




# *End of Life* CHOICES

Your life. Your death. Your choice.

CALIFORNIA



*“It was by the grace of word-of-mouth referrals that led our family down this path. When our mom became ill, her dying wish was to “take a pill” and go to sleep. In connection with her hospice, your organization made that wish come true, and we are forever grateful. Her end-of-life experience was very peaceful.”*

*-- EOLCCA Client*

*Annual  
Report  
2025*

## FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

April 2026

Dear Friends,

**Ten Years!** In June, California marks ten years since the enactment of the End of Life Option Act (EOLOA); a milestone legalizing Medical Aid in Dying (MAiD) for terminally ill Californians in 2016. It took more than fifteen years of lobbying, rallies, public education, and incredibly hard work to get this law on the books, but we did it!

Notably, California's law was much-improved in 2021 by shortening the waiting period between first and second requests for MAiD medication – from 15 days to 48 hours! And in 2025, we were pleased to support Sen. Catherine Blakespear's successful effort to eliminate altogether the “sunset clause” in the original law.

We are excited to welcome Delaware, and look forward later in the year to welcoming New York, and Illinois to the community of states where MAiD is legal. When all three states' laws are implemented by the Fall, about one-third of the United States population will have access to this humane end-of-life option.

End of Life Choices California has been at the forefront to ensure that all Californians have the information and support they need to navigate their legal end-of-life options since our founding in 2019. **We remain the only nonprofit organization in California providing these services – including bedside support on the day people choose to take the life-ending medication – all at no charge.**

And in 2025, our impact continued to grow -- as you can see in the details provided in this Annual Report.

From our roots as an entirely volunteer-run organization, we ended 2025 with two full-time staff (Executive Director and Volunteer & Program Manager). In early 2026 we added a part-time Education and Outreach Lead to further expand our busy Speakers Program and outreach efforts to underserved communities. Our dedicated volunteer team has continued to grow in both depth and number statewide:

- Delivering EOL presentations,
- Witnessing MAiD Request forms,
- Supporting families and clients on their chosen day to take the MAiD medication,
- Fielding an ever-growing number of inquiries to our warmline, and
- Making referrals to physicians and hospices.

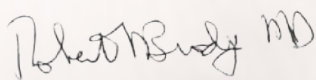
In addition, our volunteers spend hours providing information and guidance to help individuals and their families navigate their end-of-life options to make their own decisions. In 2026, we are looking to enhance our range of volunteer assistance particularly for non-English speakers and those who live outside of a major metropolitan area.

Building on 2025 and heading into 2026, this spring we will be unveiling our refreshed website featuring an updated design, accessibility features, search option, and streamlined section for forms, among other features. We owe great thanks to former Board Member (and current Advisory Council member) Stewart Florsheim for leading this project.

As the interest and involvement in our public awareness programs and need for our services expands, so too, our financial needs grow as well. Whether you are a long-time supporter or a new donor, consider the many ways you can make 2026 a more impactful year for making death with dignity a reality for more Californians. Consider becoming a monthly donor, making a one-time gift, or becoming a member of our Dragonfly Society, through an estate planning gift.

With your support, we can continue to expand our education and support services to reach more people throughout the state.

Thank you.



Robert V. Brody, MD  
Board President



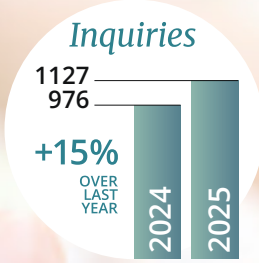
Mark Greenberg  
Executive Director

# OUR IMPACT



EOLCCA Volunteers at one of the many Health & Senior Fairs we attended in 2025

## Calls & Inquiries in 2025

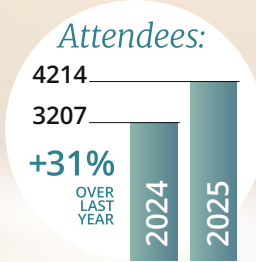


Our inquiries range from those just beginning to consider their end-of-life options, to those near the end of their or their loved one's life in near desperation for informed and empathetic support. All is provided at no charge.

## Bereavement Program

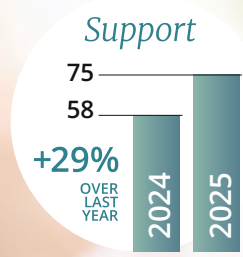
EOLCCA's Bereavement Program is there to support those whose loved ones utilized Medical Aid in Dying. New in 2025: We were able to offer separate groups for Spouses, and Friends & Family. "This group has meant more to me than you could ever imagine," commented one participant.

