

next  STEP



MEET JANNE



Janne Kouri, Founder

MANHATTAN BEACH, CA

2006

Georgetown University football hall of famer, Janne Kouri, was paralyzed from the neck down and told he would never walk again. While playing in a beach volleyball tournament, Janne dove into the waves. His head struck a sandbar, and he broke his C5 and C6 vertebrae. He was instantly paralyzed from the neck down and his doctors told him there was no hope for recovery.

He was
told he'd
never
walk
again

LOUISVILLE, KY

After two months in the ICU, Janne traveled to Frazier Rehab in Louisville to participate in a cutting edge rehabilitation for individuals with Spinal Cord Injury called "Locomotor Training." Janne saw great improvements, and he realized there was hope! Unfortunately, his insurance coverage came to an end, and it was time to move back home to California.

LOS ANGELES, CA

Janne quickly discovered that there is a complete lack of community rehab, fitness, and health resources available to the six million people living with paralysis in America. He decided something had to be done.

Something
had to be
done

JUNE 5, 2008 - LOS ANGELES, CA

JANNE OPENED NEXTSTEP

A progressive and affordable paralysis recovery center in Los Angeles, which has since expanded to six cities across the U.S. and two abroad.





NEXTSTEP

OUR MISSION

OUR MISSION

NextStep is an internationally recognized non-profit organization and we believe each member of the paralysis community deserves every opportunity to live a healthy, happy, and independent life.

Without access to progressive care, individuals can experience health deterioration, depression, and secondary medical complications that can sadly result in serious illness or death.

Our mission is to make life-changing rehab accessible and affordable to those living with paralysis.





6 MILLION

PEOPLE IN THE US LIVE WITH PARALYSIS

That's equal to the populations
of Los Angeles, Philadelphia, and
Washington, D.C. combined.

