



  
THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH

# *YOUR MISSION IS OUR MISSION*

Opportunities for Corporate Support in 2026

“We’ve created a spark with  
the Foundation — where  
if you bring that fuel, that  
passion, we’ll add to it.  
We’ll throw a match on it,  
and we’ll get it going.”

— Michael J. Fox

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# OUR 2026 GLOBAL EVENTS AT A GLANCE



○ COMMUNITY EVENTS

○ ENDURANCE EVENTS

○ SIGNATURE EVENTS

## Global Events

### TREKS & CLIMBS

**Mount Kilimanjaro**  
August 8–18, 2026,  
Tanzania

**Patagonia**  
November 8–17, 2026,  
Argentina

### WORLD MARATHON MAJORS

**Tokyo Marathon**  
March 1, 2026,  
Tokyo, Japan

**TCS London Marathon**  
April 26, 2026,  
London, England

**TCS Sydney Marathon**  
August 30, 2026,  
Sydney, Australia



# GET TO KNOW US AND THE COMMUNITY WE SERVE

By partnering with The Michael J. Fox Foundation for Parkinson's Research (MJFF), you join a collaborative movement that puts people at the heart of everything we do.

We've united a community of more than 3.8 million patients, families, supporters and researchers in the Parkinson's disease (PD) space — the largest of its kind. To realize our urgent mission to end PD, we must create meaningful opportunities that empower and inform people to take action. We develop and share cutting-edge educational, wellness and community-building resources that foster trust and engagement. Through our events, we connect with individuals where they are and bring together diverse voices in the community. We create platforms that allow everyone passionate about our cause to engage in ways that resonate with them.

## Meet Our Community

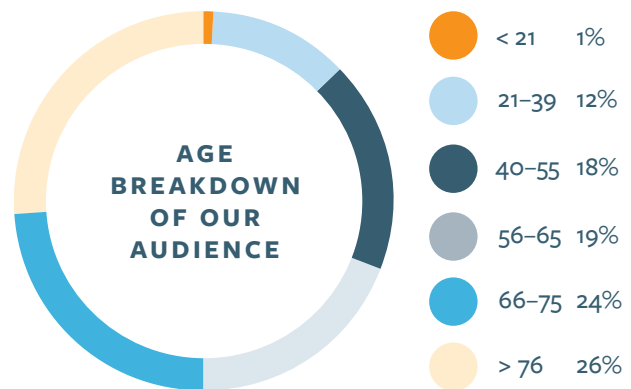
# 3.8 Million

our community of patients, families,  
supporters and researchers

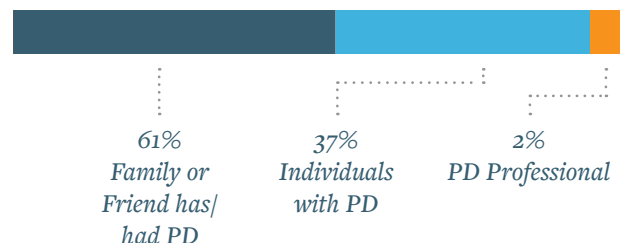


# 3.77M+

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



### KNOWN OR LIKELY CONNECTION TO PD



Figures throughout reflect August 1, 2024 – July 31, 2025, except where noted.



# *PARTNERSHIPS UNDERPIN OUR SHARED MISSION*



Acadia Pharmaceuticals,  
2025 National Champion Sponsor

Our collaborative partnerships help accelerate what's possible in our mission to cure Parkinson's. The Foundation offers a range of opportunities for our partners to engage the largest national audience of any organization working in PD. Your support will ensure that we can offer scores of best-in-class educational tools, appealing lifestyle resources and interactive events that connect your customers, leadership and employees with MJFF's high-impact programs.

Whether you're new to Parkinson's and building your visibility within the community or seeking ways to more deeply connect your brand to people and families impacted by the disease, we can work together across varying levels of corporate sponsorship to maximize value for your company.

Multiple high-impact programs allow you to match the value of each opportunity for visibility with your organizational objectives, including:

**+ Building Connections with Our Community**

A snapshot of our in-person events and online networks that bring people and families with Parkinson's together.

**+ Cultivating Corporate Cultures That Give Back**

Ways for your company to use employee giving and matching campaigns to support the Foundation's mission.

**+ Inspiring Engagement through Signature Events**

Highlighting our in-person special events in New York City and around the country that steward and cultivate new supporters and old friends of the Foundation.

