



Educating, connecting and empowering people affected by seizures.

A yellow sticky note is pinned to the right side of the green horizontal bar with a red pushpin. The note has the text "2010 annual report" written on it in a black, handwritten-style font.

2010  
annual report

RYAN WALSH  
on Capitol Hill

Ryan Walsh was the Foundation's "Winning Kid" in 2010, representing youth at events, getting involved with his school and community and working to raise seizure awareness. He culminated his service with a trip to Washington, D.C. to meet with legislators as part of the "Kids Speak Up" program.



“Winning Kid”

# WHERE WE'RE GOING

## Dear Friends:

Epilepsy is more common than one would think, and can happen to anyone at anytime. Over three million Americans live with epilepsy – 60,000 of those people are right here in our community. We are deeply committed to serving them by providing programs and services that educate, connect and empower people living with seizures.

In this annual report, we'd like to share with you:

- WHAT WE DO
- WHO WE SERVE
- WHAT'S OUR IMPACT
- WHERE WE'RE GOING

We'll share our impact numbers and financial information. But most importantly, we'd like you to meet some of the people we serve and learn how the Epilepsy Foundation of Minnesota has positively impacted their lives.

In 2010, we touched close to 15,000 people personally through events like our Stroll for Epilepsy, discussion groups across Minnesota and North Dakota, Camp Oz, educational conferences and free workshops, the "Light Up the Night" Gala and more. We've grown in social media spaces like Facebook and Twitter, helping us reach new audiences who may be unaware of epilepsy or our programs and services.

2010 also marked a leadership transition for the Foundation, with the retirement of Executive Director Bennie Loro after ten years of service and the appointment of Vicki Kopplin as Executive Director. Loro was

awarded the national Epilepsy Foundation's "Executive Director of the Year" award and the Foundation received national's "Coehlo Cup Award" for innovation. We will strive for this kind of excellence in our future endeavors.

We will continue to keep a finger on the pulse of epilepsy news: research updates like the recent link found between autism and epilepsy, inspirational stories like a man who biked 10,000 miles across the U.S. to honor his son with epilepsy, and important medication and clinical updates. The Epilepsy Foundation of Minnesota aims to be a one-stop shop for people with seizures to make connections with others, get reliable information/resources and gain tools to manage their epilepsy.

Together with our Board of Directors, who is deeply committed to our mission, we plan to expand our Twin Cities "Seizure Smart" initiative, contribute to grants and fellowships at the nation's leading institutions for epilepsy research, align with local community partners to provide more comprehensive service, expand our Information & Referral program, and work tirelessly to raise awareness and funds to help support people living with seizures.

Thank you for supporting the Epilepsy Foundation of Minnesota as we move into the future as a fiscally responsible, visionary organization working every day to fulfill our mission in service to all those who bravely live with epilepsy.

Kevin Goodno  
President, Board of Directors

Vicki Kopplin  
Executive Director

# BOARD & MEMBERS

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## Hannah's Story

The story behind the smile can break your heart. Hannah was diagnosed with epilepsy in 2005. She experiences seizures several times a week; has exhausted all medication options, tried the Ketogenic diet and even resection brain surgery. Hannah is a Shining Star, Stroll Team Captain and Camp Oz camper.

### FACT:

Epilepsy affects children more than any other age group: 20% of cases develop before the age of five.

# WHAT WE DO

A snapshot of our programs and services that educate, connect and empower people affected by epilepsy.



## EDUCATE

**“Seizure Smart” Communities:** This program brings seizure education and awareness to every corner of Minnesota and eastern North Dakota. The Foundation works with local schools, community leaders, families and organizations to designate “Seizure Smart” communities that are aware of epilepsy and can respond to seizures. In 2010, our staff worked to give this distinction to Austin, Alexandria, Hibbing and Grand Forks.

### **Seizure Recognition &**

**Response Training:** This free training educates about

different seizure types and how to properly respond to a seizure in the classroom, workplace and more. Nearly 10,000 people received this training in 2010.

**Conferences & Workshops:** The Foundation hosted four free epilepsy workshops and two educational conferences across Minnesota and North Dakota in 2010, educating 762 people about epilepsy and how to appropriately respond to a seizure.

**“Seizure Smart” Schools:** Children with seizures can bring this program right into their classroom, helping classmates better understand their epilepsy and decreasing the stigma attached to seizures. Teachers, school nurses, parents and children come together for epilepsy education to make their school “Seizure Smart.”

## CONNECT

**Shining Star Program:** All children are special, but children with epilepsy are “Shining Stars” and receive birthday cards, a medallion and special invitations to connect with other children who have epilepsy. In 2010, 240 “Shining Stars” no longer feel isolated and can relate to other kids with epilepsy.

