This report represents ROCK STEADY BOXING INC’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

ROCK STEADY BOXING INC
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Mission:
The mission of Rock Steady Boxing is to empower people to fight back against Parkinson’s disease. Through an intensive plan of physical exercise delivered in a welcoming, safe and positive environment, our members and caregivers gain confidence and hope knowing Rock Steady Boxing is helping them maximize their potential mentally, emotionally and physically.

The content of this Charting Impact Report is the sole product and responsibility of ROCK STEADY BOXING INC. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

Rock Steady's goal is to educate as many people as possible about the benefits of intense exercise and the Rock Steady Method, and to increase the number of safe and welcoming places for people with Parkinson's to exercise. Our vision is that one day, when the neurologist says, "you have Parkinson's disease," it will be followed by, "and there's a gym down the street where you can fight back." To date we have established 580 programs in the United States and Puerto Rico and 32 internationally in Canada, Australia, Sweden, Norway, the Netherlands, China, Japan, United Kingdom, Italy, and Israel.

2. What are our strategies for making this happen?

In order to spread the Rock Steady Method throughout the world, we offer a 2 day "Training Camp" attended by physical therapists, personal trainers, boxing coaches, activity directors, and anyone who works with people with Parkinson's disease. This seminar prepares attendees to establish affiliate locations in their home communities. RSB teaches boxing skills and specific techniques related to Parkinson's, and provides all the foundational information for establishing a credible Rock Steady Boxing affiliate program. Training Camps take place in Indianapolis, IN. We launched an online training program in July 2017 to help existing affiliate locations grow their coaching staff and establish more affiliate locations. RSB is pleased to invite coaches at Affiliate locations to provide a professional development opportunity for their coaching staff by enrolling them in our newly released Online Certification Training. This in-depth course will provide a knowledge of Parkinson's disease and boxing basics that will enhance their effectiveness in the gyms of our Affiliate locations.

3. What are our organization's capabilities for doing this?

Our Rock Steady Boxing trainers are uniquely qualified to provide the Rock Steady style boxing fitness program, and administrative staff brings a solid record of organizational leadership. • Kristy Follmar (CPT) is a 2003 graduate of Ball State University, with a degree in Telecommunication /Marketing and Sociology. Follmar began her boxing career as Indiana Golden Gloves Women's Champ (1999, 2000) then went on to become world-ranked professional boxer becoming the first ever Women's Indiana State Champion and NABC Featherweight and Super Featherweight Champion (2002, 2003). In 2009, Follmar returned to the ring after four year layoff to win the WBF Light Welterweight World Championship. With several nationally televised bouts to her credit, Follmar retired from competition in 2010 with a 16-2 record (9KO) to focus on her professional career and motherhood. Follmar is proud of the part she played in creating a more positive perception of women in professional boxing, and grateful for the confidence and discipline she gained in all aspects of her life. Follmar is a Certified Personal Trainer (CPT) through the National Association of Sports Medicine. As Rock Steady Boxing program director and head trainer, Kristy uses her experience of professional boxing and education in physical conditioning to design curriculum specific to varying levels of Parkinson's disease. • Christine Timberlake (CPT) has been with Rock Steady Boxing since 2006. Her husband, Tom, was diagnosed with Parkinson's in 2000. Exercise has always been a constant in both Tom and Christine's lives and they have often been considered Rock Steady Boxing's Star Athletes in both the Parkinson's and non-Parkinson's boxing classes. Christine is an experienced lifeguard, swimming and aerobics instructor. In 2009, she completed a Personal Training Certification (CPT) with the National Academy of Sports Medicine to take on a more serious role with Rock Steady Boxing. Her affiliation has brought new energy to the program and we are grateful for her determination to fight back. • Executive Director, Joyce Johnson, brings more than 30 years experience managing organizational change and growth. As a former Executive Director of two Indiana non-profit organizations, Johnson has a solid track record of management, strategic planning and fundraising for organizations poised to grow.

4. How will we know if we're making progress?

Various studies in the 1980's and 1990's supported the notion that rigorous exercise, emphasizing gross motor movement,
balance, core strength, rhythm, and hand-eye coordination could favorably impact range of motion, flexibility, posture, gait, and activities of daily living. More recent studies, most notably at Cleveland Clinic, focus on the concept of intense "forced" exercise, and have begun to suggest that certain kinds of exercise may be neuro-protective, i.e., actually slowing disease progression. These best practices from the medical literature, along with the practical lessons learned every day amid a therapeutic environment of mutual support and high expectations, are at the core of Rock Steady. Our clients attest, and academic institutions (such as University of Indianapolis and Purdue University) are documenting, that quality of life has improved, along with daily self-care, and a return to activities once blissful – such as jumping rope, or being able to clap along with the music in church!

5. What have and haven't we accomplished so far?

We have developed a credible boxing inspired fitness program for people fighting back in Central Indiana. 220 people exercise in our flagship facility in Indianapolis, IN and neurologists report that they are reducing and delaying symptoms of this dreaded disease. In addition we are impacting people around the world by establishing over 600 affiliate locations in all 50 states, Canada, Australia, Sweden, Norway, the Netherlands, China, Japan, United Kingdom, Italy, and Israel. Our goal is to make the RSB program accessible to everyone living with PD throughout the world, empowering people to fight back against Parkinson's disease.