

Annual Report

DEATH WITH DIGNITY NATIONAL CENTER & POLITICAL FUND

2015



GATHERING
MOMENTUM

Unique Brand of Advocacy
Financial Picture

Year in Review
How to Give

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Front cover image by snapp3r; back cover image by Bryce Bradford.

The mission of the Death with Dignity National Center, a 501(c)(3) nonprofit, is to promote Death with Dignity laws based on our model legislation, the Oregon Death with Dignity Act, both to provide an option for dying individuals and to stimulate nationwide improvements in end-of-life care.



The Death with Dignity Political Fund is a distinct and separate 501(c)4 entity responsible for the political defense of Death with Dignity laws and the promotion of these initiatives in other states.

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DEATH WITH DIGNITY POLITICAL FUND

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A Message from the Board President

2015 represented a turning point for the Death with Dignity movement. A brave, young woman named Brittany Maynard had thrust herself into the national spotlight after a terminal brain cancer diagnosis, demonstrating to all Americans how Death with Dignity should be available to every one of us. Her home state of California denied her of this right. Ms. Maynard's captivating story—a young woman, dying before her time, wanted to control the timing and manner of her death—was everywhere in the fall of 2014: talk shows, news segments, covers of national magazines.

Generous with her time and energy, Ms. Maynard focused on changing the law during her final weeks and days of life. She encouraged families to have conversations about end-of-life care, and she encouraged policymakers to bring about reform so that no terminally

ill person would have to move to a different state to die, as she had to.

We at the Death with Dignity National Center provided the strategic political mindset and the technical assistance necessary to harness this policy reform energy into true action as half the country's state legislatures considered Death with Dignity bills. We played a leadership role in Maryland, Washington D.C., and California, conducting polling and research, and authoring legislative proposals.

We are unique in offering a national/state partnership approach to policy reform. We believe the collaborative approach is the key to success, and we will continue to be the lead collaborator in our movement.

We are proud to say that our organization and policy experts have played a leadership role in every jurisdiction that has passed Death with Dignity legislation. With our policy experts on the ground, we make change happen.

As Board President, I want to personally thank you for your engagement with Death with Dignity National Center. Together, we are making a difference.

A handwritten signature in blue ink that reads "Steve Telfer". The signature is written in a cursive, flowing style.

Sincerely yours,
Stephen Telfer

About Death with Dignity

Death with Dignity National Center

...is a 501(c)3 nonprofit organization that

- expands the freedom of all qualified terminally ill Americans to make their own end-of-life decisions, including how they die;
- promotes Death with Dignity laws around the United States based on the groundbreaking Oregon model;
- provides information, education, and support about Death with Dignity as an end-of-life option to patients, family members, legislators, advocates, healthcare and end-of-life care professionals, media, and the interested public.
- mounts legal defense of physician-assisted dying legislation.

Death with Dignity Political Fund

...is a 501(c)4 nonprofit organization that acts as the political arm of the National Center. The Fund

- drafts Death with Dignity laws based on the Oregon model;
- campaigns, lobbies, and advocates for Death with Dignity legislation in the states that lack them.

We authored, campaigned for, and defended the Oregon law (1994/1997/2006); spearheaded the successful efforts to pass Death with Dignity statutes in Washington (2008), Vermont (2013), and California (2015); and led the Maine (2000), Hawaii (2002), and Massachusetts (2012) campaigns, which were all defeated only by narrow margins.

Mission

Our mission is to promote Death with Dignity laws based on our model legislation, the Oregon Death with Dignity Act, both to provide an option for dying individuals and to stimulate nationwide improvements in end-of-life care.

Our 2015 fiscal year ran from April 1, 2014, to March 31, 2015. ■

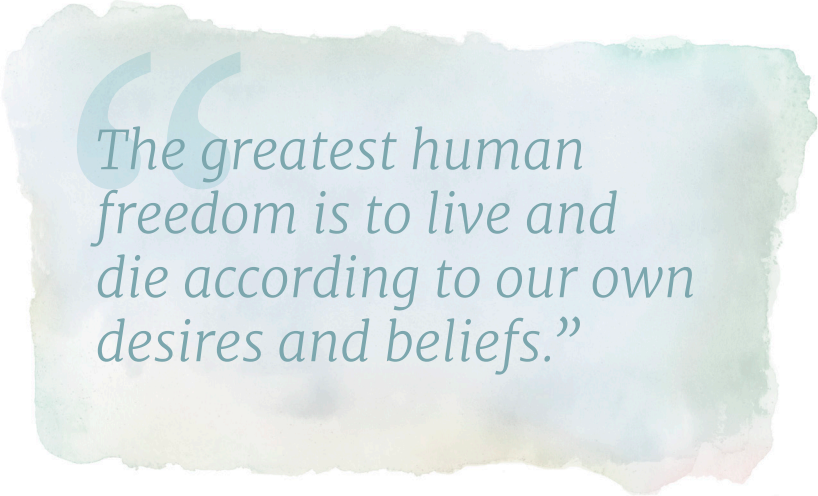
Our Unique Brand of Advocacy

Both the Death with Dignity National Center and Death with Dignity Political Fund bring a unique brand of advocacy and political strategy to end-of-life care policy reform. Our work centers around insider organizing with politically savvy legislative and community leaders who are endeavoring to enact Death with Dignity statutes through the state legislative process.

