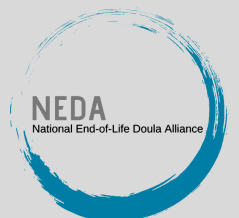


2023 ANNUAL REPORT

**NATIONAL
END-OF-LIFE DOULA
ALLIANCE (NEDA)**



President's Welcome Ashley Johnson



Greetings Members and Supporters of the National End-of-Life Doula Alliance,

As we reflect on the past year, it fills me with immense pride and gratitude to witness the remarkable growth and impact of our Alliance. In the face of unprecedented challenges and uncertainties, we have stood together with unwavering determination to advance our mission of influencing positive changes in how people experience end of life.

Throughout 2023, the National End-of-Life Doula Alliance (NEDA) has continued to work tirelessly to develop and advocate for numerous efforts aimed at improving access to holistic non-medical support provided by end-of-life doulas (EOLDs). Our goal remains clear: to elevate the role of EOLDs to a position that is recognized, understood, utilized, and well-integrated into mainstream end-of-life care practices.

I am thrilled to share that as of December 31, 2023, NEDA proudly boasted a membership of 1650 individuals. This represents a significant increase of 246 members from January 2023. Furthermore, our reach has expanded beyond borders, with members now spanning all 50 states, Puerto Rico, and the District of Columbia. Additionally, NEDA has made strides in fostering global connections, welcoming doulas and trainers from 13 additional countries into our community.

These accomplishments speak volumes about the dedication and passion of our members, as well as the growing recognition of the vital role that EOLDs play in providing compassionate end-of-life care. However, our journey is far from over. As we celebrate these milestones, we must also acknowledge the challenges that lie ahead.

NEDA has ambitious goals and significant work ahead of us. As we continue to welcome new members and supporters into our community, we remain committed to finding innovative ways to expand resources and support for all. Together, we will empower each other to form and grow, transforming communities with compassion and extraordinary kindness.

As we embark on the year ahead, let us draw strength from our collective determination and unwavering commitment to our mission. Together, we will continue to advocate for positive change, foster connections, and provide comfort and support to those in need during life's most profound moments.

Thank you to each and every one of you for your dedication, passion, and tireless efforts. It is an honor to serve as President of such an incredible organization, and I look forward to the continued journey ahead, hand in hand with all of you.

ABOUT NATIONAL END-OF-LIFE DOULA ALLIANCE

The National End-of-Life Doula Alliance (NEDA) is a dynamic and inclusive 501c6 non-profit membership organization dedicated to transforming end-of-life care through advocacy, education, and community-building initiatives provided by end-of-life doulas. At NEDA, we are committed to fostering a diverse and equitable environment where all individuals, regardless of background, can access the support and resources they need during life's most profound transition.

NEDA strives to elevate the role of end-of-life doulas and integrate their expertise into mainstream end-of-life care practices. We established a comprehensive End-of-Life Doula Scope of Practice and a robust Code of Ethics, setting the standard for ethical and professional practice in the field. Our mission is multi-faceted, aiming to inspire, inform, and assist aspiring and active end-of-life doulas (EOLDs), trainers, and others through various programming, resources, and networking opportunities.

Key aspects of our purpose include:

- Providing educational resources and networking opportunities to enhance the skills and awareness of end-of-life doulas.
- Promoting diversity, equity, inclusion, and justice (DEIJ) principles in all aspects of our work.
- Defining best practices, standards, and ethical guidelines for the EOLD profession.
- Serving as a centralized source of information on how EOLDs can support individuals and families through the end-of-life journey.
- Collaborating with other organizations and experts in the field to advance the quality and accessibility of end-of-life care.

Central to our mission is our commitment to addressing systemic inequities and injustices in end-of-life care. We advocate for the right of every individual to die with dignity, regardless of race, ethnicity, gender, sexual orientation, or cultural identity.

Through our collective efforts, we aim to influence positive changes in how people experience the end of life.

MEMBERSHIP & STATISTICS

As of December 31, 2023, NEDA had 1650 members! This was an increase of 246 members from January 2023.

Of the 1650 members at the end of 2023:

- 1520 were doulas
- 17 were EOLD trainers
- 40 were doula/trainer combos
- 57 were friends
- 16 were corporations/organizations

NEDA has members in all 50 states plus Puerto Rico and the District of Columbia. In addition, NEDA has increased its global membership with doulas and trainers in 13 additional countries!



FINANCIALS

NEDA is a 501c6 non-profit membership business league that relies on income from 2 main sources:

- 5 levels of membership: doula, doula trainer, doula/trainer combination, friend, and corporation/organization
- EOLD and After Death-Care Proficiency Assessments

2023 REVENUES

Memberships Dues	\$87,837
Proficiency Assessments	\$24,149
Doulapalooza Registrations	\$4,579
Doulapalooza Sponsorship	<u>\$14,479</u>
Total Revenues	\$131,044

2023 EXPENSES

Administrative Costs	\$66,154
EOL Sponsorships, Memberships & Events	\$8,618
Doulapalooza Fees	<u>\$19,979</u>
Total Expenses	\$94,751

**Note that there was no Doulapalooza in 2022*

2022 Total Revenues	\$100,787
2022 Total Expenses	\$60,345





2023 ACCOMPLISHMENTS

- Hosting the 2nd virtual Doulapalooza, NEDA's flagship conference, with nearly 350 participants, including awarding an end-of-life scholarship to an active non-profit in the field.
- Hosting bi-monthly Regional Group Meetings for members to connect and develop supportive relationships by geographic area.
- Hosting quarterly Virtual Member Socials to increase board transparency, understanding of various board initiatives and to encourage networking between members.
- Hosting monthly educational webinars on a variety of diverse topics and speakers for our members.
- Hosting *Meet the NEDA Member Doula Trainers* sessions to provide insight on the broad spectrum of EOLD training programs available to those interested in the field.
- Hosting two *How Do You Doula?* panel discussions for the general public featuring NEDA members who shared insights and experiences they've gained in their various practices.
- Hosting DEI-J listening circles for our members.
- Continuing to expand our social media presence via Facebook, Instagram and LinkedIn.
- Partnering with organizations such as Hospice Federation of America, and The Collective for Radical Death Studies to provide additional educational programming and CEU opportunities.
- Featured in local and national publications defining the work of end-of-life doulas
- Increasing our NEDA merchandise options through an online store, Zazzle.
- Awarding 20+ scholarships for NEDA Proficiency Assessments

BOARD OF DIRECTORS

Ashley Johnson, President: President@nedalliance.org

Michelle Thornhill, Vice President: VicePresident@nedalliance.org

McKenna Reinhard, Secretary: Secretary@nedalliance.org

Joan Bretthauer: MembershipEngagment@nedalliance.org

Jen Carolan: SystemAdmin@nedalliance.org

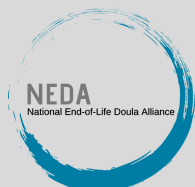
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Karen Reppen: Communications@nedalliance.org

Neal Rosenburg: StrategicPlanning@nedalliance.org



THANK YOU

The National End-of-Life Doula Alliance “NEDA” mission is to influence positive changes in how people experience end of life by developing and advocating numerous efforts that improve access to a broad spectrum of holistic non-medical support provided by end-of-life doulas (EOLDs). Our goal is to elevate the role of EOLDs to a position that is recognized, understood, utilized, and well-integrated into mainstream end-of-life care practices.

CONTACT US :



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www.nedalliance.org

FOLLOW US ON SOCIAL MEDIA

LINKEDIN: NATIONAL END OF LIFE DOULA ALLIANCE

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