

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

**2021** ANNUAL REPORT

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

PEOPLE ACROSS  
CANADA HAVE  
THE RIGHT TO  
CHOOSE THEIR  
GOOD DEATH.

# A MESSAGE FROM THE CHAIR

I am honoured to have assumed the role of Chair of the Board of Directors at Dying With Dignity Canada (DWDC) – this past year has been a very impactful one for the organization.

When I reflect on 2021, one of the key highlights is the passage of Bill C-7, An Act to amend the Criminal Code (medical assistance in dying). Our organization, bolstered by the commitment of donors, volunteers, and supporters, advocated tirelessly for amendments to Canada's medical assistance in dying (MAID) legislation – amendments that would ensure more equitable access to end-of-life choice for Canadians from coast to coast.

Over the past year, the Board has worked diligently to advocate, educate and bring awareness to the work of DWDC. In 2021, we revisited our values and prioritized inclusion. These efforts will continue in 2022 as the Board participates in organizational development and educational workshops. DWDC's focus on the inclusion of unique speakers and storytellers has broadened our outreach and understanding of the end-of-life experience for many diverse communities. Consulting with members of the Indigenous and LGBTQ2S+ communities, as well as with individuals with physical and mental health challenges, has helped to increase our cultural awareness and inform our educational resources.

We can all be proud of our Bill C-7 advocacy, the successful launch of Advance Care Planning Month, increased support and education services, and an organizational brand refresh in 2021. The staff team at DWDC has fired on all cylinders, focusing on the rights and needs of Canadians. In 2021, our CEO travelled to Sweden to participate in their assisted dying conference – an excellent opportunity to network with like-minded organizations as DWDC prepares to host the International Conference of the World Federation of Right to Die Societies (WFRTDS) in Toronto in 2022.

DWDC has realized incredible success, as have all Canadians who are committed to end-of-life choice. However, the work is far from over as we prepare for the next phase of end-of-life rights in Canada.

What we have achieved, and what we will continue to achieve, could never be accomplished without the loyalty, knowledge and passion of our donors, volunteers, supporters, staff, Chapters and Board. Thank you for your support, courage and for believing that – together – we will continue to make a difference for Canadians.



**BEV HEIM-MYERS**

Chair of the Board of Directors, Dying With Dignity Canada



# A MESSAGE FROM OUR CEO

When I was reflecting on 2021 and the passage of Bill C-7, one thing continued to surface – 2021 was a triumph of compassion and choice for people across Canada..

As the CEO of Dying With Dignity Canada, I have the immense honour of connecting with various stakeholders in the DWDC community – from staff, to the Board of Directors, to the multitude of donors, volunteers, and supporters – who make our successes possible. In a way, we are also celebrating the power of connection, leading to legislative amendments that prioritized compassion and choice. The victory of Bill C-7 in March 2021 set the tone for the rest of the year. Our emphasis on education, support, and navigation increased and broadened to fill the gap and address the need for more accurate and reliable information about the changes to Canada’s assisted dying legislation.

At the same time, we maintained our focus on challenges to eligibility and access that were not addressed in Bill C-7, including the legalization of advance requests, access to MAID by individuals with a mental illness, and more – all to be studied under the Parliamentary Review.

We will continue to defend human rights by advocating for assisted dying rules that respect the Canadian Constitution and the Charter of Rights and freedoms; we will maintain and increase our support to adults suffering from a grievous and irremediable medical condition who wish to die on their own terms; and we will continue to educate Canadians about all their legal end-of-life options, including the constitutional right to medical assistance in dying and the importance of Advance Care Planning.

We have ambitious goals ahead of us and challenges to overcome, but we will persevere. With the success of 2021 to sustain us and the encouragement, dedication and tireless energy of each of you strengthening us, we will continue to fight so that everyone in Canada has the right to choose their good death.

