

The Epilepsy Foundation of Michigan improves the lives of people affected by epilepsy through education, advocacy, research, and connection.



Ready, Set, Stroll at the Metro Detroit Stroll for Epilepsy[™]

MISSION ACTIVITIES *(Indicating the Strategic Planning Objective it supports)*

- ❖ The **Stroll for Epilepsy[™]** is the Foundation's largest fundraiser of the year, uniting epilepsy warriors and the community that supports them from all across the state. This year, the Stroll was hosted in Midland, Metro Detroit, and Grand Rapids with virtual participation options available, ensuring accessibility for all. Newly added to this year was a self-care table in the activity area, with a focus on mindfulness and stress reduction. It was wonderful to watch guests of all ages get excited over tools and engaging and interactive experiences that help with mental wellness. A huge thank you to all participants, volunteers, and sponsors. Their continued support makes this event possible and helps to ensure that no one in Michigan has to face epilepsy alone. **(Objective 2,4,6)**
 - The Midland Stroll for Epilepsy[™] raised a total of \$34,271 (8 teams, 116 people registered, \$11,000 in Sponsorships)
 - The Metro-Detroit Stroll for Epilepsy[™] raised \$186,699 (79 teams, 1,615 people registered, \$30,799 in Sponsorships)
 - The Grand Rapids Stroll for Epilepsy[™] to be held on July 11th
- ❖ The **Double the Impact Week of Giving - Matching Gift Campaign** launched on Purple Day® (March 26) and ran through April 24. Now in its eighth year, this initiative continues to inspire our community to rally together and spark generosity. The campaign raised a total of \$20,554 in individual gifts allowing us to maximize the full match potential. **(Objective 6).**
- ❖ In April and May, the Epilepsy Foundation of Michigan expanded its **multilingual outreach to immigrant communities** across the state by developing and distributing educational materials in multiple languages. Working with professional translators at Sebastian Lantos LLC, we created outreach letters in Spanish, Arabic, Chinese (Mandarin), Vietnamese, Korean, and Hindi, helping make information about epilepsy and Foundation resources more accessible to diverse communities. More than ten outreach packets were mailed to community centers throughout Michigan, including Seizure First Aid posters translated into multiple

languages and information about our programs and services. Additional materials in English were shared with organizations serving Japanese-, Burmese-, and Tagalog-speaking communities, helping strengthen community partnerships and increase awareness of epilepsy resources across the state. *(Objective 1, 4, 5)*

- ❖ On April 10, Nicole Fitzpatrick led a Seizure Recognition and First Aid Training for six student leaders in the **Lansing Community College National Honor Society**. Participants learned how to recognize and respond to seizures and expressed interest in making the training a recurring opportunity for students and the broader campus community. *(Objective 1, 4)*
- ❖ On April 9 and May 19, Nicole Fitzpatrick provided Seizure Recognition and First Aid trainings for nurses and staff at **Marquette Area Public Schools**. These sessions supported the district's efforts to provide safe and informed care for students with epilepsy while strengthening staff confidence in recognizing and responding to seizures. The trainings also led to conversations about future in-person training opportunities as the district continues to expand its commitment to seizure safety. *(Objective 1, 4)*
- ❖ The **2026 Epilepsy Innovation Conference** premiered as a single on-demand video available on YouTube, Saturday, April 11. The conference featured three sessions exploring emerging epilepsy technology, innovative approaches to supporting independence for people living with epilepsy, and the use of artificial intelligence to improve medication safety and patient advocacy. Presenters included epilepsy specialists, community advocates, and leaders in accessibility and healthcare innovation. The video has received 183 views. *(Objective 1)*
- ❖ On April 11, Renee Roederer represented the Epilepsy Foundation of Michigan as an exhibitor at **Headstrong Detroit**, an event for brain injury survivors at the Rehabilitation Institute of Michigan in Detroit. Our organization was invited to attend by the Brain Injury Association of Michigan (BIAMI), our multi-sector partner in the 2026 Social Determinants of Health Mini-grant from EFA. Forty-four brain injury survivors and community members attended. *(Objective 1, 4)*
- ❖ On April 21, Nicole Fitzpatrick presented Seizure Recognition and First Aid training to 23 members of the **University of Michigan Pre-Med Honor Society**. Participants were highly engaged throughout the session, and many shared personal connections to epilepsy. The training helped prepare future healthcare professionals to recognize seizures and support individuals living with epilepsy. *(Objective 1, 4)*
- ❖ The Epilepsy Foundation of Michigan hosted its annual Southeast Michigan **Open House** on April 23. The event welcomed 61 guests to engage with staff members and connect with one another - a 110% increase from last year. Building on the success of previous years, the Open House was followed by an in-person **Seizure Recognition & First Aid Training**, which drew 35 participants - an 84% increase compared to last year. The training sparked new conversations about expanding seizure safety education within healthcare settings. The entire evening fostered meaningful connection, education, and support, all while further strengthening the Foundation's commitment to serving the Michigan epilepsy community. *(Objective 2,4)*
- ❖ On April 25, Shannon Waid and Maanya Tarnal represented the Epilepsy Foundation of Michigan at the **Plymouth-Canton Community Mental Health & Wellness Fair**, connecting with a community of more than 2,000 attendees, engaging directly with over 100 individuals, and building relationships with approximately 50 mental health organizations. The event provided a meaningful opportunity to increase awareness of the Foundation's mission and programs, recruit prospective campers and volunteers, and begin developing a new network of mental health professionals to support an upcoming initiative, all while warmly inviting individuals and families into our community with compassion, connection, and care. *(Objective 1, 4)*
- ❖ Andrea Schotthoefer and Renee Roederer presented at the **2026 Trinity Health Epilepsy Symposium** in Grand Rapids on April 26. Speaking to an audience of approximately 60 epileptologists, neurologists, and additional professionals, they introduced the Epilepsy Foundation of Michigan, highlighting our mission and goals, and shared insights on the impact of social determinants of health in epilepsy. *(Objective 1, 4)*
- ❖ During the quarter, Nicole Fitzpatrick provided two Seizure Recognition and First Aid trainings for the director and staff of **NC3 Preschool** in Rochester training a total of six individuals. The trainings supported the preschool's efforts to care for students with epilepsy and expanded seizure safety knowledge across the

