



Partnered with  
The Michael J. Fox Foundation  
for Parkinson's Research

# ANNUAL REPORT



# 2019

## Our Achievements

The Shake It Up Australia Foundation is a not-for-profit organisation established in 2011 and in partnership with The Michael J. Fox Foundation (MJFF) promotes and funds Parkinson's disease research in Australia aimed at better treatments and ultimately a cure. Our partnership with MJFF ensures that our research grants are globally competitive, strategically managed and non-redundant. Since our inception we have co-funded 41 Australian research projects across 12 institutes to the value of \$11.5 million.

Some of our achievements this year include:

- The launch of the Australian Parkinson's Mission in January with a \$30 million funding grant from the Federal Government's Medical Research Future Fund.
- The Governor General of the Commonwealth of Australia, His Excellency General the Honourable David Hurley AC DSC (Retd), became Patron of the Shake It Up Australia Foundation.
- Funding of seven new Australian research projects.



**41** Parkinson's  
Research  
Projects



**12** Australian  
Research  
Institutes



**11.5** Million  
Dollars  
Invested

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**DAVID HURLEY**

HIS EXCELLENCY GENERAL  
|THE HONOURABLE DAVID  
HURLEY AC DSC (RETD)



## MESSAGE FROM

### OUR PATRON

"The staff, supporters and community are outstanding Australians who demonstrate the richness of spirit to which we should all aspire"

"I am delighted to become Patron of the Shake It Up Australia Foundation.

"Shake It Up's work and partnership with the Michael J. Fox Foundation has and continues to have a profound impact on the lives of Australians who live with Parkinson's disease.

"Their funding of world-leading medical research, advocacy for close and committed collaboration and support for those living with Parkinson's is critical to providing better treatment and ultimately a cure for a disease that afflicts many thousands of Australians.

"The staff, supporters and community are outstanding Australians who demonstrate the richness of spirit to which we should all aspire. I look forward to being involved with them over the next five years."

His Excellency General the Honourable David Hurley AC DSC (Retd)





His Excellency General the Honourable David Hurley AC DSC (Retd)  
Governor-General of the Commonwealth of Australia

### Message — Shake It Up Australia Foundation

As Patron of the Shake It Up Australia Foundation, I am delighted to provide a message in support of the Foundation's 2019 Annual Report.

The Foundation's partnership with the Michael J Fox Foundation continues to have a positive impact on the lives of the estimated 100,000 Australians affected by Parkinson's disease. Not only does the Foundation represent a beacon of hope for people diagnosed with Parkinson's but, perhaps more importantly, it is a charity that has the capacity to fund vital research into the disease.

And, as outlined in the Foundation's 2019 Annual Report, it is inching closer to its ultimate aim of finding a cure.

The Foundation and its partners at MJFF have funded 41 Parkinson's research projects at 12 Australian Research Institutes — a total investment of more than \$11.5 million. Importantly, under the partnership, all funds raised by the Foundation are directed toward research efforts in Australia.

I congratulate everyone involved in the Shake It Up Australia Foundation. The work that you do — be it in research, increasing awareness of the disease or in generating or donating funds — is critical to the Foundation's quest to find a cure for Parkinson's disease and to improve the health and wellbeing of many Australians.

A handwritten signature in black ink, appearing to be 'D Hurley', written in a cursive style.

A portrait of Clyde Campbell, CEO of Shake It Up, smiling. He is a middle-aged man with short, graying hair, wearing a dark suit jacket over a light blue shirt. The background is a blurred indoor setting with warm lighting.**CLYDE CAMPBELL**

CEO - SHAKE IT UP



## MESSAGE FROM

### OUR FOUNDER & CEO

"Organisations like Shake It Up are only as good as its people and we are fortunate to be surrounded by talented and passionate individuals."

2019 was a year of growth for the foundation in terms of revenue and research progress. We started the year with the official launch of the Australian Parkinson's Mission (APM) and a very welcome funding grant from the Federal Government's Medical Research Future Fund of \$30 million. The establishment of the APM was the result of years of international collaboration looking at the potential of repurposed drugs to slow and stop the progression of Parkinson's. The APM is a collaboration between the Garvan Institute for Medical Research, Shake It Up, Sydney University, The Michael J. Fox Foundation (MJFF), Cure Parkinson's Trust in the UK (CPTUK) and Parkinson's Australia.

Each year researchers from the global Parkinson's community gather at the Van Andel Institute in Grand Rapids in the US to collaborate on their work and I was privileged to again attend this event in August with this year's topic the Linked Clinical Trials program that we are running under the APM. As always I came away inspired and enthusiastic about the progress we are making together to make the future brighter for people living with Parkinson's. Our first trial will commence under The APM in late 2020 and will assess three repurposed medications against one placebo. There are four key segments to the APM trials - clinical trials of compounds prioritised by CPTUK, Biomarkers, Genomics and



Induced Pluripotent Stem Cells (IPS cells) laboratory trials in partnership with Harvard University. We are also working with Harvard on how to implement machine learning to accelerate genome sequencing and biomarker research.

I caught up with Michael J. Fox at the annual MJFF research roundtable in New York in November to hear about the current and future research opportunities and also attended their annual Gala dinner which raised US\$4.6 million for international Parkinson's research. Our relationship with the MJFF goes from strength to strength and it is always good to connect with Michael and their CEO Todd Sherer to discuss new research opportunities in the pipeline.

We were thrilled to welcome the Governor-General of the Commonwealth of Australia, His Excellency General the Honourable David Hurley AC DSC (Retd), as Patron of the Shake It Up Australia Foundation this year. His Excellency has a genuine interest in the work of the foundation and has great empathy for the Parkinson's community in Australia.

Shake It Up's success this year has been enabled by some very generous donations from individuals & PAF's, including Noel Holmes, Rich Balanson & the Greig Asbury Foundation. We were honoured to be included as a charity beneficiary of the annual Sohn Hearts & Minds Investment Leadership Conference this year which resulted in a \$250,000 donation to the foundation. We are extremely grateful to all of our donors, be they large or small, for their support this year.

