
Arizona End of Life Options

2023 ANNUAL REPORT

Agenda

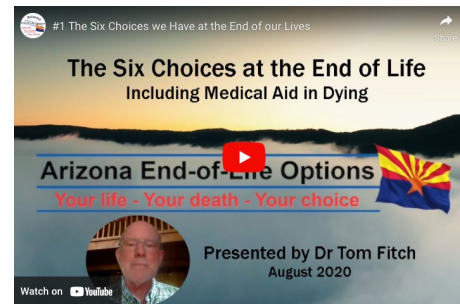
- ▶ 2023 (Fiscal Year) in Review
 - Outreach/Education
 - Legislative Advocacy
 - Capability Building
 - Financials

- ▶ Plans for 2024
 - Outreach/Education
 - Legislative Advocacy
 - Capability Building
 - Financials



The past year saw a shift in emphasis from virtual to in-person outreach

- ▶ Webinars
 - Archived presentations remain available through our website
- ▶ Podcasts
 - Available through our website or wherever you get your podcasts
- ▶ Newsletter
 - Published monthly
 - Distribution has grown by over 65% in the past year to 2,700+
- ▶ In-Person Events
 - Have resumed



While we are disappointed to not have a bill hearing, we did make progress on the Legislative front

2,300 letters written to Health Committee Members

240 requests to meet with individual legislators

In-person discussions with **2 of 2** Health Committee Chairs

9 total in-person discussions with legislators

Main Lesson Learned – we need to start our efforts earlier in the year



We increased outreach and advocacy effectiveness by moving to the Action Network platform

- ▶ Letter-writing campaigns
 - Tremendous increase in participation over previous years



Let's Lobby for MAID

📅 Start: **Tuesday, January 17, 2023** • 7:00 PM • Mountain Standard Time (US & Canada) (GMT-07:00)

📧 A link to attend this virtual event will be emailed upon RSVP

📧 Host Contact Info: actadmin@azendoflifeoptions.org

📅 Add this event to your calendar: [Apple](#) [Google](#) [Outlook](#) [Outlook Web](#) [Yahoo](#)

• Post-Legislative Push: Entering the 'Slow' Season with Ongoing

Ask for hearings on MAID!



Sent: 04/25/2023 11:52 AM Eastern (US) Porter's Will event
Subject: Event benefiting AZELO
by Mark Savan

Open Rate	57.87%	Total Opens	283	Total Sent	489/489
Machine Open Rate	25.77%	Total Machine Opens	126		
Click Rate	0.2%	Total Clicks	1	Clicks/Open Ratio	0.35%
Action Rate	0.0%	Total Actions	0	Actions/Click Ratio	0.0%
Donation Rate	0.0%	Total Donations	0	Donations/Click Ratio	0.0%
Average Donation Amount	\$0.00	Total Amount Donated	\$0.00		
Unsubscribe Rate	0.41%	Total Unsubscribes	2	Unsubscribes/Open Ratio	0.71%
Bounce Rate	0.0%	Total Bounces	0		
Previous Bounce Rate	0.0%	Total Previous Bounces	0		
Spam Complaint Rate	0.0%	Total Spam Complaints	0		
Previous Complaint Rate	0.0%	Total Previous Complaints	0		

2,266 Letters Sent

Only 561 more until our goal of 3,000

ENTER YOUR RETURN ADDRESS

we got your address, Mark! Not Mark? Click here.

START WRITING

view email address from Arizona End of Life Act. Be a sponsor of this letter campaign.

[Get Subscription Preferences](#)



Arizona End of Life Options

Statement of Activity July 2022 - June 2023

	\$
Revenue	
Donations from individuals	8,193
Grants from other nonprofits	7,250
Total Revenue	15,443
Expenditures	
Supporter Acquisition	5,000
Educational outreach & direct lobbying	8,800
Software & technology	680
Media production	820
Other expenses	1,170
Total Expenditures	16,470
Net Income	(1,027)



Plans for 2024 (July 2023 – June 2024)

In-person presentations are our focus for 2024

- ▶ We continue to shift our focus from on-line to in-person outreach
- ▶ We are getting a nice schedule of in-person presentations set up for the fall/winter, but ...
- ▶ ... we have capacity to do more. If you have a good “lead” please send an email to m.savan@azendoflifeoptions.org



AMERICAN ACADEMY OF
HOSPICE AND PALLIATIVE MEDICINE



We will make our legislative advocacy more focused in scope but longer in duration for 2024

HHS Committee Members

	Committee Members	Caucus	LD
	Senate HHS		
<i>Chair</i>	Thomas "T.J." Shope	Rep	16
<i>Vice-Chair</i>	Janae Shamp	Rep	29
	Sonny Borrelli	Rep	30
	Justine Wadsack	Rep	17
	Eva Burch	Dem	9
	Sally Ann Gonzales	Dem	20
	Theresa Hatathlie	Dem	6
	House HHS		
<i>Chair</i>	Steve Montenegro	Rep	29
<i>Vice-Chair</i>	Barbara Parker	Rep	10
	Selina Bliss	Rep	1
	Matt Gress	Rep	4
	Beverly Pingerelli	Rep	28
	Patricia Contreras	Dem	12
	Alma Hernandez	Dem	20
	Christopher Mathis	Dem	18
	Amish Shah	Dem	5

- ▶ Expand scope to general education of legislators about all end-of-life options – not just advocacy for a bill
- ▶ We already know the composition of the 2024 legislature, so we can start earlier
- ▶ We plan to start in earnest in September and have groundwork laid by the session start in January
- ▶ Majority of focus will be on Health and Human Services (HHS) Committee members



The formalization of AZELO's organization will improve our efficiency and our accountability

- ▶ We are now officially incorporated as a non-profit organization in Arizona and have applied for 501(c)(3) status which allows for tax-deductible donations
- ▶ We have also incorporated a separate non-profit legislative advocacy fund – called Choices Arizona - for which we are applying for 501(c)(4) status (donations for lobbying are not tax deductible)
- ▶ Benefits of this change:
 - No longer have to depend on one of our National partners for financial management
 - Direct visibility to donations
 - Easier to provide financial transparency to donors and supporters
 - Can apply directly for grants



FY 2024 Financial Plan

Arizona End of Life Options & Choices Arizona

FY 2024 Financial Plan (July 2023 - June 2024)

	AZELO	Choices	Total
Revenue			
Total contributions & grants	16,460	15,360	31,820
Total Revenue	16,460	15,360	31,820
Expenditures			
Marketing - exhibits & conferences	1,350		1,350
Educational outreach	10,000		10,000
Direct lobbying (Choices AZ)		10,500	10,500
Insurance	1,200	1,800	3,000
Bank and credit card fees	840	780	1,620
Website costs	766		766
Software & technology	924	1,800	2,724
Media production	900		900
Other expenses	480	480	960
Total Expenditures	16,460	15,360	31,820
Net Income	0	0	0

