

EDMONTON EPILEPSY ASSOCIATION



STRATEGIC PLAN

WWW.EDMONTONEPILEPSY.ORG



2023 | 2025

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INTRODUCTION

Let us introduce ourselves!



SMALL BUT MIGHTY

With this strategic plan we tell everyone our story. We are a registered charity in operation since 1960, in the northern Alberta region, in support of the epilepsy community. Over 66,000 Albertans live with epilepsy in our province. The goal of this document is to create a clear and committed foundation that speaks to everyone connected to our association, as a member, a longtime champion, supporter, network connection, partner, donor, and sponsor.

This document represents several hours of hard work and dedication, on the part of the EEA Board of Directors, and lays the pathway for another important year of operation. 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:

Tammy Tkachuk, President
Colleen Matvichuk, Past President
Terry Mahon, Treasurer
Katrina Breau, Secretary
Valeria Palladino, Executive Director
Noella Desaulniers, Director

Anna Pagliuso, Director
Dr. J. Kassiri, Director
Tammy Humphrey, Director
Shandea Patras, Director
Kristine Zielinski, Director
Susan Wilkie, Director

Let us introduce ourselves!



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 endeavours to provide information services to Central and Northern Alberta, over 80% of its services are within the greater Edmonton area. Over the past 62 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. Our potential outreach expands to more than 26,000 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 11 epilepsy information booklets. We continue to distribute these for free in Canada, and receive digital downloads in the thousands from all over the world. Another important element of the EEA is its rich website and its freely available bi-monthly newsletter.

The EEA is 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 62 years.

Let us introduce ourselves!



WHAT WE STAND FOR

Our Vision is:

Empowering people who live with epilepsy.

Our Mission is:

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 caregivers. 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.*

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.
- Executive Director/Chief Operating Officer, full time staff
- Program Manager, part-time staff
- One Core team of association volunteers

Our key strategic goal remains gaining sustainable financial stability, as we operate independently, and all our programs are made possible through membership fees, donations, fundraising efforts, grants and sponsorships, along with our bi-annual Casino fundraiser.



OUR VALUES

EMPOWERMENT | We empower people with knowledge, connections, hope, and an overall positive outlook on life!

RESPECT | By showing respect, we demonstrate the intrinsic value we each bring to the table, even when we come to ask for help. By giving, we always receive tenfold.

COMPASSION | We show compassion with passion! The passion for sharing the small successes we discovered on our own, in our individual walks in life with epilepsy, but also the passion to build a better future for everyone we meet and share time with.

DEDICATION | We show "relentless" dedication. No matter what, we will provide the service, we will coordinate the event, we will find a way to shine a light on epilepsy, lower stigma, and increase understanding, inclusion, and education. We will continue to be here for you.

INTEGRITY | We are transparent, share our plans and strategies, and seek support and share our stories, even when tough decisions need to be made, and limitations on budget and funding steer us towards a longer timeline to make something happen.





PLANS IN ACTION

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

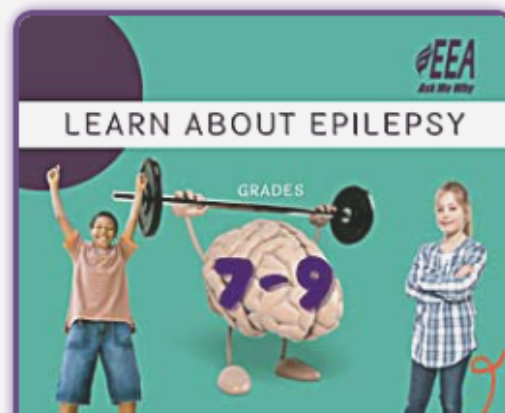
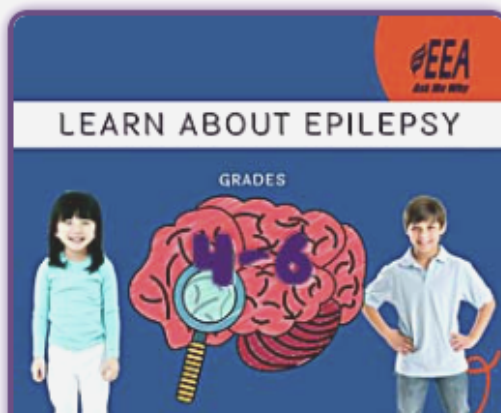
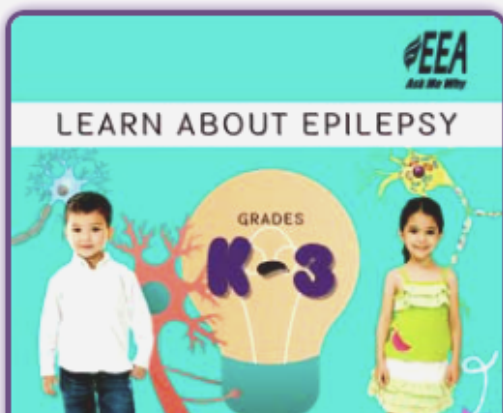
- Fundraising in-action
- Advocacy Initiatives
- Website/newsletter/Social media presence
- Partnerships
- Media releases

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



STRATEGIC PLAN VISUAL

This is the visual representation of our association.



