



epilepsy FLORIDA

2017-2018 ANNUAL REPORT



WELCOME LETTER

A MESSAGE FROM OUR CEO



Dear Friends of Epilepsy Florida,

It's incredible what can change in just the span of one year. For our organization, this was especially true as we evolved to best position our organization for the future and strengthen our ability to meet the needs of individuals living with epilepsy and their families.

We are now Epilepsy Florida (formerly Epilepsy Foundation of Florida), a founding partner of Epilepsy Alliance America – a brand new, national collective of state and local epilepsy organizations dedicated to providing service, support, and hope to people with epilepsy. While we've got a new name, our same mission of caring for people with epilepsy and the people who care for them remains.

Moreover, this past year brought with it successes that enabled our progress toward providing the highest level of support and care for Floridians with epilepsy.

We directly impacted nearly 2,300 individuals through our services and provided education through events, presentations, and online platforms to more than 2,900,000 people. This year saw the expansion of our organization to the Southwest Florida area with the opening of our Naples Epilepsy Resource Center, our seventh office location in the state. Our annual Walk the Talk for Epilepsy events raised a banner amount: more than \$450,000 in support of our mission. Also, on the heels of Hurricane Maria, we were exceptionally fortunate to be able to provide more than \$100,000 in donations and medications to Puerto Ricans with epilepsy who were affected by the devastation left in the path of the storm.

The following pages of this annual report will highlight even more progress made by Epilepsy Florida in the 2017-2018 year.

For more than 45 years, Epilepsy Florida has served as the premier source of information and resources for epilepsy and seizures in the state of Florida. Today, as we look ahead to our future, we're proud to continue this legacy; servicing the estimated 400,000 Floridians, both children and adult, who suffer from the disorder and serving as the lead advocate for the rights and needs of people with epilepsy and seizures in Florida.

