

EDMONTON EPILEPSY ASSOCIATION

2022 | 2024



Strategic Plan





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INTRODUCTION

A strategic plan remains the one document that can most closely speak to the heart of an organization. With its leadership transition in 2020, as well as an ongoing renewal of its services and programming, the Edmonton Epilepsy Association, (EEA) enters a new era of its 61-year-old existence.

The goal of this strategic plan is to create a clear and committed foundation that speaks to everyone connected to the association, as a member, a longtime champion, supporter, network connection, partner, donor, and sponsor.

Questions regarding this document can be forward to the EEA Executive Director at valeria@edmontonepilepsy.org .



IN SHORT

The Edmonton Epilepsy Association, EEA, with more than 61 years of operations in its history, amid a global pandemic, has successfully completed another year of operations, in the service and support of people living with epilepsy, in the Edmonton region, and anywhere north of Red Deer, Alberta.

This Strategic Plan, 2022-2024 represents numerous hours of diligent work and reflection by the Board of Directors of the EEA, led by its President and supported by the Executive Director.

This comprehensive document is shared with everyone as a testimony of our due diligence, planning efforts and considerations, with an eye on growth and our hearts set to support our members, in ever more innovative, outreaching, and comprehensive ways, based on our resources.

This document was possible thanks to the contributions of the following members of the Board of Directors:

Collen Matvichuk, President

Katrina Breau, Secretary

Anna Pagliuso, Director

Tammy Humphrey, Director

Tammy Tkachuck, Vice-President

Valeria Palladino, Executive Director

Dr. E. Starreveld, Director

Shandea Patras, Director

Susan Wilkie, Director

Terry Mahon, Treasurer

Noella Desaulniers, Director

Dr. J. Kassiri, Director

Kristine Zielinski, Director



OUR STORY

The Edmonton Epilepsy Association was formed in 1960, having evolved from the Western Canada Epilepsy League (Edmonton Branch). In 1961, the Edmonton Epilepsy Association was accepted as a member of the United Community Fund (now the United Way). While the Association endeavors to provide information services to Central and Northern Alberta, over 80% of its services are within the greater Edmonton area. Over the past 61 years, the association has served a yearly average of 5,000 individuals and their families and caregivers, who live with epilepsy, in the Edmonton area, as well as the northern Alberta, Yukon and Northwestern Territories, while its potential outreach expands to more than 20,000 individuals who are impacted by the brain disorder.

Since 1960, the Edmonton Epilepsy Association has helped to improve the lives of persons living with epilepsy by providing information, referral, and support services as well as engaging in impactful awareness and education campaigns.

The association runs its flagship program of a series of 13 epilepsy information booklets that are fully funded by a partner sponsorship with UCB, Canada, which allow us to share information about epilepsy to a diverse audience, from kids to teens, to adults, to women, caregivers, seniors, and many others, with a specific focus on the different audiences.

Another important element of the EEA is its rich website and its freely available bi-monthly newsletter. The EEA is also a member of the Canadian Epilepsy Alliance, CEA, and as such it is connected to the International Bureau of Epilepsy (IBE) and the International League Against Epilepsy (ILAE).

With a small but mighty staff of two and a core team of faithful and committed volunteers, the association has been a point of reference and a main source of support for its members for over 61 years.



WHAT WE STAND FOR

Our Vision, Mission and Values are what we stand on, stand for, and choose to focus all our efforts on, each year, as we build a stronger community to support people living with epilepsy in northern Alberta.

This is our vision:

Empowering people who live with epilepsy

This is our mission:

To assure the wellbeing of persons with epilepsy through increased public awareness and education and further, to address specific concerns, both personal and social, that these individuals experience.

The objective of the Edmonton Epilepsy Association is to promote, in any way possible, an improved quality of life for persons with epilepsy, their families and caregiver. In order to work towards this objective, the Association may establish, maintain, assist, or promote:

- Programs of assistance and support for persons with epilepsy and their families;
- Programs of education for persons with epilepsy and their families;
- Programs of public education;
- Fund raising programs;
- Recreational activities for persons with epilepsy, their families and friends;
- Program of research.