LONG-TERM STRATEGIC GOALS

These are our long-term goals. In the following pages we layout the 3-year plan for 2023-2025, based on these overarching goals, along with actual activities, programs and services for 2023.

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.

3-YEAR PRIORITIES

2023

These tables outline the 3-year priorities.

GOALS

Ensure the long-term health and sustainability of the EEA

- Work toward financial independence
- Engage in Board development Activities on a regular basis
- Regularly update EEA operations, policies and administrative procedures, to promote volunteers' and staff' satisfaction in their roles
- Implement new EEA membership model

Build a supportive community for people living with epilepsy

- Work on plans for environmental scan to gather meaningful data for foundational changes to EEA programs of focus
- Increase capacity for fundraising and advocacy campaigns
- Update communication plans and social media presence
- Increase and strengthen relations with sister agencies

Promote awareness and build support education about epilepsy

- Maintain and grow awareness and education programs
- Nurture and increase relations with health-care communities
- Sustain education and research offerings in collaborative ways
- Explore and support epilepsy research opportunities

Strengthen and expand EEA member programs

- Implement the new membership model
- Identify member constituencies and create pathways of support
- Expand volunteer program
- Maintain high quality levels of member's support

SUCCESS LOOKS LIKE...

- Meet annual budget within income forecast
- Board of Directors participate in meetings champion the EEA and are fully satisfied with their role
- Board of Directors operates at capacity
- Policies and Administrative procedures are up to date
- Membership model runs smoothly
- Plan for environmental scans
- Run at least three major fundraising campaigns per year
- Expand communications outreach
- Maintain high quality websites and publications
- Collaborate with sister agencies on concrete education and awareness projects
- Run at three awareness campaigns per year
- Deliver ongoing education programs about epilepsy
- Collaborate with health-care agencies on at least one project per year
- Support research initiatives
- Increase membership by 25% on a yearly basis
- Run new membership process online and off-line
- Serve member constituencies based on identified needs
- Offer programs to meet members' needs
- Offer individual support
- Grow volunteer core by 15% on a yearly basis

3-YEAR PRIORITIES

2024-2025

These tables outline the 3-year priorities.

2024 GOALS

Ensure the long-term health and sustainability of the EEA

- Establish protocols to secure financial independence
- Governance matters are reviewed on a bi-annual basis
- EEA operations are regularly updated, and volunteers and staff enjoy their roles
- EEA membership grows steadily

Build a supportive community for people living with epilepsy

- Complete environmental scan
- Establish plan for fundraising and advocacy campaigns
- Work on updated communication plans and social media presence
- Increase and strengthen relations with sister agencies

Promote awareness and build support education about epilepsy

- Maintain and grow awareness and education programs
- Nurture and increase relations with health-care community
- Sustain education and research offerings in collaborative ways
- Explore and support epilepsy research opportunities

Strengthen and expand EEA member programs

- Review and validate new membership model
- Identifies member constituencies and create pathways of support
- Expand volunteer program
- Maintain high quality levels of members' support

2025 GOALS

Ensure the long-term health and sustainability of the EEA

- Celebrate financial independence for at least 85% of offered programs
- EEA Board is healthy and a key leader in the community
- People want to join working and volunteering for the EEA
- EEA membership reaches meaningful representation of people

Build a supportive community for people living with epilepsy

- Use e-scan for determination of new directions and approaches for EEA programs and services
- Validate plan and improve upon it
- Validate new approaches and build on plans
- Increase and strengthen relations with sister agencies

Promote awareness and build support education about epilepsy

- Maintain and grow awareness and education programs
- Nurture and increase relations with health-care community
- Sustain education and research offerings in collaborative ways
- Explore and support epilepsy research opportunities

Strengthen and expand EEA member programs

- Increase impact of new membership model in relation to services and programs (constituencies)
- Validate pathways of support
- Expand volunteer program
- Maintain high quality levels of members' support

KEY ACTIVITIES BY CORE AREA OF FOCUS

In other words, key programs we will continue to offer and organize while keeping our doors open.

