

# **ANNUAL REPORT**

**EDUCATING**

**SUPPORTING**

**ADVOCATING**

**LEADING**

# LAST YEAR IN CONTEXT

**Dr. Peg Sandeen**  
Chief Executive Officer



Our last fiscal year began with a celebration. First, New Mexico became the tenth jurisdiction to pass a Death with Dignity law. Then we received a generous bequest to support our work long into the future. We could have spent this windfall immediately, but we believe in careful stewardship of legacy giving. Looking back on this year, I have no doubt that we made the right decision.

**In 2022, we raised the sophistication of the entire Death with Dignity movement** by investing in digital communications infrastructure and new online resources. We made strategic hires, expanding our leadership team and preparing for the future.

**But while we have kept a steady hand at the wheel, the world around us has changed dramatically.**

**The impact of the COVID-19 pandemic can't be understated.** More than one million Americans have died and many more are grieving. Legislatures remained closed throughout most of the last year. Laws that should have been passed were not.

**We're only beginning to understand the massive consequences of the Supreme Court's decision to overturn Roe v. Wade.**

For decades, Death with Dignity has advanced through state legislatures, affirming the right to bodily autonomy for individuals with terminal illness. In that same time period, opponents of abortion have passed dozens of state laws that restrict women's bodily autonomy. In states that deny bodily autonomy, it will only be harder to pass Death with Dignity laws that affirm it.

Today, thanks in part to the world-changing events of the last year, the biggest problems we face in dying are not solved by Death with Dignity laws alone. **As we look to the future, we have to take a broader look at dying.** We have to start asking the hard questions about why people continue to die badly in this country when they don't have to. In doing so, we will draw new attention to our issue and make it obvious that the right to die with dignity must be protected by law.

I've led this organization for almost twenty years. **Thanks to you, our generous supporters, while the world around us changes, our vision for the future remains as strong and clear as the day we started.**

A handwritten signature in black ink, appearing to be 'Peg Sandeen', written in a cursive style.

# OUR MISSION

**Death with Dignity is a national leader in end-of-life advocacy and policy reform. We work to improve how people with terminal illness die. We know some people die in horrible ways as their terminal illness overtakes them. In our current healthcare landscape, that is undeniable. And it's unacceptable.**

# OUR WORK

**Our goal is to ensure people with terminal illness can decide for themselves what a good death means in accordance with their values and beliefs, and that should include having an option for Death with Dignity. We won't stop until that is a reality in every part of the country.**

**In the 2021-2022 fiscal year, we:**

## EDUCATED

We redesigned our website and streamlined access to important resources, helping over 300,000 people access information about Death with Dignity.

## SUPPORTED

We helped advocates send 18,699 letters to lawmakers, and we invested \$30,000 to support state partners in New Mexico, Florida, New York, Ohio, North Carolina, and Georgia.

## SHARED

We redesigned our storytelling program and helped 18 patients and family members tell stories that reached more than 100,000 people.

Our social work team responded to over 2,000 individual requests.

