

Parkinson's Unity Walk

Frequently Asked Questions

General Questions about the Parkinson's Unity Walk

What is the Parkinson's Unity Walk? The Parkinson's Unity Walk has been a staple in the Parkinson's community for 30 years, bringing together thousands of people in New York City's Central Park around a shared goal: a cure for Parkinson's disease (PD). The Parkinson's Unity Walk is a free event featuring a 1.2 mile walk, special programming by Parkinson's groups and advocates, and dozens of informational booths featuring industry representative and national and local groups providing resources for people and families living with Parkinson's.

When and where is the Parkinson's Unity Walk? The 2024 Parkinson's Unity Walk will be held on Saturday, April 27th at the Naumburg Bandshell in Central Park (opposite of Bethesda terrace). We recommend participants use the entrance at East 72nd Street and 5th Avenue. There will be volunteers along Terrace Drive to help direct participants.

What time does the Walk start? Check-in and Walk-up registration for the event will open at 8:30am. The 1.2 mile Walk will have a rolling start from 8:30am to 12:00pm to allow individual and teams to start at their leisure. There will be special programming at the Naumburg Bandshell Stage from 8:30am to 1:00pm, when the event officially concludes.

I cannot attend the event in-person. Am I still able to register and participate virtually? Yes! We know not everyone in our community will not be able to attend the Walk in Central Park on April 27th. We have included a virtual registration option this year for those who are unable to come in-person but still want to be a part of the event.

Do I need to check-in? Yes, participants who registered online will need to check-in on event day at the Check-in Tent located north of the Naumburg Bandshell stage. At check-in you will receive a wristband which allows you to collect our special Unity Walk swag.

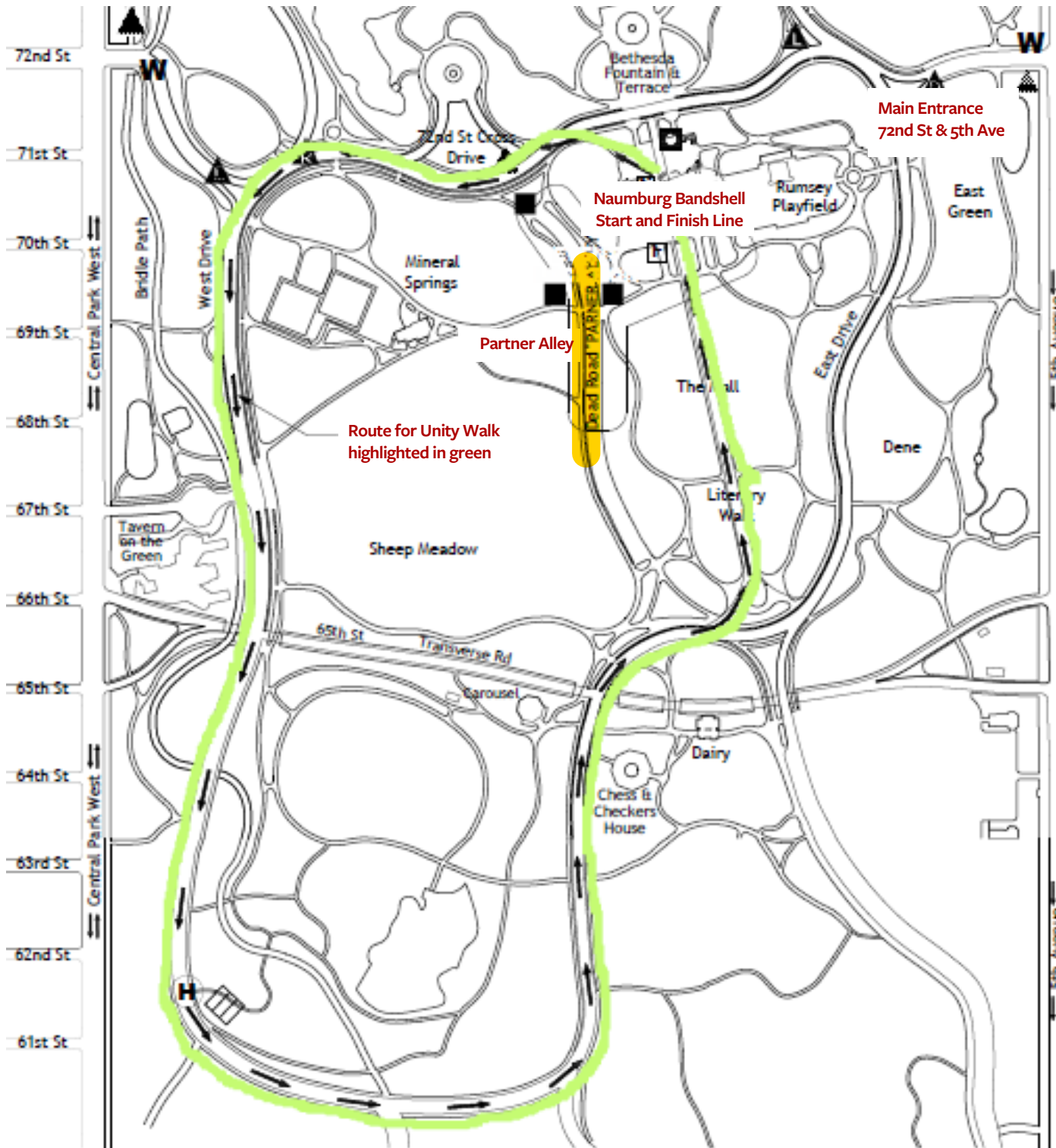
Can people register on event day? Yes, there will be free on-site registration. People will be able to register at the Walk-up Registration tent (north of the Naumburg Bandshell stage) to receive a special wristband to collect this year's Unity Walk swag.

