



**DIANN SHADDOX FOUNDATION**  
**FOR ESSENTIAL TREMOR**

# Diann Shaddox Foundation 2025 Information Brochure



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# Mission and Vision

## ➔ Mission

To advance knowledge and recognition of Essential Tremor to the world and find treatments that can slow, stop, or reverse the progression of Essential Tremors.

## ➔ Vision

End Essential Tremor in our Lifetime & Unite the ET community.

## ➔ Purpose

DSF's commitment is to expand understanding of ET throughout the world along with critical information, medical research, and ease the suffering for everyone with ET.

### **Organization Overview**

The primary focus of our organization is the welfare of patients diagnosed with Essential Tremor (ET). Our mission is to enhance global awareness and understanding of ET while pursuing new treatments and a potential cure.

We have established six distinct programs designed to address the specific needs of ET patients.. Each program possesses unique objectives and activities; however, all initiatives are geared toward uniting and connecting the worldwide ET community.

By advocating for ET, engaging with community members, participating in Team DSF events, and attending ET Talks, everyone contributes to our efforts raising awareness and garnering recognition for Essential Tremor.



# From the Executive Director



**Alone we are ignored. Together we are unstoppable."**

As we enter our eleventh year in the continuous pursuit of new treatments and a cure for Essential Tremor (ET), we want to express our heartfelt gratitude for your unwavering support.

Our partners are fully engaged and ready to address the critical questions concerning the causes and treatments of ET. The remarkable growth of our global ET community only enhances our collective strength.

We hereby declare 2025 as the Year of Action & Shaking Up the World for ET.

Together, we will raise awareness and drive meaningful results. Your ongoing support fuels our determination and strengthens us to move forward.

It is a critical time for everyone living with ET to find help, and we will not back down until we end ET in our Lifetime.

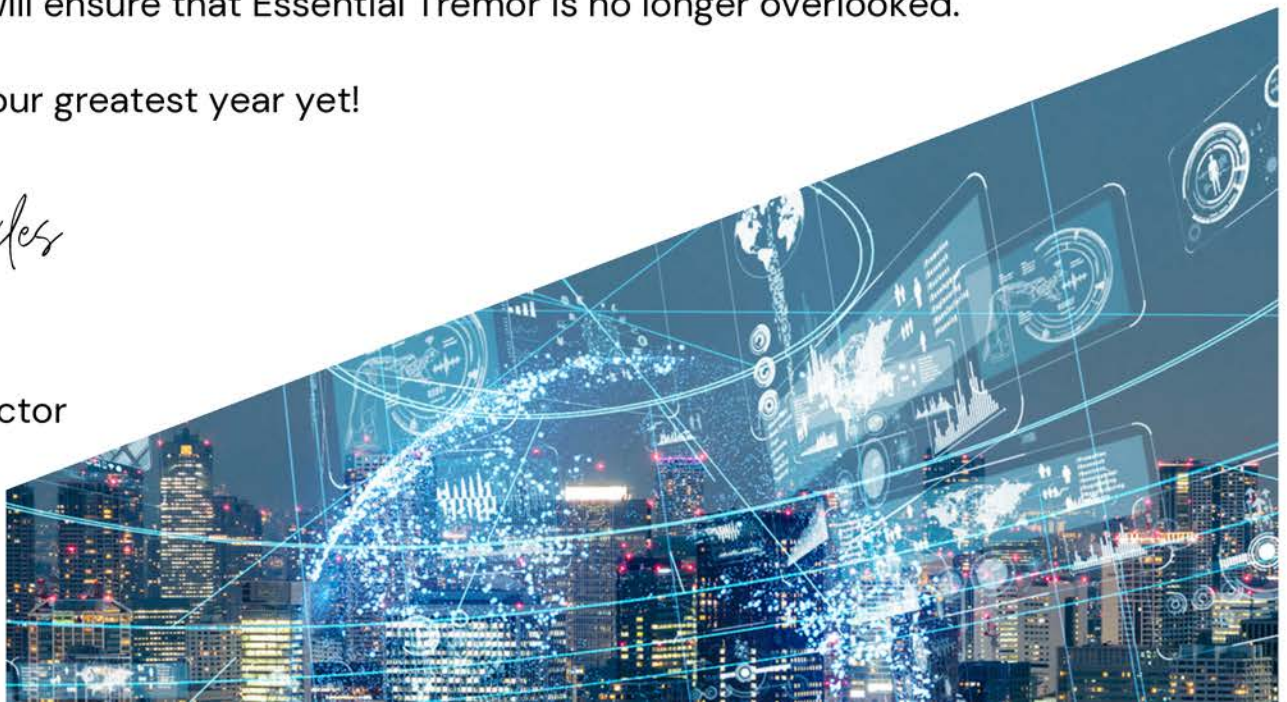
Join the Diann Shaddox Foundation's 2025 National Essential Tremor Conference on May 2nd and 3rd, 2025, at the Hilton Clearwater Beach Resort in Florida. Attendees will connect with experts, share experiences, and learn about the latest research and therapies for Essential Tremor. Come together with others who understand the challenges of ET and show your support. We look forward to seeing you there!

