

2016 - 2017 ANNUAL REPORT  
*45<sup>th</sup> Anniversary Edition*



**EPILEPSY  
FOUNDATION**  
Florida

# WELCOME LETTER

## A MESSAGE FROM OUR CEO



Dear Friends of the Epilepsy Foundation of Florida,

Over the past twelve years, I've had the pleasure of watching the Epilepsy Foundation of Florida (EFOF) lead the fight against epilepsy in the state of Florida. While the challenges associated with epilepsy are many, I'm continuously inspired by the strength in community built by our volunteers, board of directors, donors, members, and staff. Their steadfast commitment to our mission of stopping seizures, finding a cure, and saving lives is the very reason our flame burns so bright.

As I reflect on this past year, it was a very special one for us. EFOF celebrated a milestone moment: its 45-year anniversary. What began with one support group in a Miami living room in 1971 has grown to a statewide organization that works to serve the more than 400,000 Floridians affected by the disorder. As part of this celebration, it was humbling to reconnect and honor the founders of EFOF, Marjorie and Mark Buchbinder.

This past year also brought with it several notable successes. Our annual Walk the Talk for Epilepsy events experienced record attendance and surpassed fundraising goals. Statewide, more than 3,500 participants were involved and over \$400,000 was raised. As the premier source of information and resources for epilepsy education in Florida, we've experienced increased interest from businesses and the community at large to advertise with EFOF. In response, we launched a menu of advertising solutions through our website, newsletter, social media platforms, and webinars. We look forward to continuing to grow this new source of revenue in support of our organization. EFOF hosted its first Florida Pediatric Epilepsy Network Conference which brought together 127 neurologists from across the state to discuss the latest medications, advancements, and treatments in the field. As we continue to stay on the cusp of innovative therapy, the year also saw our clients enjoying new and exciting alternative therapies including yoga and art.

In this annual report, I'm pleased to acknowledge our successes, like those above, and share our progress made in the 2016-2017 year.

As we look forward, EFOF remains dedicated to meeting the needs of Floridians who are living with epilepsy at the local, county, state, and national levels. Together, we'll continue to bring hope and transformation to their lives and invest in the shared vision of a world without epilepsy.

Sincerely,

A handwritten signature in black ink that reads "Karen Basha Egozi". The signature is written in a cursive, flowing style.

**Karen Basha Egozi**  
Chief Executive Officer  
Epilepsy Foundation of Florida

# 2016 - 2017 BOARD OF DIRECTORS



**Lourdes Boue**  
*President*



**Steven Schale**  
*Vice President*



**Jonathan Anderson**  
*Immediate Past President*



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*Treasurer*



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*Secretary*



**Daniel Acevedo**  
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**Michael J. Bowen**  
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**Carlos J. Gimenez, Esq.**  
*Director*



**Charles M. Hood, III**  
*Director*



**Marques Hunter**  
*Director*



**Shanna Klauk**  
*Director*



**Honorable Joe Martinez**  
*Director*



**Marc Mingel, DMD**  
*Director*



**A.G. "Terry"  
Newmyer, III**  
*Director*



**Daniel Perez, Esq.**  
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**Richard T. Rundle**  
*Director*



**Todd Victor**  
*Director*



**Sara Widing, MHA**  
*Director*



**Tarek Zakaria, M.D.**  
*Director*

# SERVICES

# TOTAL

SERVICES



2,756

Individuals Impacted

1,527

Attendees at 174 Support Group Meetings

268

Individuals Received Transportation Assistance

2,756  
Individuals Impacted

MEDICAL



226

Initial Neurological Evaluations

1,127

Follow-up Exams

1,869


Lab Tests

157

Other Tests (MRI, EEG, CT Scan, Bone Scan)