With endless gratitude,



**HELEN LONG**  
CEO, Dying With Dignity Canada



A TRIUMPH OF  
**COMPASSION**  
AND  
**CHOICE**

“THANKS TO OUR COLLECTIVE EFFORTS, MAID IS NOW A LEGAL OPTION FOR CANADIANS WHO DO NOT HAVE A REASONABLY FORESEEABLE DEATH. THE WITNESS REQUIREMENT WAS ALSO CHANGED FROM TWO TO ONE. CANADIANS NOW HAVE MORE CHOICE.”

Bev Heim-Myers

## 2021-2022 BOARD OF DIRECTORS

Bev Heim-Myers, Chair (she/her)

Susan Desjardins, Vice-Chair  
(she/her)

Ryan A. Webster, Treasurer

Fancy C. Poitras, Secretary  
(she/her, they/them)

Wayne Cochrane (he/him)

James Cowan (he/him)

Prof. Daphne Gilbert (she/her)

Roslyn Goldner (she/her)

Eva Kmiecic (she/her)

Sherry Moran (she/her/elle)

Dr. Chantal Perrot (she/her)

Tammy Pham (she/her)

Dr. Jonathan Reggler (he/him)

## BOARD COMMITTEES

Finance and Audit

Investment Sub-Committee

Governance

Human Resources

## DWDC ADVISORY GROUPS

Clinicians Advisory Council

**Note:** We work with a variety of people whose professional and lived experience guide our work. We are currently reinvigorating and initiating a number of advisory councils to support our efforts.

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

“ACCOMPANYING MY AUNT  
ON HER END-OF-LIFE JOURNEY  
WAS A HEARTBREAKING  
EXPERIENCE — AND AN  
HONOUR. I’M INCREDIBLY  
GRATEFUL THAT MAID IS  
AN OPTION IN CANADA.”

Gill McCulloch

# OVERVIEW

As we continued to navigate the pandemic in 2021, Dying With Dignity Canada (DWDC) carried on with our momentum – improving systems, building a strong team, working towards broadening eligibility for medical assistance in dying (MAID), and defending end-of-life choice.

We have so much to celebrate in this Annual Report, but it goes without saying that the passage of Bill C-7, in March 2021, was a triumph of compassion and choice for those who advocated for and were waiting for these important changes in Canada's MAID legislation.

Delayed by COVID, and the parliamentary holidays, Canadians were persistent in their advocacy that helped eventually get the bill passed. The work was not over with Bill C-7, as it included a mandate for a Parliamentary Review of MAID to examine five issues: advance requests, MAID for mature minors and those whose sole underlying condition is mental illness (in preparation for its legalization in March 2023), the state of palliative care, and the protection of people living with a disability.

In February of 2021, DWDC shared the results of an Ipsos poll indicating that an overwhelming majority of Canadians continue to support access to medical assistance in dying. The details from the poll helped shape our advocacy plan for the Parliamentary Review of MAID and, without skipping a beat, we were preparing for this next phase of opportunity for end-of-life choice.

With the passage of Bill C-7 came many questions from our supporters and for MAID practitioners across the country. Demand for services from our Support Team doubled, and our Education Team and our volunteers were quick to respond with webinars and resources.

**2021**  
**ACHIEVEMENTS**  
– A TRIUMPH OF  
COLLABORATION  
BY A DEDICATED  
GROUP FOCUSED  
ON DEFENDING  
END-OF-LIFE  
RIGHTS.

Our Government Relations efforts were consistent throughout the year, including meeting with Health Canada and parliamentarians to discuss new reporting requirements that were necessary post C-7, a federal pre-budget submission focused on support for palliative care investments, development of an Information Package for Members of the Special Joint Committee on Medical Assistance in Dying, ongoing interactions with the Minister of Justice, the Honourable David Lametti, and his team, as well as preparation for upcoming campaigns focused on forced transfers by province.