organization, helping staff members feel more prepared and confident in responding to seizures.

(Objective 1, 4)

- ❖ In May, the Epilepsy Foundation of Michigan launched its first **Region 2 Advertising Campaign** as part of an expanded outreach strategy to increase awareness and engagement across Northern Michigan. The campaign includes 13 scheduled advertisements with the Traverse City Ticker and an additional placement with Northern Express, reaching tens of thousands of residents throughout the region. Each advertisement directs readers to a dedicated regional landing page on the Foundation's website, providing access to educational resources, support services, newsletter sign-up opportunities, helpline information, event updates, and regional mailing lists. This targeted approach allows the Foundation to better measure engagement and evaluate the effectiveness of outreach efforts while expanding awareness of epilepsy resources within local communities. **(Objective 4)**
- ❖ Andrea Schotthoefer and Renee Roederer met with Mary Lewis, CEO of the **Gary Burnstein Community Health Clinic** on May 4, to learn more about the clinic's work serving uninsured individuals in the Pontiac area. The conversation explored the health challenges faced by underserved populations and opportunities to strengthen access to epilepsy education, resources, and care for individuals who may otherwise experience barriers to treatment and support. **(Objective 3, 4)**
- ❖ In May, Marissa Ogea, Development Coordinator and person with epilepsy, and Kali Johnson, Marissa's childhood friend and epilepsy awareness advocate, launched Hot Girl Walking For Epilepsy Awareness through a Foundation generated online fundraising page to raise funds while preparing for the "I Ran the D 5K". This fundraiser raised \$162 through peer-to-peer fundraising efforts. **(Objective 4, 6)**
- ❖ On May 7, Renee Roederer attended the **Michigan Association of School Nurses Conference** in Port Huron, where more than 300 school nurses from across the state gathered. She hosted an informational table to share educational resources and epilepsy support services available through the Foundation. **(Objective 1, 4)**
- ❖ On May 12, Vi Ai Le began a summer internship with the Epilepsy Foundation of Michigan as a Public Health Intern. During her internship, she will support recruitment efforts for the Foundation's behavioral health referral network, conduct outreach to immigrant community centers across Michigan, and assist with E-SMART, our self-management and resilience program for teens with epilepsy. **(Objective 5)**
- ❖ On May 12, Giana Qualls began a summer internship with the Epilepsy Foundation of Michigan as a **Marketing Intern**. During her internship, she will support general marketing efforts, including developing regional advertising campaigns, creating Community Day promotional flyers, and compiling partnership and venue lists to support outreach and engagement activities across Michigan. **(Objective 4)**
- ❖ On May 14, Nicole Fitzpatrick led a Seizure Recognition and First Aid training for 29 staff at the **Canton Township Therapeutic Recreation Center**. The training equipped recreation professionals with the knowledge and skills needed to support participants with epilepsy and respond effectively in the event of a seizure. **(Objective 1, 4)**
- ❖ For the second year, the day before the Midland Stroll for Epilepsy™, the Foundation cheered on the Great Lake Loons as their community organization of the night for **Purple Out the Park at Dow Diamond**. This provided the Foundation with the opportunity to host an informational table right behind home plate, share information and statistics throughout the game on big screens and via the game announcer, and have signage and logo placement throughout the venue. Alyx Newton, Development Director, was also featured on 100.9 The Mitt to share the mission of the Foundation and promote the Midland Stroll. So many meaningful community connections were made throughout the evening, and a portion of the game's proceeds benefited the Foundation. **(Objective 2, 4, 6)**
- ❖ On May 21, the Foundation hosted a **Virtual Book Club** featuring *Racing Uphill: Confronting a Life with Epilepsy* by Stacia Kalinoski. Six community members joined the discussion, along with the author, for an engaging conversation about the realities of navigating life with epilepsy. Through thoughtful reflection and shared personal experiences, participants expressed appreciation for Stacia's honesty, her willingness to join

the discussion, and the opportunity to connect with others who understood the challenges and resilience of living with epilepsy. *(Objective 2, 4)*