These are our values:

Empowerment | Respect | Compassion | Dedication | Integrity



OUR FAMILY

The EEA is a small but mighty charity that operates following non-profit governance best practices and is structured as follows:

- 1 Volunteer Board of Directors (BOD), up to 14 people, including the Executive Director (non-voting member), elected/confirmed on a three-year term basis by the EEA membership at its annual general meeting in February.
- Four Committees of the Board (COB), chaired by Directors of the Board, that correspond on the four areas of focus of the association.
- The Executive Director/Chief Operating Officer, full time staff
- The Program Manager, part-time staff
- One Core team of association volunteers

The association main office is located at:

Terence Mahon House, 11215 Groat Road, Edmonton, AB, T5M 3K2.

The key financial goals of the association and its strategic planning are to become a self-sustainable charity. The EEA participates in a casino fundraising, on a two-year cycle, supports its epilepsy information booklet series thanks to a yearly sponsorship with UCB Canada and organizes a variety of fundraising events throughout the year, receiving memorial donations and ongoing donations from long-time champions.

In 2021 the Board of Directors approved a Sponsorship Policy that allows the EEA to seek and gain additional sponsorship funding agreements, to sustain its financial needs.



OUR WORKING PLANS

The EEA structures its programs, activities, and initiatives through four specific areas of focus, each of which encompasses a list of specific programs, services and tasks that fall directly under the operational plan led by the EEA Executive Director. These are:

Organizational Sustainability

- Fiscal Longevity
- Governance (Board of Directors, Policies)
- Operations (HR, Office)
- Membership

Communication and Advocacy

- Fundraising in-action
- Advocacy Initiatives
- Website/newsletter/Social media presence
- Partnerships
- Media releases

Awareness and Education

- Kids on the Block Program
- Education Programs/seminars
- In-services
- Awareness Campaigns
- Research

Member Services

- Individual member services
- Family/support network services
- Awards and Scholarships
- Research library
- Volunteers

Our strategic plans for the 2022–2024-year cycle remain as follows:



OUR VISION

Empowering people who live with epilepsy

OUR MISSION

To assure the well being of persons with epilepsy through increased public awareness and education and further, to address specific concerns, both personal and social, that these individuals experience. The objective of the Edmonton Epilepsy Association is to promote, in any way possible, an improved quality of life for persons with epilepsy, their families and caregivers.

OUR VALUES

Empowerment

Respect

Compassion

Dedication

Integrity

OUR STRATEGIC GOALS

1

Ensure long-term health and stability of the EEA

2

Build a supportive community for people living with epilepsy

3

Promote awareness and education about epilepsy

4

Strengthen and expand EEA member programs

AREA OF FOCUS
Organizational Sustainability

AREA OF FOCUS
Communication and Advocacy

AREA OF FOCUS
Awareness and Education

AREA OF FOCUS
Member Services

Association Operations and Programs

- Fiscal Longevity
- Governance
- HR and Operations
- Membership

- Fundraising (as communications)
- Advocacy
- Website/Newsletter/Social Media
- Partnerships
- Media releases

- KOB
- Education Programs
- In-services
- Awareness Campaigns
- Research

- Individual member services
- Family/support network services
- Awards and Scholarships
- Research Library
- Volunteers

a Build, increase and diversify fundraising opportunities.

a Cultivate a culture of supporters and promoters

a Increase awareness about epilepsy.

a Empower EEA members towards achieving full potential and social integration.

b Develop and cultivate governance processes and practices to establish and nurture role clarity and transparency.

b Spearhead and join advocacy campaigns in support of epilepsy-related causes.

b Increase awareness about the EEA and its services.

b Serve all EEA constituencies.

c Equitable distribute responsibilities across EEA board directors, staff and volunteers.

c Establish innovative and outreaching communication strategies.

c Implement and facilitate programs to support awareness and education about epilepsy.

c Strengthen social connection opportunities for EEA members.

d Increase EEA membership.

d Strengthen and expand collaboration with agencies and centres in support of epilepsy.

d Explore programs to support research in the field of epilepsy

d Offer timely support to EEA members in a variety of ways.