2021 was full of change, progress and news regarding end-of-life rights. Our Communications Team was busy keeping our supporters and donors informed and up to date. We sent **92 email updates to over 75,000** subscribers, and we shared **74 blog posts on end-of-life topics**, including many personal stories.

Our existing resources were updated with our new branding to achieve a more consistent and professional presence, including our updated Advance Care Planning Kit and provincial/territorial forms funded by a generous donation from The Slight Family Foundation.

These many achievements, and all the momentum highlighted in this Annual Report, are due to the collective efforts of DWDC's volunteers, board members, donors, supporters and staff – a triumph of collaboration by a dedicated group focused on defending end-of-life rights.

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

2021 HIGHLIGHT

52,301



LETTERS

SENT TO DECISION-MAKERS

**86%**   
**OF CANADIANS  
SUPPORT THE SUPREME  
COURT OF CANADA'S  
2015 CARTER V. CANADA  
DECISION, RECOGNIZING  
MAID AS A CONSTITUTIONALLY  
PROTECTED RIGHT.**  
(2021 IPSOS POLL)

**A TRIUMPH OF  
AND COMPASSION  
CHOICE**

# ADVOCACY

It is rare that a bill which supports an organization's mission is debated in Parliament. 2021 was an exciting year for Dying With Dignity Canada (DWDC), and given the potential for improved access to end-of-life rights in Canada, we wasted no time maximizing the opportunity.

Leading up to the passage of Bill C-7 on March 17, 2021, DWDC had developed an Advocacy Toolkit and letter writing campaign to help supporters voice their endorsement of the changes proposed in the bill. Collectively, we wrote 52,301 letters to our Members of Parliament and downloaded 811 toolkits. While the bill was in final review by the Senate, DWDC prepared and submitted an updated information package containing details about the key issues being debated, as well as personal experiences to lend real-life examples and context.

The changes in Bill C-7 were a triumph for end-of-life rights, but propelled clinicians, patients, and politicians into new, uncharted territory. DWDC prepared a submission and met with Health Canada, suggesting criteria for new reporting on MAID; the report included insights and comparisons to international jurisdictions with assisted dying laws.

Bill C-7 mandated a Parliamentary Review of MAID, including advance requests, MAID for mature minors and those whose sole underlying condition is a mental illness, the state of palliative care and the protection of people with disabilities. Once the Special Joint Committee on MAID was struck, we developed and shared an information package for the members of the committee that included position statements and FAQs. Unfortunately, the committee met only three times, before being dissolved with the announcement of the federal election. We quickly shifted our focus to developing an Election and Advocacy Toolkit for volunteers and supporters to engage their electoral candidates on the importance of MAID and the need to reinstate the Parliamentary Review.

## THE PASSAGE OF BILL C-7 REMOVED BARRIERS TO MAID INCLUDING:

- THE REMOVAL OF THE CRITERIA THAT DEATH MUST BE REASONABLY FORESEEABLE
- THE ADDITION OF THE WAIVER OF FINAL CONSENT
- A REDUCTION IN WITNESSES FOR A MAID REQUEST FROM TWO TO ONE

In addition to MAID legislation, we also addressed other end-of-life issues throughout the year. In support of more investment in palliative care, DWDC submitted a report ahead of the 2021 federal budget. Thankfully, funding for palliative care was announced in the budget, and soon after, DWDC was invited to participate in a roundtable on funding for seniors with Ministers Carolyn Bennett and Marco Mendicino.

Finally, in preparation for the ongoing issue of forced transfers from publicly funded, faith-based health care facilities across the country, DWDC laid the groundwork for advocacy efforts on this critical issue. We supported our British Columbia (B.C.) Chapters through an Ipsos poll to inform campaign messaging, as well as helped to develop a strategy for a larger campaign on forced transfers. We supported the Take Back Delta Hospice Society membership drive and advocacy efforts in B.C., and we worked with volunteers in Prince Edward Island to develop messaging regarding the Atlantic Baptist Nursing Home (ABNH), a publicly funded faith-based health care institution that did not allow for MAID onsite; the result was a change in policy by ABNH to allow MAID at the facility.

