



2026-2029 strategic plan



This strategic plan sets out where MAID Family Support Society is headed over the next few years and how we intend to get there. It reflects what we have learned from the people we support, from our volunteers, and from our partners across the MAID landscape. As requests for MAID continue to grow, so does the need for compassionate, informed support for families and loved ones who are often navigating this experience with little guidance or recognition. This plan is grounded in our lived-experience roots and our commitment to meeting people where they are, with care, clarity, and respect.

The priorities outlined here are intentionally focused. They are about strengthening what we already do well, building the capacity needed to sustain our work, and making thoughtful choices about where to invest our time and energy. This plan is not a fixed roadmap but a shared point of reference that will guide decision making, help us stay aligned as we grow, and keep our work centred on the people who rely on us during some of the most difficult moments of their lives.



Vision

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

Mission

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 (MAID) or those who are grieving a loss due to MAID.

STRATEGIC PRIORITIES

1. Support and sustain our volunteers

Our volunteers are at the heart of MFSS. We will:

- Continue to nurture our volunteer community by creating opportunities to connect both in person and virtually
- Continue to strengthen volunteer onboarding, training, and ongoing support so every volunteer feels prepared and confident
- Offer opportunities for debriefing, connection, and personal well-being to help manage the emotional weight of peer support and build community
- Build clear communication, leadership, and recognition practices that show volunteers they are valued and supported
- Invest in technology and processes that make it easier to coordinate and support volunteers to improve experience and reduce administrative burden

Outcome: A healthy, skilled, and engaged volunteer community able to continue offering compassionate support.

2. Expand and diversify funding

Financial sustainability is essential to meeting growing need. We will:

- Strengthen individual giving by building a base of recurring donors and enhancing donor stewardship
- Increase funding from grants and foundations
- Build partnerships and sponsorships that align with our mission
- Engage major donors and pursue legacy giving
- Strengthen financial planning to support long-term stability

Outcome: Reliable, diversified funding to sustain and grow MFSS.

3. Increase reach and organizational capacity

Families should be able to access support wherever they are. We will:

- Promote MFSS nationally so families know support is available
- Recruit and retain volunteers from across the country and from diverse backgrounds
- Build purposeful partnerships to expand reach and make sure families know support is available
- Strengthen internal capacity by investing in the people, processes, and technology that ensure MFSS can operate sustainably and continue to grow

Outcome: Broader, more inclusive services that reflect and serve Canada's diversity.

4. Advance recognition and integration of family support in MAID care

Support for families must be recognized as a critical part of the MAID care circle. We will:

- Work toward formal recognition of family support as essential to MAID, with MFSS connected and ideally resourced within the healthcare system
- Build partnerships with MAID providers, healthcare systems, and academic institutions
- Support and participate in research that demonstrates the impact of family support on patient, family, and system outcomes
- Collect and share meaningful data about the families we serve and the outcomes of support, using evidence to guide improvement and to engage funders, partners, and the public

Outcome: MFSS recognized as a vital partner in MAID care, helping embed family support into Canada's healthcare landscape.