Organizational Sustainability

- Raffles (50/50 wine raffle)
- Kijiji and online sales
- Donations
- Membership income
- Sponsorships
- Casino
- Fundraising activities
- Membership new model
- Grants
- Policies, meetings

Communication and Advocacy

- Newsletter (Magazine)
- Awards and scholarships
- Agency memberships
- Social media and websites
- Purple day (March) campaign
- Awareness campaigns (March, June, October)

Awareness and Education

- Kids on the Block
- Booklets
- In-services
- Kids Website projects
- Research projects
- Webinars
- Websites
- Newsletter (Magazine)
- Awareness campaigns (March, June, October)

Member Services

- Individual services (HOBSCOTCH, Mentorship)
- Summer programs (garden, kitchen, other)
- Social programs (bingo, teas, outings, celebrations)
- Family and youth services and programs
- Scholarships
- Pathways
- Resource library

2023 BUDGET

This is our approved 2023 budget. The EEA Board of Directors approve a yearly budget which is also shared online and presented to all members at the Annual General Meeting in February.

BUDGET CATEGORIES INCOME

- **MEMBERSHIP**
 - Funds raised from membership fees
- **FUNDRAISING**
 - All initiatives we run to raise funds under licenses and in collaboration with agencies (i.e. 50/50 with Oil Kings, Soup Sales, Wine-tree raffles)
- **CASINO REVENUE**
- **SPONSORSHIP**
 - Funds collected as part of our membership policy and programs
- **GRANTS**
 - Funds obtained for projects and programs under grant agreements
- **DONATIONS**
- **INTEREST**
- **CONFERENCE**
- **E-COMMERCE**
 - Funds raised from sale of EEA merchandise
- **GST**
- **UNITED WAY PREFERRED GIVING**
 - This funds is no longer active
- **DEFERRED REVENUE**
 - Funds carried over from previous years

BUDGET CATEGORIES EXPENSES

- **Staff Salaries**
- **CPP/EI**
- **Staff Benefits**
- **Staff Other**
- **Staff Development**
- **Insurance (house/board)**
- **Utilities**
- **Office expenses**
- **Postage/Courier**
- **Casino Bank Charges**
- **Phone/Fax/Internet**
- **Equipment Maintenance**
- **Equipment Purchase**
- **Office Maintenance**
- **General Bank Charges**
- **House Depreciation**
- **Scholarships**
- **Public Education/Awareness**
- **Support Services**
- **Volunteer Management**
- **Kids on The Block**
- **Purchased Services**
- **Transportation**
- **Board Expenses**
- **Agency fees**

2023 INCOME

This is our approved 2023 budget. The EEA Board of Directors approve a yearly budget which is also shared online and presented to all members at the Annual General Meeting in February.

CATEGORY		NOTES
MEMBERSHIP	\$3,000	<ul style="list-style-type: none"> • We expect substantial growth in membership in 2023 • Fundraising campaigns are set as in previous years • Casino is expected for third quarter of 2023 - funds may not come within the fiscal year • Several Grant requests and applications completed • Updated sponsorship policy and program expanded for 2023 • Donations expected to continue at same rate as previous years
FUNDRAISING	\$35,000	
CASINO REVENUE	\$70,000	
SPONSORSHIP	\$70,000	
GRANTS	\$55,000	
DONATIONS	\$40,000	
INTEREST	\$250	
CONFERENCE	\$0	
E-COMMERCE	\$2,500	
GST	\$1,200	
UNITED WAY	\$0	
PREFERRED GIVING		
DEFERRED REVENUE	\$50,000	
TOTAL	\$325,950	

2023 EXPENSES

CATEGORY

Staff Salaries	\$120,000
CPP/EI	\$6,000
Staff Benefits	\$3,600
Staff Other	\$1,500
Staff Development	\$500
Insurance (house/board)	\$4,500
Utilities	\$5,000
Office expenses	\$6,500
Postage/Courier	\$0
Casino Bank Charges	\$8,500
Phone/Fax/Internet	\$5,000
Equipment Maintenance	\$1,500
Equipment Purchase	\$1,500
Office Maintenance	\$1,500
General Bank Charges	\$500
House Depreciation	\$8,500
Scholarships	\$2,500
Public Education/Awareness	\$70,000
Support Services	\$45,000
Volunteer Management	\$1,000
Kids on The Block	\$4,500
Purchased Services	\$7,000
Transportation	\$100
Board Expenses	\$500
Agency fees	\$350
GST expenses	\$2,000
Fundraising Expenses	\$15,000
Conference Expenses	\$0
TOTAL	\$322,550

NOTES

- Mental Health project and Magazine project (under members services and communications) will take place if funding is secured

TOTAL INCOME

\$325,950

TOTAL EXPENSES

\$322,550

TOTAL (PROFIT/LOSS)

\$3,400



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