**Events and Discussion Groups:** Through various events and discussion groups, the Foundation is meeting the needs of people of all ages with epilepsy. Our Parent Connect group meets to discuss having a child with epilepsy, a women’s group in Duluth discusses issues unique to women and our new young adult program reaches out to the 18-30 age demographic. Our events range from a Minnesota Twins game for families, to a fall talent showcase of artists with epilepsy...all

with the goal of connecting people with seizures, decreasing isolation and increasing understanding.

**Information & Referral Service:** Connecting people to information, reliable resources, community agencies and partners who serve people with seizures, this free service is often the first contact people have with the Foundation. In 2010, 908 people used this service.

**Youth Advisory Council:** This leadership development program for youth with epilepsy emphasizes community service and learning. Council members help shape youth programming at the Foundation.

## EMPOWER

**Camp Oz:** For 27 years, Camp Oz has transformed the lives of thousands of kids with seizures. Combining the traditional camp experience with the security of 24/7 medical staff, campers enjoy swimming, horseback riding and campfires, while gaining a better understanding of epilepsy. In 2010, Camp Oz had 100 campers.

**Creative Arts:** Founded in 2005, Creative Arts is the only program of its kind in Minnesota and eastern North Dakota. The goal is to raise epilepsy awareness through creative expression and showcase the talents of people living with seizures. Creative Arts encompasses painting, photography, writing, poetry, music performance and more. Participants are affected by epilepsy or a seizure disorder, and the program is available throughout

# ...WHAT WE DO

the calendar year.

**Advocacy:** In 2010, our advocacy agenda included a change in the Minnesota Driving Rule to reduce license suspension after a seizure from six months to three months – the new rule went into effect

on November 1, 2010! Our nearly-100 advocates gathered at the Capitol and made a difference in 2010.

**Stroll for Epilepsy:** The Foundation's annual Stroll for Epilepsy is the largest fundraising/awareness event in Minnesota and North Dakota to benefit people with seizures. In 2010, teams raised \$237,000 and the event drew 2,500 participants in five locations across Minnesota and North Dakota.

## SOCIAL ENTERPRISE

**Used Clothing Donation Program:** The Epilepsy Foundation of Minnesota proudly owns and operates all aspects of the social enterprise we call "Used Clothing," employing 30 people between our St. Cloud and St. Paul operations. In 2010, the program expanded to an attended donation site in St. Cloud to better serve the community and raise proceeds to fund the Foundation's programs and services. This program recycles unwanted clothing and household items for a good cause. Proceeds from the sale of used clothing directly support the programs that educate, connect and empower people.



Dennis and Kari lost their son, Jake, at age 22 to SUDEP (sudden unexpected death in epilepsy). They honor him in their work with the Foundation: hosting an annual golf tournament to raise funds, volunteering and being advocates for SUDEP education.

**FACT!**

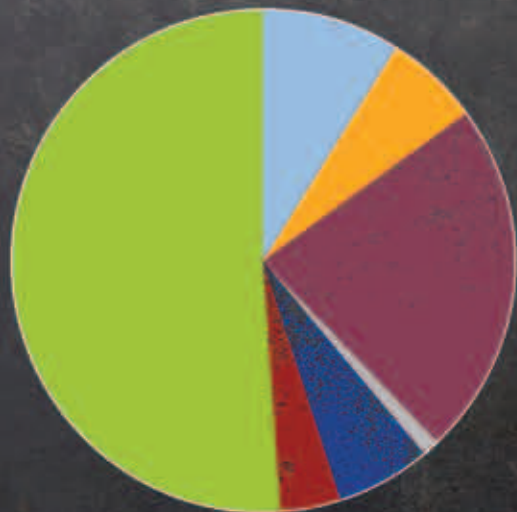
While the risk for SUDEP is small (one in 3,000 persons over a one-year period), it's important to speak up about it and ask care providers for more information.



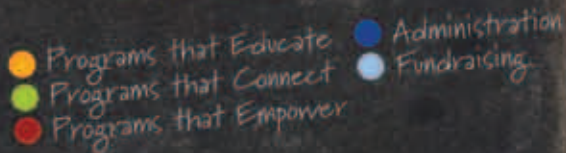
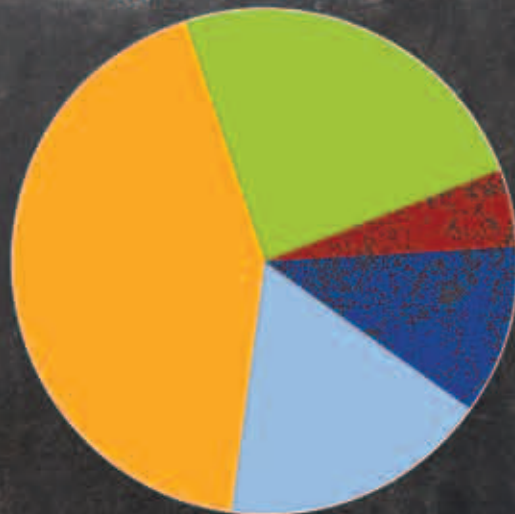
Honoring Jake