- ❖ During May, Nicole Fitzpatrick attended the **Association for Children's Mental Health (ACMH) Youth Mental Health Action Day** tabling event in Lansing. She hosted an informational table to share educational resources and epilepsy support services available through the Foundation while connecting with community members and organizations focused on supporting youth mental health and well-being. *(Objective 1, 4)*
- ❖ The **Purple Synergy Gamers Circle**, a Synergy Support Circle led by board member Hadi Abbas, gathered at the Corner Grill, Bar and Game Room in Ferndale on May 23 for an evening of board games, food, and connection. Seven participants attended, building friendships and community through shared activities in a welcoming environment. Transportation assistance was also provided to help ensure that all interested participants could take part in the event. *(Objective 2)*
- ❖ On May 28, Shannon Waid attended the **Garden City Kiwanis Club** meeting as a guest speaker. The presentation highlighted the Foundation's educational resources, support services, and camp programs for individuals affected by epilepsy. Attendees were encouraged to support Kids Camp and Family Camp, helping ensure these opportunities remain accessible to families across Michigan. *(Objective 4)*
- ❖ On May 28, Maanya exhibited at the Community Outreach event at **Joy Preparatory Academy** in Detroit, Michigan. She shared educational resources and information about the Epilepsy Foundation of Michigan's programs and services, helping connect students, families, and community members with epilepsy support and awareness resources. *(Objective 4)*
- ❖ Throughout June, Vy Ai Le, Public Health Intern, conducted outreach to mental health professionals in connection to our **Behavioral Health Preferred Provider Network Grant**. After completing an extensive spreadsheet of therapists throughout Michigan, she invited 746 therapists to complete behavioral health trainings on EFA's Epilepsy Learning Portal and join our Seizure Smart Mental Health Professional Network. *(Objective 3)*
- ❖ Over the weekend of June 5th, the **2nd Annual Alistair's Sunrise Open** was held in Bloomfield Hills. Alistair, a child living with epilepsy, found a love for playing tennis and is the guest of honor at the tournament, which raised awareness and funds for both the Epilepsy Foundation of Michigan and the Pediatric Epilepsy Surgery Alliance. The event is planned and hosted by his mom, Board Member Sarah Stempky-Kime and her team at Christensen Law. *(Objective 4,6)*
- ❖ On June 10th, Phillip Englerth, a person living with epilepsy, held a community fundraiser at his local Culver's restaurant in Hastings, through their Neighbors Helping Neighbors program. The **Dine and Donate** event raised over \$100 and brought his local community together to increase awareness of epilepsy. *(Objective 4, 6)*
- ❖ On June 10, Nicole Fitzpatrick was invited by Resolution Services Center of Central Michigan's (RSCCM) Executive Director, Yarden Blumstein, to attend their inaugural **Resolution Services Center of Central Michigan's Community Breakfast** event in Lansing, MI. The objective of the event was to highlight the work done by RSCCM and to foster a network of Non-Profit (or as they refer to them, "For Impact") organizations within the Lansing area. Nicole met Yarden while tabling at the Association for Children's Mental Health event in Lansing last fall. RSCCM's mission is to foster peaceful, inclusive, and resilient communities by providing accessible and affordable conflict resolution services to individuals, groups, organizations, and institutions across all sectors—public, private, and nonprofit. RSCCM also offers training in both mediation services and suicide prevention. There were over 100 participants and 90 community non-profit organizations represented. *(Objective 4)*
- ❖ In June, our **Here For You Helpline** received a call from a woman who had been living with epilepsy for 12 years and had never heard of the Epilepsy Foundation of Michigan. She saw a Foundation interview about the Stroll for Epilepsy™ on a local news platform and immediately called for support, sharing that her epilepsy journey had been a very lonely one. This story is a powerful reminder that awareness changes lives. Every program, event, media interview, and marketing effort helps connect people to resources they may not

know exist. While EFM serves thousands each year, there are still many individuals and families across Michigan who remain unreachable. *(Objective 1, 2, 3, 4, 5)*

- ❖ On June 10, Renee Roederer attended the **MichBio's BioMixer** in Ann Arbor. MichBio represents Michigan's diverse biosciences sectors, including pharmaceuticals, medical devices, research and testing, health technologies. The BioMixer included time for networking and presentations from companies that are developing new medications and technologies. *(Objective 4)*
- ❖ The **21st Annual Paul Neu Memorial Golf Classic** was held on June 22 at Railside Golf Club in Byron Center. Through partnership with the incredible event planning committee, an extra special milestone was achieved this year - one million dollars raised over the lifetime of the event to fuel the mission of the Epilepsy Foundation of Michigan. Started over two decades ago by Paul's loved one, this annual event has become a West Michigan staple - honoring the life of Paul Neu, who passed away due to epilepsy, raising epilepsy awareness in the community, and generating lifechanging funds that ensure the Foundation can continue to provide programs and services to those affected by epilepsy throughout the state. This year, the event welcomed 140 golfers and raised over \$113,000. *(Objective 4, 6)*
- ❖ On June 22, Marianne Richmond led a 2-hour writing workshop with the 30s & 40s Call and Connect, called "**Brave on the Page.**" Marianne is a USA Today Best-selling author, and she gave the 2025 Inspirational Keynote Address at the Wellness & Epilepsy Conference. Through a variety of writing prompts, she led participants in a remarkably meaningful evening of sharing stories from their lives, including their lived experiences with epilepsy. Eight people participated, including Carlo Zoccoli and Susan Wagner, Peer leaders for the 30s & 40s Call and Connect, and Jessica McMahan, Helpline and Advocacy Assistant. *(Objective 2)*
- ❖ On June 25, Renee Roederer represented the Epilepsy Foundation of Michigan as an exhibitor at the **Michigan Public Health Association 2026 Summit**, held at the Michigan State University Credit Union in East Lansing. As a Gold Sponsor of the event, the Foundation connected with approximately 50 public health leaders from across the state while sharing information about our programs and services. The summit also featured three presentations by leading public health experts, including Dr. Nandi Marshall, President of the American Public Health Association, and concluded with a panel discussion. *(Objective 1, 4)*
- ❖ On Sunday, June 28th, **David's 2nd Annual Walk** took place in Rapid City. This event honors the life of David Piechocki, a young adult who passed away from sudden unexpected death in epilepsy (SUDEP). Organized by his grandmother Kim Michaeu, with assistance from Epilepsy Foundation of Michigan community advocate Aubrey Manchester, this special walk of remembrance saw over 50 people gather in memory of David. *(Objective 1, 4, 6)*
- ❖ The **Individual Advocacy Program** assisted with 20 interactions made on behalf of 16 people with epilepsy and their family members. *(Objective 1)*
- ❖ The **Call & Connect Network** included six different groups in the quarter, all taking place via Zoom. The **Young Adult Group** brought together 12 participants in this bi-weekly group. There were 6 meetings with an average of 6 participants per meeting. The **Parent Group** brought together 16 participants in this bi-weekly group. There were 12 meetings with an average of 3 participants per meeting. The **Older Adult & Caregiver Group** brought together 14 participants in this weekly group. There were 13 meetings with an average of 7 participants per meeting. The **UP Virtual Meetup Group** brought together 1 participant in this monthly group. There were 3 meetings with an average of 1 participant per meeting. The **Adults - All Ages Group**, brought together 19 participants during the quarter. There were 6 meetings with an average of 8 participants per meeting. The **Adults - 30s & 40s Group**, brought together 8 participants during the quarter. There were 5 meetings with an average of 3 participants per meeting. *(Objective 2)*
- ❖ During the quarter, in partnership with Andrea Thomas, MA, LLP, Psychologist at Henry Ford Comprehensive Epilepsy Center, the Foundation held three sessions of the **Mindfulness Moments** initiative. There were 14 people attending with an average of 14 participants per session. This is a monthly opportunity for epilepsy community members to meet one another and practice mindfulness and meditation together. *(Objective 2)*

