parkinson's Research (MJFF) you join a movement that puts people at the heart of everything we do. With an audience of more than one million Parkinson's patients and families, the Foundation has a track record of creating and distributing cutting-edge educational, wellness and community-building resources that inspire the trust and engagement of people living with and affected by the disease. We offer high-powered partnerships that can meaningfully advance your goal of improving the health, lifestyle and freedom of a large population of people around the world who have joined the MJFF community.

Our community of patients, families, supporters and researchers — now 1.6 million strong — has grown to become the largest in the Parkinson's space while maintaining our signature levels of engagement and receptivity to MJFF.

A Robust and Engaged Audience

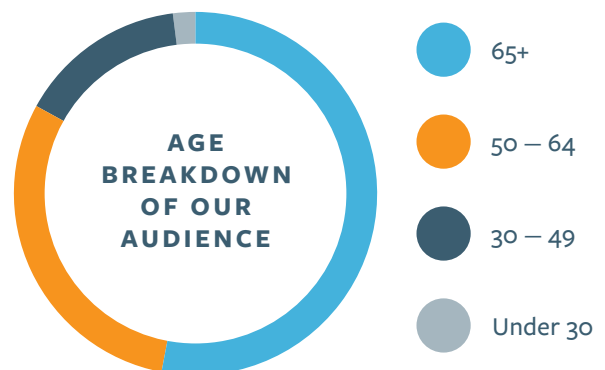
1.6 Million

strong in our community of patients,
families, supporters and researchers

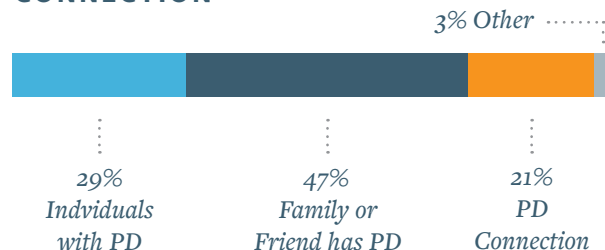


500K+

multimedia engagements in 2019
including downloads of educational
publications, views of webinars and
videos and listens to podcasts



KNOWN OR LIKELY PD CONNECTION



PARTNERSHIPS UNDERPIN OUR SHARED MISSION



MJFF is actively planning and executing in the online space, especially during this extraordinary COVID-19 moment, and offering a range of vital opportunities to engage the largest national audience of any organization working in the Parkinson's space. Your support will offer scores of best-in-class educational offerings, appealing lifestyle resources and interactive virtual engagements each year that connect your customers, leadership and employees with high-impact programs that are changing lives. Varying programs and levels of corporate sponsorship ensure we can work together to maximize value for your company, whether you're new to the space and building your visibility within the Parkinson's community or seeking ways to expand brand trust, alignment and preference. These partnerships underpin our shared mission and drive towards improving the lives of those impacted by Parkinson's today.

Multiple high-impact programs allow you to mix and match the value of each programs' goals and opportunities for visibility, with your organizational and corporate culture objectives. In 2020 and into 2021, MJFF will be hosting three flagship programs that cut across two pillars of community engagement:

+ Building Connections within the Parkinson's Community

These programs seek to combat isolation in the face of the COVID-19 pandemic and bring members of the Parkinson's community together.

+ Educating and Empowering the Community to Live Well with Parkinson's

These programs deliver resources and trusted education to the Parkinson's community and empower those affected by Parkinson's to live well.

An overview of each program, benefits of support and commitment ranges are provided on the next pages. The commitment ranges are meant to serve as a guide. Further discussion on how one or multiple programs can be tailored to meet your needs is welcomed. If you are interested in learning more about partnering with us, please reach out to **researchpartnerships@michaeljfox.org**.



BUILDING CONNECTIONS WITHIN THE PARKINSON'S COMMUNITY

“Celebrating Science” Weekend (*working title*)

OCTOBER 2-4, 2020

Now in our 20th year, the Foundation is planning a banner set of virtual events and offerings throughout 2020–2021 to mark two decades of progress and impact in Parkinson's research and drug development. Beginning in June, these “Celebrating Science” activities (such as virtual Couch to 5K training resources, research updates, roundtables focused on living well with PD and the like) will lead up to a major, highly promoted weekend of events to take place online October 2, 3 and 4, 2020. The weekend is being planned to comprise major elements such as a national and international virtual 5K Run/Walk, research seminars, introductions to online and traditional research participation opportunities, informational sessions on new PD therapies approved over the past five years, meet & greets with Foundation leadership and ambassadors, exclusive film screenings and the like.