This is the style of legislative work that seeks not to draw attention to our organization, but rather focuses on the movement and the behind-the-scenes political work necessary to move controversial legislation through the political process.

We work directly with state legislators to craft the best bills possible and shepherd them through the legislative process by providing political strategy guidance and other support.

We partner with local advocates, grassroots groups, and organizations, providing them with technical assistance in terms of political strategy, online organizing, or fundraising, and looking to them for their local expertise and leadership in order to bring Death with Dignity to their state. ■

A quote is presented on a rectangular background with a soft, watercolor-like texture in shades of light green, blue, and yellow. The text is in a teal, serif font and is enclosed in large, light blue quotation marks.

“The greatest human freedom is to live and die according to our own desires and beliefs.”

The 2014-2015 Year in Review

A year after Vermont made history by becoming the third state in the U.S. with a Death with Dignity law and the first on the East Coast and passed through the legislative process, several lawmakers on the eastern seaboard advocated for Death with Dignity bills with more enthusiasm than they had in the past.

Bills were introduced in Connecticut, Massachusetts, New Hampshire, New Jersey, and Pennsylvania (and elsewhere in Hawaii and Kansas). Though it did not advance, the Connecticut bill was the most actively discussed in public forums in the 2014 session.

Many of the legislative committees considering these bills heard impassioned testimony about the importance of safeguarded assisted death legislation, regional newspaper readers and editorial boards took strong stances in support, and lawmakers spoke prominently about the Death with Dignity bills they support.

Success in the New Jersey Assembly

The champion of the New Jersey bill, Assemblyman Burzichelli, had

started his push for this legislation in 2012. The New Jersey Assembly passed its own version of Death with Dignity legislation in October 2014 by a vote of 41-31.

The bill then headed to the state Senate for approval. But, New Jersey Governor Chris Christie announced his opposition to the bill.

Brittany Maynard: A Turning Point for the Movement

At about the same time as the New Jersey Assembly passed its bill, one woman's story provided a turning point for the Death with Dignity movement.

In October 2014, a 29-year old Californian, Brittany Maynard, published a video online announcing that, as she faced death from terminal brain cancer, she was planning to end her life in a peaceful manner using the Oregon Death with Dignity Act.

The video went viral and spurred a vigorous conversation about end-of-life issues around the country.

Ms. Maynard dedicated the last few months of her life to two important tasks: spending quality time with



Death with Dignity 2015 Board of Directors. From left, top row: Eli Stutsman, JD; Carol Pratt, PhD, JD; David J. Mayo, PhD. Bottom row: Peg Sandeen, PhD, MSW (Executive Director); George Eighmey, JD; Midge Levy, ACSW. Not pictured: Steve Telfer (President).

her family and advocating for Death with Dignity policy reform around the country.

2015 in the Death with Dignity Movement

Ms. Maynard's heartbreaking and widely publicized story focused the national attention on end-of-life issues. Americans rallied around her cause: Public support, as measured by a Gallup Poll, soared to nearly 70 percent.

Ms. Maynard's advocacy also led more than half of the country's state legislatures and the District of Columbia to debate assisted dying legislation modeled on the

groundbreaking Oregon law. In most of these, such bills were discussed for the very first time in history.

In Ms. Maynard's home state, California, too, a bill wended its way through the state Senate, successfully passing in two legislative committees.

A bill also passed in committee in Maine.

Our organization provided legislative drafting and strategic support to the sponsors of bills in California, District of Columbia, Maryland, and Nevada. ■

Our Finances

Death with Dignity National Center and Death with Dignity Political Fund Comparative Financial Operations Report for the fiscal year ending March 31, 2015.