## TOP RESOURCES

### For Advocates

*How to Write a Letter to the Editor*  
11,418 unique views

*How to Testify at a Public Hearing*  
6,268 unique views

*How to Write an Op-Ed*  
5,906 unique views

### For Patients and Families

*Alternative Options to Hasten Death*  
189,205 unique views

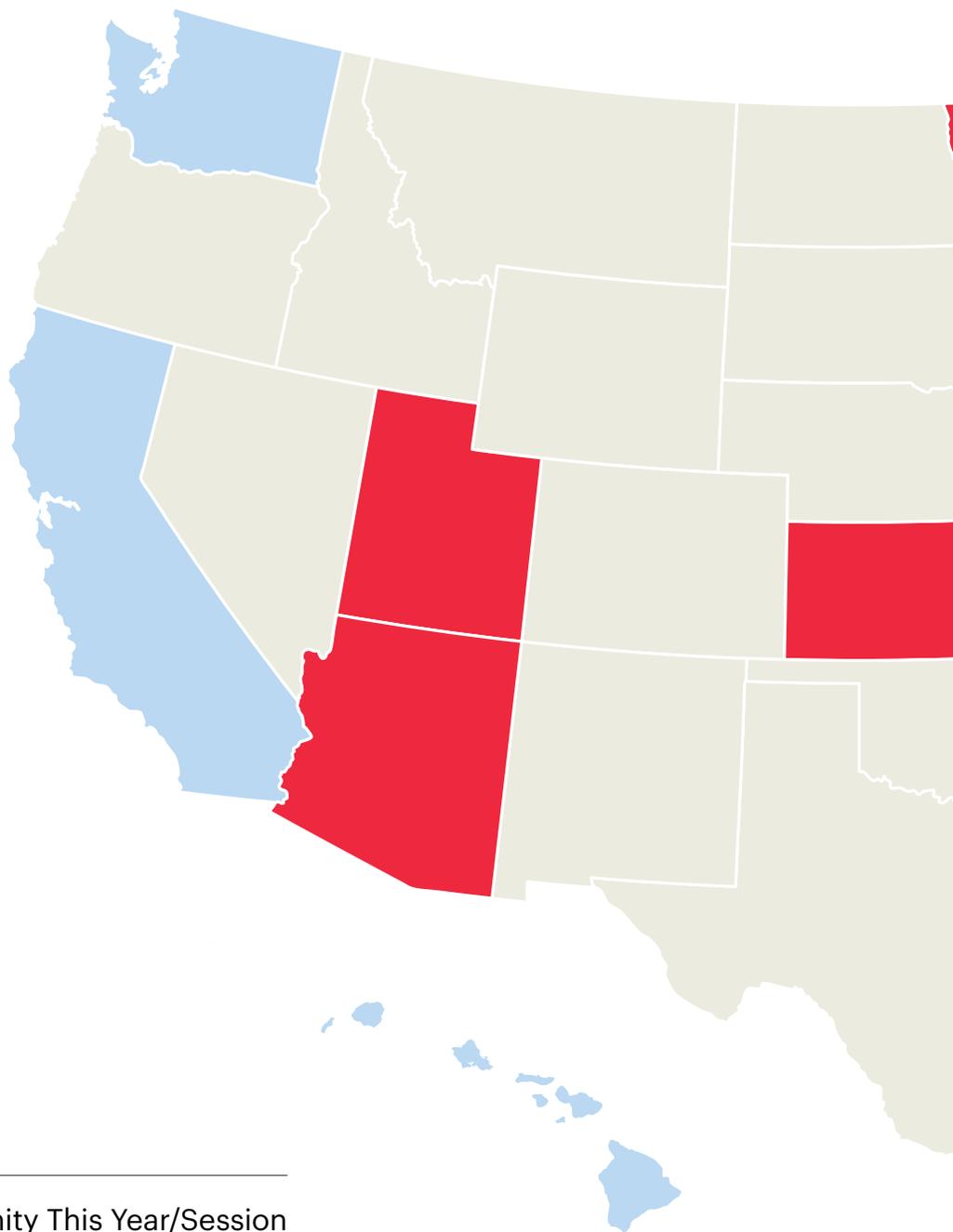
*Frequently Asked Questions*  
92,858 unique views

*Creating Your Life File:  
A Checklist for End-of-Life Planning*  
24,295 unique views

# EXPANDING THE MAP

**This year, almost half of the country considered laws to introduce or expand access to Death with Dignity.** Two amendments to existing laws successfully passed in California and Vermont. We organized more support for bills in Massachusetts and New York than ever before.

As we continue to build our organization's digital organizing infrastructure, next year **we're committed to supporting every state that introduces a bill with online and in-person petition deliveries, letter-writing campaigns, and events.**



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● Considered Death with Dignity This Year/Session

