



living & dying with
DIGNITYSA
Our lives, our choices

Our Vision & Sustainability Plan

October 2026

www.dignitysouthafrica.org



The Problem in South Africa

- Although **76% of adults have funeral cover**, we do not have a culture of talking about and proactively planning for death and dying
- Our government has not availed **universal access to palliative care** and patients and their families rely on NGOs primarily to navigate terminal illness and bereavement



The Problem in South Africa



- Medical assistance in dying is not a legal option in SA and many people are **stripped of dignity and autonomy** at the end of their lives
- Our medical and legal systems are **overburdened** by disputes about end-of-life care and estates
- Many families are left **traumatised, and often financially bereft** as well

The Opportunity

Most South Africans do not prioritise end-of-life planning, feel overwhelmed by the prospect and are unsure how to initiate conversations about this.

OLDER SOUTH AFRICANS

6.6 million

South Africans are over the age of 60

WILLS

<50%

of adults have documented a Will

HEALTHCARE WISHES

<1%

have mandated a medical decision maker or have documented their wishes for their healthcare if they cannot speak for themselves

Our Vision

DignitySA aims to give all South Africans agency to manage their healthcare, their estate and their legacy.

OUR VISION

“A South Africa where every individual is supported throughout life’s final journey with compassionate care, dignity, and the freedom to choose their own path.”



Our Solutions



Medical Assistance in Dying (MAiD)

In 2026, we launched a constitutional challenge in the public interest for medical assistance in dying to be decriminalised. We engage in advocacy and facilitate the national dialogue about values, ethics and how MAiD can be implemented safely in South Africa.



Palliative Care

We advocate for increased access to palliative care in South Africa and provide education about this. We collaborate with the palliative care sector to ensure that suffering at the end of life is minimised and patient dignity and autonomy is upheld.



Advance Directives & Patient Rights

We coordinate the Advance Directives Coalition which has clarified the legal basis for living wills in SA. We work with statutory bodies to provide regulations and guidelines, as well as education about patient and families' rights in the context of the National Health Act (61 of 2003).



End-of-Life Planning

We provide resources and guidance to help people proactively prepare for the end of their life by getting their affairs in order, communicating their wishes and undertaking legacy planning.

What We've Achieved in 2026

MEDIA

200+

media reports on our constitutional challenge to legalise MAiD that was launched in April

PARTNERS

15+

partners in the Advance Directives Coalition we launched

MEMBERS

5×

growth in our membership

SOCIAL MEDIA

3×

growth in our social media following

AMBASSADORS

6

provinces with trained volunteer Ambassadors



Rebuilt our website with a strong CRM back-end and security, in preparation for launching our income-generating application, the Dignity Navigator

Advance Directives Coalition: advancedirectives.org.za

The Dignity Navigator

The Dignity Navigator is an **online end-of-life planning tool** that guides people gently through a step-by-step process and provides a secure vault where they store their documents safely in one place.



FREE FOR 30 DAYS

The Essentials

Helps people document their Will, medical decision maker, a basic Living Will, policies and wishes for the disposal of their body.



R650 ONCE-OFF

Full access

Users can save these documents in a secure online vault, share them with trusted contacts and access additional courses on healthcare, estate planning, and memory and legacy.

Good morning, Leigh.

Let's get your affairs in order, one step at a time.

11 steps filled in · 1 of 10 courses filled in



<https://www.dignitynavigator.org/>

Support for Our Sustainability Fund

OUR ASK

R3.5 million

in donations, as bridging funding

R2.0m in Year 1

R1.5m in Year 2

to springboard us towards our vision



Funds the costs of **launching and test the Navigator**, and covers our **legal and advocacy costs** for the next two years.