Together, we will ensure that Essential Tremor is no longer overlooked.

May 2025 be our greatest year yet!

A handwritten signature in black ink that reads "Randy Miles". The signature is fluid and cursive.

Randy Miles  
Executive Director



# THE CHALLENGE

Millions of people worldwide, including children, suffer from Essential Tremor, a progressive neurological condition that can lead to significant disability. Since its identification in 1874, it has often been misunderstood and remains largely unknown. Daily, countless individuals share their experiences and seek help for living with ET.



## Executive Summary

The Diann Shaddox Foundation for Essential Tremor (DSF) is a 501(c)(3) nonprofit organization is dedicated to raising awareness and finding new treatments to alleviate the suffering of individuals with Essential Tremor (ET). Our mission is to expand the understanding of this disease and to provide critical information and support for medical research.

We actively advocate for resolutions and support medical breakthroughs that will improve the lives of those affected by ET and their families. Our foundation has been operating for ten years and has developed a range of highly successful programs. We take pride in our accomplishments.

DSF is comprised of a diverse team, including doctors, business executives, and board members who are affected by Essential Tremor. Our founder, Diann Shaddox,, who suffers from ET, is also a testament to our commitment to this cause.



# PROGRAM SOLUTIONS



We are changing how the world views Essential Tremor (ET) and are committed to finding new treatments and a cure. Our mission is to ease the suffering of ET patients and show them that they are not alone. We will not stop until ET is recognized and effective solutions are available.



## Industry leaders

Our goal is becoming a reality to build a highly connected diverse network of industry leaders who believe in our vision to unite and strengthen the ET community.



## Teamwork

With collaboration, teamwork, and focus there is change in the way the world views Essential Tremor.