Consolidated Statement of Financial Position

	<u>2015</u>	<u>2014</u>
ASSETS		
Cash and cash equivalents	\$ 192,994	\$ 81,668
Prepaid expenses	3,762	5,762
Investments	167,083	239,148
Property and equipment, net	<u>7,417</u>	<u>8,342</u>
 TOTAL ASSETS	 <u>\$ 371,256</u>	 <u>\$ 334,920</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued expenses	\$ 39,291	\$ 58,222
Total liabilities	<u>39,291</u>	<u>58,222</u>
Net assets:		
Unrestricted net assets:		
Undesignated	255,851	183,811
Board designated	58,571	56,726
Property and equipment, net	<u>7,417</u>	<u>8,342</u>
Total unrestricted net assets	321,839	248,879
Temporarily restricted net assets	<u>10,126</u>	<u>27,819</u>
Total net assets	<u>331,965</u>	<u>276,698</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u>\$ 371,256</u>	 <u>\$ 334,920</u>

Consolidated Statements of Activities

	2015			2014		
	Unrestricted	Temporarily		Unrestricted	Temporarily	
		Restricted	Total		Restricted	Total
Revenue and support:						
Contributions	\$ 590,201	\$ 590,201	\$ 621,327	\$ 503,125	\$ 50,000	\$ 553,125
In-kind contributions	54,632	54,632	54,632	13,564	-	13,564
Investment income, net	6,125	6,125	6,125	10,835	-	10,835
Other income	232	232	232	71	-	71
Net assets released from restrictions:						
Satisfaction of purpose restrictions	48,819	(48,819)	-	22,181	(22,181)	-
Total revenue and support	<u>700,009</u>	<u>700,009</u>	<u>682,316</u>	<u>549,776</u>	<u>27,819</u>	<u>577,595</u>
Expenses:						
Program services:						
Public education	177,770	177,770	177,770	150,875	-	150,875
Communication	70,047	70,047	70,047	59,888	-	59,888
Oregon Plus One	155,731	155,731	155,731	81,510	-	81,510
Total program services	403,548	403,548	403,548	292,273	-	292,273
Management and general	54,791	54,791	54,791	40,959	-	40,959
Fundraising	168,710	168,710	168,710	132,871	-	132,871
Total expenses	<u>627,049</u>	<u>627,049</u>	<u>627,049</u>	<u>466,103</u>	<u>-</u>	<u>466,103</u>
Change in net assets	72,960	72,960	55,267	83,673	27,819	111,492
Net assets:						
Beginning of year	<u>248,879</u>	<u>248,879</u>	<u>276,698</u>	<u>165,206</u>	<u>-</u>	<u>165,206</u>
End of year	<u>\$ 321,839</u>	<u>\$ 321,839</u>	<u>\$ 331,965</u>	<u>\$ 248,879</u>	<u>\$ 27,819</u>	<u>\$ 276,698</u>

How to Give to Death with Dignity

We cannot do our work without you; together we can ensure all Americans have the freedom to make their end-of-life decisions. You can financially support our work in many ways while at the same time meeting the goals you wish to achieve through giving.

Outright Gifts

You can donate online at www.DeathwithDignity.org, call us with your credit card information at (503) 228-4415, or mail a check to

Death with Dignity
520 SW 6th Avenue, Suite 1220
Portland, OR 97204

Your gift can be a one-time contribution or you can provide ongoing, reliable support to our mission through our Sustaining Partner Program with monthly or quarterly donations transferred directly from your debit or credit card.

You can also donate in memory or honor of someone. Memorial and honorary gifts celebrate the lives and achievements of special individuals in a lasting way. At your request, we can notify family members of your thoughtful gift.

Matching Donations

You can double or even triple the value of your gift at no cost to yourself by having your employer match your donation at no additional cost to you. Ask your Human Resources representative about a matching gifts program.

Gifts of Stock or Mutual Funds

Donating stocks or mutual funds may provide you a charitable deduction for the fair market value of your gift, along with an exemption from capital gains tax. To donate stock, please contact Meike Weyrauch, Director of Leadership Giving, by phone at 360.261.8983 or by email to notify her of your intent to transfer stock.

Your financial adviser, broker, or banker will need the following information to transfer stock to the Death with Dignity National Center:

- Charles Schwab Brokerage Account Number: 4526-9641
- DTC Number (for wire transfers): 0164 Code 40
- Account Name: Death with Dignity National Center
- Our Broker: Richard Teutsch, 503.224.4089
- Our tax ID is 93-1162366.

Legacy Gifts

A long-term gift is a commitment to Death with Dignity that makes an impact beyond your lifetime. Two of the most common legacy gifts are bequests (with a specific dollar amount or a percentage of your estate) and planned gifts. You can work with your estate planner to set up an annuity trust, a unitrust, or a gift annuity, or you can designate the Death with Dignity National Center as a beneficiary on your life insurance or retirement plan. If you have questions about leaving a legacy with the Death with Dignity National Center, please call Meike Weyrauch at 503.228.4415.

Shop on AmazonSmile

Amazon.com will donate 0.5% of the price of your eligible AmazonSmile purchases to Death With Dignity National Center whenever you shop on AmazonSmile. Sign in to your account and support Death with Dignity at smile.amazon.com. ■

I have chosen to support Death with Dignity National Center because of their policy expertise and their understanding of the work needed to pass death with dignity laws.

—DON CAMPBELL, CALIFORNIA



Death with
Dignity

