

PROGRESS THROUGH PEOPLE

DYING WITH DIGNITY



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A MESSAGE FROM OUR CHAIR

The past year has been one of unprecedented challenges.

As the national human rights charity committed to improving quality of dying, protecting end-of-life rights, and helping Canadians avoid unwanted suffering, our focus is on people. We continue to make great strides towards these goals. Our education and outreach activities, coupled with our advocacy for legislative and regulatory change, were increasingly effective in 2020 despite the restrictions imposed by the COVID-19 pandemic.

Of particular importance were our efforts to mobilize support for legislative amendments. The first, to remove the reasonably foreseeable natural death eligibility criterion struck down by the Superior Court of Quebec in Truchon, and the second, the introduction of Audrey's Amendment eliminating the requirement for final consent in certain circumstances.

We look forward to active participation in the work of the joint Senate - House of Commons committee and to pursuing our long-standing goal of enabling Canadians to make advance requests for medical assistance in dying (MAID).

None of this important work would be possible without the commitment of "our people"— our donors, supporters, staff and board. Their ability to adapt to a new reality was truly inspirational and I cannot thank them enough.

As I look forward to 2021 and beyond, I am confident that our organization is well-positioned to continue our important work on behalf of Canadians.



THE HONOURABLE JAMES S. COWAN CM QC

Chair of the Board of Directors, Dying With Dignity Canada

A MESSAGE FROM OUR CEO

When considering the theme for our 2020 Annual Report, one thing really stood out for us: how many passionate, engaged and committed people are contributing to the efforts and success of Dying With Dignity Canada (DWDC). Since joining DWDC in March 2020, I have been both grateful and inspired by all of our supporters and their commitment.

2020 was a year unlike any other for charities, and DWDC was no exception. While we have had to deal with many changes in the past year, we have been so thankful for the continued support and financial contributions of our donors. Their generosity has enabled us to keep moving ahead despite the many challenges.

Our volunteers adapted to deliver local advocacy, independent witnessing, and education programs in new ways. They quickly mastered the technologies and pressures of online presentations, coming up with creative solutions for safe and distanced witnessing and adapting to the changing virtual requirements in each province.

We welcomed several new team members into our organization virtually. And although distanced, we have worked together to ensure that DWDC is stronger than ever – expanding our efforts to inform and educate Canadians, advocating for changes to the MAID legislation, and supporting Canadians as they navigate end-of-life choices.

Most importantly, our community has rallied every time we have asked by sharing personal stories, engaging on Facebook and Twitter, speaking to media, sending submissions, presenting to parliament, and sending thousands of letters to MPs and Senators.

It is through the combined efforts of every single one of these people that we have seen such amazing progress in 2020. Progress through people. People like you. I am so proud of what we have done this year and look forward to seeing what we will accomplish in 2021.

HELEN LONG CEO, Dying With Dignity Canada



BOARD COMMITTEES

Advocacy
Finance and Audit
Governance
Human Resources

DWDC COUNCILS

Clinicians Advisory Council Patrons Council

SPECIAL PROJECTS GROUPS

Under the leadership of Liana Brittain and Jack Hopkins, members of our Disability Advisory Council and First-Person Advocates' Initiatives Council came together to inform our response to Bill C-7 and to provide input into the development of each area of the upcoming parliamentary review.

2020 ACHIEVEMENTS

Since 1980, Dying With Dignity Canada has actively worked on improving quality of dying, protecting end-of-life rights, and helping Canadians avoid unwanted suffering.

In 2016, we experienced one of the greatest steps forward for the Canadian end-of-life rights movement with the passage of Bill C-14: when the Parliament of Canada passed federal legislation that allowed eligible Canadian adults to request medical assistance in dying. In short order, the gaps in our MAID law were identified and challenged, and in September 2019, Justice Christine Baudouin of the Quebec Superior Court found in Truchon vs. Canada that Canada's MAID law was too restrictive. As a result, Bill C-7, an act to amend the criminal code (MAID) was introduced in February 2020 and our work protecting end-of-life rights carried on with a focus on the changes proposed in the new bill.