**+ Fueling Impact Across Athletic Events**

Athletic events unite communities for meaningful impact, giving partners the chance to engage their networks and gain visibility among our community through national or event-specific sponsorships.

**+ Educating the Community to Live Well**

Programs delivering resources and trusted education to the Parkinson's community and empowering those affected by Parkinson's to live well.

An overview of each program, benefits of your support and commitment ranges are provided on the following pages. To clarify what you might expect from your sponsorship, we have categorized the benefits of your support using the following descriptions:



### 1. Brand Exposure

Increase general awareness of your company name, your mission and your expertise to various audiences within our community.



### 2. Consumer Insights

Access data and analytics related to our audience, trends and strategies for engagement.



### 3. On-site Visibility

Host an exhibition and/or participate onsite, with logo and/or naming placement on event materials.



### 4. Digital Recognition

Place your logo and/or name on one or multiple digital assets including email, social media, webinars, video, podcasts or on [michaeljfox.org](https://michaeljfox.org).



### 5. Employee Empowerment

Amplify the impact your employees can make on causes that matter to them and promote workplace inclusion.



### 6. Product Mention

Distribute information related to your product or service.

*We welcome the opportunity to speak with you about how we can tailor one or several of these programs to meet your needs. Reach out to [corporatepartnerships@michaeljfox.org](mailto:corporatepartnerships@michaeljfox.org) for more information.*



# CULTIVATING CORPORATE CULTURES THAT GIVE BACK



## Employee Giving and Engagement



Employee  
Empowerment



Brand  
Exposure

Workplace giving programs enable employees to make tax-deductible donations to nonprofit organizations directly through payroll contributions. Additionally, your company can host organized campaigns or other coordinated giving activities throughout the year to galvanize employees to give to MJFF. The Foundation also participates in the Combined Federal Campaign (CFC), empowering federal employees to support charities of their choice. Third-party providers, such as Benevity and YourCause, can help you formalize tools to facilitate employee giving. If you would like to feature MJFF as a charity in a corporate giving campaign, we can provide content and resources to make the effort a success.

**Benefits of Support:** To highlight the shared mission of your company and MJFF in improving the lives of those impacted by Parkinson's disease, MJFF will proudly co-develop opportunities to deepen employees' understanding of our partnership and our collective commitment to support the patient community. This includes bespoke opportunities like Parkinson's Awareness Days, Lunch & Learns, Fireside Chats and Employee Resource Group (ERG) engagements.

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## Corporate Matching



Employee  
Empowerment



Brand  
Exposure

Corporate matching programs work in tandem with employee giving to amplify the impact employees can make on causes that matter to them. MJFF has been designated as a 501(c)(3), an eligible nonprofit organization to receive matched tax-deductible contributions.

**Benefits of Support:** In addition to helping companies meet their corporate social responsibility goals, matching programs may incentivize more employees to give and increase overall employee engagement.

Please email us at [corporatepartnerships@michaeljfox.org](mailto:corporatepartnerships@michaeljfox.org) for more information.



# BUILDING CONNECTIONS WITH OUR COMMUNITY



## Parkinson's Buddy Network

**A Social Network for People  
and Families with PD**

**Location:**

Virtual

**Commitment Range:**

\$25,000+



**Brand  
Exposure**



**Digital  
Recognition**

The **Parkinson's Buddy Network** was designed by our Foundation to be an always-on source of connection and solidarity for the community. The web-based platform allows those with PD, their loved ones and care partners to develop meaningful relationships and combat isolation. This fully online social network — now connecting over 21,000 users worldwide, including more than 14,000 who have indicated they are living with Parkinson's — offers a vibrant discussion board, access to resources and upcoming events, and the ability to search for “buddies” and send private messages. The Buddy Network also hosts small interest groups, such as LGBTQ+, Women with PD, Care Partners and a forum to connect the newly diagnosed with people who have been living with the disease for longer.

**Benefits of Support:** Through the Parkinson's Buddy Network's “Resources Hub” and in dedicated Chat Forums, we distribute your brand's health and wellness resources and information related to treatment options and research opportunities, while encouraging a dialogue around key topics.

