



Shakin' Not Stirred

FOCUSED ON FINDING A CURE FOR PARKINSON'S DISEASE

October 1, 2011

Knoxville Fundraiser a Big Success



Lori Tucker, Dino Cartwright and Terry Morrow served as celebrity bartenders at the Cru' Bistro and Wine Bar Event.

The "Shakin' Not Stirred" Parkinson's fundraiser at Cru' Bistro and Wine Bar in Turkey Creek, TN held on Sunday, June 12, 2011 drew a sold out crowd with generous hearts for the KiMe Fund raising nearly \$15,000 during this special evening.

The festivities included music, great food and over 50 silent auction items.

Celebrities Lori Tucker (WATE-TV), Terry Morrow (News Sentinel) and Dino Cartwright (WVLT-TV), provided their endorsement. Local band Marquis McGee Quartet was a hit with attendees as they played their own special blend of jazz music to help set the tone for the evening.

This fundraiser launched a

series of KiMe events to raise community awareness and provide donors an opportunity to contribute to funding research for PD.

"We know there are many who have Parkinson's or know someone close to them with this disease. With the support of our donors, I am confident we will reach our objective of finding a cure. We sum up our efforts as 'Care, Contribute and Cure,'" said Steve Hodges, Founder of the KiMe Fund.

A portion of the evening proceeds will be donated to the University of Tennessee Cole Neuroscience Center.

Houston We Have a Mission; Parkinson's Fundraiser

The Houston, Texas Chapter of the KiMe Fund will host an event featuring dinner, dancing and live and silent auctions on November 5, 2011 from 6:30 to 11:00 p.m. in the Bay Area.

The special guest speaker for the evening will be Michael Richard ("Rich") Clifford (Lieutenant Colonel, USA,

Ret.), former NASA Astronaut, veteran of three Space Shuttle flights and Parkinson's Disease patient.

Mr. Clifford, now retired and focusing his attention on helping to find a cure for Parkinson's, is a sought after speaker and has many exciting experiences to share, including performing a

spacewalk while battling Parkinson's Disease.

The venue will be the League City Civic Center at 400 West Walker in League City, TX. 200 guests are expected.

For more information, go to www.kimecnd.org, or email holbet0525@verizon.net.

Note from the Editor:

We decided to adopt the theme of our first fundraiser, Shakin' Not Stirred, as the title of our newsletter. It captures the essence of who we are ... Our founder may be shakin', but we are with him 100% and will not be stirred when it comes to being a force in helping to find a cure for Parkinson's. The name also evokes a sense of determination, dedication, and doing the right thing, which is the challenge taken up by the KiMe Fund and its many supporters.

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Shakin' Not Stirred

A Message From the Chair and Founder



Steven R. Hodges, Founder, with wife Jerri, and daughters Kim and Megan, whose names inspired the name for the KiMe Fund.

"I BELIEVE THERE WILL BE A CURE IN THE COMING YEARS, WHETHER THAT CURE IS EARLY DETECTION OR COMPLETE ELIMINATION."



The Marquis McGee Quartet received widespread praise from attendees at the Cru' Event.

In the lectures I have attended on the topic of Parkinson's Disease, I have heard a common message ... Parkinson's is on a course to be cured. The debate centers on *when*. Based in part on great progress made in recent years, medical experts predict a cure may be found in 7-20 years.

From my perspective, a cure will come in two stages: the first stage being earlier detection so that patients can receive treatment sooner to slow or stop the loss of

dopamine; the second will be outright elimination.

After I was diagnosed, I was surprised to learn that some experts estimate that only 10% of cases are hereditary. Some researchers believe we are born with a predisposition to PD that can be triggered by certain, not fully understood, environmental conditions. One study concluded that 1 in 90 people are predisposed to PD. However, their PD "switch" simply has not been flipped.

I have been told that doctors

are seeing fewer patients in advanced stages of Parkinson's Disease. This, along with research advances in genetics, biomarkers and stem cells are all promising advances.