The success of the organization's mission is the result of a dedicated group of people including the staff, Board of Directors, advisory councils, Chapters, volunteers and our donors. Through focus and collaboration, we set out to move the mission forward and make the biggest impact we could. This is progress through people focused on a common goal.

It goes without saying that 2020's top story was the COVID-19 pandemic, and this certainly impacted DWDC's work and the world around us. In March 2020, we introduced a new CEO, Helen Long. One of her first tasks was to send everyone home due to the pandemic and create protocols for the new reality of the time. The need for physical distancing also impacted our Independent Witnessing (IW) program. Our Support staff acted quickly and developed an online IW program in the provinces that approved the change, and we were able to continue to help patients through their decision to be assessed for MAID.

The original July 2020 deadline for Bill C-7 was extended due to the pandemic, again when parliament prorogued in August and a third time when the extensive debate at parliament made the December 17 deadline too tight for a decision to be made. Throughout this timeframe, DWDC advocated for the changes proposed in the bill and our supporters

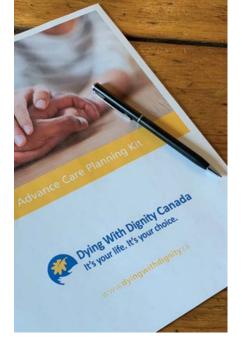
2020HIGHLIGHTS













sent over 50,000 letters to their members of parliament in support of the new legislation. We appeared multiple times before the House and the Senate and arranged a continuous string of meetings with MPs to share our support for – and some concerns with – the proposed changes in Bill C-7.

Another important achievement for our support efforts was the launch of our new Advance Care Planning Kit: a free resource available through DWDC to help Canadians express their end-of-life wishes. The hard work of designing, editing and reviewing the guide, as well as the many provincial and territorial support documents necessary for this process, was accomplished in 2020.

At the local level, our Vancouver Chapter was a strong voice in challenging the Delta Hospice Society in British Columbia for refusing to allow for MAID provisions on-site, which could have resulted in unnecessary forced transfers. Not limited to this single facility, DWDC launched a province-wide email campaign to encourage the provincial government to eliminate MAID exemptions granted to publicly funded faith-based facilities.

In October 2020, we introduced DWDC's first dedicated Volunteer Engagement and Chapter Development Manager. With consistent collaboration and support from head office and between Chapters, we can focus on building our network of influence across the country. Investing in the organization's infrastructure and a strong team was a commitment that the Board of Directors made to ensure DWDC could adapt and move the mission forward.

2020 was a year themed by challenges and change. At DWDC, we met the challenges, adjusted to the change and had a year full of success and accomplishments. We are pleased to be able to share and highlight the progress we achieved through our strong community in this year's Annual Report.

A large majority
(86%) of Canadians
support the
Supreme Court of
Canada's decision
in Carter v Canada
that recognizes
medical assistance
in dying (MAID) as
a right protected by
the constitution.

Ipsos poll 2020



ADVOCACY ACHIEVEMENTS

2020HIGHLIGHTS















Building strong government relations was a theme for our advocacy efforts and outcomes in 2020. With the introduction of Bill C-7 in February, we hit the ground running by reviewing the details of the bill, preparing our comments and statements, and meeting with Members of Parliament to help guide the bill and further Canadians' access and eligibility for MAID through legislative and regulatory change.

We attended several meetings with parliamentarians or their staff and the minister's office. DWDC appeared twice before House and Senate committees and presented briefs for each interaction. The reach of our advocacy is measured through the work of our incredible volunteers and supporters. In 2020, we developed and distributed an Advocacy Toolkit to volunteers across the country. Many of our supporters engaged their own Members of Parliament through in-person meetings and over 50,000 letters were submitted to parliamentarians between March and October. Several of our champions also made submissions to or appeared before government committees to share their lived experience. This collective voice heard by the government strengthened our message and helped achieve our goal — this is progress through people.



A significant amount of groundwork was done in preparation for the five-year parliamentary review of Canada's MAID law, including a draft position statement on mature minors, mental illness, advance requests and palliative care. DWDC will be an active participant in the 2021 review, consulting with stakeholders, submitting written briefs, appearing before the Joint Committee, and encouraging DWDC supporters across the country to engage with their parliamentarians.

