




*End of Life* **CHOICES**  
Your life. Your death. Your choice. **CALIFORNIA**



*“My dad’s death was one of the most beautiful occasions we’ve ever shared, believe it or not. He was ready and the process was amazing. You were very kind, helpful, and compassionate. Thank you for what you do. It matters!”*

*-- EOLCCA Client*

# *Annual Report*

2024

FROM THE BOARD PRESIDENT  
AND EXECUTIVE DIRECTOR

March 2025

Dear Friends,

This year has been one of growth and change for EOLCCA. We updated our bylaws, adopted a new tagline—"Your Life, Your Death, Your Choice"—and expanded the core of our work, all of which we're proud to share in this inaugural Annual Report.

In the nine years since California's End of Life Option Act became law, and the six years since EOLCCA was founded, much has changed! Once a small, entirely volunteer-run organization, we are now staffed by an Executive Director and Volunteer Program Manager. We have expanded our network to more than 60 trained volunteers, state-wide. This team provided the backbone for our ability to answer nearly 1,000 inquiries, deliver over 100 presentations, and be at the bedside for dozens of planned deaths in 2024.

*We are indeed fortunate to live in just one of 11 US jurisdictions that has a law allowing the terminally ill to choose the timing of their death, according to their own personal values.*

**But challenges remain.**

Unlike some other states where the law was adopted by a public ballot initiative, our law was enacted legislatively, meaning there were fewer opportunities for awareness-raising as there were in Oregon and Washington, for instance. As a result, less than 25% of Californians over the age of 60 even know that they have a right to medical aid in dying.

So, what does this mean for EOLCCA and where we go from here? Thanks to the dedication of our board and volunteers, and the generous support of our donors, we are situated to continue expanding awareness of Californian's choices under the law, and the individualized support we provide, all at no cost.

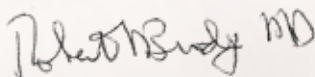
For 2025, we are:

- Expanding outreach, education, and training for hospices and health systems
- Creating a new fund to better serve clients in underserved and rural communities
- Enhancing our website and social media presence, and
- Building deeper collaborations with community-based and other service organizations

We invite you to join us on this journey to inform, educate, empower, and support Californians seeking to understand and access their end-of-life options.

Whether as a donor, volunteer, or simply raising the topic with your family and physician, or your social and business circles, every conversation brings us closer to fulfilling our mission to provide Californians the information and support to successfully navigate their legal end-of-life options.

Thank you,



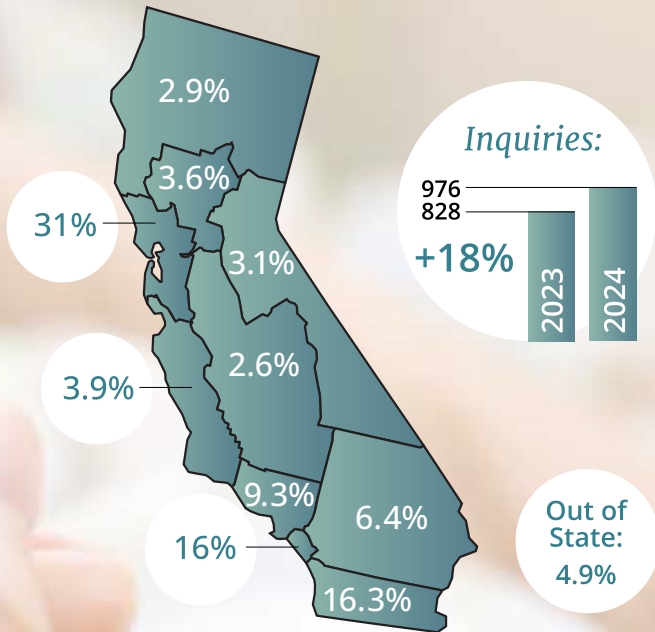
Robert V. Brody, MD  
Board President



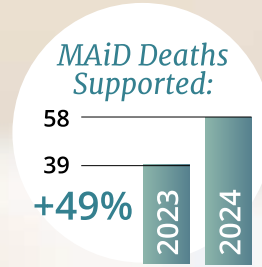
Mark Greenberg  
Executive Director

# OUR IMPACT

## Inquiries in 2024



## Client Support



We responded to an average of nearly 80 inquiries a month ranging from someone at the very beginning of considering their end-of-life options, to those contacting us near the end of their or their loved one's life in near desperation for informed and empathetic guidance. All is provided at no charge.