# CELEBRATING **AUDREY PARKER** AND THE WAIVER OF FINAL CONSENT



**Kim King** met **Audrey Parker** in 2008 through a David Foster Star Search production that they were both working for in Halifax. “Audrey could connect with anyone; she had a very special way about her and was very disarming and interested in people,” Kim shared.

When Audrey was diagnosed with terminal cancer, she handled it how she handled everything in life: with a plan, a vision and control. These were her words exactly, explained Kim. Audrey said, “When I found out I had terminal cancer, I cried for about five minutes and then I said, ‘Audrey, what are we choosing here? Am I choosing to live my best life until the end or am I going to feel sorry for myself?’” Audrey chose the former.

Kim remembers when Audrey’s oncologist told her in March of 2018 that she had approximately eight months to live. “I don’t know if it was the look on her face, or if it was because of the relationship they had built, but the doctor then told Audrey about MAID – he gave her the information about this option, and for Audrey, this gave her some control and an opportunity to plan a beautiful death that she could design and create.”

However, there was a flaw in the plan. If Audrey lost capacity before her scheduled MAID provision, it would not go forward because she had to give consent right before the provision.

“She felt like she was on unstable ground, and this motivated her advocacy for the waiver of final consent. It gave her a real focus and even if she wasn’t able to change the law for herself, she wanted to do so for ‘her fellow Canadians.’”

When Bill C-7 passed in March 2021, it included the waiver of final consent, or ‘Audrey’s Amendment.’ “We were so pleased to see this happen for other people who are suffering, but so wished this had been available for Audrey because we will never know how much more time we could have had with her. I know Audrey would have been happy to know she was able to influence a progressive change in the law.”

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

“WONDERFUL WEBINAR;  
I PLAN TO SHARE THIS  
PRESENTATION WITH MY  
ADULT CHILDREN. THANK  
YOU FOR A BEAUTIFUL,  
HEART FELT AND  
HELPFUL PRESENTATION.”

Live your legacy: webinar participant

# EDUCATION

The increased need for accurate and current information following the passage of Bill C-7 was not lost on Dying With Dignity Canada's (DWDC) Education Team and Chapters. The changes to Canada's MAID legislation provoked many questions from Canadians and a need to bring clarity to the new criteria. Between the national office and our Chapters, we delivered 12 webinars focused on assisted dying and the legislation post C-7.

While the highlight of 2021 was certainly the passage of Bill C-7, our Education Team delivered content on many more topics. We hosted a Grief Literacy Campaign which consisted of six webinars, six personal stories of grief posted to the blog, social media posts and a summary document to be used as an ongoing grief resource for those seeking support. In honour of our commitment to bring more perspectives to our educational offerings, this series included a presentation on Approaches to Death and Dying, Grief and Healing in First Nation Communities, as well as LGBTQ2S+ Inclusive End-Of-Life Care.

With COVID restrictions ongoing, we hosted an online conference starting in November 2021. Topics included Living Your Legacy, Writing Obituaries, Caring for Yourself as an Advocate, Palliative Care, and more.

We launched our new Regional Spotlight Series with a focus on the Eastern provinces and Quebec – our first bilingual webinar; and we hosted our first health care provider spotlight webinar with a focus on nurse practitioners. These projects will continue in 2022 and beyond.

In an ongoing effort to promote Advance Care Planning, we collaborated with a video production company to develop 13 videos to promote Advance Care Planning – three animated videos, and 10 FAQ videos featuring Dr. Chantal Perrot.

DWDC was pleased to participate as guest speakers and moderators at events hosted by the Victorian Order of Nurses, Alzheimer Society of Durham Region, Canadian Association of MAID Assessors and Providers (CAMAP), among others. We also attended the Lakehead University Virtual MAID Symposium as exhibitors.

