

PMA ANNUAL REPORT



2023



People's Memorial Association

FROM THE EXECUTIVE DIRECTOR

2023 was our year of change...

This year PMA is turning 85 and I'm so excited to share with you our goals for the next couple of years, as we imagine the best ways to ensure our businesses can flourish. We have some big dreams for how we will reach even more folks with the essential information they need to make informed choices, all the while protecting their ability to access the care that meets their individual needs.

I joined the team in the summer of 2023 soon after other staff shuffled into new roles that they are thriving in. **Chris Ronk became the Managing Funeral Director** for The Co-op Funeral Home, and **Kimberly Forsythe** shifted over to the PMA side of things, becoming the **Business and Finance Director**. I'm so grateful to the two of them for their readiness to share expertise from a **combined 36 years of funeral directing experience!** I knew I had a lot to learn as we navigated complex issues of sustainability.

Inflation has greatly impacted our supply chain at every step, making it **more expensive to operate our funeral home** and also keep pace with fair compensation for the staff that make these businesses what they are. It's those **knowledgeable and passionate staff** that make our members feel so supported in times of great uncertainty.

Last year we decided to leave behind fixed plan prices for funeral services in favor of a **flat 15% discount off of services and merchandise** purchased from our contracted providers. This change must have felt monumental to long time members, but we're confident that this change will help us nurture our partnerships with the businesses that each of us turn to in the wake of a loss. After all, the concerns they shared with us about their businesses mirrored closely what we saw in our own Co-op Funeral Home.

I'm proud of how we've already been able to **expand our Funeral Financial Assistance Fund** to provide greater amounts of support for more types of care, the way **we've made our voice heard by the Federal Trade Commission** about bringing the Funeral Rule into the 21st century, and also for the number of contracted providers we've been able to add for members right here in our state. **I'd love it if you championed this work by making a gift of any size today at peoplesmemorial.org/donate.**



Casey Hussman

ANNUAL MEETING

Join us on **April 6th, from 1 - 3pm for the virtual Annual Meeting on Zoom!** Our annual spring meeting is a time for reflection and celebration, as well as vision and accountability. Get important updates about People's Memorial Association and The Co-op Funeral Home, meet your Board of Directors, and learn about the financial health of both organizations.

The Annual Meeting is a great time to **ask your questions and to learn more about how Washington is leading the nation** in funeral education and advocacy. **We are celebrating 85 years of hard work** to ensure all Washingtonians have access to dignified, affordable deathcare from honest, transparent businesses... and we want to share in that progress with you!

You won't want to miss hearing from **our keynote speaker: Brian Flowers, owner of Wildflower Funeral Concepts.** Long-time advocate for greener funeral options, he's worked as a funeral director and cemeterian in northern Washington for many years. He'll be talking with us about his experience supporting families in building meaningful ceremony for their loved ones using ecologically-mindful funeral options.

Register for your unique link to join the Zoom meeting by visiting our website: peoplesmemorial.org. We look forward to seeing you!



April 6, 2024

1 - 3pm

All online!

(PS. Got Saturday plans? No worries. **We will be recording the session** and sharing it on our website, as well as our Youtube channel.)



MEMBER BENEFITS

The number one reason people become PMA members is that **lifetime membership guarantees substantial savings** on the cost of funeral care. Paired with our educational resources, this is **the gift of preparedness** for loved ones. PMA is an advocate for you at both the state and federal levels, **fighting for greater transparency in the funeral industry**. Welcome to the **1,428 new members** who joined in 2023!

Savings	Education	Advocacy
Access to discounted rates for cremation, burial, alkaline hydrolysis, and natural organic reduction.	Discounted admission to events and classes hosted by PMA about end-of-life issues.	Increasing consumer access to affordable choices for services and merchandise.
A 15% discount on caskets, urns, and other merchandise at contracted providers.	Tools to help you identify and document your preferences, as well as to share with your loved ones.	Increasing price transparency from all funeral businesses.
A 15% discount on services at 3 Washington pet funeral homes.	A compassionate and trustworthy resource for all your questions about deathcare.	



