



# ANNUAL REPORT

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2024

# MESSAGE FROM OUR FOUNDER

*“The compassionate actions of its members most accurately measure the greatness of a community.” Coretta Scott King*

I write this year-in-review with profound gratitude. It has been one of incredible growth – in requests for support, new volunteers, and financial donations.

When MFSS launched in 2021 I could not have imagined how quickly we would grow, and you can see that growth laid out in this report. We have filled a need for support, which was sorely missing, and we remain the only organization in Canada to offer one-to-one peer support of this kind.

To our MFSS volunteers, it is such a privilege to work alongside you. With your help, we reach more people who need support, and you do so with humility and vulnerability by listening and sharing your deeply personal MAID story. I am proud to be part of such a caring and compassionate community. To our donors—large and small, individual and corporate—your generosity means everything to us and the families we support. As a small but mighty non-profit, our operations are almost entirely volunteer-led; however, as we look to meet the significant increase in demand for support, we need to expand to paid positions. Your financial support will allow us to fund these roles.

We continue to work with incredible partner organizations. In 2024, we began a research partnership with Tracy Powell, PhD at Mount Royal University. We are excited to learn her findings.

As we look ahead I am excited for the year to come as we continue to build on the solid foundation our community has created.

With sincere gratitude,  
*Sig Novak*



# OUR VISION

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Those supporting a loved one before or after medical assistance in dying (MAID) have the support they need to thrive.

# OUR MISSION

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We strive to provide compassionate, lived-experience support and connection to people helping a loved one who is considering or planning for medical assistance in dying or those who are grieving a loss due to MAID.