In order to better understand our audience and any gaps that might exist, we launched an initiative to improve the collection of demographic data. With over 10,000 views of our online education sessions in 2021, there is a considerable interest in information on end-of-life choice and rights. In 2021, DWDC's Education Team delivered and will continue to do so.

**10,000+**  
**VIEWS**  
 **OF OUR ONLINE**  
**EDUCATION**  
**SESSIONS IN 2021**

A TRIUMPH OF  
AND **COMPASSION**  
**CHOICE**



## THE GTA CHAPTER EXECUTIVE TEAM



Clockwise from top left:  
**Mary Anne Cecutti, Rita Scagnetti,  
Klaus Kytayko, Dr. Roz Doctorow,  
Dr. Barbara Bresver**

# SETTING EDUCATION AND OUTREACH IN MOTION

In 2020, a group of five dedicated individuals saw the need for a GTA (Greater Toronto Area) Chapter at Dying With Dignity Canada. Armed with a strategy and a plan – informed in part by the experience of existing DWDC Chapters – they began recruiting people through informational webinars and came out with a core group of twelve like-minded volunteers with a range of skill sets and a focus on the goals of the new Chapter. Their first meeting was held in early 2021.

With advice and resources from more established Chapters, the first goal was outreach and education within the GTA. “We had identified audiences we wanted to reach in our communications plan and started within our own networks to connect to them,” explained **Mary Anne Cecutti**, Chapter Chair. “Our team has many skill sets so we worked on developing the content, creating the presentations and scripts, and training our education team. We also had to adapt our content when everything moved online due to the pandemic.”

With everything in place, the GTA Chapter reached out to organizations with established audiences and gave their first presentations through libraries, synagogues, and community groups. “Our target was 12 presentations for 2021 and, in the end, we delivered 47 presentations. It was a great success and identified the need for end-of-life education and information.”

“We’re always looking for opportunities to spread the word and aim to remain creative in promoting and delivering the presentations. It has been very rewarding starting this Chapter; we are so appreciative of our team and also the experience of collaboration with all the Chapters across the country. We’re part of a movement that is making a difference in people’s lives.”

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

## 2021 HIGHLIGHT



**591**

INDEPENDENT  
WITNESSING  
REQUESTS COMPLETED

# SUPPORT

Every day, Dying With Dignity Canada's (DWDC) Support Team assists Canadians navigating their end-of-life choices and rights. This sensitive work requires a balance of compassion and urgency as our team helps people get the information they need to make very important decisions about their health care.

The passage of Bill C-7 was due to the hard work and advocacy of many. While the new legislation was welcomed by Canadians, it brought about many questions, adjustments and the need for clarification. In addition to the many calls and emails we receive for general information, our Support Team handled double the MAID navigation requests from the year before, in part due to the new regulations. All our resources and materials required updating due to the new criteria, and our whole organization was quick to get up-to-date so we could meet the increased demand for accurate information.

DWDC's Clinicians Advisory Council (CAC) also focused on the changes to the law and helped give us perspective on the outcomes and challenges that the new legislation generated. The CAC is a crucial part of how DWDC is informed about MAID legislation and how it affects MAID providers and assessors in their day-to-day work. With the increase in requests for MAID due to the new criteria, some regions of Canada experienced stress on the system and brought attention to the need for more MAID assessors and providers. In response, our Support Team hosted a webinar for clinicians and medical and nursing students about MAID, to bring awareness and interest to the relatively new area of medicine.

DWDC's Independent Witnessing program is an essential service for some Canadians initiating their request for an assisted death. Volunteers across the country witness MAID request forms for people in their community. Virtual witnessing continued into 2021 as the pandemic stretched out, helping us assist more people with this important part of the process. Bill C-7 reduced the number of witnesses from two to one, but our team still helped 591 people in 2021.