- ❖ The **Here for You Helpline** assisted the epilepsy community with 291 interactions during the quarter. Interactions during the quarter resulted in 111 hours of staff time being contributed. The average call time was 23 minutes per contact. **(Objective 1, 2, 3, 4)**
- ❖ **Seizure Recognition & First Aid Trainings (Objective 5):**
 - **MICHIGAN:** Seizure First Aid ⇨ 9 presentations to approximately 142 School Staff/Students/First Responders/Health & Human Professionals or Company Employees

Seizure Recognition & First Aid Training Locations

Organizations	Region	Format
Canton Therapeutic Recreation	Canton	Virtual
Fitzgerald High School	Warren	In-Person
Kingsbury Country Day School	Oxford	Virtual
Lansing Community College - Phi Theta Kappa Honor Society	Lansing	In-Person
Living & Learning Enrichment Center	Northville	Virtual
Marquette Area Public School	Marquette	Virtual
Michigan State University - Students of Neurology, Ophthalmology and Psychiatry Society	Lansing	Virtual
NC3 Preschool	Rochester	Virtual
University of Michigan - Phi Delta Epsilon	Dearborn	In-Person

VOLUNTEERS

The Foundation's programs, events, and services were supported by:

Initiative	Volunteers	Contributed Hours
Board/Committees	19	62 hours
Professional Advisory Committee	11	11 hours
Call & Connect Network	8	35.5 hours
Foundation Ambassadors	4	14 hours
Paul Neu Memorial Golf Classic Committee	5	12.5 hours
Paul Neu Memorial Golf Classic Event	30	71 hours
Toasting Hope Tasting Event Committee	15	35 hours
UP Mini Stroll	1	1 hour
Midland Stroll for Epilepsy™	19	95 hours
Metro Detroit Stroll for Epilepsy™	47	238.5 hours
In-Office Development Support	5	32 hours
Plymouth-Canton Mental Health & Wellness Fair	3	13 hours
Mindfulness Moments	1	5 hours
Call & Connect Network	7	44 hours
Volunteer Connection Calls	10	5 hours
Synergy Support Circles	3	12 hours
Total	188	686.5 hours

GRANTS ACTIVITY

Organization	Amount	Initiative	Outcome
Rollin M. Gerstacker Foundation	\$10,000	Camp	Received
Michigan Elks Major Project	\$7,500	Camp	Awarded
Sage Foundation	\$5,000	Camp	Received
Kiwanis Club of Ann Arbor Foundation	\$3,500	Camp	Received
Epilepsy Foundation	\$3,500	CDSMP	Received
Epilepsy Foundation	\$5,000	Behavioral Health Preferred Provider Network	Received
Epilepsy Foundation	\$2,500	EmpowerR&D Promotion	Awarded
Community Foundation for Northeast Michigan	\$1,500	Community Impact	Received

