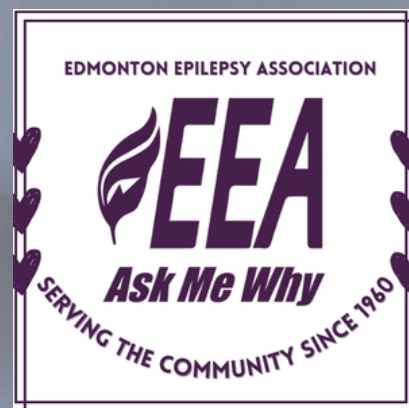


edmonton epilepsy association



The Epilepsy Association of Northern Alberta

STRATEGIC PLAN

2026-2030

The stories we carry!

JANUARY 2026

www.edmontonepilepsy.org



Introduction

Strategic Planning: Guiding Our Mission Forward

From the very beginning, strategic planning has been the cornerstone of our organization's growth and resilience. More than just a roadmap, it acts as a compass—keeping us oriented toward our mission, helping us navigate challenges, and providing both reflection on our past progress and clarity for the road ahead.

This new strategic plan is now **based on a five-year framework**, which our Board of Directors will review annually. We are moving towards a 5-year vision, that will take us, year by year, towards what our directors and community leaders are considering the expansion and strengthening of our mission and vision, for 2030.

This deliberate structure gives us the flexibility to evaluate our outcomes, adapt our approach when necessary, and stay aligned with our evolving priorities. It reinforces our dedication to continuous improvement and renews our shared commitment to what matters most: **improving the quality of life for individuals and families affected by epilepsy.**

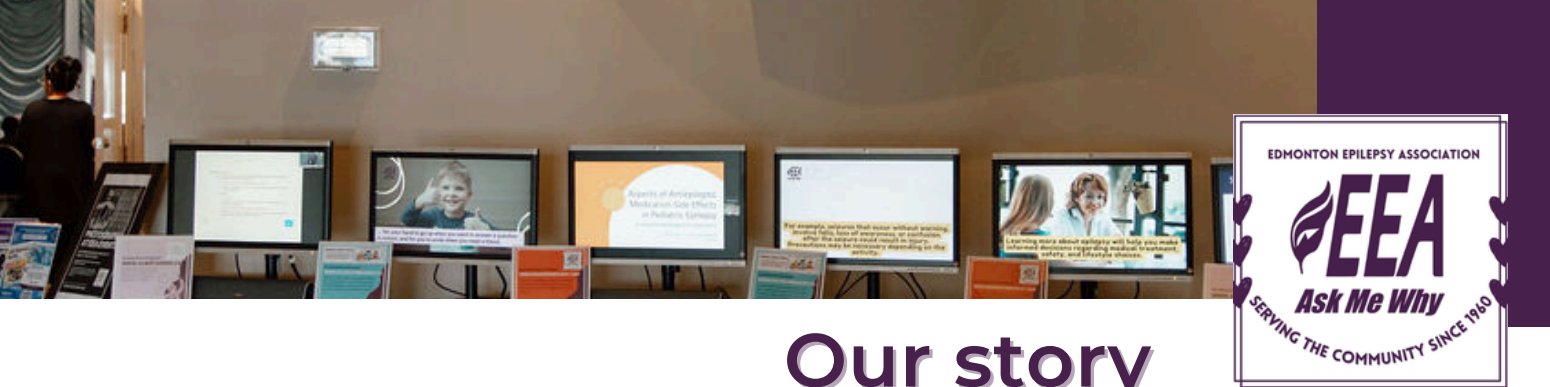
A key driver of our continued success is the strength of our governance framework. Even in the face of limited resources, this structure enables us to remain effective, accountable, and mission-driven. By regularly refining our governance practices, we reinforce the long-term sustainability of our work and amplify our impact across northern Alberta.