My motivation is simple. I believe there will be a cure in the coming years, whether that cure is early detection or complete elimination. We have an opportunity to help push research advances for PD forward, and that is exactly what the KiMe Fund is intended to do.

How You Can Help KiMe

There are many ways that you can help the KiMe Fund. You can volunteer to help with the next fundraising event. It takes numerous volunteers to successfully host a fundraising event, and the more volunteers we have the smoother the event goes.

You can solicit or provide silent auction items — they are harder to find than you

might think — or consider donating professional services or expertise.

In particular, we are seeking corporate event sponsors. Event sponsorship is essential to defray the costs associated with an event, and to ensure that the KiMe Fund operates as efficiently as possible. If you are involved with an organization that wishes to

sponsor an event, do not hesitate to explore that possibility with us.

Finally, we are open to any suggestions you may have about fundraising. KiMe is a truly unique opportunity to help make a difference, and if you would like to help, please reach out to us at info@kimecnd.org.

Special Thanks

The KiMe Fund appreciates the many contributions it has received from donors and volunteers, all of whom have ensured a successful launch of the KiMe Fund this year.

The Board would like to extend a special Thank You to several of its supporters for

their support, including:

Barbara P. for outstanding graphic and web design;

University of TN Medical Center for hosting our January Board Meeting;

Garvey Photography for serving as the Official Photographer of the KiMe Fund;

East TN Foundation for its advice and support;

Ethan P. for serving as a spark;

Fidelity Investments (Knoxville) for financial support and advice; and,

Flemings Prime Steakhouse & Winebar for hosting our June Board meeting.

The Doctor's Note

When the KiMe Fund was started earlier this year, I was asked to be a member of the board. I have been privileged to work with an exceptional team of people dedicated to increasing awareness about Parkinson's Disease while raising money for research.

Over the summer I attended several conferences and learned more about exciting developments, which I would like to mention briefly here.

Genetic discoveries are expanding at a rapid pace and

are giving us more insight into mechanisms of early PD and possible new pathways and therapeutic targets. This, coupled with the search for earlier signs and symptoms, and new imaging studies such as the DAT scan, may allow us to identify patients in the "pre-motor" phase of the disease and treat them with medication that will slow clinical progression earlier than ever before.

In addition, there are multiple drugs under study currently, both dopaminergic

and non-dopaminergic, some to slow progression, others to decrease dyskinesia and/or decrease off-time, as well as novel delivery systems and surgical options aimed at neuro-protection and/or restoration.

These advances represent a reminder of how important it is to fund research for PD. We look forward to having you join us in this endeavor. The message is one of Hope, both for the future of treating PD and for finding a cure.



Dr. Michelle Brewer, Director (center), at the Cru' Event, with friends Dr. Pam Bullock, Kris Epley, Dr. James Boyd and Hilda Boyd (left to right).

Double Your Donation Campaign Open

The Robinette Group PLC, a law firm managed by KiMe Board Member Jeff Robinette, has pledged to double donations received under a Double Your Donation campaign for KiMe.

The campaign is being hosted at www.thepoint.com, a division of Groupon.

Under the campaign,

individuals are asked to make a \$25 dollar donation and share the campaign with their Facebook friends.

All donations will be matched dollar for dollar (up to \$1,000) to the KiMe Fund, which effectively doubles your donation. The campaign is aimed at pushing KiMe's social media presence on

Facebook. After all, the more friends KiMe has the better.

If you are interested in doubling the impact of your donation, join the campaign by going to The Point, find the KiMe Double Your Donation campaign, make a donation, and share KiMe's Facebook page.

Like Us! on Facebook

We launched a "Like Us On Facebook" rave in August, with a goal of getting 1,000 friends on Facebook.

During the first week of the "rave" our new Likes increased 790%. We had friends join us from the U.S., Canada, and Austria.

Demographic reports showed that 65% of our new friends

were female, 35% male, and nearly half were between the ages of 35-42.

Since we were essentially starting from ground zero, the stats are a little exaggerated, but nonetheless meaningful.