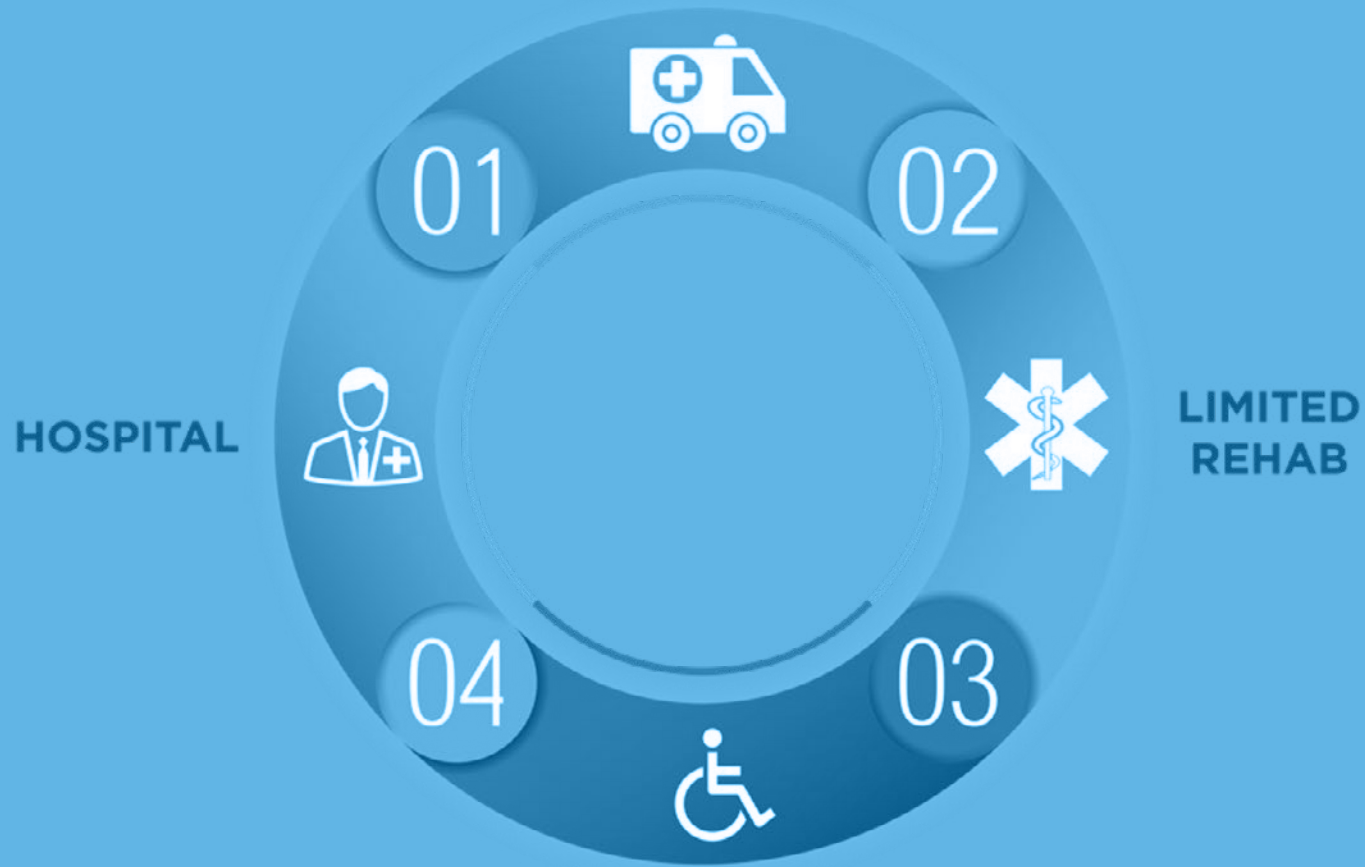


31 DAYS

**INSURANCE, ON
AVERAGE, ONLY COVERS
31 DAYS OF HOSPITAL
BASED REHABILITATION.**

THE PARALYSIS PROBLEM

DISABLING
EVENT



STUCK AT HOME
WITH IMPAIRED
MOBILITY

NEXTSTEP

OUR GOAL

OUR GOAL

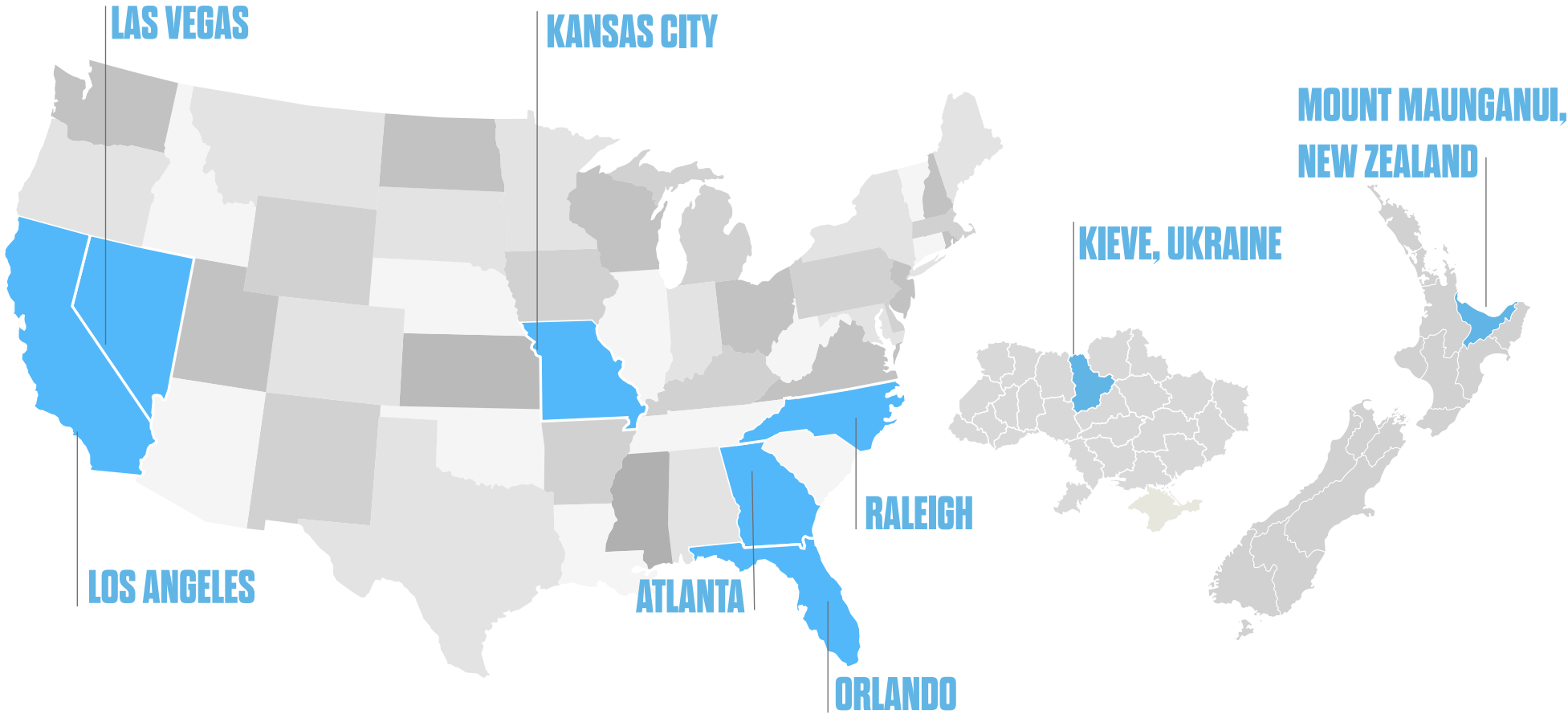
We are committed to establishing NextStep paralysis recovery centers across the country and abroad.