# OUR VALUES

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Community

Compassion

Equity, diversity and inclusion

Integrity and trust

Respect

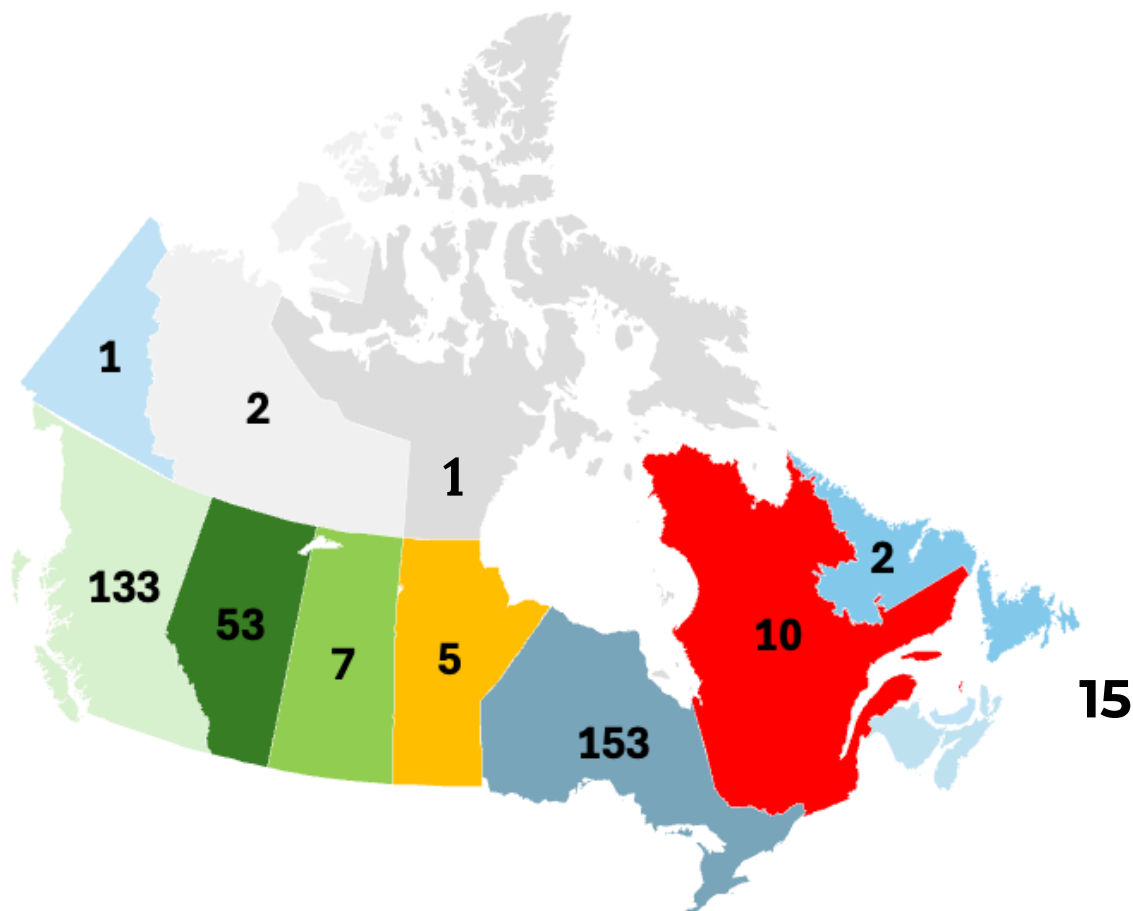


# SUPPORT REQUESTS

We received 392 requests for support in 2024, up from 197 in 2023.

By the end of 2024, we had received a total of 743 requests since we began.