How long is the Walk? What is the Walk route? The Walk is 1.2 mile loop beginning and ending at the Naumburg Bandshell. Participants will walk around Sheep Meadow, to the Mall and Literary Walkway, and finish back at the Naumburg Bandshell. There will be signs and volunteers along the route to help guide participants. Please see the Route Map on the next page for a detailed visual. For past participants, the route has remained the same as previous years.

Is the event handicap friendly? The Parkinson's Unity Walk is handicap friendly to accommodate all members of our community. There will be ample seating both near the stage at the Naumburg Bandshell and along "Partner Alley." There will be golf carts available to transport any participants who may need extra assistance, and there will be handicap accessible portable toilets at both the stage and Partner Alley.

Are dogs allowed? Dogs are more than welcomed to attend the event as long as they are on a leash per Central Park regulation.

Parkinson's Unity Walk Route Map



Questions about donating to the Parkinson's Unity Walk

How do I donate to a specific team or individual? You can donate directly through the individual's or team's fundraising page by clicking the *Donate Now* button. You can also donate from the Unity Walk website, and search for the team or individual that should be credited in the search bar during the checkout process (found below *Choose a One-Time Amount*). If you do not see your donation on the individual team page, email us at unitywalk@michaeljfox.org to move the donation.

Can I donate via cash or check? Yes, we accept both cash and check donations on event day. Check donations prior to the event should be made out to **The Michael J. Fox Foundation for Parkinson's Research** and can be mailed to the following address (*we strongly recommend against mailing cash donations*):

The Michael J. Fox Foundation for Parkinson's Research
Grand Central Station, PO Box 4777
New York, NY 10163-4777

**Please include a memo or note indicating that the donation should be directed to the Parkinson's Unity Walk and the name of any individual or team that should be credited.*

How can I see if my employer will match my donation? On the donation form after selecting your donation amount, there will be an option to *See if your employer will match your donation*. Tick the box and type your company name to see if they are listed in our database. If they are listed, you may receive an email on how to submit your match request to maximize your impact.

**Please note that many companies will only payout charitable matches on a monthly or quarterly basis. Therefore, it may take several weeks for your company match to be reflected on the fundraising page.*

Can I donate anonymously? Yes, there are two options for donating anonymously. **(1) Hide my donation amount from the public.** This will hide the amount you donated on the individual or team fundraising page, but the team or individual will be able to see your name and email address to send a thank you. **(2) Make this donation anonymous.** Your identity will remain completely anonymous to the team or individual you donated to. Only the Foundation will be able to see your information for tax receipt purposes. We will not disclose your information to anyone without your consent.