By offering comprehensive activity based therapy programs, the world's best certified trainers, and state-of-the-art equipment; our centers provide the best chance for recovery, independence, and health.

Our interventions are designed from scientific and clinical evidence for recovery of mobility, posture, standing, and walking and improvements in health and quality of life in individuals with paralysis.



NEXTSTEP FITNESS LOCATIONS



NEXTSTEP

CUTTING-EDGE COLLABORATION



We are a proud member of The Reeve Foundation's NeuroRecovery Network® (NRN) and continue collaborating with the NRN to help further the science in clinical practice of cutting-edge rehabilitation therapies.

NRN members consist of scientists, clinicians, activity-based trainers, and administrators who collaborate to achieve the goals and objectives of the network within an organizational structure. By designing and implementing clinical and community-based models, they provide consistent interventions and evaluations and a general education and training program.



HOW WE MEASURE SUCCESS





Extensive outcome measures evaluating function, health, and quality of life are used to determine the efficacy of our programs.



CLIENT ORIENTATION EVALUATION

A comprehensive review of client's; medical history, vitals, quality of life, physical ability, and cardiovascular health.

Berg Balance Scale and the NeuroRecovery Scale (NRS)



COMPREHENSIVE RECOVERY, HEALTH, AND QUALITY OF LIFE EVALUATIONS

A quarterly two-hour evaluation that measures the client's quality of movement including; functional mobility, gait, range of motion, seating, and strength.

NRN Quality of Life Surveys

NEXTSTEP

OUR IMPACT

A man in a blue hoodie and cap is riding a NextStep electric wheelchair in the foreground. He is smiling and looking towards the camera. In the background, there is a group of people participating in a community event, including a runner, several cyclists, and people on scooters. A large brick building is visible on the right side of the street. The sky is clear and blue.

\$8 MILLION

**NEXTSTEP FITNESS HAS RAISED
OVER \$8 MILLION SINCE 2008.**



We are the largest network of paralysis recovery centers globally.

Six (6) cities in the USA , two (2) abroad, and two (2) projects in progress.

We serve over 300 clients on a weekly basis.



70%

Up to **70%** of each membership cost is subsidized by NextStep.

The cost of our sessions are approximately **50%-70%** less than those offered at other community-based rehab centers.



10X HOURS

The average NextStep client gets **150 hours** of hands-on activity based training per year.