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 Florida

2017 - 2018 BOARD OF DIRECTORS



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SERVICES

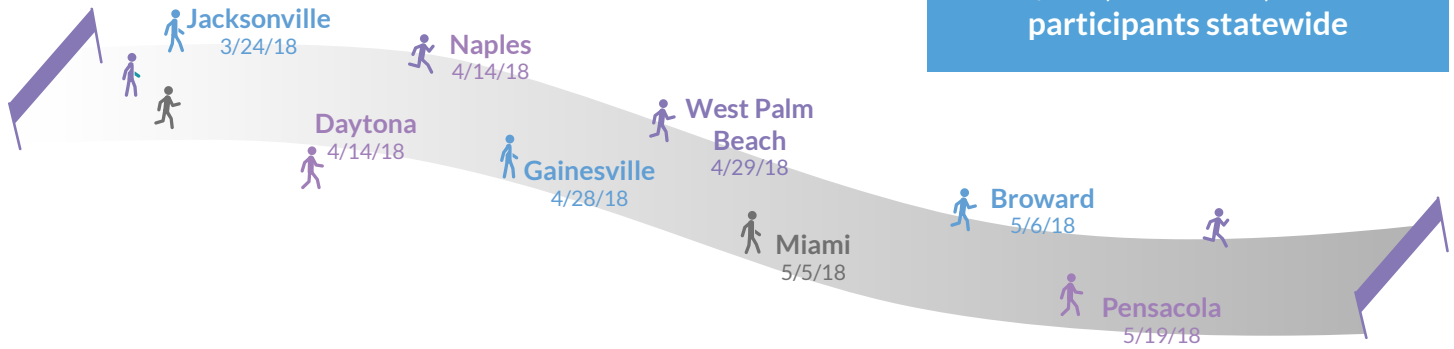
TOTAL

<p>SERVICES</p> 	<p>2,298</p> <p>Individuals Impacted</p>	<p>1,282</p> <p>Attendees at 174 Support Group Meetings</p>	<p>257</p> <p>Individuals Received Transportation Assistance</p>	<p>2,298</p> <p>Individuals Impacted</p>	
<p>MEDICAL</p> 	<p>130</p> <p>Initial Neurological Evaluations</p>	<p>954</p> <p>Follow-up Exams</p>	<p>1,349</p> <p>Lab Tests</p>	<p>115</p> <p>Other Tests (MRI, EEG, CT Scan, Bone Scan)</p>	<p>2,548</p> <p>Diagnostic Services</p>
<p>PSYCHOLOGICAL</p> 	<p>353</p> <p>Client Sessions</p>	<p>117</p> <p>Clients Seen for Assessment</p>	<p>543</p> <p>Hours of Counseling</p>	<p>353</p> <p>Psychological Sessions</p>	
<p>PREVENTION & EDUCATION</p> 	<p>7,903</p> <p>Attendees at 384 Presentations</p>	<p>1,050</p> <p>Attendees at 78 Special Events</p>	<p>407,007</p> <p>Attendees at 592 Awareness Activities</p>	<p>2,500,000+</p> <p>Individuals Reached Through Online and Social Media Platforms</p>	<p>2,900,000+</p> <p>Persons Educated</p>
<p>INTAKE</p> 	<p>7,852</p> <p>Calls From Individuals Seeking Assistance</p>	<p>655</p> <p>Intakes of New Cases</p>	<p>1,132</p> <p>Referrals Provided</p>	<p>7,852</p> <p>Service Calls</p>	
<p>CAMP</p> 	<p>77</p> <p>Children with Epilepsy Sponsored</p>	<p>150</p> <p>Hours of Fun</p>	<p>24</p> <p>Families Empowered at Family Weekend</p>	<p>102</p> <p>Camp Scholarships</p>	

\$8,790 of Client Service Fees reinvested into Programs

EVENTS

Walk the Talk for Epilepsy



Eight walks raised more than \$452,000 with 3,700+ participants statewide

Let's Talk About It! November Epilepsy Awareness Month

Five events raised more than \$100,000 with 455 participants statewide

- 

Unmasking Epilepsy Cocktail Event
Miami
- 

Purple Hat Cocktail Event
Broward
- 

All Shades of Purple Gala
Jacksonville
- 

Snack & Swizzles Cocktail Event
Daytona
- 

Purple Pint Night
West Palm Beach

Do-It-Yourself (DIY)/Special Events

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

40 DIY/Special Events raised more than \$200,000

- 

Run/Walk/Marathons
- 

Chili Cook-Off
- 

Pediatric Conference
- 

Quarter Auction
- 

Painting Event
- 

Pint Night
- 

Golf Event

HIGHLIGHTS

Advocacy

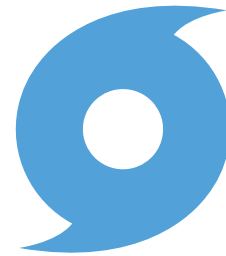


Representative **Bryan Avila**
Representative **Jeanette Núñez**
Representative **Ray Rodrigues**
Representative **Cyndi Stevenson**
Senator **Lauren Book**



Staff members and epilepsy advocates met with more than **25 Florida legislators** throughout Capitol Day

Hurricane Relief Fund



\$120k+ in donations and medications for Hurricanes Maria and Irma

Clayton Feig Youth Awardees



Marleigh Applegate

Jacksonville



Danielle Denara

Daytona



Robert Barnicoat

Naples



Cheyanne River Crosby

Gainesville



Grant Alcalde

West Palm Beach



Club Purple: Leila Fernandez & Alexa Huertas

Miami



Sean Brushingham

Broward



Ella Cage

Pensacola

Clayton Feig Youth Fund raised \$53k+ in support of Children's Services

Healthcare Navigation Program

EFOF Navigators personally assisted and educated:



216,686 at **702** consumers events

and reached an additional 42,554,000+ via media coverage



4,451

Consumers received in-person Navigation services



3,184

Consumers were assisted to enroll in Marketplace plans and Medicaid/CHIP

HIGHLIGHTS

Digital



Website

Sessions: **67,000+**
 Users: **36,500+**
 Pageviews: **183,000+**
 Pages/Session: **2.74**
 Avg. Session Duration: **2:48**



Social Media

Total Followers: **22,288**
 Total Reach/Impressions: **2,500,000+**



Newsletter

Monthly e-newsletter has been sent out to a database of more than **21,000** individuals and growing.



Webinar

Hosted a Facebook Live Webinar series in partnership with Knox Medical Cannabis with an all-access look at the treatment option. The 2-part series reached **22,000+** people with more than **10,000** viewers!



Digital Fundraisers

\$4,500+ in Facebook Fundraisers

Media



97
 Featured News Articles



9
 TV News Segments



6
 Radio Segments

FOUNDATION & CORPORATE DONORS



\$2,701,092
 in Grants & Government Funding



\$139,403
 in Corporate Dollars



\$20,000
 in Marketing Revenue



Allegany Franciscan Ministries



B Carlin Foundation



Richard Morgesntom Charity Fund

Charles & Eleanor Knight Leigh Foundation

Miami

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Seven Offices Across Florida Serving 36 Counties

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