If you haven't already gone to the KiMe Facebook page or web-site, go to

www.kimecnd.org, click on KiMe's Facebook page, "Like Us" and share the KiMe story with your Facebook friends and family members.

Did You Know?

ACCORDING TO THE AMERICAN ACADEMY OF NEUROLOGY-

- 1 IN 6 AMERICANS SUFFER FROM A NEUROLOGICAL CONDITION
- 1 MILLION AMERICANS HAVE PARKINSON'S

ACCORDING TO THE PARKINSON'S DISEASE FOUNDATION-

- APPROXIMATELY 60,000 PEOPLE ARE DIAGNOSE WITH PD EACH YEAR
- 7-10 MILLION PEOPLE HAVE PD WORLDWIDE



Tulip's for Parkinson's collectible globe was custom designed for the KiMe Fund. It is made of hand-blown glass, and available for purchase on KiMe's website.

Shakin' Not Stirred

Cru' Event Pictures



Top: A sold out crowd attended the Cru' Event. Too many people in this picture to name correctly here. Can you find yourself in the crowd? If not, perhaps you were in the other room bidding on silent auction items.

Middle Left: Steve Hodges surrounded by Bond girls Ginger Mullins, Jerri Hodges, Leslie McDermott and Tanya Springmaier (left to right).

Above: Joe and Jane Andrew, Joe Graves and Janet Testerman (left to right).

Lower Left: Linda Reeder, Barbara Brown, Colleen Shannon, Jim Brown, Mary Lou Butler, Tom Carlson, Mary Francis Carlson and Mary Hutchinson (left to right).



Contact Us:

info@kimecnd.org

Donations

Fidelity Charitable Gift
c/o KiMe Fund
1017 Bridgestone Place
Knoxville, TN 37919

[We're on the web!](#)

[Like us on Facebook!](#)

KiMe Finances

In order to establish and maintain donor confidence, we are reporting on the financial condition of the KiMe Fund. This is our first report — more detail will be provided at year end.

During its first Board meeting, KiMe adopted an operating plan targeting administrative expenses not higher than 10% and event expenses not higher than 35%. To date, we are meeting both targets.

For our first year of operation, we set an aggressive fundraising target of \$100,000. Through June 30, the KiMe Fund raised \$39,618 with expenses of \$8,417. With events remaining this year, we are hopeful we will reach our

goal, which will enable KiMe to start providing grants directly to researchers next year.

In order to maximize effectiveness, we constantly look to raise money while reducing expenses. We initially established KiMe through the East TN Foundation (ETF), a 501(c)(3) nonprofit. ETF is a terrific partner. ETF has the ability to receive donations and pay expenses. The administrative expense associated with donations that we direct to ETF is 10%. This is viewed as reasonable given the service ETF provides. However, when coupled with the operating expenses incurred for fundraising, expenses are higher than optimal. In order to reduce expenses, the Board approved

establishment of an account with The Fidelity Charitable Gift Fund, a 501(c)(3) that has lower administrative expenses but cannot pay event expenditures. The combination of these relationships provides us with the best of both worlds; the ability to receive tax free donations, pay expenses, distribute funds, and reduce expenses. Consequently, we expect our expenses to trend downward.

Ultimately, we expect to pursue 501(c)(3) status. However, we do not believe this goal is feasible until the KiMe Fund sustains annual donations of \$200,000.

The chart below displays KiMe revenues and expenses by source.

The KiMe Fund is dedicated to finding a cure for neurological disorders by funding research, with an initial emphasis on Parkinson's Disease. KiMe commenced operations with its first Board meeting on January 29. The KiMe Board is comprised of-

Steve Hodges, Founder, Chair, Director (TN)

Michelle Brewer, Director (TN)

Eric Brinley, Secretary, Director (TX)

John Campbell, Treasurer, Director (TN)

Martin Gray, Director (TN)

Deanna Hatmaker, Vice Chair, Director (MI)

Leslie McDermott, Director (TN)

Jeff Robinette, Director (DC)

Tim Wheeler, Director (TN)