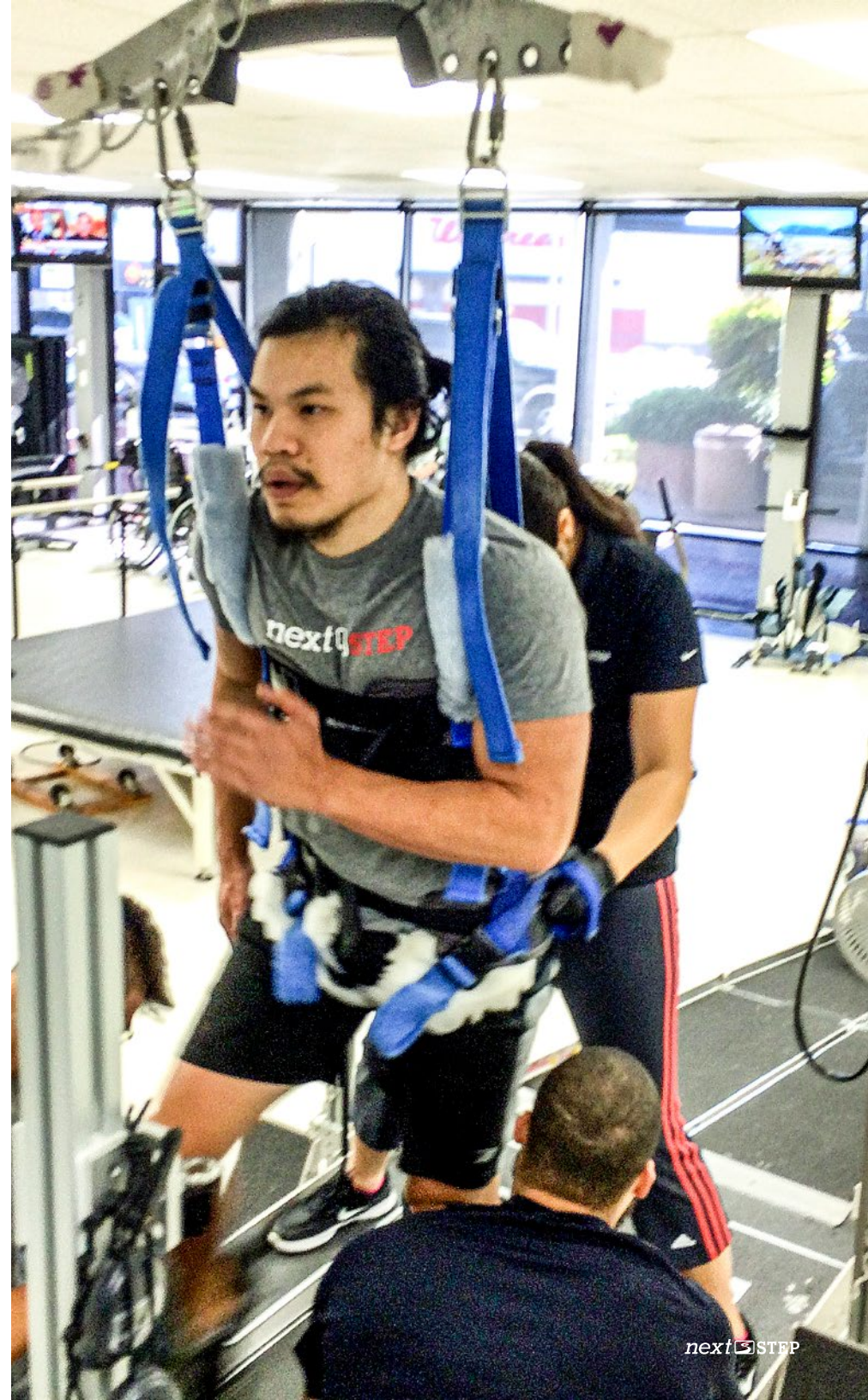
On average, insurance only covers **10-20** hours of traditional physical therapy per year.

UP TO 4:1 STAFF vs CLIENT

Our interventions are designed with **high-touch staff assistance** to fit the client's needs.



Access to cutting-edge technology and interventions such as the Locomotor Therapy and NeuroMuscular Electrical Stimulation (NMES) typically only available at large hospital rehab systems.



INCREASED SENSE OF WELL-BEING

70% of clients experience an increased sense of well-being and an enhanced quality of life as measured by our Quality of Life Surveys. This impact is also felt by family members, caretakers, and loved ones.



ERON ZHAVI

A successful entrepreneur, Eron has found hope and inspiration, despite a devastating injury. Through this tumultuous experience, he has found hope and inspiration. Today, he is making it his mission to expand NextStep to Dallas, TX.

PATRICK SMITH

A harrowing car accident left Patrick with a broken neck resulting in limited function from his neck down. Through NextStep, Patrick not only gained access to specialized equipment but also found a community and support system.

CHERIE AND SHAUN BROWNELL

After Shaun's motorcycle accident, Cherie was told he would never regain consciousness. She refused to accept her son's grim prognosis. Against the odds, Shaun now works tirelessly with NextStep trainers making incredible strides.

DR. SUSAN HARKEMA

"New research has proven the spinal cord can learn to reconnect to the brain if it's given a new pathway, giving those with paralysis the ability to walk again... There's a lot more work to be done, but there's new discoveries just over the horizon, and there is great hope for those who are living with paralysis today."

JOEL WENGER

Executive Director of
NextStep Fitness

Activity Based Therapy (“ABT”) is defined as therapy that activates specific neural networks of the central nervous system below the level of injury. Research has shown the spinal cord exhibits characteristics of plasticity and is capable of learning and re-learning but only what is repetitively taught. Therefore training must be structured around specific tasks. NextStep’s approach to training these neural networks is done with repetitive exercise focused on elements of function related to recovery.”



NEXTSTEP

WE NEED YOUR HELP



THE BEST WAY TO SUPPORT NEXTSTEP

Join NextStep 365 by pledging to give \$1, \$3, or \$5 a day and become part of a dedicated community invested in a world where all living with paralysis have access to affordable, cutting-edge rehab and fitness.