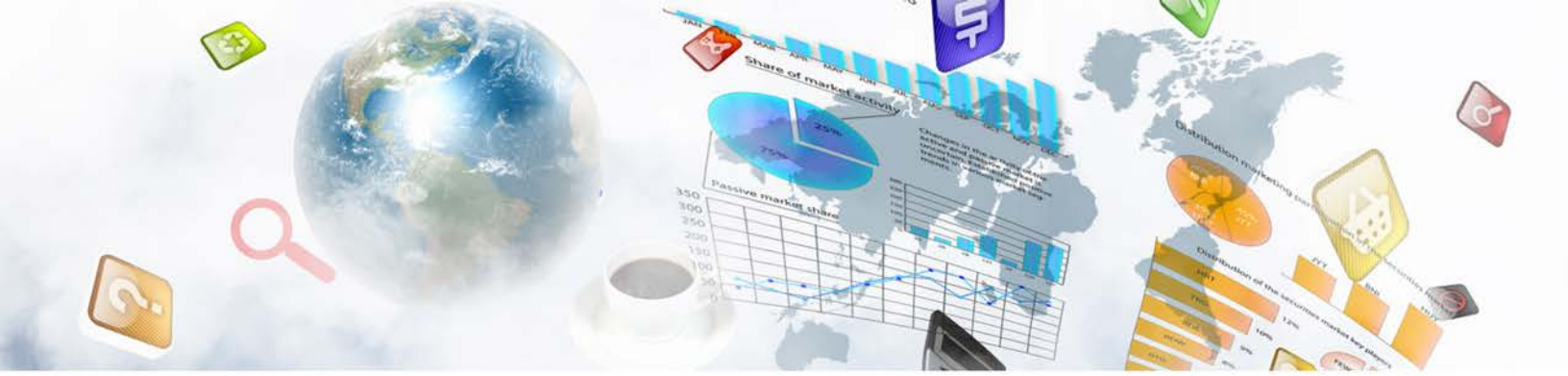
## Social Media Strategies

With critical thinking and innovation, we are driving results by informing the world about ET with our social media, ET Talks, and inspiring others to join us on our mission.

DSF is taking decisive action to unite the Essential Tremor (ET) community and provide crucial support for those affected by this disease. Essential Tremor often leaves individuals feeling hopeless and isolated, but we are committed to changing that narrative.

We are actively collecting data and information to elevate awareness about ET, aiming to make it a recognized and understood disease worldwide. While ET is most commonly seen in older adults, it can impact individuals of any age, including children. We stand firm in our mission to empower young people to openly discuss their tremors and know they are not alone.

The challenges posed by tremors can severely disrupt daily activities such as eating, dressing, and working, leading many to feel embarrassed and isolated. It is essential to understand that ET affects both men and women across all races and ethnicities. We are committed to driving awareness and support for this often-overlooked disease.

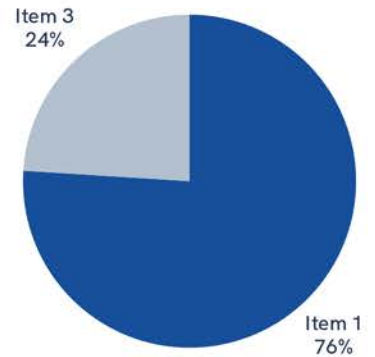


## \*Team DSF Analysis

Team DSF focus is on uniting the worldwide ET community. Bringing together all nationalities, races, genders, and age groups. Our target is gathering information and important data to use to coordinate and streamline knowledge and benefits for all ET patients.

The demographics of our Team DSF members are as follows:

- **76% United States**
- **24% Worldwide**



## \*Marketing Plan

The DSF marketing plan brings together leaders from the biotech industry, scientists, business professionals, pharmaceutical experts, researchers, and Essential Tremor advocacy groups committed to discovering new treatments and a definitive cure for Essential Tremor (ET).

We are resolute in supporting world-class scientific research firmly rooted in empirical evidence and practical experience.

The Foundation is dedicated to raising funds for our Medical Research Department. MRD's prominent initiative is focused on scientific collaboration and research and is led by renowned scientists and investigators. It is grounded in solid empirical evidence and extensive practical experience, emphasizing fundamental academic research and clinical trials. We actively support the worldwide scientific community in its mission to benefit ET patients and their families.

## \*Supporters

Team DSF, Social Media, ET Talks,  
ET Patient Council,  
ET Champions, Be Counted for ET,

**100,000**





# Meet Our leadership Team

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**RANDY MILES**  
EXECUTIVE DIRECTOR



