

**CREATING A WORLD
WITHOUT LIMITS
FOR PEOPLE WITH
EPILEPSY**

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Being part of a community that listens, educates, and uplifts has made a real difference to me.

OUR IMPACT

YEAR TWO

2024-30 STRATEGY

Read Ana's
story inside





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**Our vision –
A world without
limits for people
with epilepsy**

One year – a lifetime of impact.

Wow, What a year! I can honestly say it's been truly remarkable. Not just because of the numbers, but because of the people behind them. As we embark on another year of our ambitious strategy, I'm delighted to share the progress we've made against the three big ambitions we set out to achieve.

Over the past 12 months, we've continued to support thousands of people affected by epilepsy, offering vital services, expert advice, and a community where no one faces their epilepsy journey alone.

People have found the guidance, reassurance, and the practical help they needed when it mattered most. Whether through a friendly chat on our helpline, sharing their experience in a support group, or accessing advice that gave them confidence in managing

life with epilepsy. Every conversation, every shared experience, and every bit of support has helped people feel understood, connected, and less alone. And none of this happened by accident. **It happened because of you.**

Behind every number and every success is a story of community and support. In 2026 and beyond, with your support, we're committed to pushing further and moving faster with exciting new advocacy projects and the launch of a brand-new community membership.

Whether you've donated, volunteered, attended an event, or shared our vision, you've made a lasting difference for people living with epilepsy.

On behalf of everyone we support, thank you for helping create a world without limits.

Jane Riley
Chair



OUR **IMPACT** IN NUMBERS



9.4 million

people reached
on social media



**WEBSITE
INFORMATION**

1.6 million

visits to our website,
helping people navigate
epilepsy with clear,
trusted, PIF TICK-
accredited information.



**PEER SUPPORT
GROUPS**

3,190 visits
to our in person and
online support groups



COUNSELLING

224 people
supported through
professional one-to-
one counselling



EPILEPSY SERVICES

92%

of the people
supported rated our
services as good or
excellent



YOUGOV RATING

Ranked 150th

most popular UK charity –
our highest-ever YouGov
position.



HELPLINE

10,165 enquiries

supported with
compassion and care
by our award-winning
helpline team



FAMILY SUPPORT

11,762 moments

of support provided by our
Family Support teams
across Wales and
Northern Ireland



**ONE-TO-ONE
SUPPORT**

355 people

received one-to-
one support from a
trained volunteer



**AWARENESS
CAMPAIGN**

17.4 million

people reached through
our "Can I Count on You?"
awareness campaign.



EPILEPSY TRAINING

45,000 people

trained in epilepsy
awareness and safety



VOLUNTEERS

461 volunteers

contributed 4,434 hours of
support, reaching 85,032
people! The equivalent of
620 working days.

££££

FUNDING

£5.2 million

raised to make this all possible!

OUR 3 BIG AMBITIONS

AMBITION 1

By 2030 everyone in the UK who has epilepsy will be able to say that life has improved because of the things we are achieving together.

We launched our chatbot, expanded our helpline, and introduced specialist advisers in medication and wellbeing to better support the needs of those seeking support.

In partnership with NHS North West Maternity, we developed an evidence-based care pathway which has been implemented across every maternity hospital in the North West of England, making pregnancy safer for every person with epilepsy in the region.

We campaigned for the sustainable transformation of neurology services in Northern Ireland and strengthened connections with epilepsy specialist nurses

in Wales, leading to regular referrals and better support for families.

We launched the first-ever epilepsy employment law referral partnerships, giving people with epilepsy the tools to challenge discrimination and thrive in the workplace.

We developed the Epilepsy Technology Guide (launching in 2026) to empower people with epilepsy to make informed choices about apps, wearables, and monitoring devices, improving self-management, safety, and day-to-day independence.

Together, we're transforming lives so everyone with epilepsy can live confidently, knowing they are supported every step of the way.



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Being part of a community that listens, educates, and uplifts has made a real difference to me.