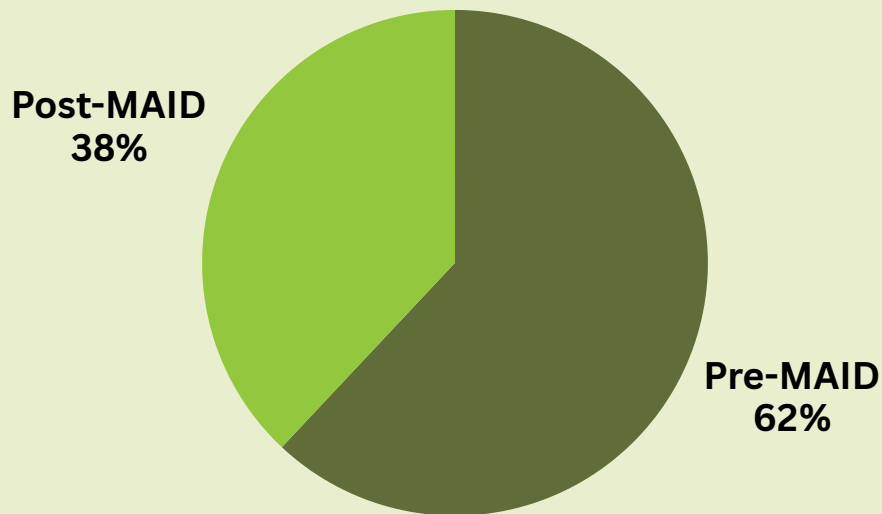
## Requests by location



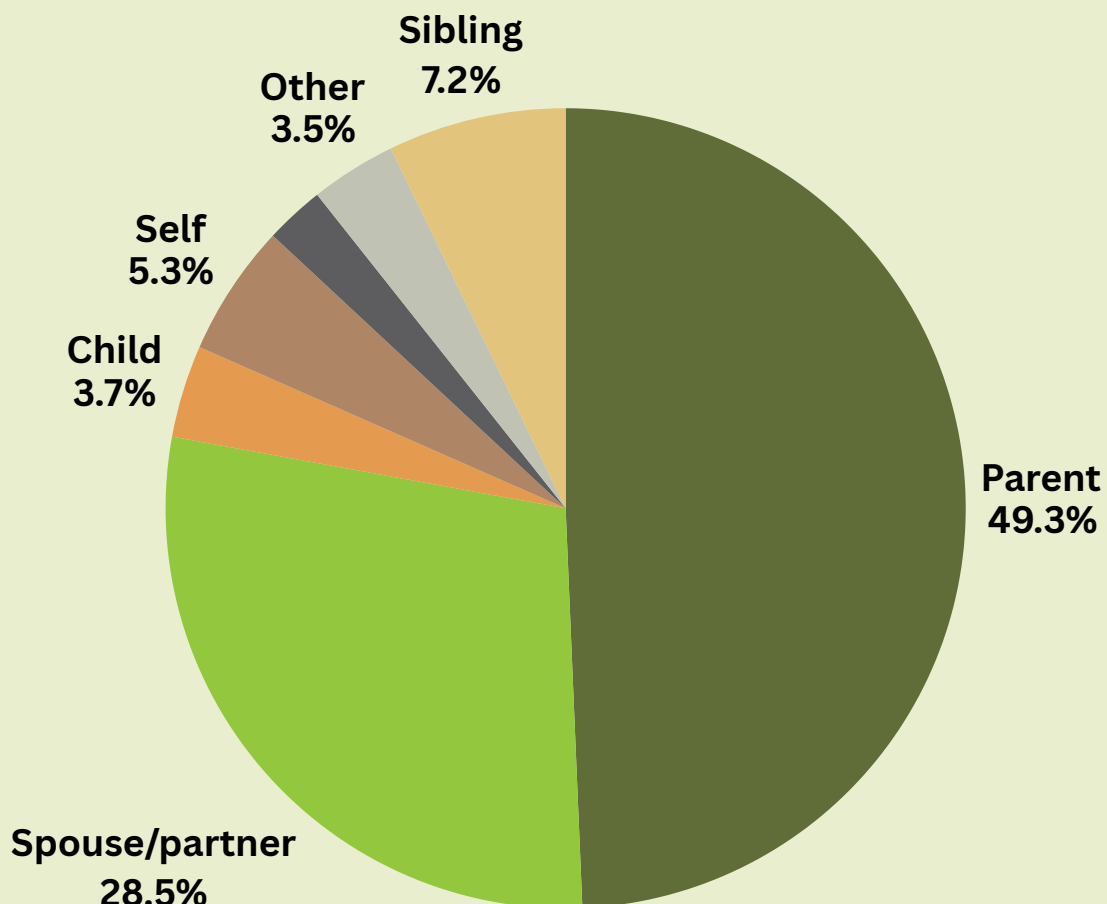
We also received 10 international requests from people supporting a loved one choosing MAID.

## Support pre- or post-MAID

We continue to receive more requests for support before the MAID provision and increasingly see clients wanting to stay in touch with the volunteer for some time after.