*Interested in learning more? Email us at  
[researchpartnerships@michaeljfox.org](mailto:researchpartnerships@michaeljfox.org).*



# Parkinson's IQ + You

**In-person, Educational  
Events in 2026**

**Location:**

Various Locations Nationwide

**Dates:**

Year-round

**Commitment Range:**

\$25,000 – \$150,000



**Digital  
Recognition**



**On-site  
Visibility**



**Product  
Mention**



**Brand  
Exposure**



**Consumer  
Insights**

A diagnosis of Parkinson's disease comes with many questions.

**Parkinson's IQ + You** provides the community with two of the best tools for managing their disease: knowledge and support. Parkinson's IQ + You is a series of free, in-person events designed to empower patients and care partners to manage the disease, learn about the latest research and connect with local resources. Each event — with on average 500–700 attendees — hosts a Parkinson's Partner Expo, where individuals can access resources on exercise programs, support groups, care options, research opportunities and more.



In 2026, MJFF will host four in-person Parkinson's IQ + You events in major markets across the U.S.:

**Las Vegas, NV**, March 15

**St. Louis, MO**, August 15

**Dallas-Fort Worth, TX**, September 19

**Washington, DC**, October 24

**Benefits of Support:** At every level of sponsorship, and with the opportunity to sponsor one or more events, you will receive an in-person presence at the Parkinson's Partner Expo, with direct engagement opportunities with the local Parkinson's community, along with on-site recognition at each sponsored event and a feature on our website.

*Learn more about **Parkinson's IQ + You sponsorship**.*

# Parkinson's Unity Walk

Hosted by MJFF in 2026

**Location:**

New York, NY

**Date:**

April 25, 2026

**Commitment Range:**

In-kind – \$127,500



**Digital  
Recognition**



**On-site  
Visibility**



**Brand  
Exposure**



**Employee  
Empowerment**



**Product  
Mention**

This year, MJFF will again host the **Parkinson's Unity Walk**, an annual event held each April in New York City's Central Park that draws the largest number of participants for a single-day grassroots Parkinson's fundraiser. The day includes opportunities for thousands of members of the Parkinson's community to celebrate, learn and connect, while raising critical funds for a cure.



The Partner Alley is a main focus of the event, with dozens of informational booths featuring industry representatives and national/local groups providing resources for people and families living with Parkinson's. It also draws one of the largest turnouts we see annually, with more than 5,000 attendees.

**Benefits of Support:** There are several opportunities to engage with the Parkinson's community and highlight your company at the Parkinson's Unity Walk.

*Learn more about **Parkinson's Unity Walk sponsorship**.*

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“Thank you for all you have done and continue to do to fight for and for inspiring each of us to also make an impact.”

— Linda, MJFF Community Member



## Team Fox

### MJFF's Grassroots Fundraising Community

#### Location:

Various Locations Worldwide

#### Dates:

Year-round

#### Commitment Range:

\$5,000 – \$100,000



**Brand  
Exposure**



**Digital  
Recognition**



**On-site  
Visibility**

Each year, MJFF supports thousands of individuals in transforming their passions into unique fundraising events and campaigns to raise funds for PD research. This global, grassroots community — known as Team Fox — features do-it-yourself (DIY) fundraisers of all sizes, including golf outings, galas, comedy nights and unique athletic feats. There are three ways to get involved:



- + Host a signature event of your own.
- + Sponsor one of our many Team Fox Plus events that happen annually across the country; some examples include Play for Parkinson's (Golf & Tennis Expo), Foxy Gala (New York Young Professionals Event), Parkinstock (Music & Beer Night) and Poker for Parkinson's.
- + Browse existing community-led events that may be open for sponsorship. Note: Team Fox events are organized by third-party members, so opportunities will vary.

**Benefits of Support:** With diverse offerings across event type, size, location and audience, our Team Fox program can work with you to identify events that best fit your company's unique goals. Team Fox events also provide ample opportunities for in-person interaction with Parkinson's patients, care partners and community members as well as event donors.

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“I’m in the early stages of Parkinson’s. I’m so proud of the hard work and dedication the Foundation puts into finding a cure for this disease. Thank you.”

— James, MJFF Community Member

## MVP Awards and Celebration

**Celebrating our Top Grassroots Fundraisers**

**Location:**  
New York, NY

**Date:**  
March 27–29, 2026

**Commitment Range:**  
In-Kind – \$100,000



**Brand Exposure**



**Digital Recognition**



**On-site Visibility**

This annual gathering celebrates the accomplishments of MJFF’s top community fundraisers and their supporters. Hosted in New York on March 27–29 this year, the event welcomes our most engaged guests (350+) from around the country — including patients, care partners, donors and sponsors — and serves as an opportunity for stewardship, recognition and networking.