EEA STRATEGIC PLAN GOALS

1. Ensure the long-term health and sustainability of the EEA

ORGANIZATIONAL SUSTAINABILITY

- a. Build, increase and diversify fundraising opportunities
- b. Develop and cultivate governance processes and practices to establish and nurture role clarity and transparency.
- c. Equitably distribute responsibilities across EEA board directors, staff, and volunteers.
- d. Increase EEA membership.

2. Build a supportive community for people living with epilepsy

COMMUNICATIONS AND ADVOCACY

- a. Cultivate a culture of supporters and promoters.
- b. Spearhead and join advocacy campaigns in support of epilepsy-related causes.
- c. Establish innovative and outreaching communication strategies.
- d. Strengthen and expand collaboration with agencies and centres in support of epilepsy.

3. Promote awareness and education about epilepsy

AWARENESS AND EDUCATION

- a. Increase awareness about epilepsy.
- b. Increase awareness about the EEA and its services.
- c. Implement and facilitate programs to support awareness and education about epilepsy.
- d. Explore programs to support research in the field of epilepsy.

4. Strengthen and expand EEA member programs

MEMBER SERVICES

- a. Empower EEA members towards achieving full potential and social integration.
- b. Serve all EEA constituencies.
- c. Strengthen social connection opportunities for EEA members.
- d. Offer timely support to EEA members in a variety of ways.



OUR YEARLY OPERATIONAL GOALS

Since our association renewed its strategic planning early in 2020 and restructured its operational goals and ways to deal with its objectives, several key goals have moved into what we like to call “Yearly Operational Goals”. These are goals and objectives we plan to work on regularly, as a baseline of what we offer and services we provide, to members and the community at large. The list of our yearly goals is added below. In the subsequent pages you will find the strategic foci for 2022 and the three-year cycle. Our journey never ends of course. We reflect on our objectives every year, and always welcome input and feedback from our members.

1. Ensure the long-term health and sustainability of the EEA ORGANIZATIONAL SUSTAINABILITY

- a. Build, increase and diversify fundraising opportunities
 - a) Align fundraising efforts to budget-identified needs on a yearly basis
 - b) Identify opportunities for repeat gifting/donations and sponsorships
- b. Develop and cultivate governance processes and practices to establish and nurture role clarity and transparency.
 - a) Ongoing review of strategic plan
 - b) Explore ways directors can add to their PD opportunities
 - c) Update Strategic Plan on annual basis
 - d) Review and revise EEA policies annually
- c. Equitably distribute responsibilities across EEA board directors, staff, and volunteers.
 - a) Train new board members as needed
 - b) COB terms of reference are reviewed regularly
 - c) BOD, staff, and volunteers’ roles are well established
- d. Increase EEA membership.

2. Build a supportive community for people living with epilepsy COMMUNICATIONS AND ADVOCACY

- a. Cultivate a culture of supporters and promoters.
 - a) Run effective and popular programs and campaigns
 - b) Refine communications plan
- b. Spearhead and join advocacy campaigns in support of epilepsy-related causes.



- a) Participate and/or organize at least two awareness campaigns per year
- c. Establish innovative and outreaching communication strategies.
- d. Strengthen and expand collaboration with agencies and centres in support of epilepsy.
 - a) Engage with epilepsy agencies on a regular basis
 - b) Offer monthly education and in-services (online and in-person)

3. Promote awareness and education about epilepsy

AWARENESS AND EDUCATION

- e. Increase awareness about epilepsy.
 - a) Offer ongoing KOB sessions as needed
 - b) Sustain current awareness and education programs
- f. Increase awareness about the EEA and its services.
 - a) Establish relationships with service providers
- g. Implement and facilitate programs to support awareness and education about epilepsy.
- h. Explore programs to support research in the field of epilepsy.

4. Strengthen and expand EEA member programs

MEMBER SERVICES

- i. Empower EEA members towards achieving full potential and social integration.
 - a) Offer a variety of individualized services to members in need
- j. Serve all EEA constituencies.
- k. Strengthen social connection opportunities for EEA members.
 - a) Host/facilitate social events for members
 - b) Increase connection opportunities for members in need
- l. Offer timely support to EEA members in a variety of ways.