Each year, we proudly share this strategic document with our community. It reflects not only our goals and priorities, but also our values and aspirations. **We believe transparency builds trust**—and by inviting our community into the strategic process, we foster deeper understanding, engagement, and collaboration.

Together, through thoughtful planning and shared purpose, we are advancing our vision of a more empowered and supportive future for those living with epilepsy in northern Alberta.

If you have any questions or would like to learn more about the strategic plan, please contact Valeria Palladino, MACT, Executive Director and Chief Operating Officer of the Edmonton Epilepsy Association, at valeria@edmontonepilepsy.org.





Our story

Founded in 1960 as the Edmonton Branch of the Western Canada Epilepsy League, the Edmonton Epilepsy Association (EEA) has been a trusted support and advocacy organization for people affected by epilepsy for over 65 years. A year later, the EEA joined the United Community Fund (now United Way), establishing itself as a vital part of the community network.

While the EEA serves individuals throughout Northern Alberta, over 80% of its programs are focused in the greater Edmonton area, reaching more than 5,000 people each year. Through education, referrals, one-on-one support, and impactful awareness initiatives, the EEA plays a key role in improving the lives of those living with epilepsy.

Programs & Educational Outreach

At the heart of the EEA's work is its flagship series of 13 epilepsy information books, now also available as audiobooks to increase accessibility. These resources are tailored for various audiences—including children, teens, adults, women, seniors, and caregivers—and are distributed in both English and French. More than 30,000 copies are shared across Canada each year.

Since 2020, the EEA has significantly expanded its online presence, offering enhanced digital resources and collaborating with the Calgary Epilepsy Association to deliver educational webinars. These efforts have broadened the reach and impact of the EEA's programming well beyond the Edmonton area.



National and Global Connections

As an active member of the Canadian Epilepsy Alliance (CEA), the EEA is connected internationally through affiliations with the International Bureau for Epilepsy (IBE) and the International League Against Epilepsy (ILAE). These connections help ensure the EEA stays current with global best practices in epilepsy care, research, and advocacy.

A Small Team Making a Big Difference

Despite the small staff team and a team of about 30 dedicated volunteers, the EEA continues to have a profound impact on the epilepsy community. For more than six decades, it has remained a pillar of support, education, and empowerment for individuals and families living with epilepsy in Edmonton and beyond.

OUR BOARD OF DIRECTORS

2026

We are led by a Board of Directors, made up of up to 14 members, who are volunteers for the EEA, and hold office for up to two consecutive 3-year terms.