**Benefits of Support:** The Michael J. Fox Foundation MVP Awards and Celebration provides sponsors with in-person activation and brand exposure to MJFF’s most active community members. These individuals are avid event planners, advocates and connectors, and are well-positioned to activate networks in major markets around the country.



# FUELING IMPACT ACROSS ATHLETIC EVENTS



## Run/Walk Series

### National and Regional Opportunities Available

#### Location:

Various Locations Nationwide

#### Dates:

Year-round

#### Commitment Range:

In-kind – \$250,000

Inspired by our community, The Michael J. Fox Foundation established the Fox Trot Series in 2017. Since then, the series has evolved into the newly branded **MJFF Run/Walk Series** and has expanded to multiple locations across the U.S., bringing together those living with Parkinson's, their loved ones, supporters and community partners for a day of fun, exercise and learning.

The series has raised more than \$8.5 million with over 28,000 participants who have joined from all 50 U.S. states, plus Washington, D.C. and Puerto Rico as well as 17 different countries. In 2026, the series will be returning to previous markets through eight events (seven in-person and one virtual) between March and December in Los Angeles, Chicago, Washington D.C., Denver, Boston, Houston and Phoenix.

In 2026, the series will be returning to previous markets through eight events (seven in-person and one virtual) between March and December:



Brand  
Exposure



Digital  
Recognition



Employee  
Empowerment



On-site  
Visibility



Product  
Mention

**Los Angeles, CA**  
**Chicago, IL**  
**Washington, DC**  
**Denver, CO**  
**Boston, MA**  
**Houston, TX**  
**Phoenix, AZ**

Learn more about **National Run/Walk sponsorship.**

Learn more about **Regional Run/Walk sponsorship.**





## Tour de Fox Cycling Event

### MJFF's In-Person/Virtual Signature Cycling Activity

#### Location:

Virtual

In-Person: Sonoma County, CA

#### Date:

September 19, 2026

#### Commitment Range:

In-kind – \$250,000



**Brand  
Exposure**



**Digital  
Recognition**



**Employee  
Empowerment**



**On-site  
Visibility**



**Product  
Mention**

In 2016, the MJFF-hosted **Tour de Fox** Cycling Event debuted and grew into a series of events in markets around the U.S. In 2020, the series went entirely virtual but still saw great success with 787 participants raising over \$500,000. It remained virtual in 2021 through 2023 and returned in-person in September 2024 to the great pleasure of its participants with plans to continue both in-person and virtually in 2025. Since inception, Tour de Fox has seen over 9,000 participants from all 50 states and 11 different countries and has raised over \$9.5 million.



**Benefits of Support:** With several opportunities for you to highlight your company brand alongside MJFF's through these events, your support will also go toward maximizing your presence and visibility within the Parkinson's community. Through your sponsorship, race entry fees are waived for upwards of five employees allowing them to build ties directly with the community while enhancing your positive work environment.



# Team Fox Endurance

## MJFF's Endurance Sport Fundraising Community

### Location:

Various Locations Worldwide

### Dates:

Year-round

### Commitment Range:

In-kind — \$150,000



**Brand Exposure**



**Digital Recognition**



**Employee Empowerment**



**On-site Visibility**



**Product Mention**

Team Fox athletes have turned their miles into dollars through participation in endurance events around the globe since 2005. MJFF's Endurance Program supports team participation in global adventures such as a Mount Kilimanjaro climb and Patagonia trek, as well as World Marathon Majors events including:



### TREKS & CLIMBS

#### Mount Kilimanjaro

August 8–18, 2026,  
Tanzania

#### Mount Whitney

September 4–7, 2026,  
Lone Pine, CA

#### Patagonia

November 8–17, 2026,  
Argentina

### WORLD MARATHON MAJORS

#### Tokyo Marathon

March 1, 2026,  
Tokyo, Japan

#### Boston Marathon

April 20, 2026, Boston, MA

#### TCS London Marathon

April 26, 2026,  
London, England

#### TCS Sydney Marathon

August 30, 2026,  
Sydney, Australia

#### Bank of America Chicago Marathon

October 11, 2026,  
Chicago, IL

#### TCS New York City Marathon

November 1, 2026,  
New York, NY

### ENDURANCE RUNNING EVENTS

#### Walt Disney World® Marathon Weekend

January 7–11, 2026,  
Orlando, FL

#### United Airlines New York City Half Marathon

March 15, 2026,  
New York, NY

#### Napa to Sonoma Half Marathon & Rosé 5K

July 18–19, 2026,  
Northern California

Involving more than 650 athletes each year, the Team Fox Endurance Program brings together patients, family and friends from across the globe, united in helping us raise funds for research and getting us closer to the ultimate finish line — a cure for Parkinson's. Recognizing the time and effort athletes dedicate to training and fundraising, each race weekend is a time of celebration composed of pre-/post-race events and various opportunities to interact with teammates and their supporters and MJFF staff.