OUR 3-YEAR PRIORITIES

In addition to our yearly operational goals, the EEA Board of Directors has agreed to focus on the following objectives for the 2022–2024-year cycle. Following the table that highlights these foci, you will read about our key plans for 2022, which in turn will drive the decision to approve the 2022 Fiscal Year Budget.

	2022	2023	2024
1. Ensure the long-term health and sustainability of the EEA			
Build, increase and diversify fundraising opportunities	Create a directory of grant makers and association donors	Strive for all programs to be funded by grants or sustainable funders	Secure and run sustainable funding model
			Strive to have 100% of programs and operational expenses covered by grants and funders
			Ensure association fundraising supports at least 85% of association's operational costs
Develop and cultivate governance processes and practices to establish and nurture role clarity and transparency		Engage in Board development activities at least once per term	Engage in Board development activities at least once per term



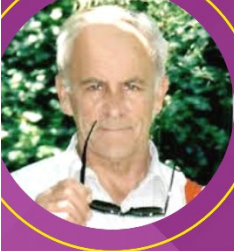
	2022	2023	2024
Equitably distribute responsibilities across EEA board directors, staff, and volunteers.	Support Board of Directors, Staff and Volunteers on ongoing basis	Support Board of Directors, Staff and Volunteers on ongoing basis	Support Board of Directors, Staff and Volunteers on ongoing basis
Increase EEA membership.	Increase active membership by 25% every year	Increase active membership by 25% every year	Increase active membership by 25% every year
	Implement new membership model	Increase referrals from Neurologists and Nurse Practitioners	Increase referrals from Neurologists and Nurse Practitioners
2. Build a supportive community for people living with epilepsy			
Cultivate a culture of supporters and promoters	Determine levels of awareness about epilepsy and EEA in the community	Use information gathered in master database	Use information gathered in master database
	Conduct environmental scan	Use ES to implement expanded strategic plan actions	Use ES to implement expanded strategic plan actions
	Increase capacity for fundraising campaigns	Increase capacity for fundraising campaigns	Increase capacity for fundraising campaigns
		Use Communications Plan to support all association's activities	Use Communications Plan to support all association's activities
	Identify gaps and needs about awareness	Use ES to determine new directions	
Spearhead and Join campaigns in support of epilepsy-related causes	Ongoing campaigns	Ongoing campaigns	Ongoing campaigns



	2022	2023	2024
Establish innovative and outreaching communication strategies	Formalize media outreach aligned with communications plan and implement actions		
	Increase outreach to media by at least 25% per year	Increase outreach to media by at least 25% per year	Increase outreach to media by at least 25% per year
Strengthen and expand collaboration with agencies and centres in support of epilepsy	Expand collaboration opportunities with other epilepsy agencies	Engage in collaborative projects	Engage in collaborative projects
3. Promote awareness and education about epilepsy			
Increase awareness about epilepsy	Expand epilepsy booklets program	Expand epilepsy booklets program	Expand epilepsy booklets program
	Build connections with clinics and hospitals who specialize in epilepsy	Build connections with clinics and hospitals who specialize in epilepsy	Build connections with clinics and hospitals who specialize in epilepsy
	Engage with healthcare providers	Engage with healthcare providers	Engage with healthcare providers
	Connect with EEG technicians		
Increase awareness about the EEA and its services. Implement and facilitate programs to support awareness and education about epilepsy.	Expand and build new awareness and education programs	Expand and build new awareness and education programs	Expand and build new awareness and education programs
	Connect to epilepsy research centres and agencies	Connect to epilepsy research centres and agencies	Connect to epilepsy research centres and agencies



	2022	2023	2024
Explore programs to support research in the field of epilepsy	Identify key players in healthcare providers for people living with epilepsy	Work with healthcare providers to directly support EEA members	Work with healthcare providers to directly support EEA members
		Work towards collaborative projects with other service providers	Work towards collaborative projects with other service providers
4. Strengthen and expand EEA member programs			
Empower EEA members towards achieving full potential and social integration	Maintain database	Maintain database	Maintain database
	Increase liaison with Government agencies	Increase liaison with Government agencies	Increase liaison with Government agencies
Serve all EEA constituencies	Identify and define EEA constituencies	Work with EEA constituencies to meet their specific needs	Work with EEA constituencies to meet their specific needs
	Create member services pathway		
Strengthen social connection opportunities for EEA members. Offer timely support to EEA members in a variety of ways	Determine acceptable turn-around timings for services to members	Apply and evaluate turn-around timings for services to members	Apply and evaluate turn-around timings for services to members
	Improve on volunteer programs	Expand volunteer program	Expand volunteer program
	Maintain and improve research library (online and hard copies at office)	Improve research library (online and hard copies at office)	Improve research library (online and hard copies at office)