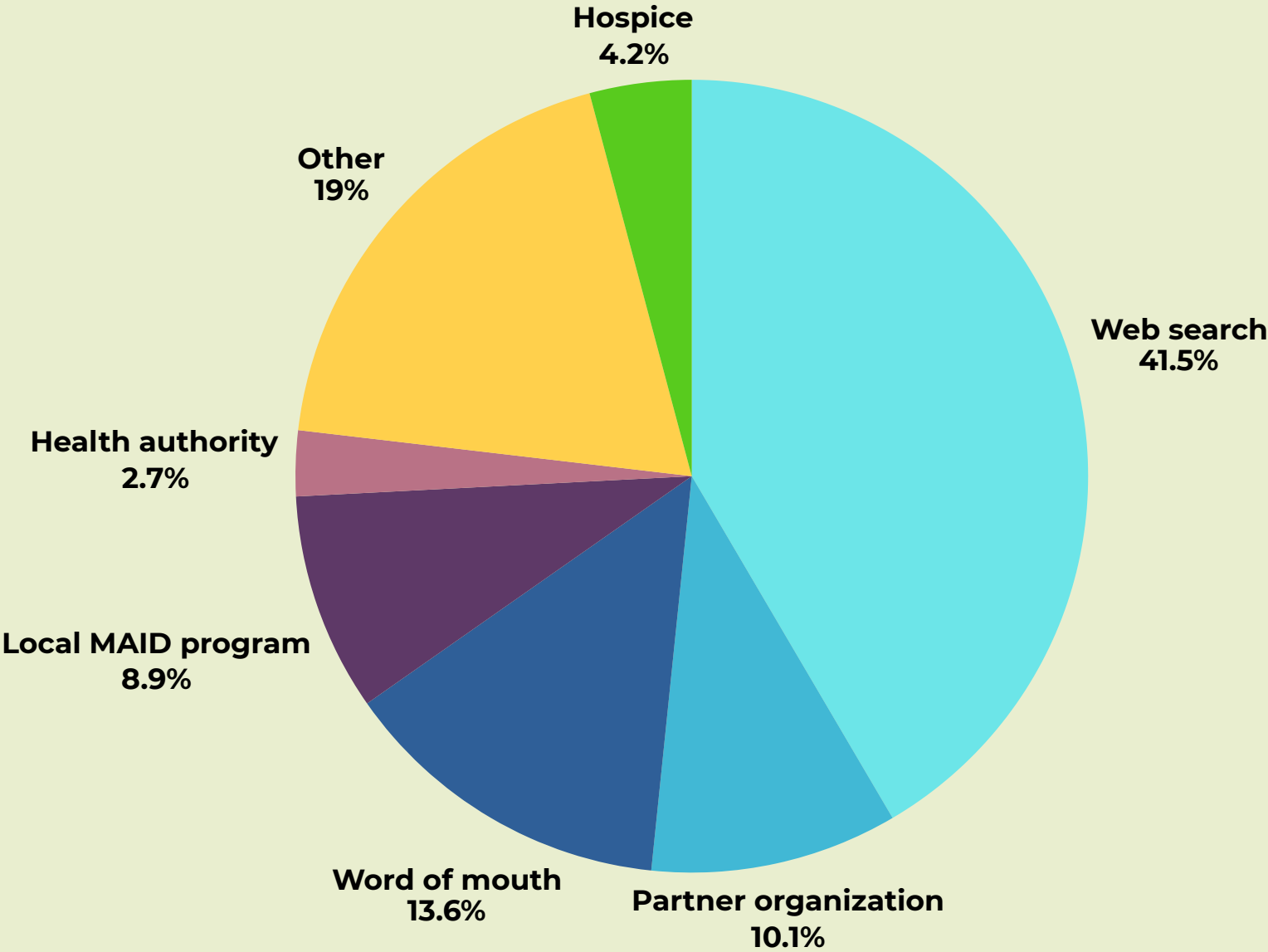


## Person supporting or grieving



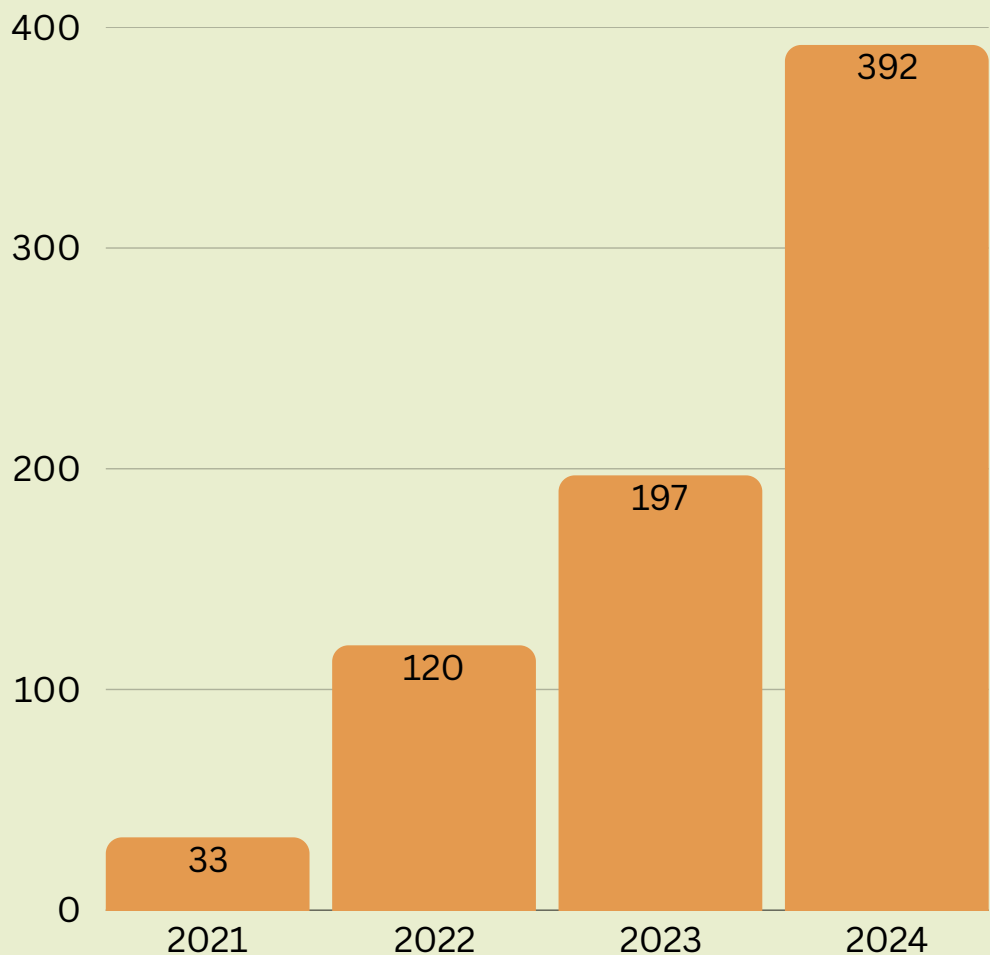
# REFERRAL SOURCES

We have seen the impact of our outreach efforts in the last year, with more people finding us through partner organizations and word of mouth than ever before. Referrals from hospices have also gone up since the previous year.



# MFSS GROWTH AT A GLANCE

## Requests for support



## Volunteers

At the end of 2024, our total volunteer count came to 75 - a 39% increase in the team since 2023.

We deeply appreciate every one of our volunteers, whether you've recently joined or have been with us since the beginning. Your dedication and compassion are the heart of MFSS and the reason for our success.



# 2024 FINANCIAL OVERVIEW

Donations	\$55,462.22
Book sales	\$8,405.10
In-kind donations	\$0.00
Interest	\$372.16
Credit card cash back rewards	\$74.46
<b>Total revenue</b>	<b>\$64,313.94</b>

These numbers are preliminary and unaudited.



## 2024 FINANCIAL OVERVIEW CONTINUED

Expenses	
Banking fees	\$179.27
Liability insurance	\$1,757.28
Secured credit card	\$1,000.00
Website fees and technology	\$1,225.02
Book costs	\$4,499.53
Promotion, printing, postage	\$5,147.76
Society fees	\$55.00
PO box	\$196.35
Volunteer expenses	\$1,040.62
Salaries	\$4,587.50
<b>Total expenses</b>	<b>\$19,688.33</b>

# FUNDRAISING

We had a record year in fundraising thanks to both individual and corporate donors.

Individual donations: \$28,257

Corporate and foundation donations: \$17,500

Grants: \$1,300

Book sales: \$8,405.10



**We participated in Giving Tuesday in 2024.  
68 supporters donated \$6,359 during this  
one-day campaign.**

## **How MFSS uses your financial donations:**

- Printing and mailing informational postcards for MAID programs, hospices, and other organizations to share with family members whose loved one has chosen MAID
- Gifting copies of *The Many Faces of MAID* to grieving families and hospices
- Cover operating costs (e.g., website maintenance, IT, social media)

# TESTIMONIALS

*After speaking with the peer counsellor I felt like a weight had been lifted. We had such a meaningful conversation, which helped me immensely.*

*My peer support contact really helped me through the MAID experience. Conveying his experiences made me feel comfortable to express what I was experiencing and feeling. I will definitely recommend and direct anyone to [MFSS]. Thank you so much.*

*This has been an invaluable help for me, especially in the early days. Then, it was like a lifeline. Now I take solace from knowing one survives loss, and my peer is evidence of this. My peer was matched perfectly (similar life situations). Thank you!*

*I was impressed by the promptness of the reply when I reached out to you through your website.*

*I think that the peer support is very beneficial for people who have gone through MAID. My peer support person's parent had a very similar illness to my parent so it helped talking to someone who was really close to the situation.*