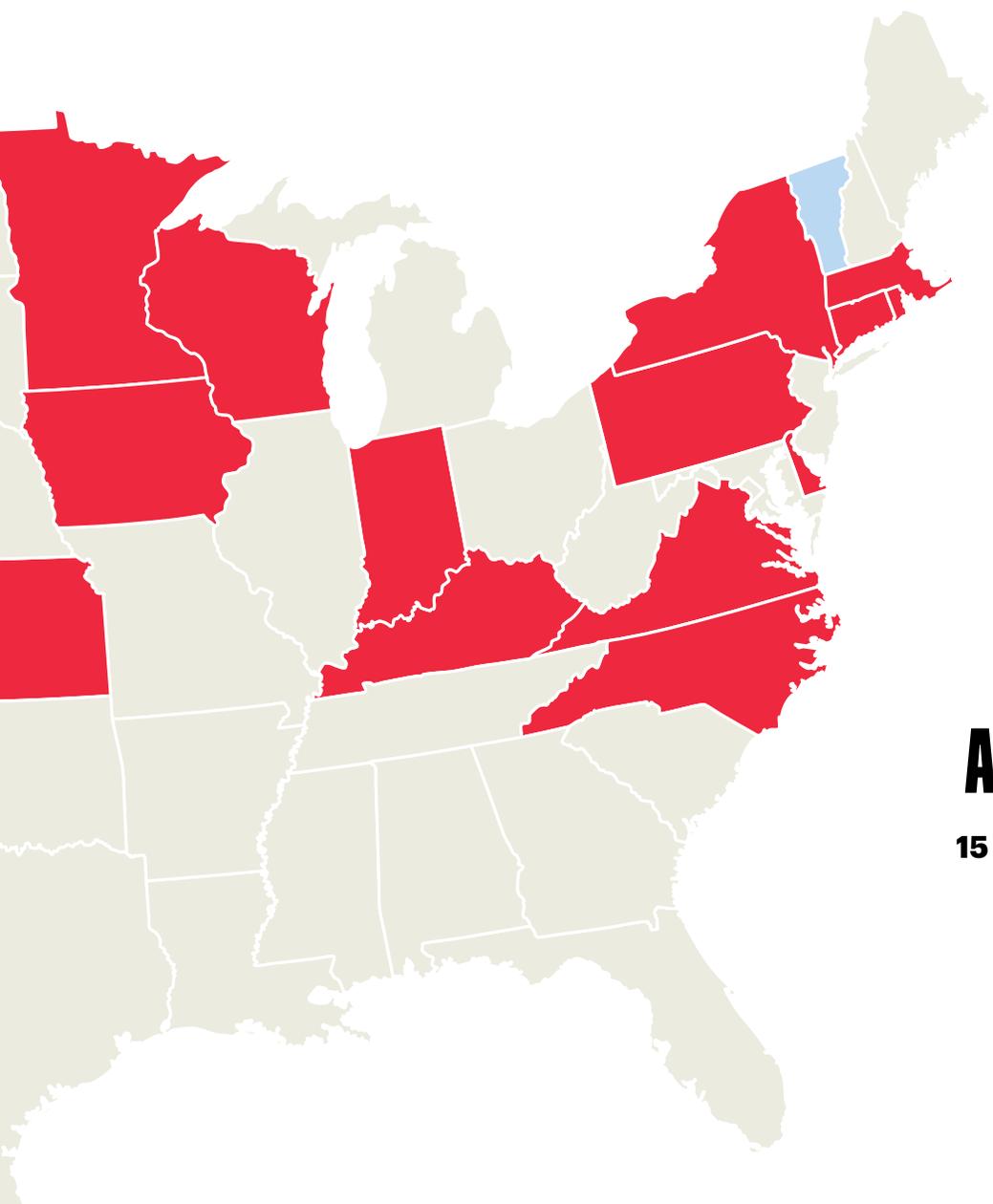
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● No Active Legislation

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● Amendment to Existing Legislation Introduced

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**136%**

**MORE LETTERS  
ADVOCATING  
FOR NEW LAWS**

7,939 letters in 2021;  
18,699 in 2022

**33%**

**MORE LEGISLATIVE  
ACTIVITY THIS YEAR**

15 states in 2021; 20 states in 2022  
considered new legislation

**55%**

**INCREASE IN PATIENT  
INFORMATION REQUESTS**

1,353 requests in 2021; 2,094 in 2022

# STORIES POWER OUR MOVEMENT

**Storytelling has always been a pivotal part of advocating for Death with Dignity, within our organization and the larger movement.** Traditionally, our stories have lived on our website and in print publications. But as the COVID-19 pandemic continued and more creative ways of communicating important issues like ours arose, we took the opportunity to rethink and expand our strategies for sharing vital stories of patients, caregivers, and advocates.

**Building on the lessons of public narrative and community organizing, we're learning how to facilitate storytelling to connect with more people and build grassroots power.**

This past year, we helped 18 people across the country share their stories—online across social media platforms, in print and digital communications, and in powerful video messages.

