

OUTER ENVELOPE



3540 CRAIN HIGHWAY,
SUITE 675
BOWIE, MD 20716

Non-Profit
Organization
U.S. Postage
PAID
Epilepsy
Foundation

YEAR-END GIFT ENCLOSED



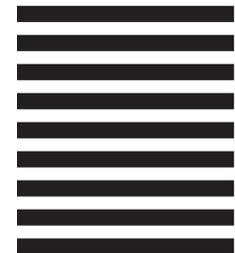
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BUSINESS REPLY ENVELOPE

*Rush!
Special Year-End
Contribution Enclosed*



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1929 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

EPILEPSY FOUNDATION
PO BOX 96546
WASHINGTON, DC 20077-7222

DECEMBER 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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LETTER (FRONT)

2022 YEAR-END CAMPAIGN



GIVE NOW DURING NATIONAL EPILEPSY AWARENESS MONTH

YES! I want to support the Epilepsy Foundation with a tax-deductible contribution.

\$[ASK1]

\$[ASK2]

\$[ASK3]

Other \$ _____

Please see other side for **Four Easy Ways to Give**.

For our records, please update if necessary:

JANE Q. DONOR
123 ANYSTREET
ADDRESS 2
ANYTOWN, US 12345-6789

Email updates from the Epilepsy Foundation* to this address:

Does someone in your household have epilepsy?
 YES NO

SCANLINE012345678901234567



FIRST_NAME LAST_NAME
COMPANY
ADDRESS_1
ADDRESS_2
CITY, STATE, ZIP_CODE
[Barcode]

Help us meet our \$126,000 goal.

Make your year-end gift during National Epilepsy Awareness Month!

Dear [SALUTATION],

For more than five decades, the Epilepsy Foundation has shone a light on epilepsy by promoting awareness and understanding, funding research and treatments, and advocating for laws that matter to the epilepsy community.

But we couldn't do it without the ongoing generosity of donors like you.

To commemorate National Epilepsy Awareness Month, we're hoping to raise \$126,000 by the end of the year. Your gift of \$[ASK1], \$[ASK2], or \$[ASK3] can help make a difference for people and families living with epilepsy — now and in the year ahead.

Just like with Brynleigh's Act.

On April 12, 2022, Maryland became the 15th state to pass Seizure Safe Schools legislation (with the current state total up to 19). Brynleigh's Act is named after Brynleigh Shillinger who lives with epilepsy and a rare genetic condition called tuberous sclerosis complex (TSC).



"Our daughter's journey inspired this legislation, but her story was just one of many that persuaded our legislators to pass this law," said Sean and Lauren Shillinger.

"Our advocacy efforts made history and will leave a lasting legacy that will ensure teachers' and students' safety in schools. Our hard work paid off and we are so proud of our community of epilepsy warriors.

It was a dream come true for us all!"

(continued on back)

LETTER (BACK)

FOUR EASY WAYS TO GIVE

1. **CREDIT CARD:** VISA MASTERCARD AMERICAN EXPRESS DISCOVER AMOUNT \$ _____
 One-time gift —OR— Monthly gift

Credit card number _____ Expiration date _____ CVV _____

Signature _____

Please print name as it appears on card. _____

2. **CHECK:** Payable to the Epilepsy Foundation

3. **ONLINE:** EPILEPSY.COM/NOV22_NEAM

4. **ESTATE PLANNING:**

I would like information on how to include the Epilepsy Foundation in my will.

Epilepsy Foundation

3540 Crain Highway, Suite 675
Bowie, MD 20716

Phone: 800-213-5821

Email: ContactUs@efa.org

epilepsy.com

Follow us on social media



Thank you! Your donation is tax deductible to the full extent of the law.

The Shillinger family has been championing the bill for several years alongside countless others. Epilepsy community advocates sent nearly 1,300 letters to Maryland state legislators in support of the legislation:

Brynleigh's Act requires each student diagnosed with a seizure disorder to have a Seizure Action Plan on file and made available to all school personnel who are responsible for the supervision of the student. The legislation ensures at least two school personnel are trained to administer FDA-approved anti-seizure or seizure rescue medications and that all school personnel receive training in seizure recognition and first-aid response every two years.

Brynleigh's Act is a powerful example of what our community can accomplish. But there is so much more to be done.

We would be so happy to close out 2022 by raising \$126,000 by the end of the year. Please give whatever you can to help us improve the life of every person and family living with epilepsy.

As a tiny gesture of our thanks for your generosity, please find the enclosed gift. Plus, we're including a pamphlet that looks back on other 2022 victories as well as our aspirations for 2023.

We truly appreciate all the support you've shown us in the past. You are part of our community and are helping us achieve our mission.

