



2023 - 2025 STRATEGIC PLAN

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



In June 2022, the Dying With Dignity Canada (DWDC) Board of Directors met to develop a multi-year strategic plan — providing direction and guidance to the work of the organization.

As part of this planning process, a robust stakeholder feedback initiative was undertaken. Throughout the months of May and June, a survey was administered to more than 7,000 DWDC supporters, donors, members, and volunteers to get a broad understanding of the perceptions of — and desires for — the organization. Along with this survey, focus groups were held with the broader staff team, the senior staff, and with Chapter Chairs and Co-Chairs from across the country to gather stakeholder specific feedback.

This strategic plan reflects the organization's new mission, vision, and strategic goals to guide DWDC through 2023-2025.



VISION

Everyone can choose
their good death.

MISSION

Ensuring access to quality end-of-life choice and care through advocacy, education, and support.

STRATEGIC GOALS

1. Nurture a more inclusive and diverse end of life rights movement: DWDC will seek out, listen to, and integrate more perspectives in the work that we do

Strategic Drivers - the why:

- To maximize MAID supports and services for more communities
- To give action to DWDC values of inclusion, collaboration, and being people-centred
- To be more reflective of people across Canada
- To Increase DWDC's likelihood of success through effective collaboration

Strategic Objectives - the what:

- DWDC will focus outreach efforts on reaching new and more diverse communities
- DWDC will build and expand coalitions, partnerships, collaborations with existing and new partners
- DWDC strives to be an inclusive, equitable, and diverse organization that is more reflective of Canadian society and DWDC values



2. Address barriers to accessing a good death: DWDC will lead national advocacy efforts to eliminate obstacles to end-of-life choice, including access to advance requests and end forced transfers

Strategic Drivers - the why:

- To protect the constitutional right of Canadians to MAID
- To identify and remove new and ongoing barriers and challenges to choice-in-dying
- To ensure accurate information is easily available

Strategic Objectives - the what:

- DWDC will be the leading experts in end-of-life choice and a contributing voice in the movement
- DWDC will be the leader in influencing public policy around MAID at the provincial and national levels
- DWDC will undertake research and support court challenges to protect individual rights to accessing MAID
- DWDC will build and strengthen coalitions, partnerships, and relationships with individuals and groups



3. Deliver high quality, relevant programs and services: DWDC will provide information, education, and support to individuals, families, and clinicians across Canada

Strategic Drivers - the why:

- To identify and fill gaps in information, programs, and services related to end-of-life choices including MAID
- To leverage the immense wisdom and lived experience of the DWDC community
- To enhance understanding and experiences with end-of-life choices in Canada
- To clarify and counter misinformation in the public domain
- To normalize the conversation around death and dying

Strategic Objectives - the what:

- DWDC will utilize its expertise and nation-wide network to continue to improve its service provision and programming
- DWDC will identify opportunities to work in partnership with others to ensure relevant education on choice-in-dying is available to the medical community
- DWDC will develop and expand effective multichannel communications and education



4. Ensure sustainability, resiliency, and mission success: DWDC will invest in the growth and development of the organization and its people

Strategic Drivers - the why:

- To leverage opportunities and mitigate risks for the sustainability of DWDC
- To create and preserve long-term, enduring value
- To be recognized as an employer of choice and preferred charity

Strategic Objectives - the what:

- DWDC will invest in our talent to ensure a thriving and high performing organization
- DWDC will undertake strategic fundraising and other advancement initiatives
- DWDC will continue to implement best practices for governance and management to ensure organizational flexibility, nimbleness, and excellence

