Who We Are

Our strategy is grounded in our identity. These are the ideas that guide us and the difference we seek to make. This is who we are.

OUR SPIRIT In all things, PRO seeks to be caring, trustworthy, welcoming, and steadfast. We are kind and patient, we act with integrity, we stay available to those who need us, and we keep going with determination.

WHAT WE BELIEVE Our convictions guide everything we do:

- People with Parkinson's are not defined by a diagnosis.
- Every Parkinson's journey is unique, with opportunities for meaning, connection, and growth.
- Everyone affected deserves access to the resources, information, and care needed – whatever the circumstances.
- No one should face the disease alone, because connection with others inspires hope and enhances quality of life.
- Parkinson's touches whole families and communities, not one person in isolation.
- Caregivers carry an enormous weight, and deserve to be seen, respected, and supported with reliable information.

HOW WE WORK PRO is at its best when it learns from the lived experience of people with Parkinson's. We connect clients to trusted research and resources, and we build a visible presence and strong partnerships across the region. We help to remove barriers and provide support that is clear and direct, open our doors to everyone the disease touches, and treat each person with dignity.







Four Strategic Directions

Our strategic direction for the next five years is represented by four priorities of strategy.

Increase Our Visibility

PRO will strive for top-of-mind awareness among everyone PRO touches — people with Parkinson's, families and caregivers, medical professionals, donors, and communities touched by Parkinson's across Oregon and Southwest Washington. With few neurologists in the state and overworked general practitioners, PRO will pursue varied methods of providing services and resources to those touched by Parkinson's, and to the medical profession, tapping primary care physicians and rural clinics as underutilized referral sources.

Enhance Personalized Support

PRO will strengthen our capacity to provide personalized, relationship-based support tailored to the diverse needs of the populations we serve. By expanding dedicated resources, counseling connections, peer support, and targeted programming, we will meet caregivers, individuals at every stage of disease, and families where they are.

Expand Our Reach

PRO will extend programs and services purposefully to reach diverse cultures and underserved communities. Residents of Southern Oregon, Eastern Oregon, and Clark County have expressed strong interest in local services, and senior living communities offer a chance to reach those who may not be able to access services independently.

Deepen Partnerships

PRO will build and strengthen partnerships throughout Oregon and SW Washington. A shifted healthcare landscape creates fresh opportunities. Primary care providers, physical therapists, and nurse practitioners see Parkinson's patients regularly and welcome referral guidance. PRO seeks to become a trusted partner for organizations supporting Parkinson's patients beyond clinical care.





Vision For The Future

Parkinson's Resources

Building on the present strengths of PRO and the impact it is having in people lives, we envision a future for PRO that deepens and expands our impact.

Our vision is that five years from now, PRO is prominently known and trusted for Parkinson's support across Oregon and Southwest Washington, so that no one navigates the Parkinson's journey alone.

Our vision is for our presence to reach every neurology office in our service area, including rural and underserved communities that once went without support. People find resources shaped to their stage of Parkinson's and their needs, and a community that turns uncertainty and isolation into belonging and care. Healthcare providers, cultural organizations, and community institutions stand alongside those navigating Parkinson's as partners in care.



serving Oregon & SW Washington

Our vision is that PRO - sustained by steady funding and passionate volunteers - is a vibrant and effective organization that is here for as long as needed.

THE DIFFERENCE WE SEEK TO MAKE

We want everyone touched by Parkinson's to feel:

CONFIDENCE

the support and resources to navigate the journey of Parkinson's well

COMMUNITY

a place where they feel seen, accepted, and understood, and where friendships take root.

COORDINATED CARE

one connected ecosystem of support.

COMPANIONSHIP FOR CARE PARTNERS

families and care partners who feel supported, prepared and less alone.

COMPASSIONATE COMMUNITIES

neighborhoods across the region who grow more informed, welcoming, and responsive.

Thank You

We extend our sincere gratitude to our Board of Directors, staff, community members, partners, and stakeholders for their invaluable contributions in shaping this Strategic Plan. Your insights, commitment, and collaboration have helped create a roadmap that reflects our shared vision and priorities for the future.

We also extend our heartfelt appreciation to **Dialogues in Action** for their dedication, expertise, and thoughtful guidance throughout the planning process.