## Education & Outreach



In 2025, we delivered 100 presentations and panel discussions to over 4200 people, including hospice staff, faith-based organizations, retirement communities, library conference rooms and more.

## MAiD Deaths Supported

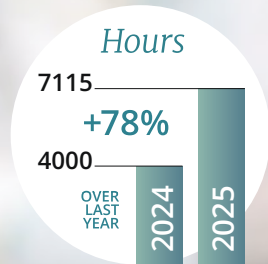
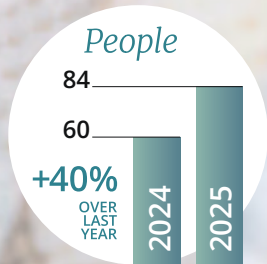


We are honored to provide bedside support on the day of ingestion for those choosing Medical Aid in Dying (MAiD). New in 2025: we are now able to witness the signing of MAiD Request Forms.

# OUR VOLUNTEERS

## By The Numbers

Our volunteer team is the most knowledgeable, caring, and professional group any nonprofit organization could hope to have! In addition to engaging with the public and clients, they receive on-going education and training throughout the year.



## Recognizing Vision

Only a couple of years ago, End of Life Choices California was only just a budding idea. We make a difference because of the vision and dedication of our amazing community of volunteers— including founding board member Lynne Calkins, shown here receiving the 'Women Who Inspire' recognition from Sen. Blakespear.

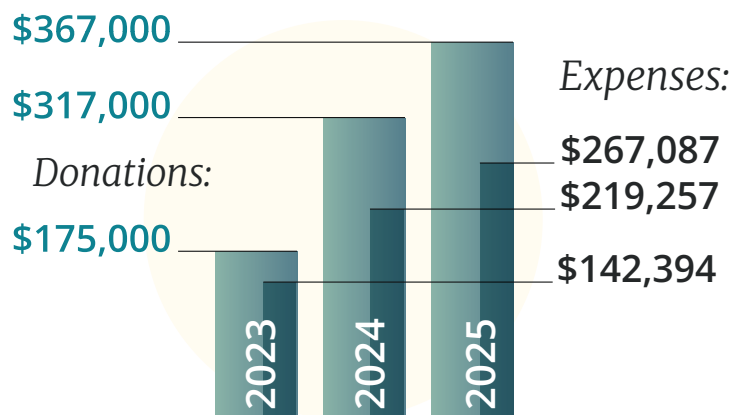
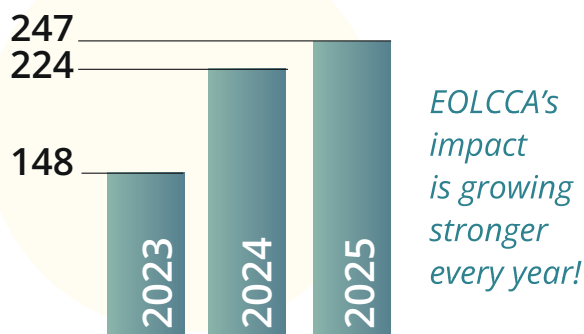


“End of Life Choices California provides essential services and compassionate support to patients at the end of life. We are deeply grateful to partner with them in caring for patients who choose medical aid in dying. Their expertly trained volunteers attend ingestions, prepare medications, and offer critical emotional support and guidance to families, helping bring calm and reassurance during an intensely emotional and stressful time.” -- **Ann Gordon**, End of Life Program Manager, Kaiser Permanente

## FINANCIAL STATUS

Your generosity ensures that all Californians know they have choices and access to compassionate support. Thank you for making this possible!

### Donors, Donations & Expenses:



### BOARD AND STAFF

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**Lea Policoff**

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**Joyce Maye, MSG, LCSW**

**Stephen Poses, MD**

**Diane Sheardown, MBA**

#### EDUCATION AND OUTREACH LEAD

**Amber Valenzuela**

  
**End of Life CHOICES**  
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### TAKE ACTION

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

#### MAILING ADDRESS

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 Solana Beach, CA 92075

#### CALL US

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#### EMAIL US

**info@endoflifechoicesca.org**

#### VISIT OUR WEBSITE

**endoflifechoicesca.org**

#### SOCIAL MEDIA



EOLCCA is a public charity  
 EIN 83-3560210 under IRS  
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