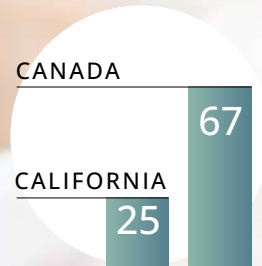
## Bereavement Group



*Losing someone we love is always painful. Losing someone who has used Medical Aid in Dying can add another layer to the grief journey.*

EOLCCA's Bereavement Group is there to support you. "This group has meant more to me than you could ever imagine," commented one participant.

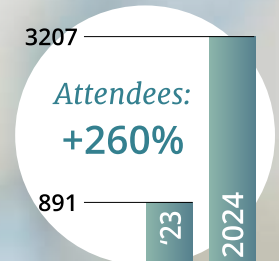
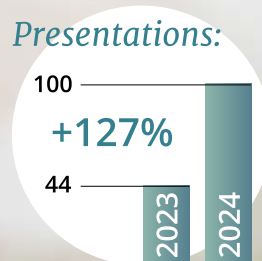
## Public Awareness



A study published in *Mortality* by EOLCCA Board Member Adrian Byram revealed the disparity between Canadians and Californians regarding awareness of MAiD. This led to our first PR Campaign to help close this awareness gap, gaining coverage in major outlets, and generating increased traffic to our website.

## Education & Outreach

We delivered 100 presentations and panel discussions to over 3000 people, including hospice staff, faith-based organizations, retirement communities, and more.



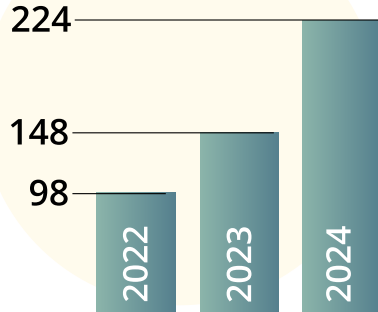
## Volunteers

Our team of over 60 knowledgeable and empathetic volunteers across the state donated an estimated 4,000 hours of time offering presentations, answering calls and emails, providing MAiD support, and more in 2024 -- Thank You!

# FINANCIAL STATUS

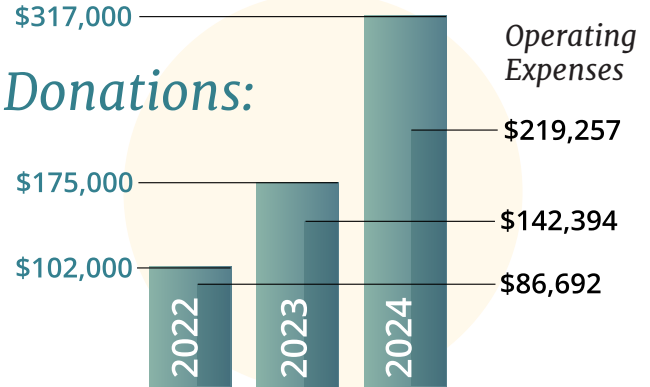
Your generosity empowers our mission, ensuring compassionate end-of-life choices for all.  
Thank you for making this possible!

## Donors:



*EOLCCA's impact is growing stronger every year!*

## Donations:



*“We are so thankful that we found your organization! Heartfelt thanks to the volunteers who were with us at the end. They were so lovely and respectful, and allowed my sister and I to be fully present with my brother during his transition. We are forever grateful and view your team as angels who came to assist us when we needed it most.” -- EOLCCA client*

## BOARD AND STAFF

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**Claudia Comins**

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**Mark Greenberg**

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**Susan Gess, PharmD**

**Fran Moreland Johns**

**Joyce Mayne, MSG, LCSW**

**Stephen Poses, MD**

### VOL. PROGRAM MGR.

**Steffany Lohn**

  
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## TAKE ACTION

To request support, schedule a speaker, learn more about our bereavement group, or to donate, please contact us today and subscribe to our newsletter!

### MAILING ADDRESS

**End of Life Choices California**  
153 S. Sierra Ave #30  
Solana Beach, CA 92075

### CALL US

**(760) 636-8009**

### EMAIL US

**[info@endoflifechoicesca.org](mailto:info@endoflifechoicesca.org)**

### VISIT OUR WEBSITE

**[www.endoflifechoicesca.org](http://www.endoflifechoicesca.org)**

EOLCCA is a public charity EIN 83-3560210 organized under IRS Code section 501(c)(3).

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