In more localized campaigns, DWDC supported the efforts of our Vancouver Chapter in challenging the Delta Hospice Society and its refusal to allow MAID in the facility. These efforts were successful, and MAID will now be allowed on-site. Our Calgary and Edmonton Chapters worked together to engage with the Alberta Ministry of Health to influence the province to include MAID stakeholders in their end-of-life consultations. This advocacy resulted in the Minister of Health connecting the Chapters to the Assistant Deputy Minister at the Ministry and a meeting was held to communicate the Chapters' concerns in 2021.

Every day, we are inspired by the commitment our supporters have for end-of-life rights and choice. In 2020, this energy was amplified, and because of our collective advocacy, we got results.

VOLUNTEERS AND CHAPTERS

DWDC began as a grassroots organization back in 1980. People across Canada were drawn together by the mutual interest of ensuring Canadians had access to quality end-of-life choice and care. Canada is a big country and in 2012, our first Chapters were piloted to broaden and regionalize our reach. Today, we boast 13 active Chapters and more than 200 volunteers working together and focusing on the needs of their communities.

In October 2020, we introduced our first-ever Manager of Volunteer Engagement and Chapter Development. As an organization, we recognized the need to grow and meet the demands of a changing sector. We saw an opportunity to connect and collaborate with our Chapters in order to move the organization forward. Like any new endeavour, many of the first tasks are foundational and behind the scenes. Policies and processes were created, and Chapter technology was initiated and streamlined. The COVID-19 lockdown created a heightened need for our Chapters to be able to communicate virtually, which they did through 10 regional webinars. The implementation of a new, web-based volunteer software program was initiated to record volunteer engagement and data and share information broadly to all our volunteers in one platform. As the need and interest in end-of-life choice and care increases, capturing the time and work of our volunteers is essential.

It was identified that a resource for Chapter Executive Committee volunteers was needed to quickly access information on a variety of topics, including those related to the creation of new Chapters and the management and operations of existing Chapters. In 2020, a group of



five volunteers from across the country formed the Chapter Working Group to take on the special task of creating a Chapter Resource Manual. The manual will assist in aligning our volunteers and their work across the country. As we expand our reach, consistency in our efforts will improve the outcome of our shared goals.

Despite the pandemic, our volunteers kept busy with thank you calls to donors, digital engagement on social media, delivery of webinars, virtual and modified in-person witnessing, advocacy on Bill C-7, as well as local advocacy efforts such as the issue of forced transfers in B.C.

Our volunteers bring a variety of strengths and skills to the work they do; what they all have in common is their passion and dedication to the mission. We are so grateful for all they do.

2020HIGHLIGHTS







"Developing the Chapter Resource Manual was an enormous but important task. Together, the committee was able to create a useful tool for existing and future Chapters."

Mary Anne Cecutti, GTA Chapter Chair

A CELEBRATION OF L

Jacqueline and Mark met on E-Harmony in 2007. She lived in Florida and he in Washington State; about as far apart as you can be in the U.S. Jacqueline reminisces, "Right away, I knew, this is the guy." Their courtship started through letter-writing until Jacqueline decided to jump on a plane to go meet Mark and they started planning their life together, eventually moving to Powell River, British Columbia.

Not too long after moving to Canada, Mark and Jacqueline met a group of people interested in creating an intentional community. After a long search, they found 40 acres of land that would work, where they established Hearthstone Village.



In 2012, Mark was diagnosed with an aggressive form of prostate cancer. Jacqueline is a retired nurse and found out Mark had about two years to live. She said, "From the start, Mark did really well; he was always hopeful and embraced all forms of medicine. Through it all, he rarely despaired and was almost always his cheerful self. He never lost hope that they might find a cure." They explored many different treatments, both things within Western medicine and alternative therapies.

Mark lived six years past the two-year prognosis, but after multiple rounds of chemo and radiation, a broken hip from osteoporosis and pain medication that was no longer working, he began to look into medical assistance in dying (MAID) more seriously. Jacqueline

remembers, "Mark's cancer was moving quickly so he said, 'It's time. Let's get the process started."