With the expanded eligibility in the MAID legislation and more awareness of the right to an assisted death in Canada, our Support Team handled the increased demand for help and information effectively and will continue to meet the needs of Canadians navigating their end-of-life rights.



**MAID NAVIGATION  
REQUESTS DOUBLED  
FROM 2020 TO 2021**

**A TRIUMPH OF  
COMPASSION  
AND CHOICE**

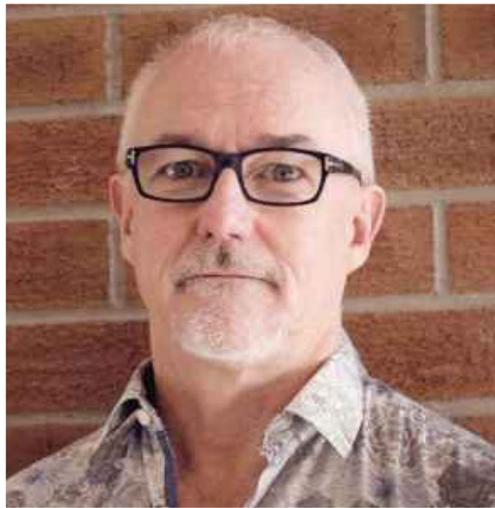
## WHEN CLINICIANS COLLABORATE

**Dr. Peter McKernan** is a semi-retired family physician with a rural practice in Alberta. “I’ve been interested in MAID issues for years and was in a leadership position in Primary Care in Alberta for the last eight years of my career. My MAID practice experiences have been some of the most profound and satisfying of my career. I have encouraged physicians, students and medical residents in my orbit to become involved and have described my experiences as motivation for them.”

Dr. McKernan joined the Clinicians Advisory Council (CAC) in 2019. “I was happy to be recruited. The council provides an excellent sounding board for ideas and informs each member of the different opportunities and frustrations of clinicians across the whole country; it is a safe space where we can share experiences and solutions.”

Between Bill C-7 and the Parliamentary Review of MAID, assisted dying has been front and center for federal lawmakers. “It’s quite something to think we are giving input on national policy and DWDC’s positions. Every meeting’s agenda has issues that we help to guide. An example is the complex discussion around advance requests that are under consideration in the Parliamentary Review. The CAC brings perspectives from physicians on the front lines that throw many shades of grey on the request that many people have of, ‘I would like MAID when I get dementia.’ This is a far more nuanced request when front line challenges are considered, and this is important to examine.”

DWDC’s work and achievements are due to the collective efforts of many stakeholders for which we are very grateful. There is much more work ahead and we could not accomplish our ambitious goals without groups like the CAC.



IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

“THE CLINICIANS ADVISORY COUNCIL PROVIDES A SAFE SPACE FOR THE EXPRESSION OF VARYING OPINIONS, AND I HAVE APPRECIATED THE RESPECTFUL DISCUSSION AMONGST A VERY PASSIONATE CREW.”

Dr. Peter McKernan

# VOLUNTEERS

Dying With Dignity Canada's mission has been strengthened by volunteers for four decades.

We are so fortunate to work with passionate and dedicated people from across the country. Each one brings skills and experiences that bolster our work defending end-of-life rights.

In 2021, the commitment of our volunteers through the pandemic was remarkable. Despite the challenges and restrictions, they continued to deliver our services and programming to the communities they serve. This speaks to their incredible commitment to our cause.

Our local Chapters delivered many webinars and presentations to their regions on a variety of topics including Advance Care Planning, medical assistance in dying (MAID), palliative care and assisted dying around the world. DWDC Independent Witness volunteers continued to offer virtual witnessing through video apps in jurisdictions that permitted it. In an uncertain time, volunteers reacted and enabled educational opportunities and requests for MAID to continue. A little creativity and resilience kept our work moving along.