We are confident we can reach **3,000 paid users by Year 2** and be **self-sustaining by Year 3**



We are able to offer donors **Section 18A tax certificates**

Burdens Relieved



SA's health system

- More efficient and effective health care, as wishes are clear
- Less unwanted, costly treatment at the end of life
- Faster decisions at the bedside, because doctors know who may legally decide for the patient
- Earlier referral to palliative care and hospice
- Clearer organ donation decisions



SA's legal system

- Less pressure on the legal system, as estates are contested less often
- Fewer intestate estates
- Fewer lost original Wills
- Fewer burial disputes in court



Family finances

- Better cash flow for families, as estates are wound up more quickly
- Fewer unclaimed benefits
- Funeral and life cover paid out without delay, because the family can find the policy documents
- Less time and money spent tracking down documents

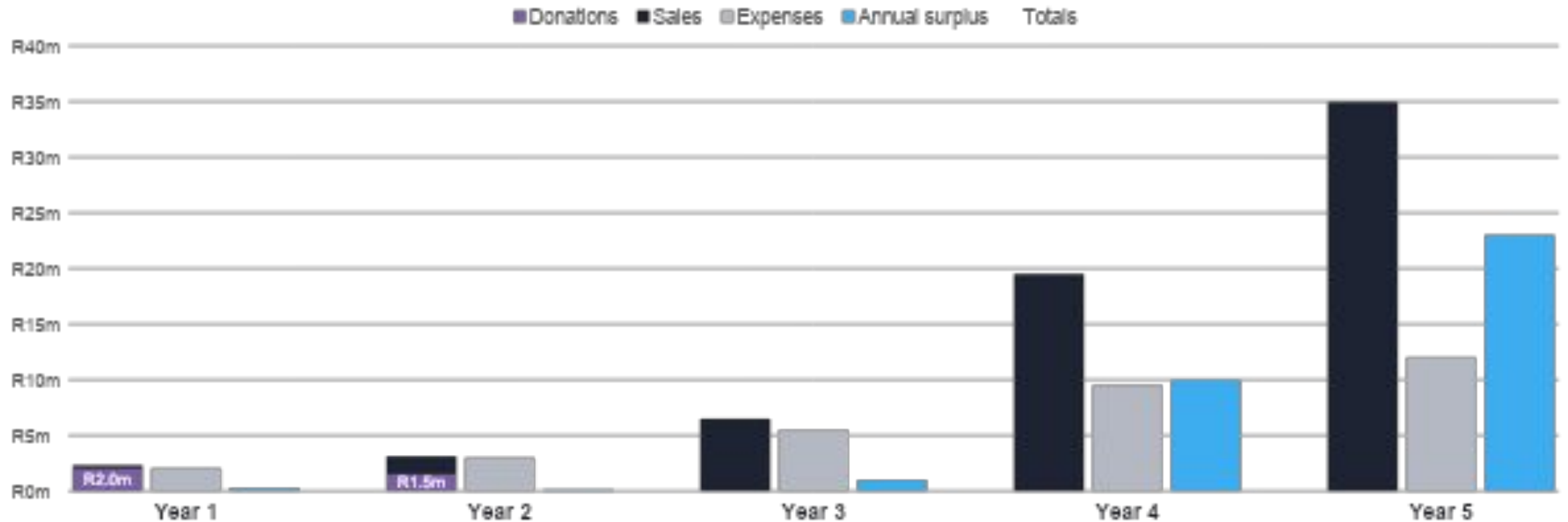


Family wellbeing

- Family cohesion through loss, as the conversations and decisions have happened in advance
- Relief from the guilt of deciding for someone
- Less conflict between relatives over treatment, burial, rituals and belongings
- The right people know their role, whether that's healthcare, the estate or memory

Self-Sustaining By Year 3

Our projections are based on engaging **1.5%** of SA's population over 60 (**103,000 paid users**) over 5 years. By year 3, we project that DignitySA will be **self-sustaining**.



Rand millions. Each year shows income (donations and sales), expenses and the surplus left over. Sales assume R650 per paid user. Source: DignitySA financial projections, October 2026.