MEDIA ACTIVITY

Date	Market	Platform	Type	Notes/Headline
April	Michigan	www.mirs.news	Web	Self-Driving Cars A Sign Of Hope For People With Epilepsy
4/10/26	C.S. Mott Children's Hospital Pediatric Family Community	U-M Health C.S. Mott Children's Hospital	Email	Community Calendar: Epilepsy Innovation Roundtable, Metro Detroit Stroll for Epilepsy™, E-SMART, and Kids Camp
4/17/26	Michigan State University Community	www.news.jm.msu.edu	Web	Self-driving cars a sign of hope for people with epilepsy
4/24/26	Epilepsy Community	Epilepsy Foundation eFlash	Web	2026 Camps
5/6/26	Grand Rapids	www.experiencegr.com	Web	Grand Rapids Stroll for Epilepsy™
5/6/26	SE Michigan	www.uspbl.com	Web	Epilepsy Awareness Night - Turn the Park Purple
5/8/26	Midland Area	WNEM TV5	TV	Midland Stroll for Epilepsy™
5/8/26	Midland Area	www.youtube.com	Web	WNEM TV5 Interview on the Midland Stroll for Epilepsy™
5/8/26	Epilepsy Community	Epilepsy Foundation eFlash	Web	Midland Stroll for Epilepsy™
5/13/26	Mid-Michigan Area	Mid-Michigan NOW Network - Fox 66	TV	Midland's 19th annual Stroll for Epilepsy aims to raise awareness and build community'
5/13/26	Mid-Michigan Area	www.midmichigannow.com	Web	Midland's 19th annual Stroll for Epilepsy aims to raise awareness and build community
5/15/2026	Mid-Michigan Area	100.9 The Mitt	Radio	Midland Stroll for Epilepsy™
5/22/26	Epilepsy Community	Epilepsy Foundation eFlash	Web	E-SMART
6/1/26	Traverse City Area	Traverse City Ticker	Web	Epilepsy Impacts Every Community
6/10/26	SE Michigan	Fox 2 Detroit	TV	Epilepsy Foundation of Michigan hosts 34 th Annual Stroll for Epilepsy at Detroit Zoo
6/10/26	SE Michigan	www.fox2detroit.com	Web	Epilepsy Foundation of Michigan hosts 34 th Annual Stroll for Epilepsy at Detroit Zoo
6/10/26	Epilepsy Community	Empowered Journeys	Web	Synergy Support Circles
6/13/26	SE Michigan	WXYZ Channel 7	TV	Live media coverage at the Metro Detroit Stroll for Epilepsy™
6/26/26	Grand Rapids Area	WGVU Public Media	Radio	Epilepsy Foundation of Michigan and the Paul Neu Memorial Golf Classic
6/26/26	Epilepsy Community	Epilepsy Foundation eFlash	Web	Detroit Stroll for Epilepsy™

Analytics Snapshot for epilepsymichigan.org

April 1 - June 30, 2026

The Epilepsy Foundation of Michigan started tracking analytics with the launch of the new site in January 2022.

This report shows comparisons from the same quarter in 2025. Green arrow and text signifies growth. Red arrow and text signifies decline.

All-time views since Jan. 2022 - 686,079

Views: 98,542 ↑13.2% (Q2 of 2025 - 87,035)
Sessions: 31,726 ↑31% (Q2 of 2025 - 23,050)
New users: 19,359 ↑75% (Q2 of 2025 - 12,827)
Average engagement time per active user: 1m 5s ↓41%
Top engagement time: 1 minute 38 seconds
Lowest engagement time: approx. 27 seconds

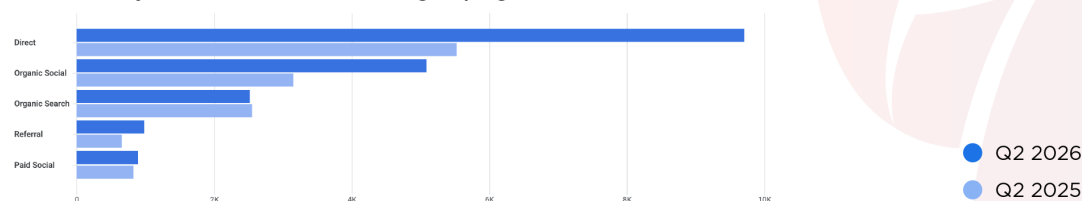
What does this mean?

From April 1st to June 30th, there were 19,359 new users with an average engagement time per active user of 1m 5s seconds. Although this is down 41% from same period from last year, this is up from 8 seconds from Q1 of 2026. Engagement time can be defined as a user actively moving throughout the site (ie: scrolling, clicking). *Note:* In early 2025, Google Analytics and Classy were connected to track data better.

Where are users coming from?

Most users are reaching the site by directly inputting the url into search bar.

New users by First user default channel grouping



Definitions of each channel grouping

Direct: visitors who arrive at your website without a recognizable referral source, either by typing your URL into a browser, using a bookmark, or coming from untracked sources like certain messaging apps, emails, or PDFs

Organic search: searching "Epilepsy Foundation of Michigan" or other keywords organically, not finding the site through paid search engine ads

Organic social: clicking links in social media posts, not through paid ads

Paid social: traffic generated by users clicking on advertisements placed on social media platforms

Referral: occurs when one website refers to your website, and the user clicks through to your site. This can happen through a URL, media embed or another website mention

Prepared: June 6, 2026

How are users converting?

Total users: 19,871 ↑52.1% (Q1 of 2026: 13,061)

Purchase/donations: 1,322 | 6.65% conversion rate ↑216.7% (Q1 of 2026: 2.1%)

File download: 436 | 2.19% conversion rate ↓47.2% (Q1 of 2026: 4.15%)

Contact form submissions: 43 | 0.22% conversion rate ↓40.5% (Q1 of 2026: .37%)

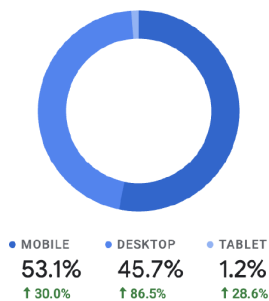
HFYH Submissions: 20 | 0.10% conversion rate ↓47.3% (Q1 of 2026: .19%)

Email subscriptions: 114 | 0.57% conversion rate ↓32.9% (Q1 of 2026: .57%)

Generalized conversion rate: 9.74% ↑27.2% (Q1 of 2026: 7.66%)

2025 Baseline: 10.5%

What devices are being used to view the site?



