

RISE BEYOND

2018-2020
STRATEGIC
PLAN



Dear Stakeholder of the Epilepsy Foundation of Minnesota,

It is with a deep sense of pride in our community and excitement for our future that we share the Epilepsy Foundation of Minnesota's 2018-2020 strategic plan, **Rise Beyond**. This plan brings together the passion, commitment, and collective wisdom of many who care deeply for those living with epilepsy and the EFMN mission. This comprehensive and forward-thinking plan will inform our work over the next three years.

Rise Beyond symbolizes who we are, and who we strive to be. As an organization which values measurable impact we have been empowered with a new direction that pushes us to serve more individuals, strengthen our presence in the communities we serve, and create, expand, and deliver innovative programming. Our work is formidable.

Informed by many throughout our epilepsy community, the entire EFMN board and agency staff worked together to create **Rise Beyond**, which honors our past while looking to the future. Together we created a vision for our work, examined our current environment, and planned the 2018-2020 strategic directions.

Here's what we determined:

- EFMN is a **strong and vibrant organization** that is well positioned for growth.
- We are strongly **committed to diversity, service, and innovation**.
- We believe in the **importance of being good stewards** of the charitable dollars which allow us to meet our mission on a profound level.
- We look forward to **servicing our community more deeply through innovative programming, advocacy, and awareness** as we strive to be the select organization for those living with epilepsy.

The final product of our year-long planning process is deeply comprehensive. We thank those who dedicated time to shaping this plan and we invite each of you to engage in our work during this exciting time. Together, we can help those living with epilepsy **Rise Beyond** any limits imposed by the disease, and thrive.

With gratitude,



Heidi L. Fisher
Executive Director



Tim Gallagher
Board Chair

Throughout our strategic planning,
we were guided by our vision,
mission, and values:

OUR VISION

A world in which people with seizures realize their full potential.

OUR MISSION

We lead the fight to overcome the challenges of living with epilepsy
and to accelerate therapies to stop seizures, find cures, and save lives.

OUR VALUES

Financially Sound

Innovative

Leading

Passionate



LEARNING FROM OUR STAKEHOLDERS

To inform the Rise Beyond plan, EFMN commissioned Aurora Consulting to gather experiences and opinions of those in our geographic area. EFMN invited members of our epilepsy community to report on the foundation's strengths, weaknesses, opportunities, and challenges. Information was gathered through one-on-one interviews and focus groups. Participation was substantial: the interviewees included forty-one national thought leaders, EFMN volunteers, parents, EFMN funders, people living with epilepsy, past EFMN board presidents, and medical professionals.

This plan was built on our stakeholders' feedback and the experiences of the EFMN staff and board of directors. Throughout the next three years we hold our four strategic initiatives as our pillars. Our goal is to be fluid and transformational in our approach to mission delivery. This is for our stakeholders, for our organization, and for our community.



OUR PEOPLE & OUR PROCESS

The board and staff were invited to three half-day strategic planning retreats. This strategic plan is the result of our collective work.

BOARD PLANNERS

Bill Atwell
Elizabeth Beaström
Mike Britten
Matt Brokl
Patrick Burns
Shawn Darmody
Kristin Davis
Mark Devaraj
Tim Feyma
Sharon Freeman
Zack Frisk
Tim Gallagher
Tayler Johnson
Brandon Megal
Deb Meyer
Mike Murray
Rhea Nelson Rock
Wendy Osterberg
Scott Tonneson
Julia Valente
Bill Walsh

STAFF PLANNERS

Nick Baker
Nikki Baker
Heather Besonen
Lori Braegelmann
Claire Colliander
Jenna Dahl
Heidi Fisher
Tim Flynn
Emily Gomez
Kelly Kopish
Debbie Leone
Michelle Maxwell
Mary Meuwissen
Kris Moen
Brett Nelson
Keri Olufson
Lisa Peterson
Amanda Pike
Tom Rue
Tammy Sammon
Dinah Swain
Janice Tweet
Dan Wakemup



STRATEGIC DIRECTION ONE

WE WILL: CONNECT WITH MORE COMMUNITIES

- Serve and include communities of color and under-served communities
- Partner with the medical community
- Use data for impact
- Investigate new revenue streams



"When you introduce little kids to epilepsy, they grow up saying, 'no big deal.' They'll remember when they're adults. It's going to make a big difference for the next generation of adults."

-Epilepsy Community Member

WE WILL: INCREASE EPILEPSY AWARENESS AND PROGRAMMING

- Strengthen outstate resources
- Deploy aggressive awareness campaigns
- Increase education and connection programs
- Leverage volunteer program
- Maximize marketing and communication

"It's critical that information about seizures be widely distributed and understood. It's dangerous to be out in the public and suddenly you're helpless. The more your community understands, the better."