Organisations like Shake It Up are only as good as its people and we are fortunate to be surrounded by talented and passionate individuals. A big thank you to all of our Ambassadors and Board members who give freely of their time to support and promote the work of the foundation and to the small and mighty team who work within the foundation who are focussed on achieving our goals. Underpinning everything we do at Shake It Up is our mission – to find better treatments to slow or stop the progression of Parkinson's in pursuit of a cure.

Thank you to everyone who has supported the foundation this year.

Clyde Campbell  
Founder and CEO

# OUR MISSION

To find better treatments and ultimately a cure for Parkinson's.



Our mission is to find better treatments that will slow and stop the progression of Parkinson's and ultimately lead us to a cure.

Our focus from the outset has been to create a culture of collaboration within the Australian Parkinson's research community and to promote international collaboration through our partnership with The Michael J. Fox Foundation (MJFF).

This international collaboration now extends across the globe with leading organisations like Cure Parkinson's Trust in the UK, the Van Andel Institute and Harvard University. Shake It Up Australia is committed to providing innovative and collaborative opportunities to inspire members of the Parkinson's community – and the general public – to act in greater numbers than ever and to empower them to be a part of our quest to find the cure.



- Collaboration
- Determination
- Innovation
- Integrity
- Optimism



Our vision is a world without Parkinson's.



# STATISTICS

## PD Prevalence in Australia

Parkinson's disease is a progressive, degenerative neurological condition that affects a person's control of their body movements. Parkinson's is a very individual condition, with each person experiencing different symptoms.

There is no known cause for this debilitating disease and treatments address only symptoms, not disease progression. There are currently no laboratory tests to definitively diagnose Parkinson's disease and diagnosis is made by neurological examination.

Parkinson's results from the loss of cells in various parts of the brain, including a region called the substantia nigra. When dopamine production is depleted, the motor system nerves are unable to control movement and co-ordination. The dopamine producing cells are lost over a period of years and the motor type symptoms such as tremor, rigidity etc. will start to appear.

20% 38

One in Five  
are diagnosed  
under the age  
of fifty.

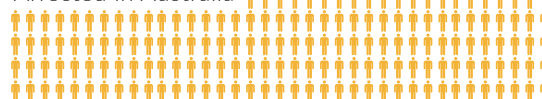


Aussies are  
diagnosed with  
the disease  
every day.



100,000

Affected in Australia



\$3 Billion

Parkinson's costs the economy \$3 Billion annually and the healthcare system \$600 million each year.

- Parkinson's is the second most common neurological disease in Australia after dementia.
- Without a medical breakthrough the number of Australians with Parkinson's will double every 15 years.

## Motor Symptoms

- Slowed Movement
- Rigid Muscles
- Tremor
- Gait Problems
- Facial Expressions

## Non-Motor Symptoms

- Cognitive Impairment
- Depression & Anxiety
- Sleep Difficulties
- Loss of Smell
- Constipation
- Speech & Swallowing Problems
- Writing Problems
- Vision
- Apathy and Fatigue

# PARTNERSHIPS

## Australian Parkinson's Mission

The Australian Parkinson's Mission (APM) is an innovative five year research program that was established in 2018 to combine clinical trials and biomarker technologies with breakthrough genomics to revolutionise our understanding of Parkinson's disease. It is an Australian-led international collaboration between the Garvan Institute of Medical Research, Shake It Up Australia Foundation, the University of Sydney, the Cure Parkinson's Trust (UK), The Michael J. Fox Foundation (USA) and Parkinson's Australia.

The APM aims to identify and validate a precision medicine framework for treating and preventing Parkinson's disease by identifying genetic targets for repurposed drugs and drug discovery. By using drugs that have already passed rigorous safety and toxicology trials, the APM aims to cut the time for a potential treatment to move from the laboratory to clinical trials and to the patient.

In January the APM received a \$30 million funding grant from the Australian Government's Medical Research Future Fund to support research to identify disease modifying drugs with the potential to slow the progression of Parkinson's.

"This five year program includes multiple clinical trials of potentially disease modifying drugs and treatments across Australia and will include many hundreds of patients. It's going to have a substantial impact on identifying effective treatments and fast tracking them to people with the disease."

**Clyde Campbell - Shake It Up Founder & CEO**

## Australian Parkinson's Mission

Federal Minister for Health, The Hon. Greg Hunt MP announcing funding for the APM.

# PARTNERSHIPS

## The Michael J. Fox Foundation

Shake It Up's partnership with The Michael J. Fox Foundation for Parkinson's Research (MJFF) was established in 2011 to leverage Parkinson's drug development expertise in Australia. The Shake It Up Australia Foundation disburses funds in Australia to grantees identified through the MJFF process. All funded research is first assessed and validated by the expert panel of scientists at MJFF to eliminate redundancy of research around the globe. Once approved the research projects are monitored and benchmarked by a team of formally trained PhDs and business-trained project managers.

MJFF continues to drive research aimed at identifying new options for managing symptoms for both motor and non-motor issues with support for trials of new therapies. As promising therapies move beyond the laboratory science into human testing their efforts to engage the patient and family as research volunteers is also expanding. Critical information is gathered from Parkinson's patients to help researchers better understand Parkinson's and design better drug trials.

Shake It Up and MJFF have also collaborated to bring MJFF's landmark clinical study, the Parkinson's Progression Markers Initiative (PPMI), to Australia. Large-scale biomarker studies like the PPMI have changed the way Parkinson's research is done. PPMI's collection of comprehensive clinical information from volunteers has become a deep well for research discovery and validation that has significantly grown our understanding of Parkinson's. Since its launch in 2010 PPMI data has been downloaded more than 5 million times, and the study has received more than 100 biospecimen requests.