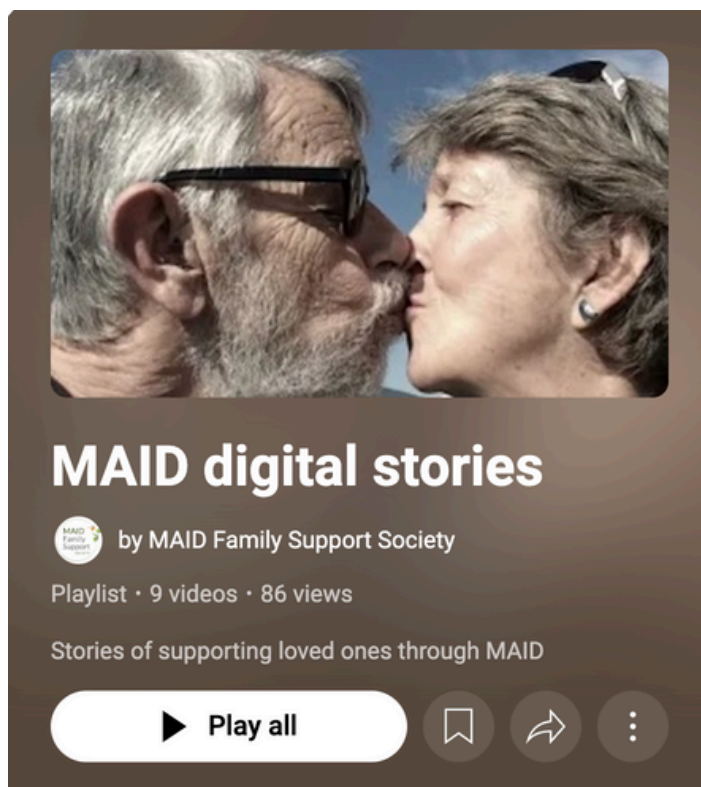
*I've used peer support twice and think that when the anniversary of my husband's death arrives, I'll probably need one more call. Very thankful you are there for me!*

*My peer support was of valuable help as she understood what I was going through. Only a person that has gone through the experience really understands. Professionals try their best but they really don't understand the complex situation.*

*In those last months, weeks, days, hours, even with so many friends and family loving and supporting us, this organization helped me find COURAGE I needed. Gave me strategies. Tools. Had I not found peer support from one whose spouse had Alzheimer's and chose MAID, as my partner had, well, I don't know. I never will. I can say, after seven years, it felt like mercy. There she was, comforting me, giving good information. STRENGTH... Peer support to help those who are helping their loved ones die - ESSENTIAL. It just might be lifesaving. I wished I had found her sooner. I know it would have lightened the load and some of the stress.*

*I hope you never have to go through the MAID process but, if you do, they will be there.*

# YOUTUBE CHANNEL LAUNCH



In 2024, we launched our YouTube channel with a series of digital stories created by volunteers. We now have a [playlist of nine short videos](#), between three and five minutes, sharing one person's experience having a loved one go through MAID. These are beautiful stories, each a little different, that show how people manage and even find beauty in this experience.

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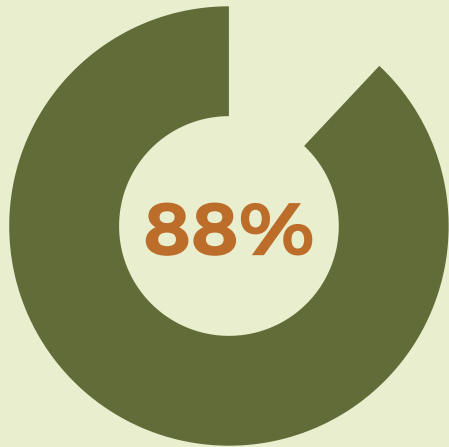
## COLLABORATIONS

We are proud to be affiliated with the Canadian MAID Network.

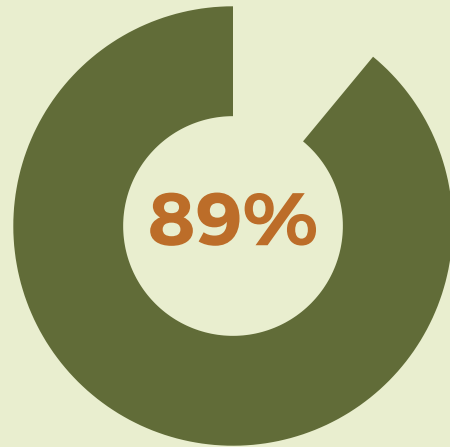


# PEER SUPPORT EXPERIENCE

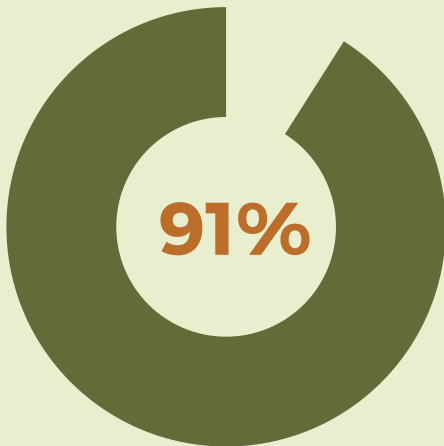
We care about how well we meet the needs of those we support. Periodically we send out a short survey to find out how our support was received and if there's anything we can do better. Here are some insights from responses we received in 2024.