When Mark had his second MAID assessment during the COVID-19 pandemic, the physician, Dr. Jonathan Reggler, suggested that Mark and Jacqueline consider having the provision outside because of their mutual love of nature. They invited everyone and, in the end, 50 people responded that they wanted to be there. What occurred next was an end-of-life ceremony that reflected Mark and Jacqueline's values, pushed the boundaries of celebrations of life and, in true cohousing cooperative spirit, was coordinated by the whole community.

"The beautiful ceremony we decided to have for Mark, that he was part of planning, would never have happened if it weren't for this community," Jacqueline shared. She was consumed with Mark's care and helping arrange people who wanted to visit with him, so the community took care of all the other details.

JFE, A PUBLIC DEATH

"For Mark, it seemed clear that dying publicly, having witnesses, inviting people to come at the end, made perfect sense. It was a way to take a very different road and that's what he wanted to do," Jacqueline explained. People were invited to be part of the ceremony in any way they wanted. They could sing, read poetry, bring their children; whatever it was, whatever people felt comfortable with, it would be incorporated into the ceremony.

The co-housing community got busy clearing the path to the river. They built a wooden stretcher so that Mark could be carried comfortably from the cabin to the beach. A friend from the community built Mark's coffin and another carved a poem into the lid. They included traditions of the First Nations people who had lived on the land. The children wanted to make paper lanterns and to lead the procession. They organized it all so Jacqueline could focus on Mark.

As people arrived, they were asked to go out on the land and collect a bouquet of flowers or greenery to lay at Mark's feet. This was meant to help people take their time and settle into the rest of the day. At the end, after Mark died, people were asked to collect their bouquet and return it to the land to again, give themselves some quiet time to regain their composure and recover from what they had just seen and been a part of. Dr. Reggler recalls when he arrived at the ceremony, "There was a path, a fire burning, drumming and singing. There was no sense of any rush, the community made absolutely certain Mark knew just how important he was to each of them. It was remarkable." People sang, played instruments, read poetry, they even told jokes and laughed.

Once everyone had said what they needed to say, a community member indicated that it was time for Dr. Reggler and the attending nurse to come forward.

During the MAID provision itself, some members of the co-housing community gathered around Mark's bed and sang a song about trees and the cycle of life. Jacqueline recalls, "The kids that live here were just raw. They were crying and wailing throughout the last song. But ten minutes later, they were all playing and running around and that felt just right. It felt normal that there should be sadness, rawness, grief and then playfulness and joy. I know that Mark would have loved that."

"Most people won't have this death,"
Jacqueline said.
"It's the perfect death in a way.
You get to say your goodbyes, you get to feel and see your loved ones and you get to die painlessly and calmly, in your own setting and choosing. I think that is a gift.
MAID is a gift."



"I truly appreciate your support. I was pretty lost, confused and worried about my application for MAID. Honestly, your support helped a lot in giving me a sense of hope and stability." R.G.

2020HIGHLIGHTS





COMPASSIONATE SUPPORT

Navigating end-of-life decisions can be complicated and daunting. Every day, our Support team answers questions from Canadians who need direction and resources for themselves or someone they love. Support can come in many forms, but it always involves compassion, empathy and someone to listen. Support that our team offers includes:

- Understanding end-of-life choice
- Navigating medical assistance in dying (MAID)
- Independent Witnessing
- Advance Care Planning resources
- Bereavement resources
- Mental health resources

In 2020, the Support team was very busy behind the scenes – updating policies and guidelines, developing an internal resource manual, and updating our Support software. While not glamourous, these tasks are instrumental in improving our services and efficiency.

With more people relying on their computers for connection and communication in 2020, we compiled a list of palliative and end-of-life care resources and support services in every province and territory to assist individuals and their loved ones, no matter their current stage of health – all available online.