In British Columbia, our Chapters joined the advocacy efforts to end the practice of forced transfers from a publicly funded health care facility in Delta, B.C. At the time, the Delta Hospice Society (DHS) was receiving \$1.5M in provincial funding but prohibiting medical assistance in dying on site. In the end, the health authority took possession of the facility on March 29 after ending the service agreement and lease due to the DHS board's refusal to allow MAID at the hospice.

Similarly, in Prince Edward Island, volunteers addressed the Atlantic Baptist Nursing Home (ABNH), a publicly funded faith-based health care institution that did not allow for MAID onsite. Their efforts resulted in a change in policy by ABNH to allow MAID at the facility. These are precedent-setting outcomes as DWDC continues to address the prohibition of MAID in publicly funded health care facilities across Canada.

Behind the scenes, volunteers helped to develop software to organize all our volunteer efforts, assisted with editing and writing resources and stories, and many other important tasks that are not public facing but essential to creating quality services and educational content. We are grateful to the over 200 volunteers who give of their time and skills to our organization.



**13**  
LOCAL CHAPTERS

A TRIUMPH OF  
AND COMPASSION  
CHOICE

## BEING THANKFUL

**Nadia Mazaheri** is a natural advocate and educator for human rights, and DWDC is so thankful to have her volunteer for our organization. Nadia moved to Canada in 1980 where she achieved her master's in social work and spent most of her career working with young people in the justice system. "I was passionate about helping young people overcome the challenges that they face and achieve the best possible outcomes for themselves." Nadia was introduced to end-of-life issues at a young age when she volunteered at a hospice for patients with cancer, and around the same time, became active in women's rights. "End-of-life and women's issues are connected because they are both about the right to choose."

When Nadia retired in 2014, she applied to volunteer at DWDC and has helped with several roles, including making thank you calls to our donors. "Making thank you calls is a very positive experience. People are often taken aback in silence when I explain that I am simply calling to say thank you for their support. Then, sometimes a conversation begins, and people share why they support DWDC. Most often, the donor knows someone who chose MAID, and they are grateful that, as Canadians, we have this right, and for the work that DWDC does."

Nadia recalls one conversation with a donor from the U.S. "She lived in the southern states and had a Canadian friend who had had an assisted death. Her first donation was a gift in memory of her friend, and this motivated her to be more active in end-of-life rights in her own state and country. Everyone has a different story, but everyone wants the right to choose a good death."

In her retirement, Nadia plans to move to British Columbia to be with her daughter and grandchild. Her daughter, who is a family physician, had this to share about her mom: "I think if anyone could speak about the importance of respecting a person's right-to-choose and dying with dignity, it is my mom. I did additional training in palliative care, following my completion of family medicine residency, because of the values she instilled in me around dying with dignity. She is also the inspiration for why I volunteered with hospice when I was an undergraduate. I am so thankful to have grown up with her as my role model."



IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

**2021 HIGHLIGHT**



**BLOG POSTS**  
**SHARED ON OUR WEBSITE**  
**(INCLUDING 33 PERSONAL STORIES)**



**3,259**  
MONTHLY  
DONORS

AVERAGE MONTHLY  
DONATION = **\$18.06**

A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

# DEVELOPMENT & FUNDRAISING

In 2021, Dying With Dignity Canada (DWDC) was presented with an opportunity to advance end-of-life choice and rights for Canadians, and we seized that opportunity. We requested your help through advocacy actions and fundraising, and you rose to the occasion.

Our three successful fundraising appeals grew by an average of 59% over the previous year. This supported our capacity to help more people navigate their end-of-life rights, especially those newly eligible for MAID. We were also able to offer more educational presentations and resources and prepare our team for an ambitious 2022.

**Our full 2021 donor list is available [here](#).**

Thank you to everyone who supported us in 2021.