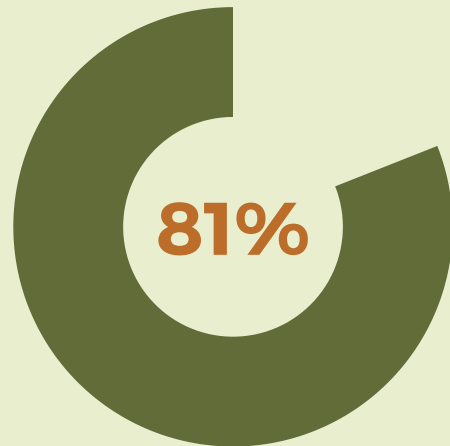
**My feelings felt validated**



**The peer support volunteer understood what I was going through**



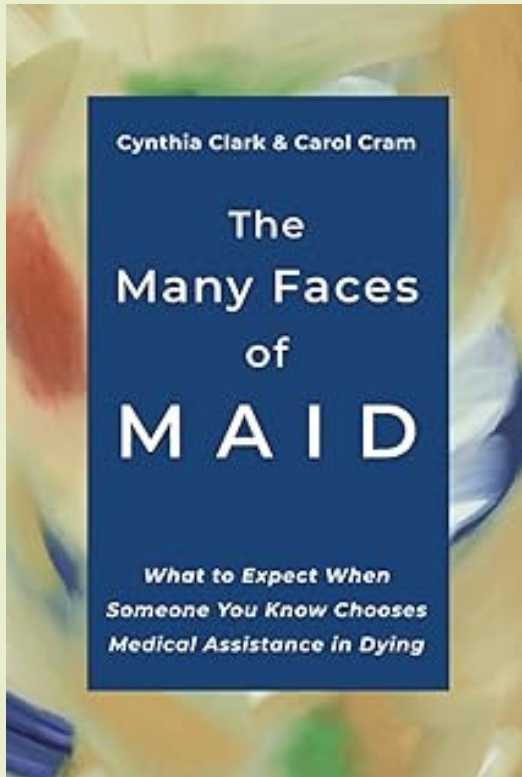
**I received empathy and compassion from the peer support volunteer**



**Speaking with the peer support volunteer made me feel less alone**

*This peer support experience data is based on the responses of the 106 individuals who completed our peer support experience survey.*

# BOOK SALES



Our sales of *The Many Faces of MAID*, first published in 2023, continue to be strong.

**In 2024 we sold 983 books, in Canada as well as the US, UK, Germany, France, Japan, Australia, and Sweden.**

Thanks to a grant from the Canadian Association of MAID Assessors and Providers (CAMAP), MFSS gifted 100 books to hospices across Canada.

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***The Many Faces of MAID* is a key fundraising activity.**

Books are available for purchase on [Amazon](#) and may be found in some libraries. You can also [donate a book](#) to give one to someone who needs support.