Where are users located?

Top 5 Michigan cities visiting site

1. Detroit
2. Lansing
3. Ann Arbor
4. Grand Rapids
5. Sterling Heights

What pages are users visiting?

Top 5 pages visited

1. Epilepsy Foundation of Michigan | We Are Here For You (Homepage)
2. Stroll for Epilepsy
3. Kids Camp
4. Call & Connect Network
5. Camp

What are users searching to get to the site?

Top 10 queries

1. epilepsy foundation of michigan
2. michigan epilepsy foundation
3. epilepsy walk detroit zoo
4. stroll for epilepsy 2026
5. epilepsy foundation michigan
6. detroit zoo epilepsy walk
7. breakthrough seizure
8. types of epilepsy
9. breakthrough seizures
10. epilepsy foundation

Prepared: June 6, 2026

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SOCIAL MEDIA ACTIVITY

	Social Media
Facebook	9,250 page followers (increase of 197)
Facebook Group	697 members (increase of 9 members)
Instagram	2,858 followers (increase of 164 followers)
LinkedIn	915 followers (increase of 35 followers)

YouTube Channel	
Subscribers	1,301 (increase of 17 subscribers)
Total Views (in the last 90 days)	1,896 views
Top 5 Videos by views	1. Management of Nocturnal Seizures (301 views) 2. 2026 Epilepsy Innovation Conference (185 views) 3. Treatment Options for Drug Resistant Epilepsy (131 views) 4. Childhood Epilepsy Syndromes: Diagnosis, Treatment & Prognosis (68 views) 5. Inspiring Epilepsy Stories (45 views)

2026 - 2029 STRATEGIC PLAN STATUS REPORT: Year 1

		
Objective #1: Empower, inform, and advocate through education	Objective #2: Facilitate connection and support among those affected by epilepsy	Objective #3: Create pathways to appropriate epilepsy care and resources
4 Goals	4 Goals	4 Goals
2026 Q2 Tactics: 11	2026 Q2 Tactics: 5	2026 Q2 Tactics: 4
		
Objective #4: Promote awareness about epilepsy, seizures, and the Foundation	Objective #5: Integrate diversity, equity, and inclusion into everything we do to best serve and represent the epilepsy community	Objective #6: Design and maintain a financial model to support the strategic plan, promote growth, and ensure sustainability
4 Goals	3 Goals	3 Goals
2026 Q2 Tactics: 5	2026 Q2 Tactics: 5	2026 Q2 Tactics: 5
KEY: GREEN: Tactics are generally being accomplished by the desired timeframe YELLOW: One or more tactics are underway but may need adjustment in scope or timeframe RED: One or more tactics are in jeopardy of not getting accomplished and/or may need significant adjustments in scope or timeframe		

PUBLIC POLICY ACTIVITY



The Epilepsy Foundation of Michigan remains committed to upholding the needs of the epilepsy community with respect to our local, state, and federal government. An effective way to communicate our message is through coalition work with our private and non-profit partners. The Epilepsy Foundation of Michigan is leading the following Bills.

❖ **Amending the State's Driving Law: HB 4306 & HB 4307**

The Epilepsy Foundation of Michigan supports amending the state's driving law to balance the need to protect public and individual safety while promoting independence of certain people with epilepsy and seizures for whom it's safest to drive.

- On October 30th, 2025, HB 4306 Passed in the House of Representatives with outstanding bipartisan support. The Bill has now been referred to the Transportation Committee in the Senate.
- At the beginning of 2026, the Bill was moved over to the Senate Health Policy Committee, where we are waiting for a hearing.

❖ **Seizure Safe Schools Act: SB434**

Together with the nationwide initiative led by the Epilepsy Foundation, the Epilepsy Foundation of Michigan has continued efforts to make Michigan a "Seizure Safe School" State.

- The Bill was introduced on June 24th, 2025 by Senator John Cherry and was referred to the Senate Health Policy Committee.
- In the first Quarter of 2026, the Foundation launched a robust advocacy campaign to inspire action and help build momentum to move the Bill forward.
- In January, Andrea Schotthoefer and Nicole Fitzpatrick met with Senator Cherry and a representative of the Michigan Association of Secondary School Principals (the group opposed to the bill). There was much discussion on potential modifications to the Bill to help move the Bill forward. We are still working through the possibilities.
- **On June 24th**, EFM representatives and community advocates traveled to Lansing for a mini-Lobby Day to advocate for movement on the Seizure Safe Schools bill. The group met with several members of the Senate Health Policy Committee (or members of their staff) including Senator Hertel, who chairs the committee. They shared why this legislation matters and explained how the Foundation has listened to stakeholders who raised concerns and revised the bill to demonstrate a willingness to find reasonable compromise. Every legislator expressed support for the bill! With the Legislature now heading into summer recess, the Foundation has been told SB434 should receive a committee hearing this fall.

REVENUE HIGHLIGHTS*

*This portion is intended to highlight certain gifts and does not include all gifts made to the Foundation during this quarter.

