


*Be Still*™  
— FOUNDATION —

Offering hope, healing  
and triumph over tremors.





We are here to help cover the costs, raise awareness and educate on the benefits of Focused Ultrasound therapy *for those in need of tremor relief.*

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Focused Ultrasound is a  
life-changing therapy  
*for those with Essential Tremors  
and tremor dominant Parkinson's Disease.*

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*Many need the treatment but*  
are unaware, unable to  
afford it or do not have a  
local treatment center.





We are here to help  
those with tremors and  
their families, find  
improved quality of life,  
solace, peace and the  
ability to finally –  
*Be Still!*



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# A MOTHER'S STORY





# MY STORY

As a college athlete turned sales executive and father of two, I loved to live large and make the most of every moment.

This was until a "nervous tick" began to occur in my left arm.

After a series of doctor's appointments, MRI's and a pivotal appointment with a neurologist in 2016, my and my family's lives were forever altered when I was diagnosed with young onset Parkinson's Disease at the age of 42.



# MY JOURNEY

After my diagnosis, the harmless tick evolved into a relentless, debilitating tremor throughout the left side of my body. These tremors caused constant pain, embarrassment and a significant decline in my quality of life.

I struggled to focus on life happening around me. I could not conduct business meetings without distraction. The tremors escalated greatly under the pressure of intense situations like coaching my son's basketball games.

*I wondered how life could go on this way.*

In 2020, a glimmer of hope emerged when I learned of clinical trials underway for a groundbreaking tremor treatment, called Focused Ultrasound.

Thanks to an incredibly generous employer, along with an exceptional medical team at the University of Penn, my life-changing therapy was scheduled for June of 2022.



# MY MOMENT

June 9, 2022, is a day I will never forget.

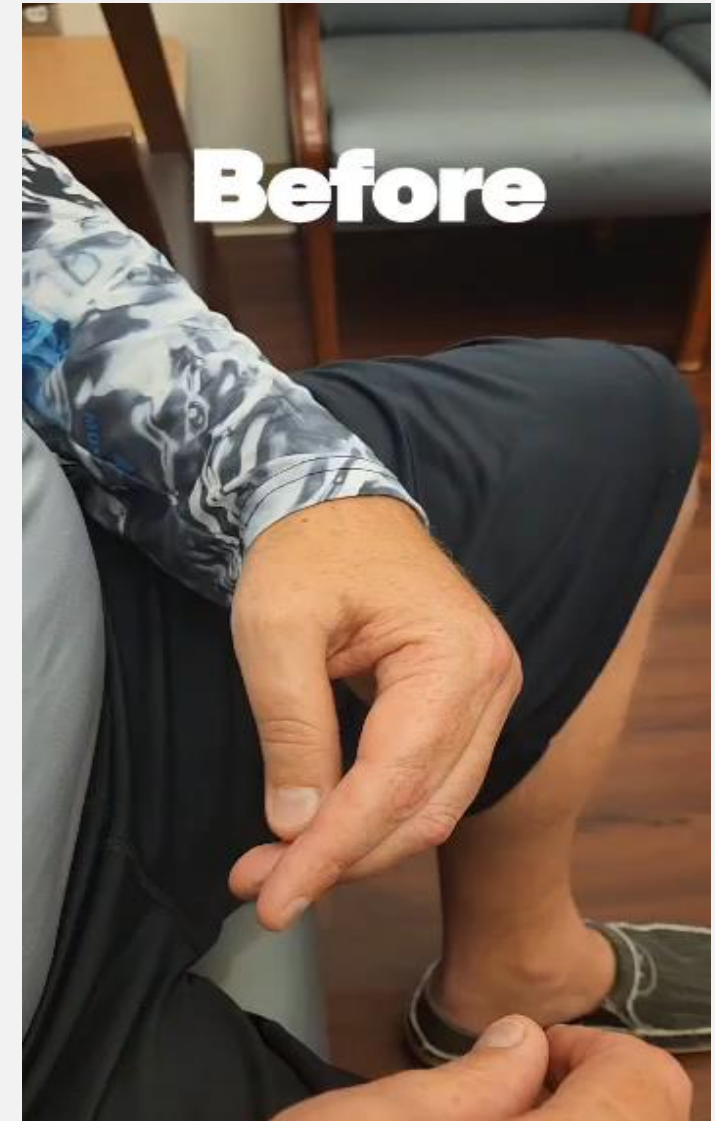
While traveling to the University of Penn for my Focused Ultrasound therapy, I was full of hope, yet I could see my tremors intensify and feel my muscles tighten from the stress of it all.

Little did I know, the profound physical and emotional impact the next two hours in the MRI tube would have on my life.

Laying fully conscious on the MRI table was surreal and incomprehensible. In real time, I communicated with the medical staff how and what I was feeling during the five sonication's I underwent that day.

While inside the tube during the third sonication, for the first time in nearly a decade, my body surrendered the tremors, my muscles eased, and the rigid tension melted away and I was finally able to...Be Still!

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# MY DISCOVERY

I've had the distinct honor of sharing my journey with Parkinson's Disease and my Focused Ultrasound therapy experience at prestigious venues like Capitol Hill, Princeton University and within communities such as Rock Steady Boxing.