Benefits of Support: With several opportunities for you to highlight your company brand alongside MJFF's starting in summer 2020, your support will go toward maximizing your presence and visibility within the Parkinson's community while bringing members of the community together in new and innovative ways to celebrate the tremendous progress in the Parkinson's pipeline and the community's role in driving research forward.

Commitment Range: \$5,000 — \$50,000 USD

Buddy Network (*working title*)

SUMMER 2020 (*beta*) | Q1 2021 (*official launch*)

The brand-new MJFF “Buddy Network” will meet the longstanding need of those living with PD for an always-on source of connection and solidarity. The web-based product will connect individuals with commonalities so that they can develop meaningful relationships and combat isolation, both in the COVID-19 era and beyond. This fully online network will connect individuals living with and/or affected by PD, offering a support network of peers beyond one's care team. The tool can connect various categories of individuals, such as caregivers with other caregivers; newly diagnosed with “mentors” who have been living with the disease longer; research participants with other research participants; spouses with spouses; etc.

Benefits of Support: As a supporter of this initiative, your contribution will go toward the earliest development, launch and ongoing promotion of the Buddy Network program, enabling members of the community to find each other and build new meaningful relationships. Your support will be recognized on the platform and throughout MJFF's promotional activities.

Commitment: \$25,000 USD





EDUCATING AND EMPOWERING THE COMMUNITY TO LIVE WELL WITH PD

Parkinson's Disease Education Consortium

2021 MEMBERSHIP, DELIVERABLES SPANNING INTO 2022

The Parkinson's Disease Education Consortium is made up of a powerful network of multidisciplinary experts across advocacy, R&D, marketing, communications, and medical affairs. By working together through the consortium, we harness members' collective expertise towards problem-solving seemingly intractable challenges and breaking down silos while avoiding duplication of efforts related to Parkinson's community education. Consortium funds support MJFF's evergreen education that meets patients and families where they are in their Parkinson's journey in addition to an annual spotlight campaign that takes on complex challenges and critical unmet community education needs.

The 2021 Parkinson's Disease Education Consortium campaign will focus on understanding the challenges Parkinson's patients experience in navigating the U.S. health care system. Barriers to accessing health care can be difficult for families living with Parkinson's — and risky for patients' finances and their health if they are unable to access the care they need. Through the Consortium, we will drive research to substantiate systemwide challenges facing our community and use those data to inform future policy recommendations to improve health care for people with Parkinson's. Research insights will also guide development of educational materials with a focus on Medicare to myth bust and clarify health insurance options so that the Parkinson's community can be better informed consumers of health care today.

By partnering with MJFF and the Consortium, you will have early access to all research results in addition to unpublished insights that you can leverage to inform your patient education and specialty services programs. Campaign activities will launch in 2021 and run through to 2022.

Benefits of Support: Consortium funds will go towards the creation, deployment and analyses of qualitative and quantitative interviews/surveys, development of a white paper highlighting access issues for the Parkinson's community, and the generation and distribution of educational materials for patients and families. As a Consortium member, you will have early access to the results from the qualitative and quantitative research, be recognized on the educational materials and related promotional activities, and receive unpublished research insights that can inform your infrastructure to support patients. The Consortium meets regularly providing multiple opportunities for members to weigh in on campaign progress and garner key insights from MJFF's marketing and communications team on the Parkinson's audience journey and strategies for engagement.

Commitment Range: \$100,000 — \$250,000 USD



GAIN HIGH-VALUE EXPOSURE WITH MJFF'S GROWING NETWORK

An Active Online Community



900K+

Facebook followers



103K+

Instagram followers



86K+

Twitter followers



10K+

LinkedIn followers

4.92%

engagement rate more than **DOUBLE THE AVERAGE** for the nonprofit sector

“I am so grateful for your organization. My father passed this year. You gave him not only hope, but strength that he needed along the way. He read all the literature you sent. Please continue what you are doing. It does not go unheard!”

— Michelle, MJFF community member



2.9 Million

unique visitors to our website in 2019

60+ Million

impressions across digital channels

200K+

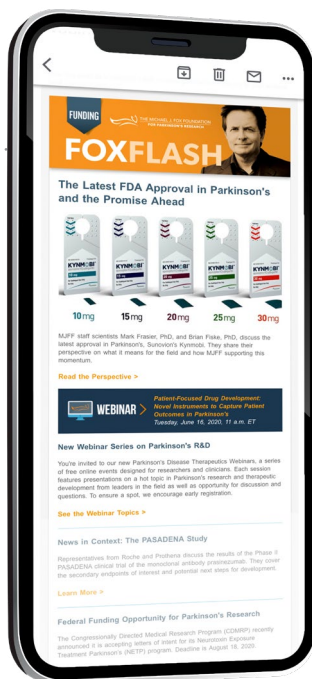
new contacts acquired in 2019

14%

audience growth annually

"I wish Michael J. Fox and his Foundation all the best. They do such a great job informing Parkinson's patients and their families on the latest info. Wish I had known some of these things three years ago."

