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150 for 50: Vivek Puri's Biggest Birthday Gift Yet

For years, **Vivek Puri** kept his Parkinson's diagnosis a secret, only sharing it with his wife and a few close friends. But as the disease progressed, hiding it became impossible. When he finally shared his diagnosis, he was met with overwhelming support — an unexpected and uplifting response. A few years later in 2022, inspired by that outpouring of kindness, he launched his first fundraiser for Team Fox.

Motivated by the progress being made in Parkinson's research, Vivek set his most ambitious goal for 2024: raising \$150,000 in honor of his 50th birthday. "I set high targets because even if I fall short, I'm still making a significant impact," he said. For this milestone fundraiser, he chose to support both Team Fox and UpENDING Parkinson's, a nonprofit he is part of that provides guided rock climbing

for people with Parkinson's — a therapy that has benefitted him tremendously.

He reached out to his network in every way he could, from personal outreach to fundraising on Facebook, where about half of his donations came in. At first, fundraising was slow, and he adjusted his expectations. "I resigned myself to maybe hitting \$80,000," he admitted. But as UpENDING Parkinson's was featured on *CBS Sunday Morning* and *The Today Show*, donations began rolling in. "Next thing I knew, I had raised about \$185,000! I still get the jitters (not the PD kind!) when I tell this story."

Through every milestone, Vivek's journey is proof that bold goals, resilience and the power of both community and connection — online and off — can turn one person's story into something much greater.



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