**Benefits of Support:** With several opportunities to for you to highlight your company brand alongside MJFF's through these events, your support will also go toward maximizing your presence and visibility within the Parkinson's community. Through your sponsorship, you can boost employee engagement by providing guaranteed race entries allowing them to lace up at coveted races across the globe.

For details on how to get involved, reach out to [corporatepartnerships@michaeljfox.org](mailto:corporatepartnerships@michaeljfox.org).



# INSPIRING ENGAGEMENT THROUGH SPECIAL EVENTS



## Commitment Range:

In-kind – \$500,000



**On-site  
Visibility**



**Brand  
Exposure**



**Digital  
Recognition**

Each year, MJFF hosts a series of special events — *It Will Take All of Us to Cure Parkinson's* luncheon in Palm Beach; *A Country Thing Happened on the Way to Cure Parkinson's*, our country concert in Nashville; *Breaking PARKinson's* golf outing; our immersive “foodie” event, *EpiCure for Parkinson's*; and *A Funny Thing Happened on the Way to Cure Parkinson's*, our comedy and music benefit.

**Benefits of Support:** Our high-level, high-touch special events are a great forum for corporate/brand exposure among prominent philanthropic individuals, including Foundation board members, notable leaders in New York City and Hollywood networks and other key stakeholders.

Please reach out to [corporatepartnerships@michaelfox.org](mailto:corporatepartnerships@michaelfox.org) to explore ways to work together.

## A Funny Thing Happened on the Way to Cure Parkinson's

**Comedy and Music Benefit**

**Location:** New York, NY

**Date:** Fall 2026

Typically held in late fall, our Foundation's annual *Funny Thing* gala welcomes more than 700 guests to New York City for an evening of music and comedy. Past performers have included Chris Martin (Coldplay), Sting, Dave Matthews, Roger Daltrey (The Who), Sheryl Crow, Chris Rock, Jim Gaffigan, Amy Schumer, Tina Fey, Stevie Nicks, Jon Stewart, Nikki Glaser and John Mulaney (to name just a few)!





## It Will Take All of Us to Cure Parkinson's

### Palm Beach Luncheon

**Location:** Palm Beach, FL

**Date:** March 2, 2026

The fifth annual Palm Beach Luncheon will take place at The Beach Club on Monday, March 2, 2026. This highly anticipated event draws more than 280 guests from across the country, eager to escape the winter cold and come together in support of Parkinson's research. Attendees may purchase individual tickets or tables, helping to raise vital funds and spread awareness in the fight against Parkinson's disease.

Learn more about [Palm Beach Luncheon sponsorship](#).

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## A Country Thing Happened on the Way to Cure Parkinson's

### Country Music Benefit

**Location:** Nashville, TN

**Date:** April 2026

The fourth annual *A Country Thing Happened on the Way to Cure Parkinson's* is returning in 2026. MJFF will head to Nashville in April for a cocktail reception and music benefit at the beautiful Fisher Center at Belmont University. Past performers have included music performers such as Chris Stapleton, Sheryl Crow, Brad Paisley and Jason Isbell, along with comedians Nate Bargatze and Dusty Slay. This special evening draws about 1,000 attendees, uniting the community for an unforgettable night of music, comedy and support for Parkinson's research.

Learn more about [A Country Thing sponsorship](#).





## Breaking PARKinson's

### Golf Outing

**Location:** New York, NY

**Date:** July 2026

Held at the world-renowned Winged Foot Golf Club in Westchester County, New York, *Breaking PARKinson's* gathers 200 of New York's business leaders and members of the PD community to play a round of golf and raise more than \$2 million (annually, on average) for research. After the friendly tournament, golfers are welcomed back to the clubhouse for dinner and a closing ceremony.