One of the biggest and unexpected projects we tackled in 2020 was to shift Independent Witnessing (IW) for MAID requests online due to COVID-19 restrictions. With the help of our volunteers in different regions, we were able to quickly create protocols so that IW could continue to take place and not prevent or hold up the MAID process for those who still wanted to proceed. This also expanded our reach, where online IW was approved, so we could provide this service in more rural and remote communities. In regions where online IW was not permitted, our volunteers found creative ways to witness through living room windows and on front porches. The persistence and commitment of our Support volunteers never ceases to amaze us.

The pandemic certainly increased demand for our Support services, particularly with questions about COVID-19 and MAID, and Advance Care Planning. We were able to assist close to 1,000 people on the phone and through email with their questions and help them find the resources they needed to navigate the MAID process. Support work is carried out across the country by staff and volunteers — people supporting people. We are honoured to help Canadians navigate end-of-life choice and care, for themselves or for a loved one.

THE POWER OF EDUCATION

The shift to online learning was something that Canadians, including all of us at DWDC, had to embrace in 2020. With the loss of local events and the ability to gather, we moved all our events and speaking engagements online. Our community is spread across the country so, thankfully, delivering our educational programs online was already in practice; it just required adjustment. Our technology was updated, everyone was trained on how to deliver quality content online and, in the end, we delivered seven webinars from the national office, and ten webinars regionally through our Chapters.

Topics included:

- Advance Care Planning and COVID-19: Voicing your choice in uncertain times
- MAID panel: A snapshot today and potential for tomorrow
- MAID and COVID-19: Impacts of the pandemic on end-of-life choices
- Body options: Making decisions about your final resting place
- · Looking forward: The future of MAID in Canada
- Q&A on grief, MAID and preparing for a loved one's scheduled death
- A year in review: End-of-life choice during COVID-19

All the webinars were well attended, prompted great questions, positive feedback and interest in more educational opportunities.

The reality of COVID-19 in our lives also increased interest in end-of-life planning in 2020. As a result, we created a COVID-specific Advance Care Planning (ACP) Kit shortly after the start of the pandemic. We also revised our regular ACP Kit and provincial/territorial forms so that Canadians had the best resource to complete these important documents. Thousands of ACP Kits were downloaded from our website and sent to those who requested them by mail.

Despite the pandemic, we were still able to engage with many people in 2020 through webinars, blog posts, social media and phone calls. We were reminded of the importance of connection and support that is fostered in community and through knowledge sharing.

2020HIGHLIGHTS







"Many thanks for continuing your webinars and bringing different people to the panel segments each time. It's so appreciated."

Webinar Participant

THE IMPACT OF OUR DONORS

The achievements highlighted in the Annual Report would not have been possible without the generosity of our new and long-standing donors. Look no further than our first-ever Giving Tuesday appeal in which we asked for support for one final push to get Bill C-7 passed into law. We set a goal of \$10,000 and our donors truly showed up: we raised \$43,000 that day, and the bill was passed three months later.

We saw an overall annual growth rate of 15 per cent in our donations and grants. Through our volunteer-led "Thank you call" efforts, we were able to speak to thousands of supporters and learn more about their reasons for choosing DWDC for their annual giving plan.

We are grateful to everyone who trusts in our small but mighty team and includes DWDC in their philanthropy, gifts large and small. Here are some of our major donors from 2020:



2020HIGHLIGHTS

OVER \$1.5M

IN REVENUE

FROM 30,000+ DONATIONS



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Dale Kirkhus
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of Helen Levine
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Lynn Zeldin

Darlene Zimmerman Judith Zuber CHRISTIE BENTHAM LEGACY SOCIETY

We would like to recognize the members of the Christie Bentham Legacy Society who have pledged their intention to leave a legacy gift to DWDC. We thank them for their generous commitment to protecting end-of-life rights and choice

Susan Barnabe Christine Bauman Sylvia Bews-Wright

for future generations.