EXECUTIVE ROLES

President – Susan Wilkie

Vice President – Shandea Patras

Treasurer – Noella Desaulniers

Secretary – Tammy Humphreys

Executive Director / COO – Valeria Palladino

DIRECTORS AT LARGE

Tammy Tkachuk

Dr. Jay Kassiri

Anna Pagliuso

Sherri-Lee Emiry

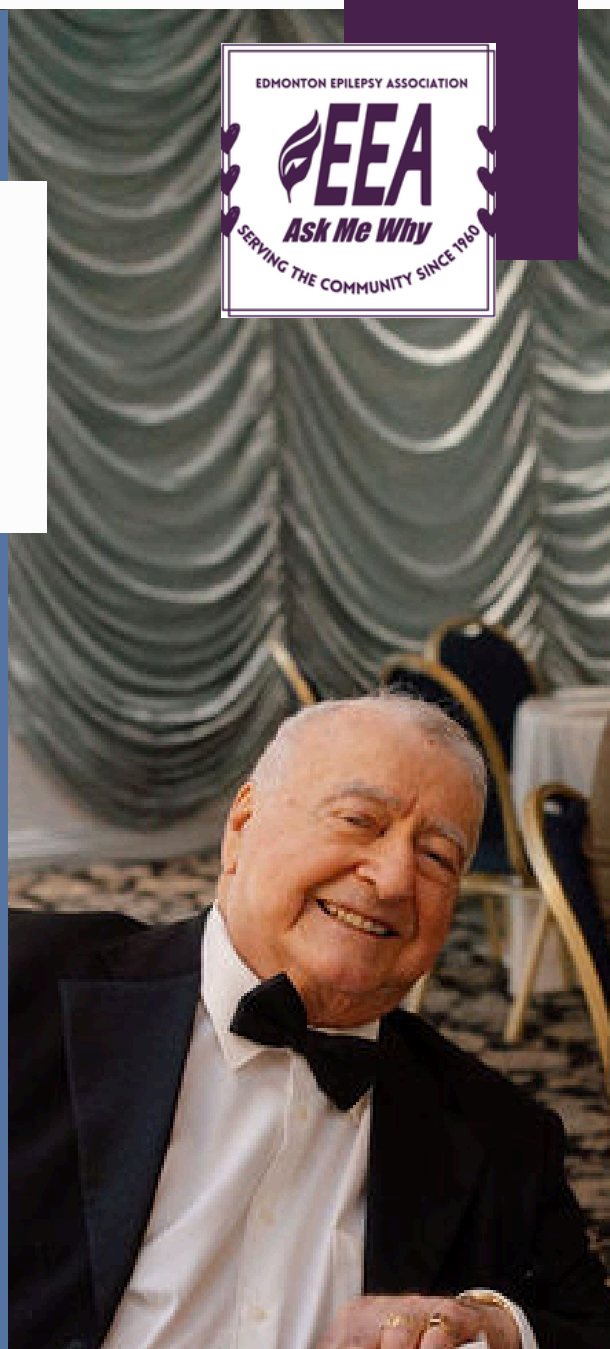
Kimberly Angus

Brandon Brost

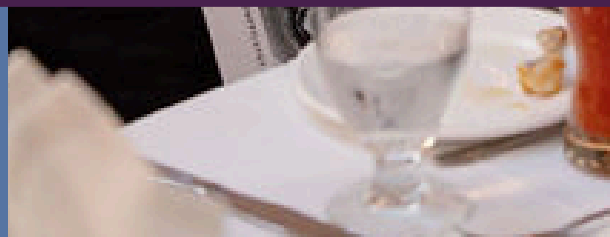
Angela Wilm

ADVISOR

Terry Mahon



The EEA daily operations are run by a team of two: Valeria Palladino, Executive Director and Chief Operating Officer, and a part-time contractor for fundraising. Over 30 core volunteers support all our programming.



What we stand for

Empowering people who live with epilepsy



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.

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 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.

Our values

EMPOWERMENT

RESPECT

COMPASSION

DEDICATION

INTEGRITY



A VISUAL REPRESENTATION



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

- KCB
- 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.

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



LONG-TERM GOALS



These are our long-term goals. In the following pages, we outline the three-year plan for 2026–2030, which is grounded in these overarching objectives. Additionally, we detail the specific activities, programs, and services for 2026.

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.



5-YEAR PRIORITIES

These tables outline the 5-year priorities.

in 2026...

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
- EEA membership grows

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

SUCCESS WILL LOOK LIKE...

- **Meet financial challenges** and access necessary operational funds by end of 2026
- **Board of Directors participate in meetings**, champion the EEA and are fully satisfied with their role.
- **Board of Directors operate at capacity.**
- **Maintain** Policies and Administrative procedures up to date.
- **EEA membership grows** by at least 25%.
- **Change name of association** to better reflect community served.
- **Plan** for environmental scans
- **Run** 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
- **Grow** social media following



5-YEAR PRIORITIES

These tables outline the 5-year priorities.

in 2026...

GOALS

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

- Identify member constituencies and create pathways of support
- Expand volunteer program
- Maintain and diversify high quality levels of member's supports and programs

SUCCESS WILL LOOK LIKE...