In Massachusetts, five powerful storytellers shaped our legislative campaign. Our videographer traveled alone to the Commonwealth, taking COVID-19 precautions seriously, and filmed each one. **The footage he captured was raw, emotional, and unlike anything we've done before.** Their stories inspired more engagement than ever before, not just in Massachusetts, but in all of our campaigning this year.

From Utah, we first met Tamra Allred when we heard the harrowing story of her 27-year-old daughter, Kylie, who died from ALS. Tamra wants the world to know that Kylie deserved the option to use aid in dying in her home state.

**Personal stories translate abstract ideas into lived experience, and the storytellers who share them power our movement.** We were honored to collaborate with each and every storyteller this year.

To share your story, visit [DeathwithDignity.org/share-your-story](https://www.DeathwithDignity.org/share-your-story). To watch the Massachusetts video series, visit <https://bit.ly/dwdchannel>.



# 2021-2022 FINANCIALS

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

<b>Assets</b>	<b>2022</b>	<b>2021</b>
Cash and cash equivalents	\$ 1,588,034	\$ 1,023,725
Prepaid expenses and other assets	7,693	9,327
Investments	3,437,586	3,322,698
Property and equipment, net	1,683	3,501
<i>Total assets</i>	<i>5,034,996</i>	<i>4,359,251</i>

## Liabilities and net assets

Liabilities:		
Accounts payable and accrued expenses	111,905	66,231
Refundable advance	-	88,900
<i>Total liabilities</i>	<i>111,905</i>	<i>155,131</i>

Net assets:		
Net assets without donor restrictions:		
Undesignated	2,365,841	1,553,366
Board designated	2,555,567	2,522,189
Property and equipment, net	1,683	3,501
<i>Total net assets without donor restrictions</i>	<i>4,923,091</i>	<i>4,079,056</i>
Net assets with donor restrictions	-	125,064
<i>Total net assets</i>	<i>4,923,091</i>	<i>4,204,120</i>
<i>Total liabilities and net assets</i>	<i>5,034,996</i>	<i>4,359,251</i>

There are two critical components to our organization's longevity: the generosity of our donors and our careful stewardship of the legacy dollars bequeathed to us. While our assets grew in the last year, we are now in the midst of an economic downturn, and the current volatility of the market may undermine prior gains. Like all nonprofit organizations that rely 100 percent on individual contributions, we are looking carefully at the challenges on the horizon and building an organization that can withstand them and take us into the future.

## CONSOLIDATED STATEMENTS OF ACTIVITIES

<b>Revenue and Support</b>	<b>2022</b>			<b>2021</b>		
	<b>Without donor restrictions</b>	<b>With donor restrictions</b>	<b>Total</b>	<b>Without donor restrictions</b>	<b>With donor restrictions</b>	<b>Total</b>
Contributions and grants	\$ 2,253,994	\$ 6,000	\$ 2,259,994	\$ 912,855	\$ 22,500	\$ 935,355
Donated assets and services	30,420	-	30,420	30,420	-	30,420
Investment income, net	87,656	-	87,656	767,637	-	767,637
Conference income	-	7,194	7,194	-	21,399	21,399
Net assets released from restrictions:						
Satisfaction of purpose restrictions	138,258	(138,258)	-	11,674	(11,674)	-
<i>Total revenue and support</i>	<i>2,510,328</i>	<i>(125,064)</i>	<i>2,385,264</i>	<i>1,722,586</i>	<i>32,225</i>	<i>1,754,811</i>

## Expenses

Program services:						
Public education	333,953	-	333,953	244,098	-	244,098
Communication	471,293	-	471,293	115,845	-	115,845
Dignity 50	533,491	-	533,491	345,743	-	345,743
Total program services	1,338,737	-	1,338,737	705,686	-	705,686
Management and general	174,267	-	174,267	142,089	-	142,089
Fundraising	153,289	-	153,289	100,044	-	100,044
<i>Total expenses</i>	<i>1,666,293</i>	<i>-</i>	<i>1,666,293</i>	<i>947,819</i>	<i>-</i>	<i>947,819</i>
<i>Change in net assets</i>	<i>844,035</i>	<i>(125,064)</i>	<i>718,971</i>	<i>774,767</i>	<i>32,225</i>	<i>806,992</i>

## Net Assets

Beginning of year	4,079,056	125,064	4,204,120	3,304,289	92,839	3,397,128
End of year	4,923,091	-	4,923,091	4,079,056	125,064	4,204,120

## BOARD

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