**DIANN SHADDOX**  
CEO/FOUNDER



**DR. DARLENE LOBEL**  
PRESIDENT



**DR, DREW CHRISTENSEN**  
CHIEF MEDICAL OFFICER



**CHER BURHAM MATTESON**  
TRUSTEE & DIRECTOR OF  
ASSISTANCE PROGRAM



**BILL HAZEL**  
TRUSTEE & DIRECTOR OF  
PLANNED GIVING



**STEVE FOSTER**  
TRUSTEE



**GEZIL ANDREWS**  
TRUSTEE & COMMUNITY  
OUTREACH COORIDNATOR



# Leadership

**DSF's team of executive leaders comprises not only medical professionals and business executives but also board members who are personally affected by ET, including our founder, Diann Shaddox.**

## ➔ Board of Trustees

The Diann Shaddox Foundation is governed by a volunteer Board of Trustees, which provides fiduciary and legal oversight for the organization and secures the necessary resources to advance DSF's mission. The Board focuses on several key responsibilities, including policy formulation, marketing, public awareness, fiscal management, risk management, and advocacy. Through strategic oversight and governance, the Board endeavors to further the mission of the DSF.

## ➔ Medical Advisory Board

With guidance from our Medical Advisory Board, the Diann Shaddox Foundation identifies & funds the most promising therapies in research initiatives that explore aspects such as new medicines, exercise, nutrition, gait, speech, telemedicine, alternative therapies, and other interventions that can enhance quality of life.

## ➔ Patient Council Advisory Board

The Patient Council consists of a network of ET patients created to gather valuable insights regarding direct issues, which inform and guide the DSF. Its purpose is to provide the Diann Shaddox Foundation with actionable insights and recommendations, addressing challenges related to ET and exploring new opportunities through constructive, high-quality discussions.



# Agenda

## ➔ 2025 National Essential Tremor Conference

The Diann Shaddox Foundation's National Conference, focused exclusively on Essential Tremor (ET) Disease, will occur on May 2 and 3, 2025, in Clearwater Beach, FL. This conference serves as an educational event and a unique opportunity to connect with a vital community committed to improving the lives of those affected by Essential Tremor.



## ➔ A Night to Shine for ET Gala

A Night to Shine for Essential Tremor Gala and enjoy Donny Most as he performs Sinatra, Dino, Darin, or Duke Ellington, and others and travel back in time to Old Hollywood. Donny carries each note with full grace and energy.



## ➔ March ET Month & March 16, 2025 ET Day of Awareness

March 16th is Essential Tremor Month a time to raise awareness and advance research toward better therapies and a cure for ET. Bringing awareness to Essential Tremor.



March Essential Tremor Month  
&  
March 16 Essential Tremor Day  
of Giving





# Purpose: Advance Research

The Foundation is dedicated to raising funds for our Medical Research Department. MRD prominent initiative is focused on scientific collaboration and research, led by renowned scientists and investigators. It is grounded in solid empirical evidence and extensive practical experience, emphasizing fundamental academic research and clinical trials.

## ➔ Tremor Guidelines Committee: Diagnosis of ET

DSF is a part of the Tremor Guideline Committee. This committee aims to re-evaluate the available tools to aid in diagnosing ET.

## ➔ The Intensity of Tremor Research

The intensity of tremor Research: Assessing the intensity of tremors is crucial for understanding their severity and impact on individuals.

## ➔ Clinical Trial

We have formed strategic alliances with leading organizations specializing in clinical trials.

## ➔ Studies Affecting Health & Well-Being

Facilitate groundbreaking studies that could lead to the development of novel treatments for Essential Tremor disease. Research studies focused on exercise, nutrition, gait, speech, telemedicine, alternative therapies, and other interventions

## ➔ Data

To expedite research efforts, we collect data on ET and utilize this information to advance treatment options.

Healthcare Data Research  
Population Data Research





# Get Involved

## ➔ Team DSF

Join a Team that never gives up. Team DSF exists to raise funds and awareness for the Diann Shaddox Foundation for Essential Tremor. Our staff and volunteers are dynamic and diverse and our mission is the same: support and find a cure for ET.

## ➔ ET Talks Zoom Meetings Events

ET Champions is an exclusive community where members come together to share valuable experiences, offer support, and discuss important concerns, fostering a strong sense of camaraderie and understanding. A supportive community where you can share your experiences, ask questions, and find encouragement from others.