## BOARD OF DIRECTORS

Caroline Brunt, **Chair**  
*Vancouver, BC*

Signy Novak, **Founder**  
*Burnaby, BC*

Cynthia Clark, **Vice Chair**  
*Calgary, AB*

Pauline Abrahams  
*Toronto, ON*

Jasmin Alexander, **Treasurer**  
*Stuttgart, Germany*

Marja Tencate  
*Duncan, BC*

Robin Farr, **Secretary**  
*Calgary, AB*

Kelly Oberle  
*Furry Creek, BC*

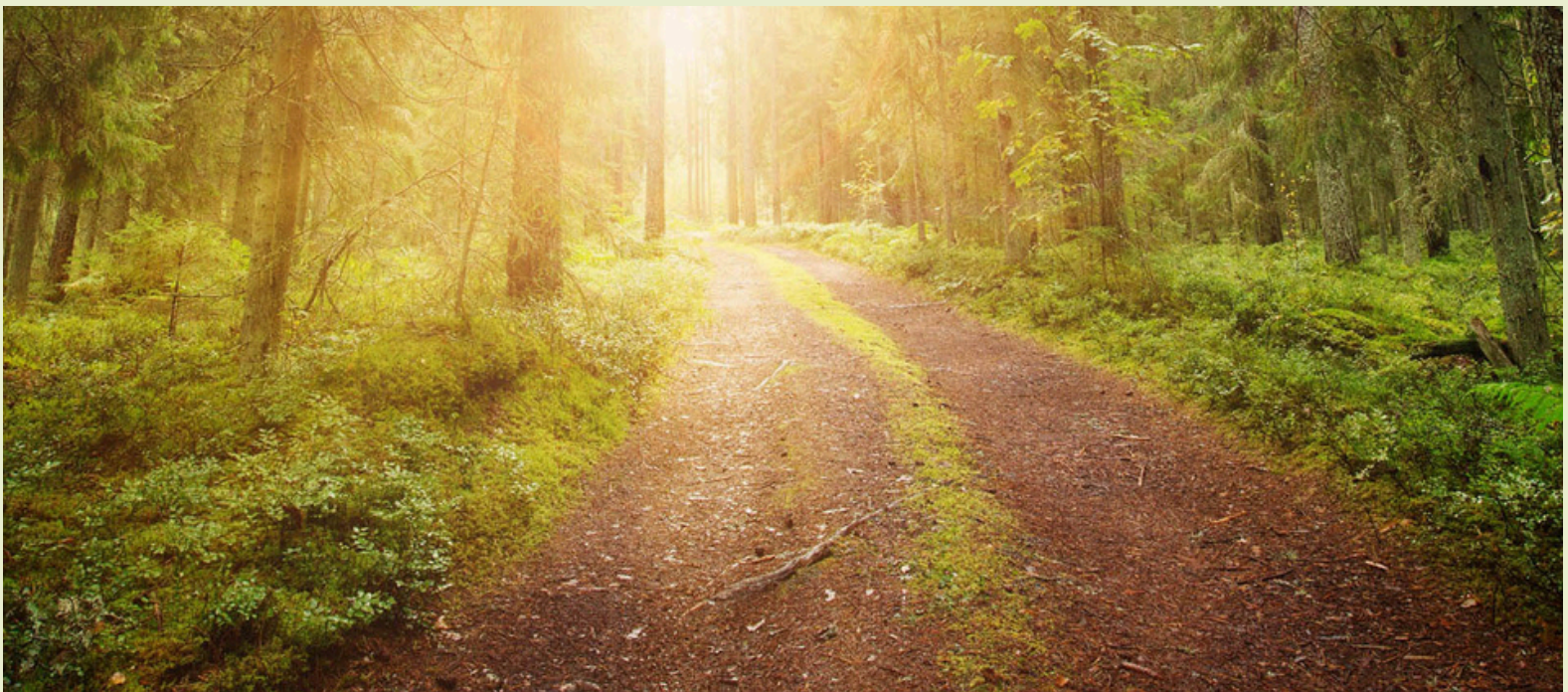
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# THANK YOU TO OUR DONORS

Your generosity has made this an extraordinary year for MAID Family Support Society. Thanks to your support, we've seen a remarkable increase in donations, allowing us to reach more families navigating the MAID journey. Every contribution—large or small—helps us provide compassionate, one-to-one peer support to those who need it most.

As MFSS continues to grow, the rising demand for our services has highlighted the need to expand beyond our fully volunteer-led structure. Your donations will enable us to transition to paid positions, ensuring we can sustain and enhance the care we provide. Thank you for believing in our mission and helping us build a stronger foundation for the future. Together, we are making a profound difference.



# LOOKING AHEAD TO 2025

We are excited for another busy and successful year ahead, including:

- Fundraising and grant writing
- Expansion of IT and digital resources to streamline MFSS processes
- Growing partnerships
- Enhancement of volunteer recruitment and training
- Increasing community engagement through MFSS presentations and workshops
- Ongoing outreach to MAID coordination teams and hospices