Sincerely,

Laura Thrall

President & CEO, Epilepsy Foundation



NOVEMBER IS NATIONAL EPILEPSY AWARENESS MONTH

Donating to the Epilepsy Foundation helps fund programs that educate people about what epilepsy is, provide support to the people who live with it every day, and erase the culture of stigma and fear.

To give, please complete the enclosed voucher or visit epilepsy.com/NOV22_NEAM

BROCHURE INSERT



Share your stories and read others at
epilepsy.com/stories/ejourney

My name is Henry Laudano. I'm in high school and my younger sister, Emmie, is in middle school. She was diagnosed with epilepsy four years ago. School is very challenging for Emmie, and my family is doing our best to help her. In fact, we strive to help others with epilepsy who may have harder circumstances than us. Our goal is to spread awareness so that it's easier to be open about this condition. I'm grateful to be a part of the Foundation's Epilepsy Ambassador Program, which has enabled me to give back to the epilepsy community, raise funds, and spread awareness about the condition in kids of all ages.

RAISING AWARENESS FOR MY SISTER AND OTHERS

Help us make a difference.
[Learn more: epilepsy.com](https://epilepsy.com)

30-40% of people with epilepsy do not find current therapies effective to control their seizures



1 in 26 people will develop epilepsy during their lifetime



1 in 10 people will have a seizure in their lifetime



3.4 Million people live with epilepsy



EPILEPSIES BY THE NUMBERS IN THE U.S.
 Every number is a real person and a real story.

200,000

PEOPLE IN THE U.S. WILL BE NEWLY DIAGNOSED WITH EPILEPSY THIS YEAR.

They'll need the Epilepsy Foundation — and you — in 2023.

Your support makes this work, and more, possible.

2022 - 2023

REFLECTIONS
 VICTORIES
 ASPIRATIONS

Epilepsy Foundation
 3540 Crain Highway, Suite 675
 Bowie, MD 20716
 800-213-5821 · epilepsy.com

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MAKING A DIFFERENCE



5 PILLARS OF OUR STRATEGIC PLAN

1. Lead the conversation about epilepsy. Inform, inspire and engage everyone to join the movement.
2. Shape the future of epilepsy healthcare and research. By accelerating innovation and building partnerships in healthcare, we can improve access and care for all people with the epilepsies.
3. Harness the power of our united network to improve lives. Improve the lives of people with the epilepsies by activating the field, volunteers and the broader community with the tools, programs and information they need.
4. Expand revenue sources beyond traditional fundraising. Enable more people affected by the epilepsies to engage with us and benefit from our mission by generating new resources, activating new technology and innovations.
5. Become a best-in-class organization leveraging technology and digital assets for greater efficiency and mission delivery.

Community services, advocacy, public education, and research.

Walk to **END EPILEPSY**
 EPILEPSY FOUNDATION

Raising awareness and taking action together.
 Visit WalkToEndEpilepsy.org to learn about the more than 40 Walks, coast to coast. Make plans to join, create a team and #WalkToEndEpilepsy.org.

FIND AND JOIN A WALK TO END EPILEPSY
WalkToEndEpilepsy.org

ADVOCACY'S POSITIVE IMPACT

- Passed Seizure Safe Schools bills in 19 states, with a few more states laying important groundwork.
- Enacted a cap on out-of-pocket expenses in Medicare to help people afford their prescription medications.
- Helped nearly 1,000 people fight epilepsy-related discrimination.
- \$4 million increase for the VA Epilepsy Centers of Excellence.

Join the Fight!
 Donate or advocate. Visit epilepsy.com/advocacy

YOUR DONATIONS IN ACTION

INNOVATION
 Explores imaginative research goals that have the potential to transform the field, especially for the nearly one million people who don't have their seizures under control and are seeking new treatments.

EDUCATION & AWARENESS
 In-person and virtual classes offer seizure first aid training to schools and companies, standing up to negative stigmas. Families are an integral part of raising awareness about mortality in epilepsy and sudden unexpected death in epilepsy (SUDEP). Their stories drive advances in knowledge, education, data collection, research, and support for people living with and bereaved by epilepsy.

COMMUNITY CONNECTION
 Local Epilepsy Foundations are part of a nationwide network that extend our programs, services, and events to your local area. From referral assistance to support groups, they can get you the help you need. These organizations are also a great way to connect with your community through volunteer, fundraising, and advocacy events.

WAYS TO GIVE

There are so many different ways you can support our cause and the 3.5 million people living with epilepsy.

- Donate by phone, mail or online.
- Repurpose gently used clothing and household goods.
- Find corporate partnerships and employee matching gifts
- Make purchases through participating retailers
- Give stock or cryptocurrency
- Leave a lasting impact through planned giving.

Find details about these and other ways to give at epilepsy.com/give.