## ➔ ET Champions Online Support Group

ET Champions is a casual & private community where members come together via Zoom



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# Our services

## ➔ Children Educational Initiative Program

The Children Educational Initiative Program includes educating our school systems about Essential Tremor. Our goal is to help them become aware of symptoms of ET in children in their classrooms.

## ➔ Stop ET Bullying & Suicide Awareness

Join the fight to stop ET bullying. Get involved & learn about Essential Tremor. Talk to your children and your co-workers. Help Team DSF make a difference. Share your stories.. Find Hope & Recovery You aren't alone

## ➔ DSF Assistance Program

DSF Assistance Program assists families and individuals by providing information, treatment resources, and assistance with Essential Tremor.

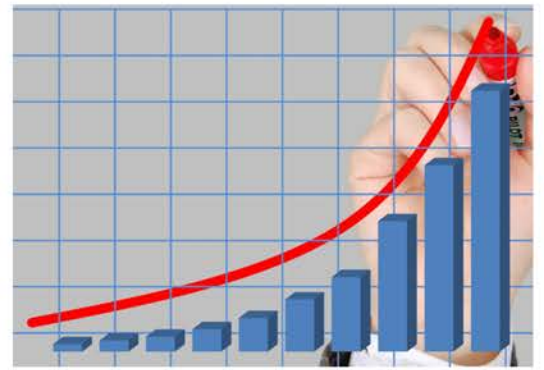


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# 2024 Profit & Expenditures

Diann Shaddox Foundation devoted 91.5% of its total expenses to program services during for the fiscal year 1/1/2024 - 12/31/2024. .



2024 YEARLY ANALYSIS

## REVENUE

Contributions continue to be the main source of DSF revenue.

100%



DSF Contributions

## EXPENDITURE

DSF expenses for 2024:

91%



DSF Program Expense

0%

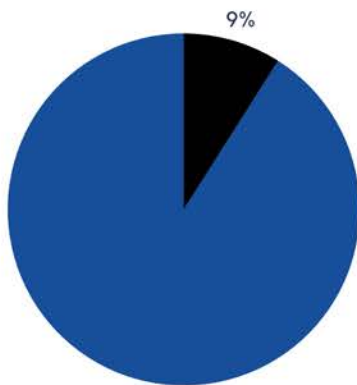


Salaries and Benefits

9%



Management and General Expenses



91%

9%



# WHAT'S NEXT?

## DSF 2025 Strategic Plan

### **strategic Plan Overview**

The Diann Shaddox Foundation is committed to changing the worldwide perception of Essential Tremor (ET). Guided by the leadership of the Board of Trustees and supported by a diverse group of volunteers and partners, our mission is to enhance the quality of patient-centered care for individuals with ET and to shape the future landscape of this disease.

Our strategic plan focuses on advancing medical research related to ET, which has the potential to benefit countless individuals around the world. DSF aims to provide hope and support for those experiencing the challenges associated with ET, ensuring that they receive the care and resources they need.





**DIANN SHADDOX FOUNDATION**  
**FOR ESSENTIAL TREMOR**

**Let's work  
together**

Get in touch with us about  
sponsorship opportunities today

# Contact Us



[dsf@diannshaddoxfoundation.org](mailto:dsf@diannshaddoxfoundation.org)



[www.diannshaddoxfoundation.org](http://www.diannshaddoxfoundation.org)



## **US AND GLOBAL MARKET POTENTIAL**

Approximately 130 million worldwide  
suffer from Essential Tremor

### **Population Increase**

Due to the aging population, the number of  
individuals with ET is expected to double its  
growth along with an increase with family history  
of ET.



**Donate Now**

DSF promotes fairness and justice for Essential Tremor Disease no matter ethnic, cultural,  
or religious beliefs in order for everyone with Essential Tremor to enjoy full, healthy lives.