Amount	Initiative	Type	Received
\$1,000	Camps	Donation - Received	Henry Woloson Family
\$2,500	Camps	Sponsorship - Received	Neurelis
\$5,000	Community Days	Sponsorship - Received	Meijer
\$500	DIY Event - Alistair's Sunrise Open	Donation - Received	Fabula-Shumaker Charitable Fund
\$1,120	DIY Event - Dressing Down for Charity Days	Donation - Received	Diversified Credit Union
\$3,000	Epilepsy Innovation Conference	Sponsorship - Received	Corewell Health
\$35,250	2026 Paul Neu Memorial Golf Classic	Sponsorships - Received	Fortna Conveyor, Fletchline, Air Components Inc, Spring Automation, Yeo & Yeo CPAs and Advisors, Koops Automation Systems, Doeren Mayhew, Legacy Capital Planners LLC, The Stout Family, Varnum LLP, The Neu Family, Allied Installations, Alliance Beverage Distributing, and TREW LLC
\$2,500	2026 Paul Neu Memorial Golf Classic	Donation - Received	Electrical Design & Motor Control
\$20,000	2026 Paul Neu Memorial Golf Classic	Donation - Received	Phil Schaafsma
\$333	2026 Stroll for Epilepsy™ - Grand Rapids	Display Partner - Received	Children's Special Health Care Services Family Center
\$7,417	2026 Stroll for Epilepsy™ - Grand Rapids	Sponsorships - Received	Meijer, Aucta Pharmaceuticals, Neurelis Inc, and Grant Pharmacy
\$334	2026 Stroll for Epilepsy™ - Metro Detroit	Display Partner - Received	Children's Special Health Care Services Family Center
\$12,916	2026 Stroll for Epilepsy™ - Metro Detroit	Sponsorships - Received	Meijer, Neurelis Inc, SRI International, Corewell Health, Grant Pharmacy, and Blue Cross Blue Shield of Michigan
\$649.96	2026 Stroll for Epilepsy™ - Metro Detroit	Matching Donation - Received	Google
\$10,000	2026 Stroll for Epilepsy™ - Metro Detroit	Donation - Received	Marjory Winkelman Epstein
\$333	2026 Stroll for Epilepsy™ - Midland	Display Partner - Received	Children's Special Health Care Services Family Center
\$5,667	2026 Stroll for Epilepsy™ - Midland	Sponsorships - Received	Neurelis Inc, Medical Data Solutions, and Great Lakes Investment Advisors Inc
\$3,000	2026 Toasting Hope Tasting Event	Sponsorships - Received	Aucta Pharmaceuticals and Meijer
\$1,000	2026 Toasting Hope Tasting Event	Donation - Received	M Jacob & Sons
\$3,000	2026 Turkey Trot	Sponsorships - Received	Dr. Gregory Barkley and Meijer
\$9,000	2026 Wellness & Epilepsy Conference	Sponsorships - Received	Aucta Pharmaceuticals, Grant Pharmacy, Meijer, and Jazz Pharmaceuticals
\$1,000	Unrestricted Mission Gift	Donation - Received	Inga Puhova
\$2,500	Unrestricted Mission Gift	Donation - Received	Arsher Charitable Trust
\$5,000	Unrestricted Mission Gift	Donation - Received	Nathan & Stacey Koetje Family Fund
\$2,000	Unrestricted Mission Gift	Matching Donation - Received	Standard Insurance Company

QUARTERLY FINANCIAL RESULTS

	Jan - Jun 26	Jan - Jun 25	\$ Change	% Change	Budget 26
1 Income					
2 Contracts	18,378.00	22,775.00	-4,397.00	-19.31%	13,200.00
3 Grants					
4 <i>EF National</i>	8,500.00	3,500.00	5,000.00	142.86%	12,000.00
5 <i>Corporations/Foundations</i>	4,500.00	11,000.00	-6,500.00	-59.09%	42,000.00
6 United Way Designations	6,779.43	4,797.66	1,981.77	41.31%	4,902.00
7 Special Events & Activities					
8 <i>Summer Stroll</i>	215,330.50	214,060.42	1,270.08	0.59%	220,000.00
9 <i>Paul Neu Golf Classic</i>	112,906.35	113,055.57	-149.22	-0.13%	120,000.00
10 <i>Toast Hope SE MI</i>	0.00	0.00	0.00	0.0%	0.00
11 <i>-Contributed</i>					
11 <i>Silent/Live/Printing/Music</i>	0.00	0.00	0.00	0.0%	0.00
12 Other Private Support					
13 <i>Third Party</i>	10,331.02	9,283.24	1,047.78	11.29%	17,100.00
14 <i>Bequests</i>	0.00	0.00	0.00	0.0%	0.00
15 <i>Donations</i>	177,449.15	183,954.24	-6,505.09	-3.54%	143,600.00
16 Program Service Fees	0.00	0.00	0.00	0.0%	0.00
17 Investment Income	295,323.11	77,503.55	217,819.56	281.05%	40,000.00
18 Total Income	849,497.56	639,929.68	209,567.88	32.75%	612,802.00
19 Expense					
20 Salaries & Benefits	420,209.60	350,810.16	69,399.44	19.78%	415,514.00
21 Occupancy	34,194.90	34,044.77	150.13	0.44%	36,078.00
22 Organizational Dues	19,304.01	17,095.17	2,208.84	12.92%	18,277.00
23 Professional & Consultants Fees	96,825.83	86,141.94	10,683.89	12.4%	104,496.00
24 Equipment	15,420.88	14,492.18	928.70	6.41%	15,227.00
25 Communications/Awareness	5,980.95	6,688.12	-707.17	-10.57%	12,550.00
26 Special Events Supplies	79,015.86	83,178.44	-4,162.58	-5.0%	88,274.00
27 <i>-Contributed</i>					
27 <i>Silent/Live/Printing/Music</i>	0.00	0.00	0.00	0.0%	0.00
28 Travel & Meetings	13,123.59	8,421.08	4,702.51	55.84%	16,405.00
29 Telephone	3,677.84	3,349.81	328.03	9.79%	3,510.00
30 Camps & Educational Events Exp	561.06	5,676.76	-5,115.70	-90.12%	6,250.00
31 Office Supplies	12,975.16	7,592.02	5,383.14	70.91%	8,210.00
32 General Liability Insurance	4,852.02	4,407.00	445.02	10.1%	4,854.00
33 Bank chgs, Interest & Miscell	3,987.86	3,784.15	203.71	5.38%	3,410.00
34 Depreciation	1,650.00	6,450.00	-4,800.00	-74.42%	6,450.00
35 Total Expense	711,779.56	632,131.60	79,647.96	12.6%	739,505.00
36 Net Income	137,718.00	7,798.08	129,919.92	1,666.05%	-126,703.00