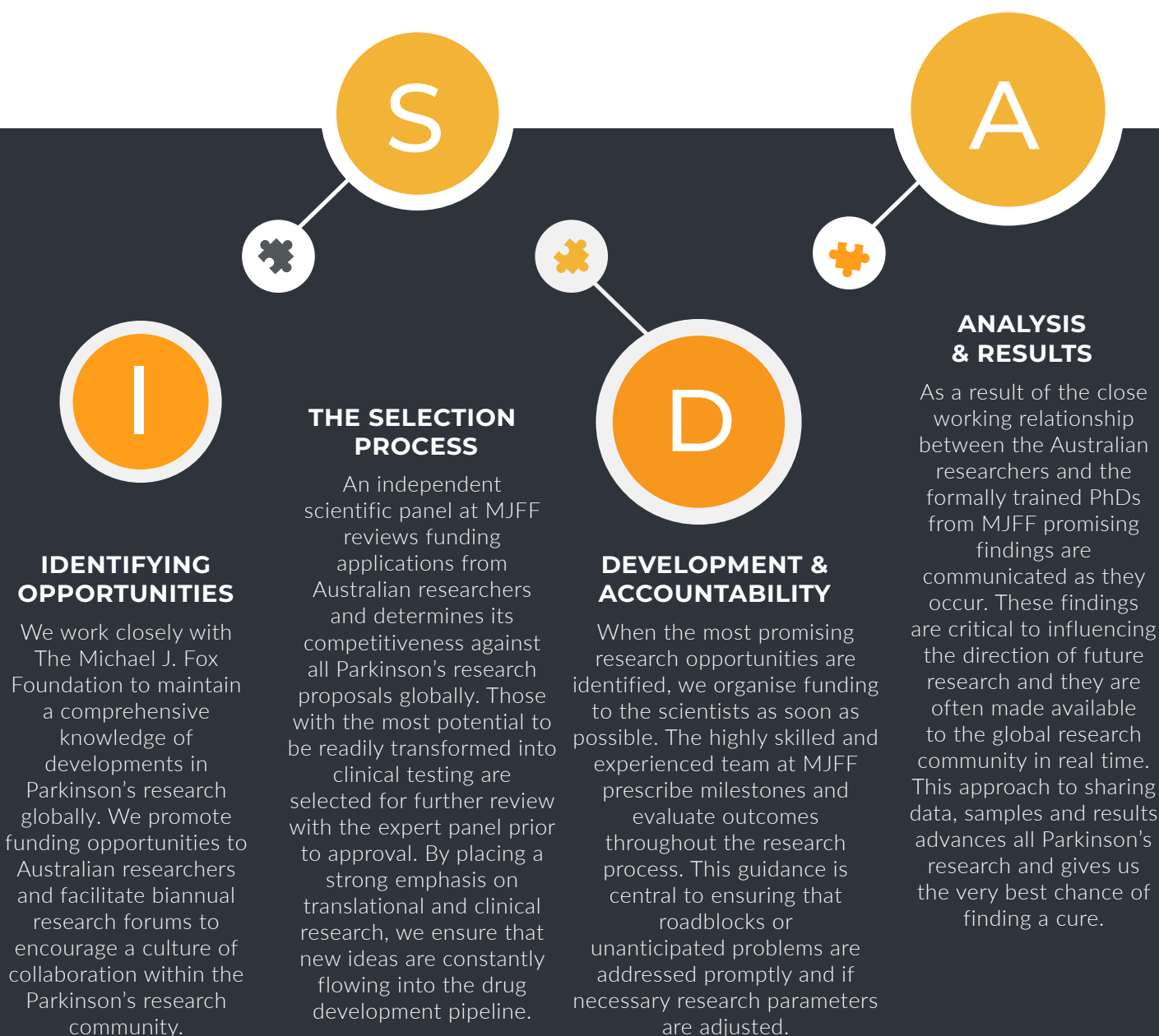
"Our shared goal is to fund transformative research that could improve the lives of Parkinson's patients as quickly as possible."

**Michael J. Fox**

Photo: Mark Seliger



# HOW WE **FUND** RESEARCH





# CLINICAL TRIALS

Clinical trials are the final and crucial step in delivering new drugs to patients. A clinical trial is a research investigation in which people volunteer to trial new treatments, including ones that test new drug compounds and devices (interventional trials), ones that aim to better understand the disease (observational trials), and tests of non-pharmacological interventions. When you participate in research, you give something money can't buy. Parkinson's patients are eager to play an active role in finding the cure, and dozens of new clinical trials are launched every year. However recruitment for clinical trials is not always successful.



Today, 80 percent of trials fail to recruit enough volunteers within planned timelines. This slows research progress and deters funders from investing in Parkinson's research. It is estimated that only 1 in 10 people with Parkinson's participate in clinical trials. To meet this challenge and expedite the drug development process, MJFF developed the Fox Trial Finder, a web based tool that matches patients and their loved ones to the trials that urgently need them all around the world. You can perform a customisable search to find studies you may be eligible to join in your area.

The Australian Parkinson's Mission will be recruiting for patients to participate in clinical trials in late 2020 using repurposed drugs (potentially disease modifying drugs that could slow, stop or reverse Parkinson's progression), integrated with transformative research, to identify and fast track more effective treatments.

# FUNDED RESEARCH PROJECTS



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**Project** - Using Digital Spatial Profile to Screen Targetable Molecules to Halt Alpha-Synucleinopathy