Living with an invisible, episodic, and/or chronic disability can be challenging because of the fluctuating periods and degrees of wellness. In his book, "Oscar and his Second Life," Dr. Starreveld tangles and weaves a narrative of one example of a character who lives with epilepsy.

VOICE OF ALBERTANS WITH DISABILITIES

**JUNE 19, 2021
2:00 PM - 4:00 PM MST**

Join us for our 2020/2021 AGM

Register at:
<https://bit.ly/3wG79JH>

ANNUAL GENERAL MEETING



Tara Baker joins us to consider a toolbox of resources to reduce the stress and uncertainty of invisible, chronic, and episodic health challenges.



Alberta Epilepsy Educational Webinars - 2021-2022

THURSDAY, OCTOBER 21, 2021
7:00 P.M.

CONSIDERATIONS ABOUT EPILEPSY DEVICES AND SERVICE DOGS



Join us for interactive conversations about monitoring devices to support people living with epilepsy and Service Dogs



www.albertaeweb.ca

An Activity Book For Children



Check this children's resource!
A great activity book! Download or order online!

www.edmontonepilepsy.org

www.edmontonepilepsy.org

“Youth Garden Project Finally Starts”

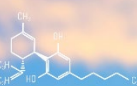


EEA Ask Me Why

EDMONTON EPILEPSY ASSOCIATION - EPILEPSY ASSOCIATION OF CALGARY

CBD AS TREATMENT OPTION FOR EPILEPSY

Video Resource Page



CBD
cannabidiol

PANELISTS:

- Dr. Michael LeDuc, MD, PhD, FRCPC, Associate Professor, University of Alberta
- Dr. Sara Jacobson, MD, PhD, FRCPC, Associate Professor, University of Alberta
- Dr. Evan Leach, Epileptologist, Assistant Professor (University of Toronto & Chief Medical Advisor at AEDC) Torax



www.edmontonepilepsy.org

Alberta Epilepsy Educational Webinars - 2021-2022



www.epilepsycalgary.com

A special website for epilepsy education in Alberta!

www.albertaeweb.ca

Krispy Kreme
Fundraising Sale

Support our sweet cause!
PRE-ORDER SALES ON SEPTEMBER 17
THROUGH OCTOBER 11, 2021

Krispy Kreme
DOUGHNUTS

www.edmontonepilepsy.org



WWW.EDMONTONEPILEPSY.ORG

Happy Purple Day!

March 26, 2021!

Celebrate Together!



OUR 2022 KEY PROGRAMS AND ACTIVITIES

Based on the revised 2022-20224 strategic plan goals and initiatives, and in addition to the yearly operational goals, the EEA commits to achieving these success targets for 2022. We know our goals are important – we invite all our members to help us in our journey towards our ongoing growth, as a family of committed individuals to empowering the lives of everyone who is impacted by epilepsy.

ORGANIZATIONAL SUSTAINABILITY	COMMUNICATION AND ADVOCACY	AWARENESS AND EDUCATION	MEMBER SERVICES
50-50 online raffles	Newsletter	Awareness Campaigns	Individual services
Wine-tree Online Raffle	Awards and Scholarships	Clinics Database	HOBSCOTCH
Krispy Kreme Fundraiser	CEA membership	Albertaeweb.ca	Career Supports
Grants	CEA/IBE membership	Epilepsy Information Booklets	Community Garden
Grant Makers Directory	Social Media	Epilepsy Books French	Community Kitchen
Face coverings Sales	EEA Website	Kids on the Block	Donate A Ride
Oscar Novel Sales	Environmental Scan	KOB at Fringe	
Kijiji Online Garage Sale	Farmers Markets	In-services	Family Online Conversations
Gala	Purple Day Campaign	Research studies	Members Online Conversations
Quilt Program	Purple Pumpkin/Halloween	Employers Information Packages	Family Camp Retreat
Memorial Donations	IBE teams		Mentoring
Donations	VIMEO channel		Members’ Pathways
Membership Income			Resource Library
Sponsorship Program			Social events (local)
Bus Tickets Donations			Tablets Program
			Volunteer programs
			Kids website for epilepsy
			Tools for members
			KidsUpFront Tickets