Learn more about [Breaking PARKinson's sponsorship](#).

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## EpiCure for Parkinson's

### A Foodie's Dream

**Location:** New York, NY

**Date:** October 1, 2026

*EpiCure for Parkinson's* is an immersive celebration of New York City's global culinary offerings and a great kickoff to the fall season. Bringing together over 500 attendees, guests will enjoy diverse cuisines from the city's best restaurants in a fun, creative environment. Sponsorships as well as individual tickets are available for purchase to attend. Attendees will also have the chance to bid on exclusive items and unique experiences in our highly anticipated silent auction.

Learn more about [EpiCure sponsorship](#).





# EDUCATING THE COMMUNITY TO LIVE WELL



## Evergreen and Spotlight Education

**Commitment Range:**  
Varies per resource



**Brand  
Exposure**



**Consumer  
Insights**



**Digital  
Recognition**

Every individual and family impacted by Parkinson's needs trusted sources of information to help them navigate their journey with the disease. By speaking directly to people with PD and their care partners, MJFF is changing the dialogue around symptoms, therapeutic options, lifestyle resources and the value of research participation. To help combat virtual information fatigue, our resources are curated to meet patients and families where they are on that journey so that the information is seen, heard and retained.

MJFF's first-in-class educational content is thoughtfully created and strategically promoted to unique audience segments defined by their relationship to Parkinson's and their readiness to participate in research. Our Parkinson's audience includes people with newly diagnosed, mid-stage and advancing PD. We also consider Parkinson's-adjacent populations such as care partners and people at heightened risk for PD, such as those with a family connection or genetic factor. We regularly reach out to a general population of aging individuals who may be interested in overall health and wellness and in participating in studies to protect brain health.

MJFF's evergreen education is composed of:

- + **Third Thursdays Webinar series** (averaging 49,000+ views each year)
- + **Ask the MD video and blog series** (averaging 73,000+ video views each year)
- + **Parkinson's Podcast** (averaging 69,000+ video views each year)
- + **Educational Guides** (averaging 218,000+ downloads each year)

The Foundation also regularly publishes "spotlights" on specific Parkinson's-related topics, establishing a comprehensive user journey that guides community members through education on one topic and empowers them to be savvy healthcare consumers.



In 2025, MJFF will deliver education to particular subgroups within our community focused on (but not limited to) the following themes: 1) symptom spotlights and the value of research participation; 2) genetics, sleep behaviors and other risk factors for PD; and 3) brain health and healthy aging.

**Benefits of Support:** Companies whose products, services, corporate mission or social impact priorities align with our community will benefit from leveraging MJFF’s promotional efforts to distribute related content and calls to action to our audiences. Additionally, the interactive nature of our platforms allows for feedback regarding our community’s interests, challenges and perspectives. Multiple programs and sponsorship levels afford opportunities for visibility for your company and its products, programs or services to our audience. Levels range from an entry point for groups exploring early investments in education to opportunities for MJFF to link to your branded product and program webpages.

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## Parkinson’s Disease Education Consortium (PDEC)

**Commitment Range:**  
Varies



**Brand Exposure**



**Consumer Insights**



**Digital Recognition**

PDEC is a powerful network of multidisciplinary experts across advocacy, R&D, marketing, communications, and medical affairs — who share in the belief that patient and caregiver education and engagement lead to better health outcomes for the Parkinson’s community.

Revenue generated from the PDEC enables our evergreen educational resources, including webinars and associated blogs, podcasts, AskTheMD content, focused guides, curated information on our website and more. This “gold standard” content is critical to helping our community feel empowered and informed to take their experience with PD into their own hands and address topics of most importance to them.

In December each year, we host an annual PDEC Summit with participating partners to reflect on educational content, performance, and engagement throughout the year and discuss priority areas for the year ahead.

**Benefits of Support:** Supporting PDEC provides your organization with valuable brand visibility across a range of high-quality educational content reaching the Parkinson’s community and key stakeholders. As a culmination of this partnership, supporters are invited to an exclusive, in-person one-day summit at MJFF headquarters — offering a unique opportunity to explore the Foundation’s patient engagement and education efforts from the past year and to collaborate in co-developing the strategic roadmap for the year ahead.



## Promoting Diversity, Equity and Inclusivity in Parkinson's Research and Care

### Commitment Range:

There is no minimum or maximum commitment.