**Institution** - Brain and Mind Institute

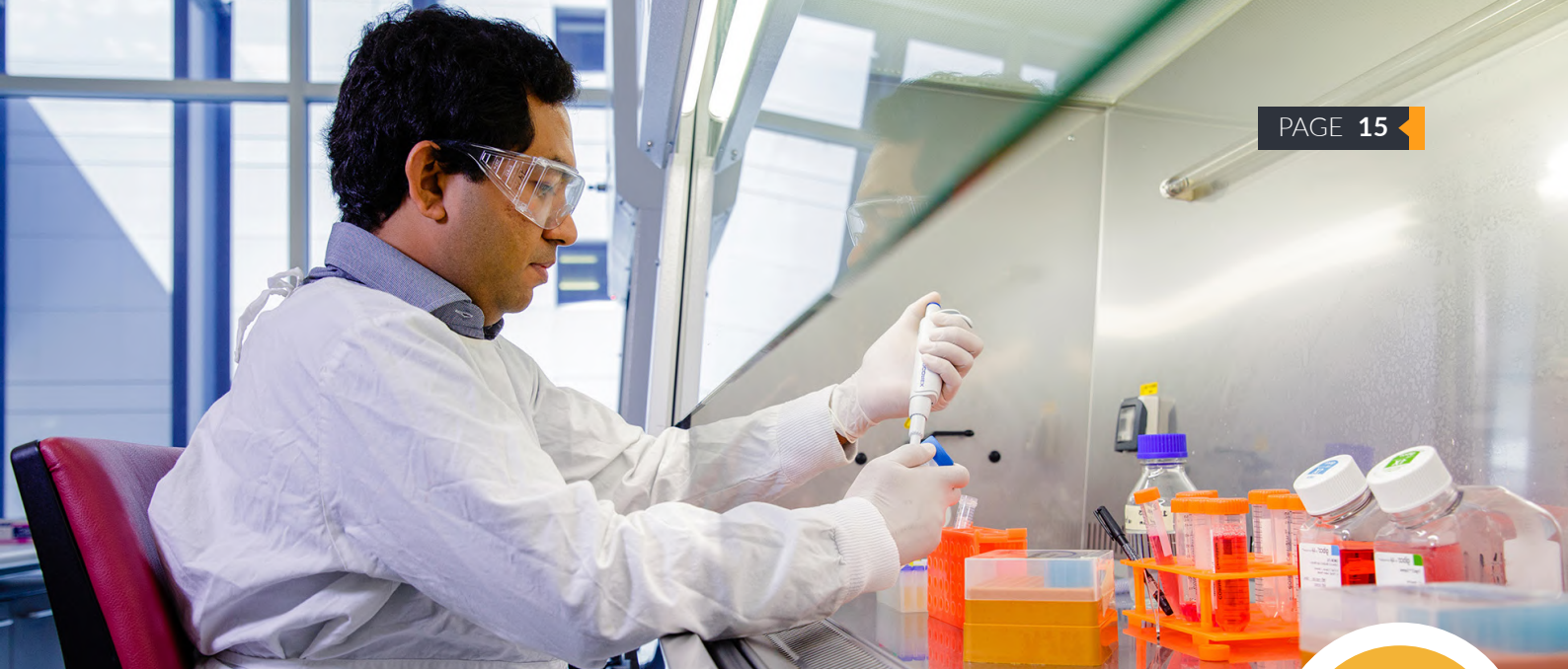
**Duration** - 12 months

**Researcher** - Professor Glenda Halliday

**Rationale** - Changes in well-known immune molecules will occur in regions of neurodegeneration in the brains of patients with Parkinson's disease, and will associate with increasing  $\alpha$ -synuclein brain pathology. This project will leverage digital spatial profiling technology to examine multiple molecular targets on immune-oncology pathways at different pathological progression stages of PD (Braak stages) using patient post-mortem tissue.

Identifying substantive changes in these molecules in brain cells would provide novel targets for therapeutic development and for the development of peripheral assays for biomarker diagnosis. If successful, this research has the potential of identifying novel molecular targets for early diagnosis and treatments, as well as establishing a timeline of immunopathological correlation with PD.

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# FUNDED RESEARCH PROJECTS



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**Project** - Pharmacological Targeting of Inflammasome Activation Mechanisms in Synuclein Models of Parkinson's Disease

**Institution** - The University of Queensland

**Duration** - 2 years

**Researcher** - Dr Richard Gordon and Dr John O'Sullivan

**Rationale** - Previous studies undertaken by the research team confirmed the activation of an immune system complex called the inflammasome is involved in chronic inflammation and the death of brain cells in Parkinson's disease. Under the previous grant, they also identified and confirmed a new signaling pathway involving toxic forms of the protein alpha-synuclein that activates the inflammasome.

They demonstrated that this pathway is activated in people with Parkinson's in pre-clinical models of the disease. This new research project will study the mechanisms that cause inflammasomes to become activated and how they can target these pathways to develop new drug treatments for Parkinson's disease.

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Photo: Dr Michael Angove



## FUNDED RESEARCH PROJECTS



**Project** - Brain Derived Exosome Biomarkers as a Liquid Biopsy for Parkinson's Disease

**Institution** - La Trobe University

**Duration** - 1 year

**Researcher** - Professor Andrew Hill and Dr Lesley Cheng

**Rationale** - This research project will test the power of extracellular vesicles (EVs), or cell particles, to detect Parkinson's disease via a simple blood test.

Specialists believe that therapeutic strategies aimed at limiting neurodegeneration need to be administered before the appearance of Parkinson's symptoms and that is where EVs come in. The research team are investigating the possibility that cell particles released from brain tissue can migrate across the blood-brain barrier and into the blood, where biomarkers can be collected to determine a patient's neurological status. It is equivalent to a liquid biopsy of the brain.

Researchers will use blood samples from The Australian Parkinson's Disease Registry to determine whether Parkinson's disease biomarkers can be detected in recently diagnosed patients and in advanced Parkinson's patients who have been on medication for more than five years.