2022 BUDGET CATEGORIES

The following list outlines the key categories on which to build the 2021 budget.

INCOME	EXPENSES
<ul style="list-style-type: none">▪ Membership Income▪ Fundraising▪ Casino Revenue▪ Sponsorship▪ Grants▪ Donations▪ Interest▪ Gala	<ul style="list-style-type: none">▪ Staff Salaries▪ Staff Other▪ Staff Development▪ Insurance▪ Utilities▪ Office costs▪ Postage/courier▪ Casino Bank Service Charges▪ Phone/fax/Internet▪ Equipment maintenance▪ Equipment purchase▪ Office maintenance▪ General Bank charges▪ House Depreciation▪ Scholarships▪ Public Awareness/Education▪ Support services▪ Volunteers▪ Kids on the Block▪ Purchased Services▪ Transportation▪ Board expenses▪ Agency fees▪ GST expenses▪ Fundraising expenses▪ Conference expenses



2022 BUDGET INCOME

INCOME	2021 BUDGET	2022 BUDGET
Membership	\$3,000	\$3,000
Fundraising	\$50,000	\$25,000
Casino Revenue	\$60,000	\$127,000
Sponsorship (ETS Tickets) - UCB	\$7,500	\$7,500
Grants	\$100,000	\$50,000
Donations	\$30,000	\$35,000
Interest	\$2,000	\$500
Conference	\$0	\$0
(E-commerce)	\$8,000	\$2,500
(GST)	\$2,000	\$1,500
United Way Preferred Giving	\$0	\$627.17
*Deferred Revenue	\$80,000	\$50,000
Total Income	\$342,500	\$302,627



2022 BUDGET EXPENSES

EXPENSE	2021 BUDGET	2022 BUDGET
Staff Salaries	117,000	\$120,000
CPP/EI	5,050	\$6,000
Staff Benefits	\$3,600	\$3,600
Staff Other	\$2,000	\$2,000
Staff Development	\$600	\$600
Insurance (house/board)	\$4,500	\$4,500
Utilities	\$4,400	\$5,500
Office expenses	\$7,500	\$6,000
Postage/Courier	\$7,500	\$7,500
Casino Bank Charges	0	0
Phone/Fax/Internet	\$15,000	\$10,000
Equipment Maintenance	\$1,500	\$1,500
Equipment Purchase	\$2,000	\$1,500
Office Maintenance	\$1,000	\$1,000
General Bank Charges	\$500	\$500
House Depreciation	\$8,000	\$8,500
Scholarships	\$3,000	\$3,000
Public Education/Awareness	\$14,000	\$15,000
Support Services	\$38,000	\$20,000
Volunteer Management	\$500	\$500
Kids on The Block	\$2,500	\$3,500
Purchased Services	\$5,000	\$7,500
Transportation	\$1,500	\$500
Board Expenses	\$3,000	\$1,000
Agency fees	\$260	\$350
GST expenses	\$2,500	\$2,500
Fundraising Expenses	\$20,528	\$10,000
Conference Expenses	\$0	\$0
Total Expenses	\$270,938	\$242,550
Total Income	\$342,500	\$302,627
Totals (profit/loss)	\$71,562	\$60,077





Supporting the
Community for
Over 60 years

www.edmontonepilepsy.org

*become an EEA
member today!*

SO MANY REASONS!

EDMONTON EPILEPSY ASSOCIATION – EEA
11215 GROAT ROAD EDMONTON AB T5M3K2
780-488-9600 – www.edmontonepilepsy.org
Registered Charity – 119230951RR0001