Brand  
Exposure



Digital  
Recognition



Consumer  
Insights

Historically, most PD research has not been fully representative of all people who live with the disease. As a result, scientists have an incomplete picture of who has the disease and how it affects their ability to access care. It is critical to our mission that those participating in and conducting Parkinson's research represent the diversity of the larger Parkinson's community. Our holistic approach includes partnering with a wide range of global stakeholders, including people with PD and their caregivers, specialists and other allied healthcare providers, and researchers and companies developing innovative therapies and solutions for those living with PD. We recognize that a culture of collaboration is critical to removing barriers. MJFF is working to address these gaps by:

- + Connecting diverse communities to educational resources on PD and brain health.
- + Improving access to care by building a clinician and researcher workforce reflective of the diversity of the PD community.
- + Identifying barriers and implementing solutions in research participation of historically underrepresented populations.

As we grow our portfolio of initiatives aimed at engaging underrepresented populations in research and increasing access to care, we want to hear from you on your diversity, equity and inclusivity (DEI) priorities.

**Benefits of Support:** By partnering with MJFF on meaningful, sustained initiatives that generate lasting change, you can reaffirm your company's commitment to DEI and increase your stakeholders' awareness of your actions — those you are already taking and those you intend to take to ensure DEI in Parkinson's research and care.

Please reach out to [researchpartnerships@michaeljfox.org](mailto:researchpartnerships@michaeljfox.org) to explore ways to work together.

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“This disease does not discriminate, and that's why representation matters. The Foundation is a community of people coming together and welcoming all — and it's meant so much to me.”

— Jamie, MJFF Community Member

# GAIN HIGH-VALUE EXPOSURE WITH OUR GROWING NETWORK

## An Active Online Community

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1.1M+

Facebook followers



264K+

Instagram followers



52K+

LinkedIn followers

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5%

Our engagement rate is nearly **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



# 8.7 Million

unique visitors to our website

# 550+ Million

impressions across social media channels

# 530K+

new contacts engaged

# 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



# 1.5 Million

subscribers to *FoxFlash*, our monthly email newsletter

# 32%

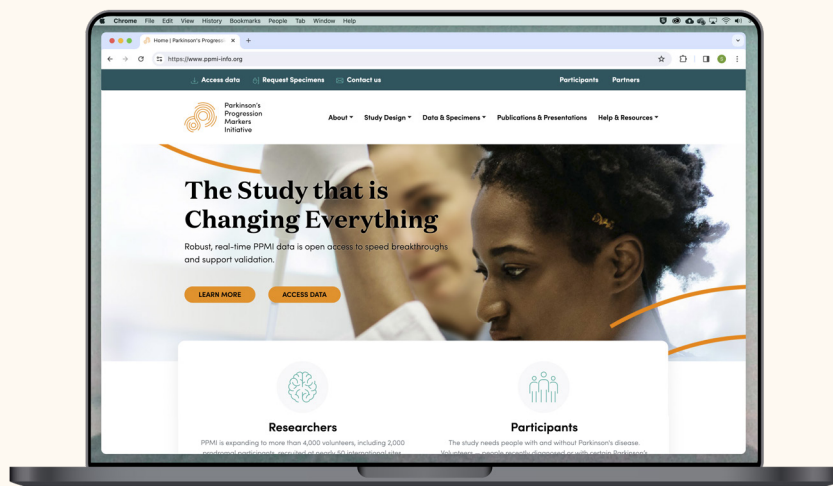
Email average open rate



# 637K+

new email addresses acquired

## Building a Community of Experts Through Technology-enabled Research



27K+

users on  
Fox Trial Finder

47K+

enrolled in the  
PPMI Online Study  
Platform

## Unmatched Multimedia Engagement



360K+

attended our  
Third Thursdays  
Webinar series



218K+

downloads of our  
high-quality guides on  
Parkinson's education



207K+

downloads and **94K+**  
**UNIQUE LISTENS** of  
our podcasts



19K+

actions taken by  
grassroots policy  
advocates



41K+

subscribers  
on YouTube with  
**7.1M+ IMPRESSIONS**



4.7M

video views on  
Instagram



## A Vital Media Presence

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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

Bloomberg



Forbes

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“The most credible voice on  
Parkinson’s research in the world.”

**The New York Times**





“I do believe when they  
cure Parkinson’s disease,  
they’re going to look back  
and say it’s because  
of Michael.”

— Brad Paisley, country music star and supporter  
of The Michael J. Fox Foundation

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