Can I donate through a Donor Advised Fund (DAF)? Yes, you can donate to Parkinson's Unity Walk through a Donor Advised Fund directly on [The Michael J. Fox Foundation website](#) in 3 easy clicks. Make sure to include a note or memo in the donation indicating that the donation should be directed to the Parkinson's Unity Walk and include the name or any individual or team that should be credited for the donation. When making a donation through a DAF, please use our legal name and federal tax ID.

Legal Name: The Michael J. Fox Foundation for Parkinson's Research
Address: Grand Central Station PO Box 4777, New York, NY 10163
Federal Tax ID number: 13-41419545

**Please note that donations from DAFs have longer processing times and may take a few weeks before they are posted on the fundraising page.*

Is my donation tax-deductible? Yes, we are a 501(c)3 tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipt as your official record. We'll send it to you upon successful completion of your donation.

Questions about fundraising for the Parkinson's Unity Walk

I registered for the event. How do I set up my fundraising page? Thanks for registering for Parkinson's Unity Walk! After registering for the event, you will receive an email with the subject line: Welcome to the 2024 Parkinson's Unity Walk. If you do not see that email in your inbox, please check your spam folder. In that email, click the *Start Fundraising* button to access and customize your individual fundraising page. See our **Classy Guide** for tips and tricks on how to create an impactful fundraising page.

How can I create a fundraising team? You can create a team when you register for the event by selecting the *Create a Team* option, and you will be designated team captain. If you already registered for the event and would like to create a team, email us at unitywalk@michaeljfox.org with your desired team name and fundraising goal, and we will get you set up.

I'm a team captain. How can I add someone to my team? If the individual did not yet register for the event, they can join your team by selecting the *Join a Team* option at registration and then search for the team name. If they are registered for the event as an individual, email us at unitywalk@michaeljfox.org with their name and the team name.

How can I create a Facebook Fundraiser? Facebook Fundraisers are a great way to share your fundraising page to a larger audience to get more support. You must create a Facebook Fundraiser directly from your Classy page, for the Facebook donations to sync with your Classy fundraising page. Log into your Classy page, and then click the *Manage* button in the top right corner. Then select the *Facebook* tab on the ribbon menu and click *Create*. You will have to log into your Facebook account and when prompted allow *Manage your Fundraisers* by sliding the toggle on. Please see our **Facebook Fundraiser Guide** for more details.

What are some tips to help fundraise for the event? What resources are available to me? The Parkinson's Unity Walk couldn't have successfully raised over \$30 million for Parkinson's programs and research to date without the support of amazing community fundraisers. There are several different ways to raise money for the event from sharing your fundraising page on your social media, creating team shirts through our Bonfire T-Shirt Fundraiser, to hosting a small community event. See the Event Resources section of our website to access fundraising tips and guides, event fliers, social media templates, and much more to help kick start your fundraising.

What is the Bonfire T-shirt Fundraiser? The Parkinson's Unity Walk is excited to offer an exciting opportunity for Unity Walk members to get in spirit for the event and raise additional funds for Parkinson's research through our Bonfire T-shirt partnership. Participants can now create team t-shirts for the Walk as well as other apparel items such as hoodies or crew necks with a portion of all sales going towards your individual or team fundraising goal. Please see our **Parkinson's Unity Walk Bonfire webpage** to get started.

I registered virtually for the event and want to host my own Walk in my community. Are there any resources available to help guide me? Yes! We understand that not everyone can join us in Central Park on April 27th. We have created a guide to host your own Unity Walk in your community to help fundraise and support our shared mission: a cure for Parkinson's. All fundraising resources can be found on our website under the Event Resources section.

Where does the money raised for the Parkinson's Unity Walk go? 100% of all funds raised for the Parkinson's Unity Walk will go to support high-impact Parkinson's research and policy initiatives to unite the federal government in a mission to cure and prevent Parkinson's and alleviate financial and health burdens on American families.

Have questions that weren't answered in our FAQs?
Email us at unitywalk@michaeljfox.org