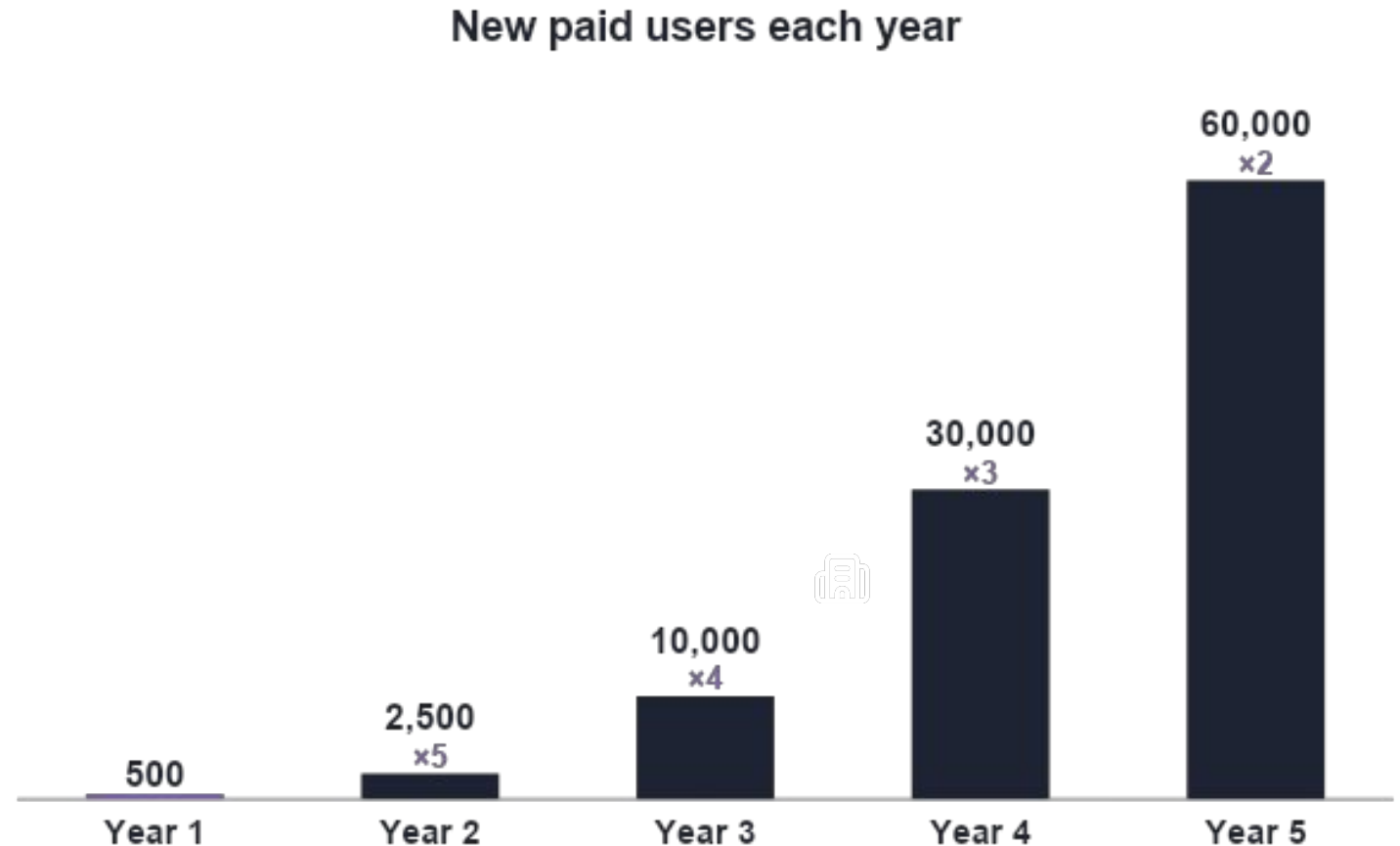
Our Growth Plan

YEAR 1

We will focus on **testing the tool** and **building partnerships**.