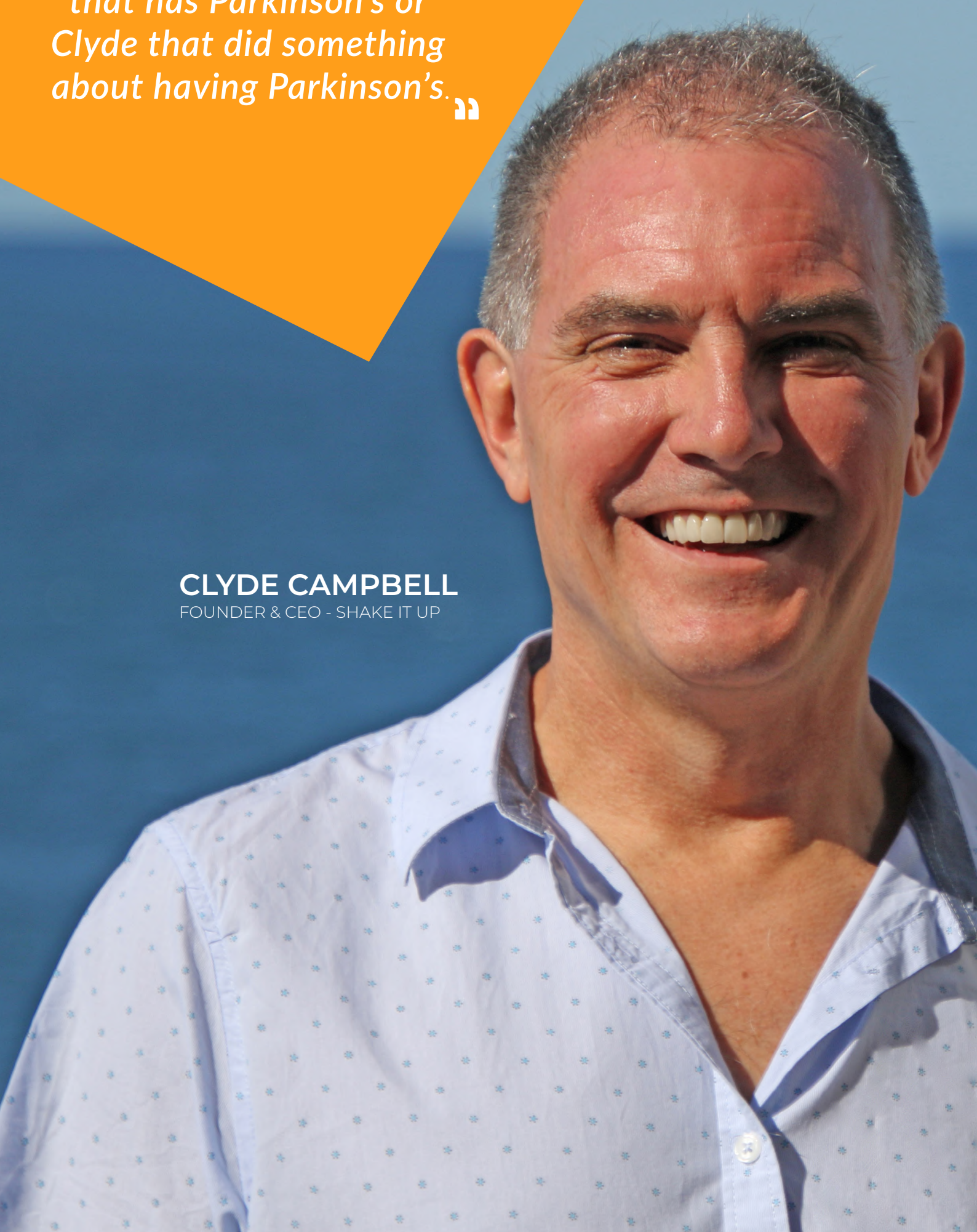
The research team hopes to develop a cost effective, non-invasive and low risk diagnostic test to detect PD and monitor its various stages. Ultimately this research is about helping to improve health outcomes for people living with Parkinson's.

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*“Did I want to be Clyde that has Parkinson’s or Clyde that did something about having Parkinson’s.”*

**CLYDE CAMPBELL**  
FOUNDER & CEO - SHAKE IT UP





## FUNDED RESEARCH PROJECTS



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**Project** – Improve targeted and individualised treatments for Parkinson’s through reading the matrix of astrocytes

**Institution** – University of Sydney

**Duration** – 18 months

**Researcher** – Professor Glenda Halliday and Yuhong Fu, MD, PhD

**Rationale** – There is very little data on the role of astrocytes in Parkinson’s disease. Additionally, astrocytes are notoriously regionally heterogeneous, so analysis of astrocyte expression profiles in non-PD affected brain regions may not be relevant. Dr Halliday proposes to use digital-spatial profiling of human brain tissue from PD-relevant regions to assess astrocyte response to alpha-synuclein and expression of A1 and/or A2 like profiles. Human astrocytes are more complex, and some astroglial subtypes are unique compared to those of other species, making direct proof from post-mortem human brains irreplaceable when seeking targetable astroglial pathways. Experimentally defined astroglial proteins involved in PD may also provide promising peripheral biomarkers for monitoring and diagnosing PD.

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## FUNDED RESEARCH PROJECTS



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**Project** - Does Dopamine Cell Death Result from a Novel Proteinopathy in Parkinson's Disease Brain?