# 2010 FINANCIAL INFORMATION

## REVENUE



## EXPENSES



## REVENUE

|                  |     |         |
|------------------|-----|---------|
| Individual Gifts | 9%  | 128,051 |
| Corporate Gifts  | 6%  | 83,352  |
| Special Events   | 23% | 336,946 |
| Program Fees     | 1%  | 15,050  |
| Investments      | 6%  | 89,718  |
| Other            | 4%  | 57,636  |
| Used Clothing    | 51% | 734,775 |

## EXPENSES

|                       |     |         |
|-----------------------|-----|---------|
| Programs that Educate | 43% | 597,616 |
| Programs that Connect | 24% | 336,534 |
| Programs that Empower | 5%  | 58,569  |
| Administration        | 11% | 150,205 |
| Fundraising           | 17% | 232,389 |



# HONORARIUMS & MEMORIALS

## HONORARIUMS

### **Adam Beck**

Peter & Laurie Holmberg

### **Marija & Bobby Fox**

Nick McNeely through The  
McNeely Foundation

### **Ryan M. Gallagher**

Tim Gallagher

### **Recovery of Ronnie & Harry Greenberg**

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Amy & Pete Woehner

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Sandal's Golf Tourney**

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Richard & Leeann Wyffels

**Emeline Petterson**

Duane & Kathryn Begin

Mark & Congcong Begin

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Michael & Shannon Mayer

**Burt Rohl**

Whitney O'Neal

# THANK YOU

The Epilepsy Foundation of Minnesota greatly appreciates our donors for their generous support. This list includes gifts of \$250 and above. Every effort has been made to ensure accuracy. If we have made an error, please call our office at 651.287.2310.

## **\$20,000 and above**

Epilepsy Foundation of America  
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Kim Kindler



Helen the  
Champion



Helen is a champion of her own health, having developed epilepsy after age 50 and struggling to find an accurate diagnosis.

Now Helen advocates for others and volunteers time with the Foundation to help others navigate their journey with epilepsy.

### FACT

For some patients, it can take up to 15 years or misdiagnoses to access neurologists who specialize in seizures and epilepsy.

# ...THANK YOU

Kohl's  
William Kratz  
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Peter Jacobson

# ...THANK YOU

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William Young  
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# WHO WE SERVE

"My son was diagnosed with epilepsy at age 18 months. As for most parents, it was very overwhelming and we've constantly been learning. The Foundation has been a huge help in many ways."



"Thank you for creating that opportunity for Luke's classmates to learn more about epilepsy. He is markedly more comfortable with the prospect of having a seizure at school now. And I think his classmates benefited as well!"



"We have been very lucky to take part in programs such as Shining Stars, the Stroll for Epilepsy, and the BRAINSTORMS art collection. It is so nice for our family to have a place where we can find support."



"A mother of two students at our school had a severe seizure at home and was hospitalized for several days. I later saw her at school and she thanked me for EFM's training because her fourth grade son knew what to do. EFM was instrumental in properly training the students."



1600 University Ave W | Suite 300 | St. Paul MN 55104  
800.779.0777 | [www.efmn.org](http://www.efmn.org)

## OUR MISSION:

The Epilepsy Foundation of Minnesota leads the fight to stop seizures, find a cure and overcome the challenges created by epilepsy.

## Epilepsy Affects Millions

- Over 3 million Americans have epilepsy, with 200,000 new diagnoses each year.
- Epilepsy is the most common neurological condition in children and the third most common in adults after Alzheimer's and stroke.

## 2010 By The Numbers

- 8,300 people received our Seizure Recognition & Response Training.
- 10 communities received our "Seizure Smart Communities" designation: St. Cloud, Duluth, Rochester, Moorhead, Willmar, Austin, Alexandria, Hibbing, Fargo and Grand Forks.
- 240 children with epilepsy are in our "Shining Stars" program; 100 campers attended Camp Oz.
- 100 advocates joined us at the Capitol to advocate for a change to the MN Driving Rule.
- 2,500 participants in five cities joined our Stroll for Epilepsy.
- 35,000 average monthly page views and 4,000 unique monthly visitors to [www.efmn.org](http://www.efmn.org).
- 791 volunteers contributed more than 6,800 hours to EFM.