YEARS 2 TO 5

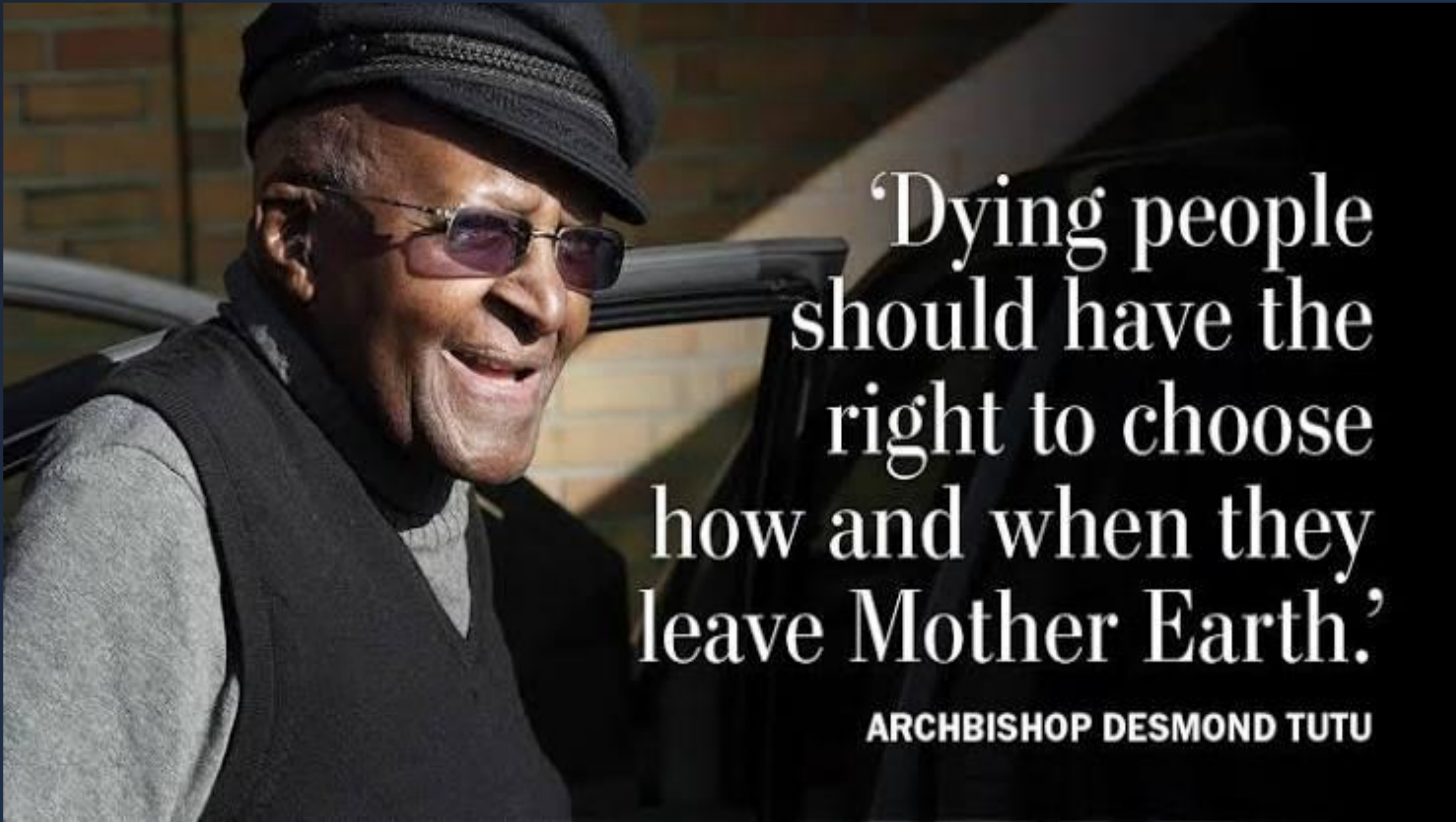
We project to grow by collaborating with **medical schemes, funeral insurers, financial providers and employers**.



103,000 paid users over five years, about 1.5% of South Africans over 60

Our Vision Becomes a Reality

- All South Africans have **access to free resources** for end-of-life planning and support to undertake this
- **Medical assistance in dying becomes a legal option** because DignitySA is able to sustain our court case and advocacy
- Surpluses **fund the roll-out and provision of palliative and home-based care** in vulnerable communities
- **Communities of compassion** flourish around the country
- **National unity is fostered** as dying and bereavement are increasingly embraced as inevitable, natural and shared experiences

A portrait of Archbishop Desmond Tutu, an elderly Black man, smiling and looking slightly to the right. He is wearing a dark flat cap, glasses, a grey turtleneck, and a dark vest. The background is a brick wall and a dark car. The image is framed by a dark blue border.

‘Dying people
should have the
right to choose
how and when they
leave Mother Earth.’

ARCHBISHOP DESMOND TUTU

Thank you.

www.dignitysouthafrica.org