QUARTERLY FINANCIAL RESULTS

		Jun 30, 26	Jun 30, 25	\$ Change	% Change
1	ASSETS				
2	Current Assets				
3	Checking/Savings				
4	Money Market EFM	189,025.80	408,869.71	-219,843.91	-53.77%
5	Checking EFM	95,449.16	98,649.48	-3,200.32	-3.24%
6	Petty Cash	100.00	100.00	0.00	0.0%
7	Total Checking/Savings	284,574.96	507,619.19	-223,044.23	-43.94%
8	Accounts Receivable				
9	1200 · Accounts Receivable	40,050.30	34,046.30	6,004.00	17.64%
10	Total Accounts Receivable	40,050.30	34,046.30	6,004.00	17.64%
11	Other Current Assets				
12	Accounts Receivable Other	3,512.85	8,601.41	-5,088.56	-59.16%
13	Prepaid Insurance	3,516.15	4,166.67	-650.52	-15.61%
14	Prepaid Other				
15	Prepaid Conference	5,371.42	3,795.34	1,576.08	41.53%
16	Prepaid Toast Hope	6,327.19	7,001.56	-674.37	-9.63%
17	Prepaid Camps/EEG	36,033.30	10,090.50	25,942.80	257.1%
18	Prepaid Other Expenses	9,995.46	9,439.55	555.91	5.89%
19	Prepaid Stroll	12,187.45	8,997.70	3,189.75	35.45%
20	Total Prepaid Other	69,914.82	39,324.65	30,590.17	77.79%
21	Short Term Investments	4,062,360.89	1,834,737.52	2,227,623.37	121.41%
22	1499 · Undeposited Funds	450.00	16,834.68	-16,384.68	-97.33%
23	Total Other Current Assets	4,139,754.71	1,903,664.93	2,236,089.78	117.46%
24	Total Current Assets	4,464,379.97	2,445,330.42	2,019,049.55	82.57%
25	Fixed Assets				
26	Equipment/Furniture	178,762.26	169,150.38	9,611.88	5.68%
27	Accumulated Depreciation	-167,263.98	-161,084.53	-6,179.45	-3.84%
28	Total Fixed Assets	11,498.28	8,065.85	3,432.43	42.56%
29	Other Assets				
30	Return on Use Asset	281,960.84	339,348.96	-57,388.12	-16.91%
31	Total Other Assets	281,960.84	339,348.96	-57,388.12	-16.91%
32	TOTAL ASSETS	4,757,839.09	2,792,745.23	1,965,093.86	70.36%
33	LIABILITIES & EQUITY				
34	Liabilities				
35	Current Liabilities				
36	Accounts Payable				
37	2000 · Accounts Payable	44,670.67	70,264.29	-25,593.62	-36.43%
38	Total Accounts Payable	44,670.67	70,264.29	-25,593.62	-36.43%
39	Other Current Liabilities				
40	Lease Liability - ST	59,900.82	55,381.90	4,518.92	8.16%
41	A/P Advances	125,360.23	130,197.37	-4,837.14	-3.72%
42	Accounts Payable Other/Accruals	7,784.00	3,010.01	4,773.99	158.6%
43	Payroll Accruals/Liabilities				
44	Payroll Accrual	33,790.34	26,413.44	7,376.90	27.93%
45	TSA Payable	0.00	490.00	-490.00	-100.0%
46	Unemployment Insurance Payable	3.32	10.09	-6.77	-67.1%
47	Vacation Accrual	25,559.81	39,327.87	-13,768.06	-35.01%
48	Total Payroll Accruals/Liabilities	59,353.47	66,241.40	-6,887.93	-10.4%
49	Total Other Current Liabilities	252,398.52	254,830.68	-2,432.16	-0.95%
50	Total Current Liabilities	297,069.19	325,094.97	-28,025.78	-8.62%
51	Long Term Liabilities				
52	Lease Liability - LT	237,493.96	297,394.76	-59,900.80	-20.14%
53	Total Long Term Liabilities	237,493.96	297,394.76	-59,900.80	-20.14%
54	Total Liabilities	534,563.15	622,489.73	-87,926.58	-14.13%
55	Equity				
56	3000 · Opening Bal Equity	349,866.05	349,866.05	0.00	0.0%
57	3900 · Retained Earnings	3,735,691.89	1,812,591.37	1,923,100.52	106.1%
58	Net Income	137,718.00	7,798.08	129,919.92	1,666.05%
59	Total Equity	4,223,275.94	2,170,255.50	2,053,020.44	94.6%
60	TOTAL LIABILITIES & EQUITY	4,757,839.09	2,792,745.23	1,965,093.86	70.36%



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