**Institution** - University of Sydney

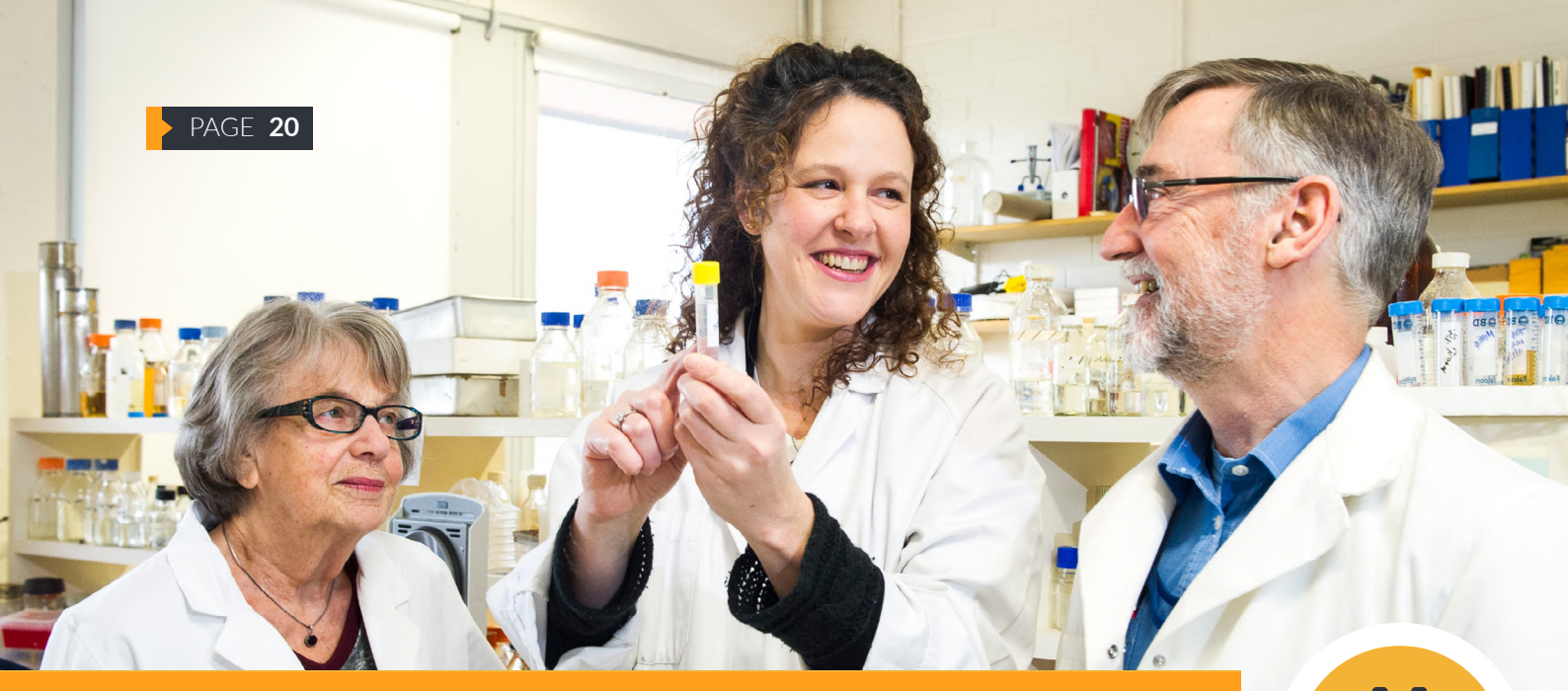
**Duration** - 18 Months

**Researcher** - Associate Professor Kay Double PhD

**Rationale** - Recent research has shown that a new type of toxic protein forms in the brains of people with Parkinson's disease. This same protein is known to cause nerve cell death in another degenerative disorder which affects movement. This research project will investigate how the abnormal protein forms using a mouse model, then validate these findings in human Parkinson's disease brains.

Researchers will further test in mouse models if modification of this protein by a drug they have recently developed will stop the formation of the toxic form of the protein and rescue dopamine brain cells from death.

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## FUNDED RESEARCH PROJECTS



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**Project** - Measuring mitochondrial respiration and stress signaling in blood cells as biomarkers of Parkinson's Disease

**Institution** - La Trobe University

**Duration** - 1 year

**Researcher** - Paul Robert Fisher, BSc, MPhil, PhD, Andrew H. Evans, MD, FRACP

**Rationale** - The goal of this study is to determine if differences in mitochondrial function in lymphoblastoid cells and/or PBMCs can reliably detect prodromal status in those with a high risk of conversion to Parkinson's disease. The mitochondria are tiny compartments within cells, responsible for producing >90% of the cell's energy in the form of a small energy-carrying molecule called ATP. Previous studies by the research team showed that cultured (immortalized) white blood cells (lymphoblasts) from patients with Parkinson's disease (PD) have hyperactive but functionally normal mitochondria, elevated levels of ATP and proteins involved in mitochondrial energy metabolism, as well as higher activities of the cellular stress-sensing proteins AMPK and TORC1. None of these differences were affected by patient age or gender, disease duration or severity, suggesting that they may have been present and stable in preclinical disease stages. Combining them discriminated between PD and control cells with better than 80% reliability.

By the time PD can be diagnosed clinically, extensive neurodegeneration in affected brain regions has already occurred. This study may lead to a reliable means of detecting PD before it progresses to this stage. It could therefore allow or facilitate discovery of earlier, more effective treatment or management aimed at slowing disease progression.

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## FUNDED RESEARCH PROJECTS



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**Project** - Validation of Period1 as a Therapeutic Target to Improve Sleep and Circadian Dysfunction in Parkinson's Disease

**Institution** - University of Queensland

**Duration** - 18 Months

**Researcher** - Dr Oliver Rawashdeh, PhD

**Rationale** - Mounting evidence suggests Parkinson's disease patients have accumulating disruption of sleep and circadian (24-hourly) rhythms which are thought to worsen other symptoms associated with PD. Researchers at the University of Queensland have recently discovered a new pathway called Period1 (Per1) which can regulate the sensitivity of the biological clock to light.

Removal or blocking of this pathway could enhance the responsiveness to light which is affected in Parkinson's disease. This research will confirm whether blocking or reducing Per1 could be a viable disease-modifying approach to improve sleep quality and restore overall circadian dysregulation which occurs in PD and thereby reduce motor and non-motor symptoms affected by disruption of sleep and biological rhythms.

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# **PAUSE 4 PARKINSON'S**

Pause 4 Parkinson's is our largest annual fundraising campaign, centred around World Parkinson's Day on 11 April. During April supporters pause and give voice to those with Parkinson's through community fundraising events. By sharing personal stories and what a cure for Parkinson's would mean to individuals, we are able to raise awareness and funds for research towards better treatments that will slow, stop, and ultimately cure Parkinson's disease. Here we share some of our community fundraiser stories.



**\$4,498**

The Clark's cooked up some amazing curries and hosted a night with 120 friends and family. **RAISED \$4,498**



**\$25,000**

The local Dungog community hosted their annual fundraising event with a Bowtie Luncheon at Cairnsmore Bed & Breakfast. **RAISED \$25,000**



**\$5,500**

The Welk family hosted a sausage sizzle at their family home with jumping castles, raffles and auctions. **RAISED \$5,500**



**\$12,418**

The Moltoni family banded together to support a family member by hosting a Trivia night and a head shave challenge. **RAISED \$12,418**





The 2019 campaign sought to highlight the story of Young Onset Parkinson's and the prevalence of women with Parkinson's. The aim was to dispel the myth that Parkinson's is an 'old man's disease'. Ben Kumanovski at Fussy Films designed the campaign for TV and radio to spotlight real people with Parkinson's and secured a crew of awesome professionals who all donated their time to create the campaign.

oOh! Media supported the TVC campaign messaging with digital billboards across roadside, airports, shopping centres and offices. There was lots of positive feedback and it was effective having the TVC campaign carried through and supported in the digital campaign.