- **Run three awareness** campaigns per year
- **Deliver ongoing** education programs about epilepsy
- **Collaborate** with health-care agencies on at least one project per year
- **Run display tables** at key locations
- **Support** research initiatives
- **Serve** member constituencies based on identified needs
- **Offer programs** and support to meet members' needs
- **Offer** individual support as needed
- **Grow volunteer** core by 15% on a yearly basis



5-YEAR PRIORITIES

These are the key elements of our 2030 vision...

EEA 2030 VISION

Ensure the long-term health and sustainability of the EEA

- Our charity has **a name that truly reflects the community we serve**
- We will have a **vibrant staff team**
- **Long-term funding is secured** - we can solidify and expand all our programs with more ongoing funding
- We **offer/organize epilepsy conferences on a regular basis**
- We **offer scholarships to medical students**

Build a supportive community for people living with epilepsy

- We **run podcasts and publish a magazine quarterly**
- We **are often in the media supporting the epilepsy conversation**
- We **offer connection to low or no-cost services** for members in a variety of areas
- We **negotiate other concrete benefits for members**

Promote awareness and build support education about epilepsy

- We **engage directly and on a regular basis with agencies** to support people with epilepsy in all aspects of life
- We **run a successful ambassador for epilepsy program**
- We **spread our presence throughout the region we serve** - with chapters of the association and support local leadership initiatives

Strengthen and expand EEA member programs

- We **have a membership of at least 2,000 + members**
- We **organize and offer a sleep-over symposium** for families with epilepsy (summer)
- We offer **"life with epilepsy" classes** to all members on a regular basis
- We offer **members' field trips throughout the year**



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
- 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
- Epilepsy Books
- In-services
- Kids Website projects
- Research projects
- Webinars
- Websites
- Newsletter (Magazine)
- Awareness campaigns (March, June, October)

Member Services

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

2026 BUDGET

This is our approved 2026 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 REBATES**
- **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

2026 INCOME

This is our approved 2026 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	The EEA invested in a low-medium risk funds from the sale of our office property, in late 2025. The interest collected from the investment is aimed at covering lease expenses on a yearly basis.
FUNDRAISING	\$15,000	
CASINO REVENUE	\$45,000	
SPONSORSHIP	\$15,000	The carryover funds (deferred revenues) also include finalizing projects started in 2025.
GRANTS	\$30,000	
DONATIONS	\$35,000	
INTEREST	\$12,000	Grant applications for 2026 are in place but not fully confirmed. Corresponding projects and services will be executed based on funds received.
CONFERENCE	\$0	
E-COMMERCE	\$2,000	
GST	\$600	
DEFERRED REVENUE	\$87,000	
TOTAL	\$244,600	

2026 EXPENSES

CATEGORY

Staff Salaries	\$120,000
CPP/EI	\$6,000
Staff Benefits	\$6,000
Staff Other	\$1,500
Staff Development	\$0
Insurance (house/board)	\$6,000
Utilities	
Lease	\$14,400
Office expenses	\$5,000
Postage/Courier	\$3,000
Casino Bank Charges	\$ 0
Phone/Fax/Internet	
Equipment Maintenance	\$500
Equipment Purchase	
Office Maintenance	\$2,000
General Bank Charges	\$ 500
House Depreciation	
Scholarships	\$2,500
Public Education/Awareness	\$15,000
Support Services	\$10,000
Volunteer Management	\$1,000
Kids on The Block	\$4,000
Purchased Services	\$6,000
Transportation	\$0
Board Expenses	\$500
Agency fees	\$350
GST expenses	\$500
Fundraising Expenses	\$2,000
Conference Expenses	

NOTES

- The budget for 2026 is a conservative one, to solidify EEA financial viability and meet higher costs to support the community.

INCOME

\$244,600

EXPENSES

\$206,750

*PROJECTED PROFIT

\$37,850

400,000 CANADIANS HAVE EPILEPSY AND ARE COMING OUT OF THE SHADOWS



400,000 CANADIENS SONT ÉPILEPTIQUES ET SORTENT DE L'OMBRE



www.edmontonepilepsy.org

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