Through these interactions, I've witnessed firsthand the hope my story instills.

However, this optimism is tempered by the lack of awareness, availability and financial hurdles many face in accessing this treatment.

These exchanges with those full of hope but greatly in need, are what sparked the start of Be Still Foundation.



# THE STATS

**10,000,000**  
LIVING WITH  
Essential Tremors  
in the USA<sup>1</sup>

**1,000,000**  
LIVING WITH  
Parkinson's Disease  
in the USA<sup>2</sup>

**337,625**  
NEW  
Essential Tremors  
diagnoses in USA  
annually

**90,000**  
NEW  
Parkinson's Disease  
diagnoses in USA  
annually

Sources: 1. International Essential Tremor Foundation  
2. Parkinson Foundation

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# THE NEED

**50%**

of Essential Tremor patients do not get satisfactory relief from medications or have intolerable side effects<sup>1</sup>

**20%**

of Focused Ultrasound procedures are performed on patients UNDER Medicare age

**\$30,000**

average cash pay cost for Focused Ultrasound per side

**Young Onset**

10-19 & 50-59 are the most common ages for Essential Tremors to start<sup>2</sup>

# THE REALITY

# 97%

of tremor patients  
who would qualify for Focused  
Ultrasound are not aware or are  
not participating, in part, due to  
the cost of the procedure.

Sources: 1. Michael J Fox Foundation for Parkinson's Research  
2. Actuals for 2022-Treatment volumes from CMS and Private Payor Data from Carevoyance

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# OUR FOCUS

1

## CASH PAY IN FULL

for Focused  
Ultrasound for  
those without  
insurance  
coverage

2

## ADDITIONAL SUPPORT

including paying for  
deductibles, travel  
accommodations,  
post procedure wigs  
and beyond

3

## GIVING HOPE

by helping with  
awareness, visibility  
and education to  
those in need along  
with their families



# FUNDRAISING GOALS

2024  
Year 1

---

Award first

30 recipients

\$1,080,000 USD

2025  
Year 2

---

Award

70 recipients

\$2,520,000 USD

2026  
Year 3

---

Award

200 recipients

\$7,200,000 USD

2027  
Year 4

---

Award

300 recipients

\$10,800,000 USD

2028  
Year 5

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Award

400 recipients

\$14,400,000 USD

Award PAID IN FULL or ADDITIONAL SUPPORT NEEDED for  
Focused Ultrasound therapy

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# YEAR 1 FUNDRAISING GOAL

CORPORATE  
SPONSORS

---

\$900,000

PRIVATE  
DONATIONS

---

\$100,000

GRANTS

---

\$80,000

Year 1 is (6) months and "Corporate Sponsors" will be critical to achieving (20) award recipients  
Years 2-5 will be driven by "Private Donations"

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# OUR TECHNOLOGY PARTNER

INSIGHT-ITEC

THE GLOBAL LEADER OF MRgFUS TECHNOLOGY



FDA labeling: The Exablate Neuro is intended for use in the unilateral Thalamotomy treatment of idiopathic Essential Tremor patients with medication-refractory tremor. Patients must be at least age 22.



## OUR VISION

To serve as a beacon of hope, offering transformative support to communities affected by Essential Tremors and tremor dominant Parkinson's Disease across the nation.

## OUR MISSION

To empower and uplift those in need, along with their families, we harness compassionate strength and financial resources necessary to deliver Focused Ultrasound awareness and treatments to greatly enhance quality of life.

Embracing the guiding message of Psalms 46:10 - "Be still, know that I am GOD", we aspire to bring tranquility and healing to those we serve.



# OUR VALUES

## EMPATHY

characterizes our daily interactions, reflecting our deep compassion and genuine understanding of how to connect with and share in the feelings of others.

## AGILITY

defines our approach as we swiftly and decisively respond to challenges, adapting dynamically to deliver pragmatic solutions that propel us toward achieving our goals. We prioritize flexibility and responsiveness, ensuring we can navigate changing circumstances with resilience and efficiency.

## INTEGRITY

is the cornerstone of our actions, guiding us to consistently uphold truthfulness, sincerity, honesty, and fairness in all that we do. We conduct ourselves with professionalism and righteousness, ensuring our behavior aligns with the highest ethical standards.

## PASSION

living with an insatiable curiosity, constantly seeking knowledge and striving for continuous improvement. It's about thinking independently, learning from experiences, and applying newfound insights in innovative ways. Passion drives us to explore, evolve, and make meaningful contributions to our endeavors.

## ENTREPRENEURSHIP

drives us to boldly act on innovative ideas, pushing the boundaries of conventional thinking and seizing opportunities for growth. We embrace creativity and a forward-thinking mindset to navigate challenges and cultivate success.

## BALANCE

entails fostering happiness, satisfaction, and overall well-being in the workplace. It's a state of equilibrium that individuals define for themselves, enabling them to effectively manage multiple responsibilities across work, home, and their community. It promotes harmony and fulfillment across all facets of life.



# OUR BOARD



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