We are very grateful to both oOh! Media and Fussy Films for their significant pro bono support which helped to generate widespread national awareness and contributed to the success of our 2019 Pause 4 Parkinson's campaign.

Thank you to our sponsors

**DAILY - PRESS**

**ooh! community**

**FUSSY**

**telum**

**PDWARRIOR**

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TREE SERVICES

**INSURANCE**  
**ADVISERNET**  
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Tricolor Services (Australia) Pty Ltd

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HEALTHCARE

**HUTCHINSON**  
**BUILDERS**  
Established 1912

**Audi Five Dock**

# COMMUNITY

## Fundraising and Events

Shake It Up supporters love to challenge themselves – whether it's swimming through the Kimberley, crawling through mud, or running across the Sydney Harbour Bridge, year in and out our supporters take on the best mass charity fundraising events in the country for Shake It Up. 2019 saw an increase in the number of Shake It Up fundraisers participating in fun runs and charity challenges as well as our own adventure trek along the Larapinta Trail.



**MICHAEL ZIEGLER**

Raises \$5033 through City2Surf

Michael Ziegler is a fun run veteran, choosing to support Shake It Up in multiple fun runs and charity challenges over many years. Michael was just 44 when he was diagnosed with Parkinson's and decided to go public by running for Parkinson's. We asked Michael what drives him to make a difference? He said, "With a gorgeous wife and two beautiful girls, I need no other motivation".

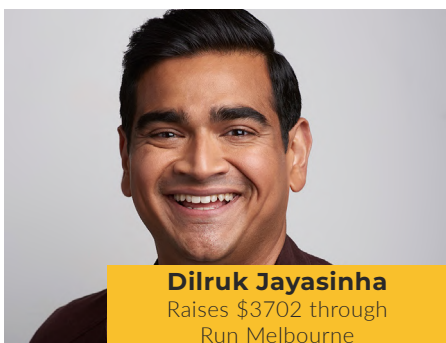


**Hannah Price**

Raises \$3660 through  
Gold Coast Marathon

Running for her Dad, Hannah not only raised funds for Parkinson's Research she also produced a beautiful and emotional video about why she was running. Hannah is a travel blogger and has done a fantastic job of raising awareness for Parkinson's and Shake It Up research.

## Comedians Support Shake It Up



**Dilruk Jayasinha**

Raises \$3702 through  
Run Melbourne

Comedian extraordinaire Dilruk chose to support Shake It Up in Run Melbourne and was joined by his comedian friends on the day. Dilruk has been a great supporter of the Foundation by appearing on Celebrity Family Feud and most recently in I'm a Celebrity... Get me out of here.





Popular comedian, Karl signed up to Run Melbourne before realising he was going to be in Newcastle on the day for his popular Podcast “The Little Dum Dum Club”. So instead, he did the Run Melbourne distance in Newcastle, jogging straight onto stage to do a live podcast.

## Larapinta Trek

The breath-taking Central Australian desert was the feature of our Inspired Adventures trek to Larapinta in late August.

The team of 16, including Shake It Up Founder and CEO Clyde Campbell battled the steep, uneven ground in soaring temperatures, bunkering down in swags overnight under a sea of stars.

The Larapinta Trail is regarded as one of Australia's finest long-distance walking tracks. From the old Alice Springs Telegraph Station to the peak of Mount Sonder, the trail stretches 223km along the backbone of the West MacDonnell Ranges. A huge team effort helped to raise \$88,000 for Parkinson's research.





# OUR HEROES

2019 was a huge year for Shake It Up community fundraisers who collectively raised over \$423,538 for Parkinson's research. We are grateful to have such an active, engaged and generous group of supporters willing to commit their time and energy to raise awareness and funds for Parkinson's research. We share here just a few of our hero stories from 2019.



On the back of 2018's highly successful Monkey Mia to Byron Bay motorcycle ride, Urq, Pas, Chris, Salty, Lachie and Wetty took on the Canning Stock Route and Anne Beadell Highway in 4WDs to raise funds for Shake It Up, raising \$36,827 for Parkinson's research.



Dr Robin Hawthorn, Specialist Prosthodontist was inspired to find a solution to Parkinson's by his patients. Robin, the owner and skipper of 'Imagination' rallied his fellow entrants in the Sydney to Hobart Yacht Race to support Parkinson's research and raised over \$22,300 for Shake It Up.



David Cox had the ambitious idea to retrace the steps of Blaxland, Wentworth and Lawson when he and five friends set out to walk 400km from Sydney to Dubbo. They spread awareness about Parkinson's and raised over \$33,000.



Motivated by her father's Parkinson's diagnosis, Christy embarked on a 1,300km bike ride along the East Coast of Australia, from Melbourne to Sydney, with her husband and Dad as support crew. Christy raised \$18,244.

# CORPORATE SUPPORT

We are grateful to our donors and the business community for their generous support whether it be in cash or kind. Below are just a few examples of the generosity and support we received this year.



We were honoured to be included as a charity beneficiary of the Sohn Hearts and Minds Investment Leaders Conference. The conference raises funds for medical research in Australia and has raised over \$10 million since its inception in 2016. Our CEO Clyde Campbell was invited to present on the work of the Foundation and we were extremely thankful to receive a donation of \$250,000 to support Parkinson's research.



Increasing our circle of influence in the business community has been supported by PwC, who hosted a series of Board room lunches throughout the year. Corporate leaders joined Clyde Campbell and some of the researchers we support to learn about the progress of Parkinson's research. These lunches also provide the Foundation with an opportunity to thank our major donors and fundraisers for their significant support.