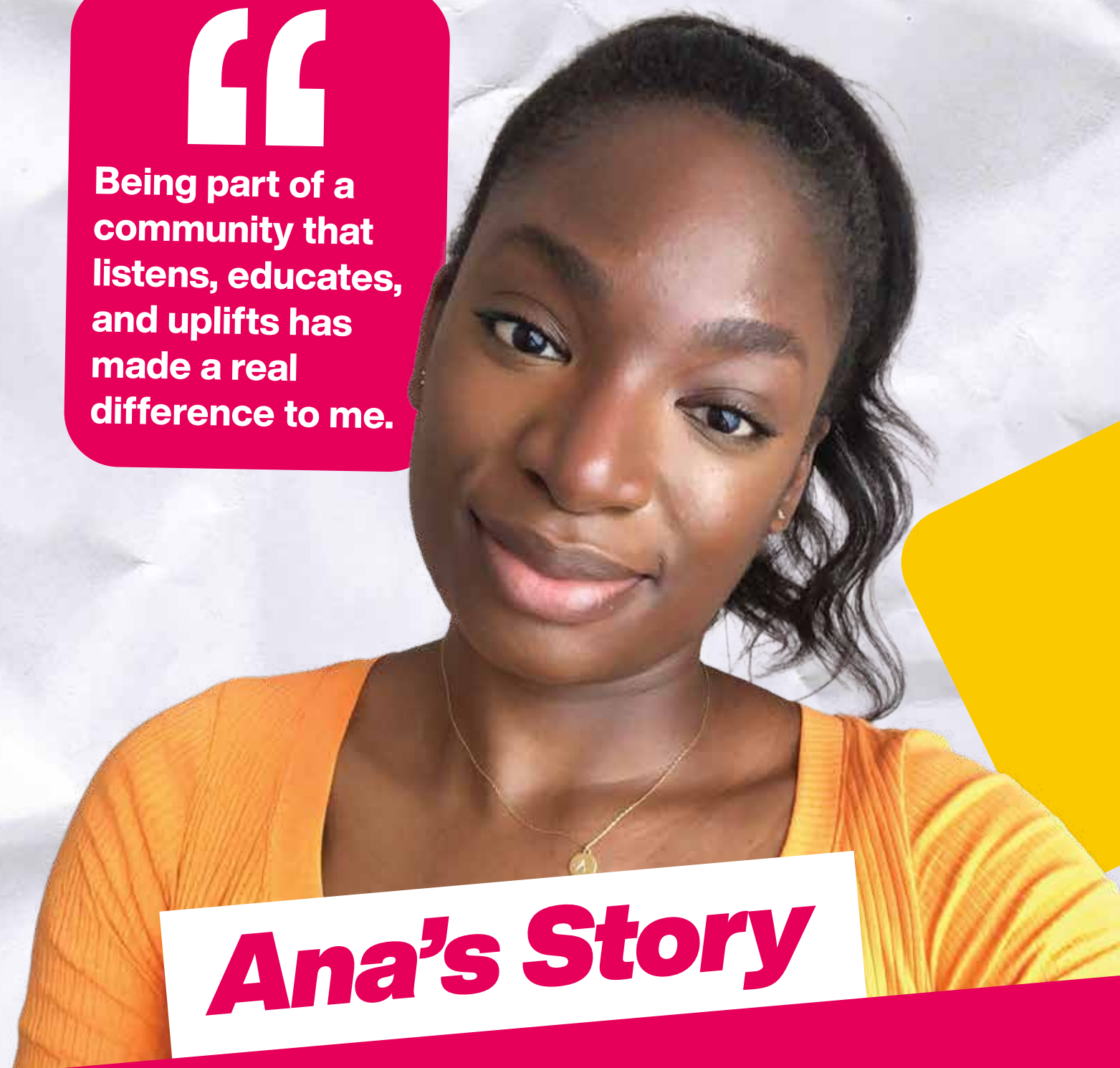
Ana's Story

In 2025, our Talk & Support groups were attended more than 3,190 times, providing a vital space for people to share, learn and feel understood.

“Attending your online support groups has been a really reassuring experience. It was emotional at times hearing others share their stories and day-to-day challenges, but also deeply comforting to realise I wasn't alone. The space always felt safe, supportive, and honest.”

Finding others who understood what she was going through helped Ana begin to rebuild her confidence and feel less isolated.

“I've also found the information on your website incredibly helpful in understanding the seizures I've been having and learning how to live with epilepsy more confidently. Being part of a community that listens, educates, and uplifts has made a real difference to me.”



OUR 3 BIG AMBITIONS



AMBITION 2

By 2030 everyone in the UK will understand what epilepsy is and how they can support people who live with epilepsy.

By sharing real-life stories across national and regional media, the “Could I Count On You?” campaign reached over 17.4 million, from all over the UK.

Over 800 people signed up to become ‘epilepsy allies’ equipped to deliver seizure first aid and understanding.

Our BBC Radio 4 Appeal, presented by England rugby star Tommy Freeman, reached a national audience, significantly increasing public awareness and generating vital funds.