3,379  
Diagnostic Tests

PSYCHOLOGICAL



310

Client Sessions

78

Clients Seen for Assessment

363

Hours of Counseling

310  
Psychological Sessions

PREVENTION & EDUCATION



12,380

Attendees at 485 Presentations

12,285

Attendees at 59 Special Events

75,971


Attendees at 773 Awareness Activities

5,012,369

Individuals Reached Through Online and Social Media Platforms

5.1 M  
Persons Educated

INTAKE



9,204

Calls From Individuals Seeking Assistance

566


Intakes of New Cases

11,000

Referrals Provided

9,204  
Service Calls

CAMP



77

Children with Epilepsy Sponsored

150

Hours of Fun

24

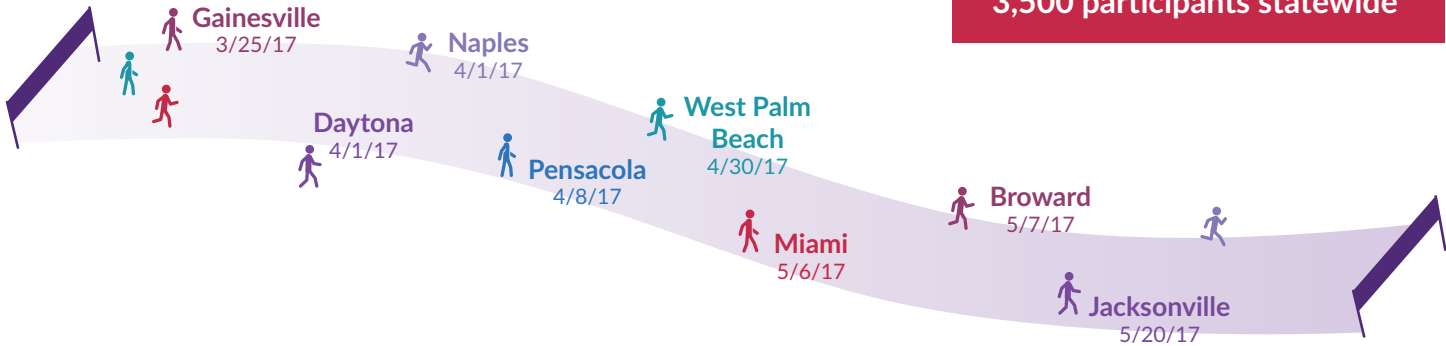
Families Empowered at Family Weekend

101  
Camp Scholarships

# EVENTS

## Walk the Talk

Eight walks raised over \$400,000 with more than 3,500 participants statewide



## Let's Talk About It – November Epilepsy Awareness Month



Unmasking Epilepsy  
Cocktail Event  
Miami

\$28,000+ Raised  
160 Participants



Purple Hat  
Fashion Brunch  
Broward

\$19,000+ Raised  
123 Participants



45-Years Strong  
Cocktail Event  
Gainesville

\$13,000+ Raised  
75 Participants

## Do-It-Yourself (DIY)/Special Events

Raised more than \$80,000

Thank you to our dedicated supporters for hosting events in the community to help spread awareness and raise funds for individuals living with epilepsy!



Run/Walk



Chili Cook-Off



Gallery Event



Painting Event



Pint Night



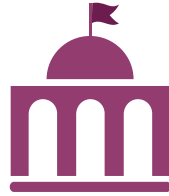
Golf Event

# HIGHLIGHTS

## Advocacy



Senator **Antiere Flores**  
Senator **Dana Young**  
Senator **Audrey Gibson**  
Representative **Jason Brodeur**



**Kayleigh Gallo of Palm Beach county** represented EFOF at **Teens Speak Up!**



Staff members and epilepsy advocates met with more than **20 Florida legislators** throughout **Capitol Day**

### Clayton Feig Youth Awardees



**Brooklynn Williams**

Gainesville



**Lauren Kaminski**

Daytona



**Antonio Garcia**

Naples



**Patrick Rosser**

Pensacola



**Meredith Pence**

West Palm Beach



**Bruno Delgadillo**

Miami



**Ada Rubio**

Broward



**Joshua Pruitt**

Jacksonville

## Healthcare Navigation Program

EFOF Navigators personally assisted and educated



**242,477** Consumers at **2,999** Events

and reached an additional **4,145,797+** via media coverage



**10,491** Consumers received in-person Navigation services

at

**660** Navigation Site locations statewide



**3,511** Consumers were assisted to enroll in Marketplace plans and Medicaid/CHIP

# HIGHLIGHTS

## Digital



### Website

Sessions: **68,137**  
Users: **33,908**  
Pageviews: **187,716**  
Pages / Session: **2.75**  
Avg. Session Duration: **3:10**



### Social Media

Total Followers: **20,800+**  
Total Reach/ Impressions: **4,978,460**



### Newsletter

Monthly e-newsletter has been sent out to a database of more than **19,700** individuals and growing.



### Webinar

Hosted a **Facebook Live Webinar** in conjunction with **Dr. Tarek Zakaria** and **Memorial Neuroscience Institute on Advancements in Epilepsy and Treatment Options** with close to **11,000** individuals reached and more than **4,700** views!

## Media



**50+**  
Featured  
News Articles



**10+**  
TV News  
Segments



**140**  
Radio  
Segments

# FOUNDATIONS & CORPORATE DONORS



**\$3.6M+**  
in Grants &  
Government  
Funding



**\$170K+**  
in Corporate  
Dollars



**\$41K+**  
in Advertising  
Revenue



D.W. McMillan  
Foundation



Switzer Brothers  
Charitable Foundation



### Miami

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Miami, FL 33156

Phone: (305) 670-4949  
Fax: (305) 670-0904

### Broward

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### Palm Beach

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Fax: (561) 687-9318

### Jacksonville

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### Gainesville

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Fax: (352) 378-4227

### Pensacola

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Phone: (850) 433-1395  
Fax: (850) 433-2006

*Six Offices Across Florida Serving 35 Counties*

**STAY CONNECTED**

 @EFOF

 @EPILEPSYFLA

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[WWW.EFOF.ORG](http://WWW.EFOF.ORG)