Digital technology is changing rapidly and with more fundraising being done online it's imperative to stay relevant and ensure our messaging is easily accessible to people with Parkinson's, their family and friends and to the communities who want to support our research. This year we spent many months developing a new and upgraded website thanks to the pro bono support of the creative digital agency Daily Press.



Leading UK corporate speaker Phil Hesketh addressed over 100 business leaders at a seminar at Manly Golf Club organised by Shake It Up Board member Graeme Fear and his wife Ingrid. Attendees learnt how to understand the psychology of negotiation with the event raising over \$25,000 for the Foundation.



# GET INVOLVED

There are many ways to get involved and support Parkinson's research and the work of the Foundation.

## BECOME A MOVER & SHAKER

Our regular givers understand the importance of Parkinson's research and are making a commitment to be part of the solution. When you sign up to our regular giving program you become a member of our Movers and Shakers Club and we can plan ahead and commit to world leading Parkinson's research. Be part of our Movers and Shakers Club and really make an impact.

Our fundraisers come from all walks of life. Some have Parkinson's, some love or work with someone who has Parkinson's and others just want to make a difference. There are lots of ways to get involved by hosting a fundraising event, participating in an athletic event, supporting our Pause 4 Parkinson's campaign or joining an adventure trek.

## BECOME A SHAKE IT UP FUNDRAISER

## BECOME A WORKPLACE HERO

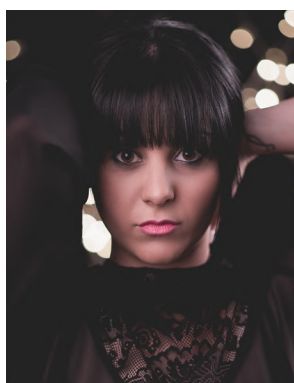
Did you know that 18% of the 100,000 Australian's living with Parkinson's are of working age? There are many ways your workplace can support the Foundation. You can choose to support Shake It Up in your workplace giving program, host a workplace fundraising event as part of our Pause 4 Parkinson's campaign or become a corporate sponsor.

Leaving a gift to Parkinson's research is a lasting and meaningful way to advance treatments and a cure for Parkinson's. You can help shape the future of Parkinson's by leaving a gift in your Will to the Shake It Up Australia Foundation.

## BEQUESTS

# OUR AMBASSADORS

We are honoured to have the support of some inspirational Australians who volunteer their time each year as Ambassadors for Shake It Up,



**Bloom**

Amanda Canzurlo is a singer/song writer and performer of The Linda Ronstadt songbook.



**Peter Byrne**

International entertainer and star of Neil Diamond Tribute act.



**Liz Cantor**

Channel 7 TV presenter whose grandmother had Parkinson's.



**Lincoln Dews**

Professional waterman and world champion athlete whose father lives with Parkinson's.



**Craig Foster**

Chief Football Analyst – SBS, ex Australian Footballer.



**Phoebes Garland**

Fashionista, blogger mother and wife to Robert who has Parkinson's.



**Sally Obermeder**

Channel 7 TV Personality.



**Kate Stone Matheson**

Journalist, author and public speaker living with young onset Parkinson's.

# OUR TEAM

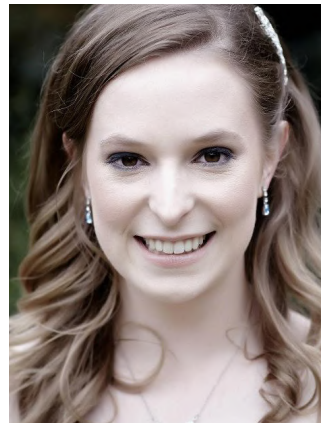
Shake It Up Australia Foundation is proud to have a small but dedicated and talented team, working hard to raise awareness for Parkinson's and raising money to find better treatments and ultimately a cure.



**Clyde Campbell**  
Founder & CEO



**Vicki Miller**  
Executive General Manager  
- Strategic Partnerships



**Isobel Moore**  
Community Fundraising  
and Events Manager



**Carolyn Campbell**  
Operations Manager

**100% of all funds donated to Shake It Up are directed to Australian Parkinson's research. This is made possible by the founding directors' commitment to fund all of the administration costs of the Foundation.**





# OUR BOARD

The Shake It Up Australia Foundation board consists of nine members who all share a passion to advance research to help find a cure for Parkinson's. Each member comes from a diverse skillset and is instrumental in the success of the foundation.



**Clyde Campbell**  
Chairman



**Graeme Fear**  
Vice Chairman



**Greg Campbell**



**Rick Crethar**



**Tony Dormer**



**Jenny Hosie**



**Noel Holmes**



**Andrew Mulcahy**



**Ben Young**



The Board operates under a governance structure that complies with the Australian Charities and not-for-profits Commission governing standards.

# FINANCIAL SUMMARY

## Shake It Up Australia Foundation



Shake It Up Australia Foundation Trust - ABN 65 270 391 304  
 Shake It Up Australia Foundation Charitable Trust - ABN 21 285 919 076  
 Combined Summary Financial Statement Ended June 2019

Income Donations	\$1,693,528
<b>Total Income</b>	<b>\$1,693,528</b>
Grants Funded	\$972,944
Administration Expenses*	\$373,145
<b>Net Surplus (Deficit)</b>	<b>\$347,439</b>

Total Assets	\$3,173,376
Current Liabilities	\$201,227
Research Projects Funding Committed	\$1,324,103
<b>Net Assets</b>	<b>\$1,648,046</b>

\*Note: 100% of all Administration Expenses are covered by our founding directors


Full 2018-2019 Financial information is available on our website or the ACNC



*We are grateful to all of  
our donors, be they large or  
small, who have supported  
the foundation this year.  
Your support is edging us  
closer to a cure every day.  
Thank you!*







"Even in the face of extraordinary challenges, our promise to push Parkinson's research forward remains steadfast. We're problem solvers and we're optimistic."

Michael J. Fox, Founder,  
The Michael J. Fox Foundation for Parkinson's Research

## CONTACT US

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Partnered with  
The Michael J. Fox Foundation  
for Parkinson's Research