We launched a new digital learning platform, shaped by real-life experiences and the practical information people need to support those living with epilepsy.

Our training helped individuals and organisations build confidence, improve practice and understanding of epilepsy, and was delivered to organisations including London Heathrow, BaxterStorey, Worldpay, Chelsea FC and UCB Pharma.

In partnership with Young Epilepsy, we created new resources and a dedicated book for children with epilepsy to better understand their epilepsy. Since launching in September, more than 1,000 copies have been distributed.

We introduced vlogger volunteers to bring real people living with epilepsy to the forefront, helping us engage with wider audiences and build understanding through lived experience. In 2025, 13 vloggers reached over 60,000 people.

Together, we’re turning heads, opening minds, and making sure everyone knows how to support people living with epilepsy.

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Working on the campaign has helped me to feel really empowered

Paul's Story

Paul was a self-employed builder when, at 59, everything changed. Returning from a holiday with his family, Paul experienced his first-ever tonic-clonic seizure.

“I didn’t know what was happening to me. I woke up confused, handcuffed and restrained.”

The diagnosis of epilepsy had a huge impact on Paul’s life, affecting his work, independence, and mental health.

“As I was a self-employed builder, I was unable to drive and work. This

lead to anxiety issues, financial difficulties. I lost all my self-esteem. It became a vicious circle.”

Paul turned to Epilepsy Action’s Talk & Support groups and found the guidance and reassurance he needed. He also took part in the ‘Could I Count On You?’ awareness campaign.

“Working on the campaign has helped me to feel really empowered. I’ve become more open about my condition at work, and I’m proud to be running an awareness campaign there.”

OUR 3 BIG AMBITIONS

AMBITION 3

By 2030 we will be fully inclusive in who we are and who we support.

We introduced advisory panels for groups whose voices were underrepresented: people from ethnic communities and young people. These panels guide our work, helping us stay relevant, inclusive and responsive to the needs of all those we support.

Our Step Together toolkit was highlighted in Parliament by Health and Social Care Minister Dr Zubir Ahmed, who used it to show how people with learning disabilities and epilepsy can get the care they need.

We introduced our Community Champion Volunteers, empowering local voices to raise awareness, engage communities and increase support for people with epilepsy in hard-to-reach areas.

We strengthened our governance framework to create a more agile, focused, and effective organisation. Members overwhelmingly approved new Articles of Association (with 95% voting in favour) introducing a streamlined membership structure that strengthens decision-making, accountability, and impact for people living with epilepsy.

Together, we're building a world where everyone belongs, and nobody is left behind.



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Being part of this community has really improved my quality of life.

Geoff's Story

Geoff has been a member of Epilepsy Action for over 35 years. He joined as a teenager, at a time when he felt he had nowhere to turn.

“When I was first diagnosed with epilepsy, my world turned upside down. I felt isolated because friends just dropped me, relationship just never got going. I was worried about my future, about losing my independence, and about being judged by those around me.

But then I found Epilepsy Action. I became a member in my early teens. They were a great source of help for me, and for my Mum and Dad. That reassurance meant everything.

Talking about epilepsy is not the easiest thing, but in doing so I've increased my confidence and been able to help others as well. I've met many friends and I'm still meeting new ones all the time.

I'm just grateful for the way Epilepsy Action helped me. Being part of this community has really improved my quality of life.”



TOGETHER WE CAN GO FURTHER

DONATE

Whether it's a one-off gift, a regular donation, joining our weekly lottery or becoming a member, you can support us in any way that works for you. However you choose to give, your donation helps us provide life-changing support, raise awareness, and campaign for a better future for everyone affected by epilepsy.

VOLUNTEER

As a volunteer you are part of the Epilepsy Action team. With regular updates, get togethers and a wide range of opportunities to use your skills and get involved, we can guarantee there will be a volunteering opportunity that is right for you.

We've already seen the impact we can make when we come together. With your support in 2026, we're determined to go further, so everyone with epilepsy can live a life without limits.

FUNDRAISE

Organise a community event, take part in one of the many races across the country, join our regular Facebook Challenges, or try something more adventurous like a sky dive or a mountain climb. Whatever you choose, we're here to support you every step of the way and help make it happen.

CAMPAIGNING

We are always lobbying to improve life for people with epilepsy: whether challenging changes to benefits rights, employment discrimination, medication issues or NHS cutbacks, you can be part of making a difference by sharing your story or actively supporting our work.



Epilepsy Action

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