

EMPOWERING JOURNEYS TOGETHER

A Strategic Plan for the Epilepsy Foundation of America, 2025-2028

The Epilepsy Foundation of America (EFA) embarked on a journey to create a new strategic plan. This document reflects the hard work and input of more than a hundred EFA stakeholders and will serve as our north star, **guiding us toward a world where no one faces epilepsy alone.**

Together, we engaged in a rigorous six-month strategic planning process involving more than one hundred voices from groups including: current and former National Board members; affiliate and chapter Board members and leaders; donors and funders; Epilepsy Advocacy Champions and Awareness Ambassadors; partner organizations; Professional Advisory Board members; EFA staff; and other stakeholders.

The Strategic Plan Task Force (comprised of EFA staff) provided guidance and oversight of the plan, which was approved by the EFA National Board in March 2024.



OUR VISION

SO NO ONE FACES
EPILEPSY ALONE.

OUR MISSION

IMPROVE THE
LIVES OF PEOPLE
AFFECTED BY
EPILEPSY
THROUGH
EDUCATION,
ADVOCACY,
RESEARCH, AND
CONNECTION.

STRATEGIC PRIORITIES & OBJECTIVES

EDUCATION, RESEARCH & AWARENESS

Continue to invest in EFA's core initiatives: advocacy, education, public health, research, and innovation.

- Improve seizure control and quality of life.
- Improve awareness of epilepsy-related stigma and decrease epilepsy-related discrimination.
- Advance impactful federal and state advocacy.
- Ensure access to essential resources, information, tools, and methodologies.
- Position EFA as a leading voice in the research and innovation ecosystem.
- Build recognition and awareness of EFA's brand.

CONNECTION & COMMUNITY

Build community among people living with and affected by epilepsy, foster relationships, and decrease isolation.

- Build a flourishing ecosystem of epilepsy support networks.
- Provide impactful and meaningful volunteer engagement.

SUSTAINABLE FUNDING

Increase revenue from all philanthropic sources and foster a shared responsibility for an enduring EFA that will serve people with epilepsy for generations to come.

- Build a flourishing culture of philanthropy.
- Increase funding from government sources.
- Establish strong, mission-focused, and diverse corporate partnerships.
- Increase contributed revenue from individual donors.

HIGH-PERFORMING NATIONAL BOARD

Maintain a passionate governing board with diverse perspectives, backgrounds, and expertise to serve and advance the mission of the organization.

- Ensure robust board engagement.
- Increase board giving.
- Prioritize diverse board composition.



THRIVING EPILEPSY FOUNDATION NETWORK

Begin transition to an affiliate-only network structure to maximize mission delivery.

- Establish a clear network structure, agreement, and roles.
- Build a model where all affiliates have financial stability.
- Develop impactful national partnerships to support affiliate-level client service delivery.
- Improve local community health outcomes.

HEALTH EQUITY

Reaffirm EFA's dedication to promoting equity, justice, and inclusivity for all affected by epilepsy.

- Improve epilepsy equity and access to care.
- Confront the social determinants of health in the epilepsies.
- Expand the network of allies and partners committed to the cause of epilepsy equity.

OPERATIONAL EXCELLENCE

Leverage people, processes, technology, and culture to achieve operational excellence and invest in a thriving team.

- Prioritize transparent decision-making and clear communication processes across the organization.
- Define clear roles and accountability for all staff.
- Facilitate effective collaboration among internal teams.
- Use data to inform decisions.
- Fully utilize organizational systems.

STRATEGIC FOCUS & ALIGNMENT

Maximize impact through strategic focus and alignment.

- Align all programs with the mission and vision of the organization.
- Ensure all programs are effective and sustainable.