EPIC

*\$5/Day (Starbucks Coffee)
or \$90/Month*

- 365 Welcome Package
- Four (4) VIP tickets to all NextStep benefits
- Two (2) passes for friends for each benefit
- NextStep clothing for the whole family
- Holiday Gift
- Name on 365 wall, website, and mention on social media

ICON

\$3/Day or \$60/Month

- 365 Welcome Package
- Two (2) VIP tickets to all NextStep benefits
- One (1) pass for a friend each benefit
- NextStep clothing for two (2)
- Holiday Gift
- Name on 365 wall, website, and mention on social media

SOLO

*\$1/Day (McDonalds Coffee)
or \$30 Month*

- 365 Welcome Package
- One (1) VIP ticket to all
- NextStep T-Shirt
- Holiday Gift
- Name on 365 wall, website, and mention on social media



NextStep's Business Ambassador Program provides a means for businesses to contribute to NextStep and make an immediate impact in their local community and in the lives of individuals that desperately need their help.

SILVER

\$100/Month

- Two (2) Tickets to all NextStep benefits
- Plaque and Stickers
- Holiday Gift
- Logo on donor Recognition Wall, website, and quarterly newsletter
- Social Media Recognition

BLACK

\$500/Month

- Opportunity to create customized recognition program
- Six (6) Tickets to all NextStep benefits
- Recognition on all benefit marketing materials
- Plaque, Stickers, and 6 Coffee Mugs
- Holiday Gift
- Logo on donor Recognition Wall, website, and quarterly newsletter
- Social Media Recognition

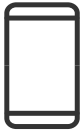
GOLD

\$300/Month

- Four (4) Tickets to all NextStep benefits
- Plaque, Stickers, and 6 Coffee Mugs
- Holiday Gift
- Logo on donor Recognition Wall, website, and quarterly newsletter
- Social Media Recognition

CUSTOM BRAND PARTNERSHIPS

We work closely with our Brand Partners to develop tailored, co-branded fundraising campaigns, media opportunities and communication across a variety of channels.



SOCIAL MEDIA



VIDEOS



WEBSITES



NEWSLETTERS



**LIVE & VIRTUAL EVENTS
& EXPERIENCES**

SPONSOR HIGHLIGHT

permobil

Permobil sponsored NextStep's LA to DC Ride for Paralysis. The sponsorship included two (2) F5 power wheelchairs. Janne used the chairs to traverse cities across the country and then following the ride, they were donated to two individuals in need making an immediate impact in their lives.



“Janne’s passion and determination is clearly visible in the work that he and the NextStep team are doing every day. Permobil is very excited to partner with Janne for the LA to DC Ride for Paralysis and can’t wait to meet the team during their journey!”

– Richard Foshee, Director Creative Services at Permobil Inc



Janne completed a courageous 2,900 mile journey riding his electric wheelchair across the country from Los Angeles to Washington D.C. to raise awareness and funds for the 6 million individuals and wounded service members living with paralysis in the U.S.



\$450K RAISED



SPONSOR HIGHLIGHT



Vineyard Vines and NextStep partnered to host several events along the Ride for Paralysis route, including kick off and finish line celebrations in Vineyard Vines stores.



NEX STEP

GET INVOLVED

CALLING ALL MOVERS AND SHAKERS

Choose a tier. Propel the cause.
Thank you for joining the fight against paralysis.

MEET OUR BOARD OF DIRECTORS

The people who keep NextStep exciting, respected, and moving forward.



MARK SHUKEN

President,
v-12 Network



KAREEM RAYMOND

Managing Director,
Goldman Sachs



MIKE LOCKER

Vice President,
Strategic Business
Development at The Home Depot



MICHAEL CALLAHAN

Managing Director,
Man Investments



TIM PLUNKETT

Founder and Managing partner,
Plunkett PLLC



MAGGIE BEERLY TONER

Nurse Practitioner
and Philanthropist



DAVID BRINKLEY

Managing Director,
Headwaters MB



CHRIS COLMAN

Sr Director,
FP&A at Demandbase



RICHARD HILLENBRAND

CEO, Heroes & Villains
Entertainment; Principal at
Hillenbrand Capital Partners



MARK BLOOM

Managing Attorney, B/B Law Group
and Principal at Summit Sports
Management



ADAM CALLINAN

Co-Founder and CEO
at BottleKeeper



ADAM CRAUN

Founder,
Memento Mori Winery

THANK YOU FOR YOUR SUPPORT

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