## JEREMY AND PEGGY DUTTON: HER CHOICE WAS CLEAR



Peggy had an assisted death at home on April 4, 2019, with her family by her side. Peggy had lived with breast cancer, Leukemia and liver cancer for 13 years. “She was a very determined woman, a natural caregiver who lived a full life until she decided that she no longer wanted to suffer, and chose MAID,” her husband Jeremy explained. “She had a great sense of humour and throughout her treatments, she asked one doctor, ‘Can I still buy green bananas?’ essentially asking if she still had time to live.”

Jeremy and Peggy live in a rural community, but they were able to arrange her MAID assessments and other services as her health declined. “Peggy was clear that she was ready to go. MAID was a choice that she had, and it allowed her to talk about her decision with others, even the ones who didn’t understand at first.”

In her efforts to organize her affairs, Peggy learned that she could access some unexpected funds through her teacher’s pension fund. She told Jeremy to ‘spend the money wisely’ and he chose to support the palliative care unit at the hospital, where Peggy spent a brief time, and Dying With Dignity Canada, among other things. “I continue to follow your work and will support DWDC while I can. Peggy’s death was peaceful and gave her a way out when she was ready. We all deserve this choice if we ever need it.”

IT'S YOUR LIFE. IT'S YOUR CHOICE.



A TRIUMPH OF  
**COMPASSION**  
AND **CHOICE**

2021 HIGHLIGHT

**\$ OVER**  
**1.9M**

**IN REVENUE**

FROM **9,700+** UNIQUE DONORS

# FINANCIALS

Dying With Dignity Canada's (DWDC) revenue is sustained by the generosity of our donors. A majority of Canadians are in favour of broadening eligibility for end-of-life choice, and many are motivated to move DWDC's ambitious agenda forward. We value each and every donation, and work hard to achieve our goals efficiently and with the most impact.

Over 2018 and 2019, DWDC received a significant legacy bequest from a generous supporter. In late 2021, to help ensure financial sustainability, we established an Investment Sub-Committee made up of experienced financial managers. In collaboration with the Board's Finance & Audit Committee, this group has developed policies and an investment strategy, including the engagement of a financial advisor that will preserve capital and generate income over the long term.

We are grateful to the many Canadians who believe in our work and support us through their monthly or annual giving and their advocacy.

## REVENUE

FOR THE YEAR ENDING DEC. 31

**2021**    **2020**

### DONATIONS

**\$1,801,330**    **\$1,285,557**

### BEQUESTS

**\$60,500**    **\$176,826**

### CONTRIBUTIONS IN KIND

**\$72,203**    **\$59,120**

### MISCELLANEOUS

**\$13,940**    **\$6,242**

### INTEREST

**\$53,672**    **\$126,930**

### TOTAL

**\$2,001,645**    **\$1,654,675**

IT'S YOUR LIFE. IT'S YOUR CHOICE.



## EXPENSES

For the year ended December 31

**2021**

**2020**

Advertising and promotions	<b>\$665,520</b>	\$517,035
Amortization of property and equipment	<b>\$4,446</b>	\$6,308
Bank Charges	<b>\$35,077</b>	\$29,163
Computer	<b>\$59,177</b>	\$57,814
Financial support	<b>\$40,929</b>	\$47,627
Insurance	<b>\$8,261</b>	\$6,078
Meetings	<b>\$9,510</b>	\$6,521
Office and general	<b>\$19,627</b>	\$40,717
Professional fees	<b>\$34,738</b>	\$66,353
Professional services	<b>\$69,145</b>	\$108,427
Rent and occupancy	<b>\$202,986</b>	\$159,567
Salaries and benefits	<b>\$1,091,292</b>	\$983,970
Telecommunications	<b>\$19,072</b>	\$18,895
Travel	<b>\$17</b>	\$910
<b>\$ TOTAL</b>	<b>\$2,259,797</b>	\$2,049,385

IT'S YOUR LIFE. IT'S YOUR CHOICE.



[www.dyingwithdignity.ca](http://www.dyingwithdignity.ca)