— Shirley, MJFF community member



460K

subscribers to FoxFlash, our monthly email newsletter

2019 email click-through rates were

62%

above nonprofit sector

Average email click-through rates are

20%

above nonprofit sector

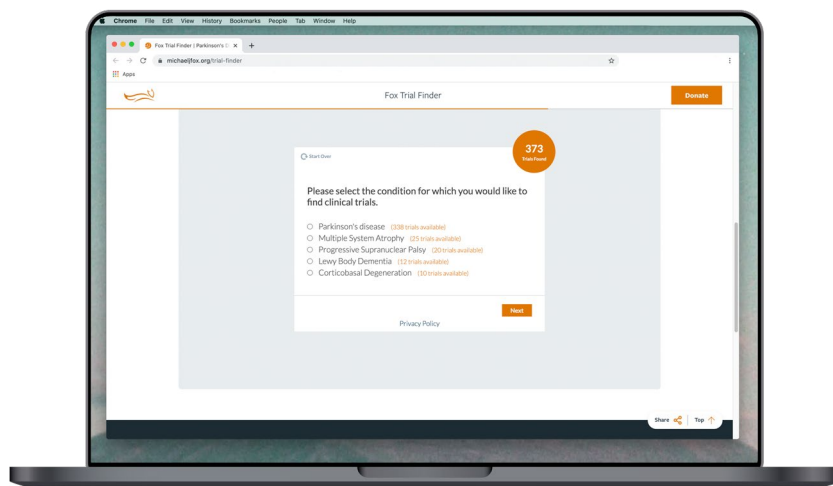


63K

new email addresses acquired from January to May 2020



Building a Community of Experts Through Technology-enabled Research



78K+

volunteers on
Fox Trial Finder

47K+

enrolled participants
in Fox Insight

Unmatched Multimedia Engagement



40K

attended our
Third Thursday Webinar
series in 2019



120K+

downloads of our high-
quality guides on living
with Parkinson's



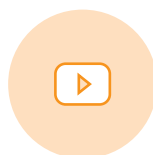
50K+

listeners have tuned
into our podcast in the
last 12 months



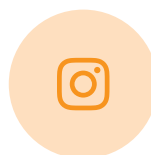
56K+

action alerts sent
by grassroots policy
advocates in 2018 and 2019



21K

subscribers on YouTube with
2.5M IMPRESSIONS in 2020



200K+

video views on
Instagram in 2020



100K+

ad hoc Fox Insight survey
completions to date



A Mighty Group of Grassroots Community Leaders On the Ground

While extraordinary circumstances have suspended in-person events, the Foundation has a history of building and sustaining in-person connection.



A member of the 23andMe RunDNA team crosses the finish line of a Michael J. Fox Foundation 5K

6K

participants across all events in MJFF's signature Fox Trot 5K and Tour de Fox Series

200+

visits to regional support groups, patient symposia and community gatherings

1,000

Team Fox fundraising events each year reaching

40K+ attendees

A Vital Media Presence

The Foundation is regularly featured in top-tier national print and broadcast news outlets, including "CBS This Morning," "CBS Sunday Morning," "Good Morning America," "TODAY," *The New York Times*, *The Wall Street Journal*, *Scientific American*, *Fast Company*, *People* magazine, and similar top-tier outlets. Our work also is frequently featured in local print and broadcast reports.



WSJ



SCIENTIFIC
AMERICAN®

FASTCOMPANY

"The most credible voice on Parkinson's research in the world."

The New York Times



"The thing about the Fox Foundation that to me is truly unique is that it's the combination of people with Parkinson's, academic research scientists, people in industry and then scientists within the Foundation, all working together as a team. That is really an efficient way to move things forward."

— Carlie Tanner, MD, PhD

The University of California, San Francisco
and Principal Investigator of Fox Insight

CONNECT WITH US

Research Partnerships Team at MJFF
researchpartnerships@michaeljfox.org



michaeljfox.org | **f** @michaeljfoxfoundation **t** @michaeljfoxorg **@** @michaeljfoxorg **▶** michaeljfox