-Epilepsy Community Member



we are
one in **26**.org

STRATEGIC DIRECTION THREE

WE WILL: INVEST IN OUR INTERNAL RESOURCES

- Increase organizational capacity to serve more people
- Invest in data and technology infrastructure
- Expand internal collaboration

A photograph of a woman with short blonde hair and glasses, wearing a blue blazer, sitting at a table in a meeting room. She is looking down at a document she is holding. In the background, other people are seated at tables, and a large green text box is overlaid on the right side of the image.

"We need to be better seekers instead of just being sought. We need to be more proactive rather than reactive. We wait for people to come to us, when we could be paired with individuals right out of their diagnosis."

-Epilepsy Community Member

STRATEGIC DIRECTION FOUR

WE WILL: SUPPORT RESEARCH AND INNOVATION

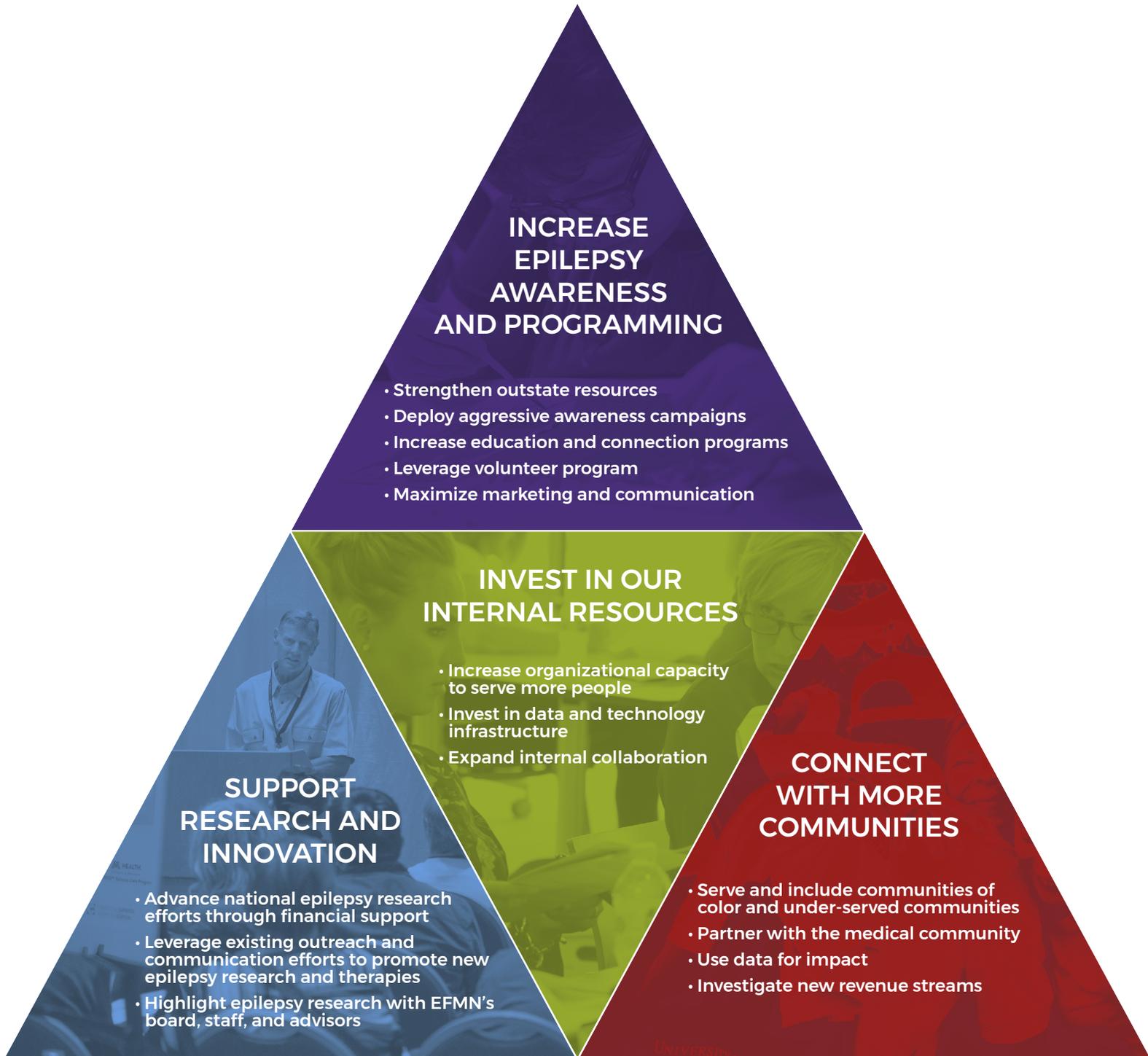
- Advance national epilepsy research efforts through financial support
- Leverage existing outreach and communication efforts to promote new epilepsy research and therapies
- Highlight epilepsy research with EFMN's board, staff, and advisors

"Why isn't there more research when epilepsy is so common? I've learned that if your epilepsy is under control, you don't want to talk about it. I hope that the more people talk about it, the more funding we can get."

-Epilepsy Community Member



RISE BEYOND



Our charge is clear; our responsibility is notable. EFMN will embrace our strong foundation and **rise beyond** as we create the future.