Gerald Bloxham & Regina Paul-Bloxham

Susan Bracken
Scott & Mary Brown
Doug & Ellen Campbell
Constance Cuthbert

Laureen Darr Annis Dupont Lorraine Finnerty Regine Frost

Giuseppe & Jean Gizzi Francoise Hebert Pamela Hobbes Phil Johnson Dennis & Herta Jones

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Jim & Marcia Stephenson

Carol Taylor Merike Weiler Dianne Woodruff Tamara Zielony

2020HIGHLIGHTS





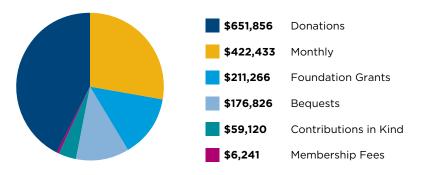
DEFENDERS OF DIGNITY

Our monthly supporters provide the stable funding we need to plan and to react quickly when we're needed most. We are grateful for the incredible loyalty of these supporters, who provided more than 1/4 of our 2020 fundraising revenue, over \$420,000.

FINANCIAL SNAPSHOT

In 2020, Dying With Dignity Canada recognized the need to grow and meet the demands of a changing sector. We invested in building a strong team and improving our internal structure and processes. These investments strengthened our mission, as illustrated in the pages of this Annual Report, and will continue to improve our efforts and outcomes for years to come.

Dying With Dignity Canada's revenue is a result of our very generous and engaged donors. A majority of our funding comes from our individual supporters and monthly donors. We are grateful to the many Canadians who believe in our work and continue to support our ambitious agenda through their annual giving.



REVENUES For the year ended December 31	2020	2019
Donations	1,285,557	1,074,666
Bequests	176,826	3,970,500
Contributions in kind	59,120	55,661
Miscellaneous	6,242	10,548
Interest	126,930	135,382
CEWS/CERS	222,710	0
\$ TOTAL	1,877,385	5,246,757

EXPENSES For the year ended December 31	2020	2019
Advertising and promotions	517,035	427,020
Amortization of property and equipment	6,308	6,367
Bank charges	29,163	19,934
Computer	57,814	44,632
Financial support	47,627	35,526
Insurance	6,078	6,808
Meetings	6,521	63,512
Office and general	40,717	48,597
Professional fees	66,353	162,182
Professional services	108,427	101,877
Rent and occupancy	159,567	98,540
Salaries and benefits	983,970	1,129,978
Telecommunications	18,895	21,074
Travel	910	26,574
\$ TOTAL	2,049,385	2,192,621

LOOKING AHEAD

Despite the challenges that 2020 delivered, Dying With Dignity Canada was focused, productive and experienced many successes over the past 12 months. With the year behind us, we are now committed to the work and opportunities that 2021 presents us.

The passage of Bill C-7 on March 17, 2021, was a triumph for end-of-life rights and choice. Canada's MAID legislation now extends to those whose deaths are not reasonably foreseeable and allows for the waiver of final consent should a person lose capacity before their scheduled MAID provision.

The commitment and perseverance of Canadians who advocated for this bill resulted in success, but the work is not over. In anticipation of this outcome, we have been preparing for what's next for Canada's MAID legislation. It is now clear what's ahead – two reviews that will address advance requests, MAID for those with a mental illness, access for mature minors, the state of palliative care in Canada and the protection of Canadians with disabilities.

DWDC will be an active participant in the review process, consulting with stakeholders, submitting written briefs, appearing before the Joint Committee, advocating for change, and encouraging DWDC supporters across the country to engage with their Parliamentarians.

We continue to grow our team and our infrastructure, increasing our efficiency and effectiveness. And, most importantly, we will meet the ongoing and increased demand for our important day-to-day work supporting Canadians with end-of-life resources and information, providing virtual education and webinars, and opportunities to connect through our collective end-of-life experiences.

We look ahead with positivity and hope, with more steps forward for quality end-of-life choice and care.

THE DYING WITH DIGNITY CANADA TEAM

Helen Long CEO

Candy Alexander
Development Coordinator

Alexa Bogoslowski Office Administrator

Nicole Curtis Program Specialist

Sarah Dobec Communications Specialist

Kelsey Goforth Senior Program Manager

David Gosse Volunteer Engagement and Chapter Development Manager

Ryan Lindsay
Director of Development

Puneet Luthra
Director of Government and
Stakeholder Relations

Alisha Martins
Digital Engagement Specialist

Samantha Shier Program Coordinator

Peter Tan Database Specialist

Liberty Vinas Administrative Coordinator



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