SATISFACTION SURVEYS

After every one of the **1,026 cases** handled by one of our contracted funeral homes, we send a satisfaction survey to the next-of-kin. We want to make sure that every person served is satisfied with the services received. **PMA's top priority is guaranteeing that all interactions are handled with the utmost dignity and professionalism.**

2023 survey respondents reported:



97% SATISFIED OVERALL WITH THE CONTRACTED FUNERAL HOME



100% RECEIVED NO SALES PRESSURE FROM THEIR FUNERAL DIRECTOR



97% SATISFIED WITH SELECTION OF MERCHANDISE AND SERVICES

Far and away the most important factor people identified when choosing a funeral home, is the affordability of the services offered.

Members say:

"The services of The Co-op Funeral Home perfectly fulfilled the intentions of both my deceased husband and myself. The staff member I worked with was kind, considerate, and understanding. The whole process was as simple and efficient as we wished it to be."

"Everyone I engaged with was kind, respectful and helpful. The process was always explained and let me give input. A great experience. Thank you."

"It went so smoothly at a time when we really needed things to go smoothly because we were totally in shock to the point of trauma. They walked us through the process and made it so easy. we will be forever grateful."



PROGRAMMING

At People's Memorial Association, we know having access to affordable funeral services is critical. We also know that people need information well in advance to be able to make informed decisions about end of life. Whether for themselves or someone they're caring for, information is power.



Classes

PMA taught **34 classes in 2023**. Last year we focused our programming on **presentations for community partners**. Hosting less of our own programming meant we got to visit residential communities, support groups, libraries, churches, and even an arboretum!



Communities

While PMA members know how easy it is to hop on our website or Youtube channel to check out recordings of essential classes, we are working hard to connect with folks who are completely new to the subject of funerals. Last year **72% of attendees at our educational sessions weren't yet members!**



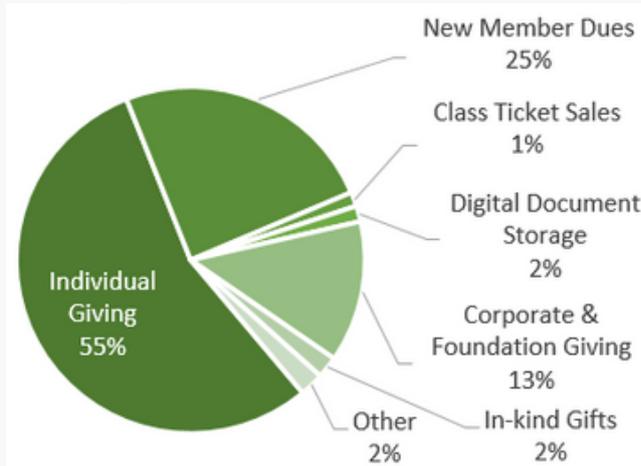
Language Equity

In the summer of 2023, the **Seattle Public Library and the Department of Neighborhoods** helped us present our Ducks in a Row series at the Chinese Information Service Center in both **Mandarin and Cantonese**. We're excited to provide this core education in even more languages!

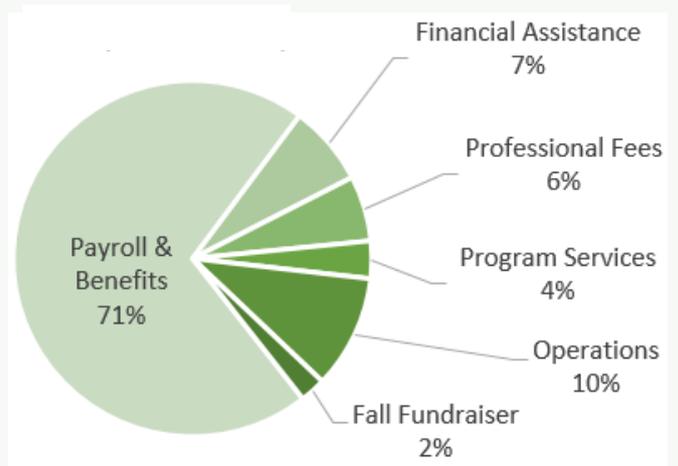


FINANCIALS

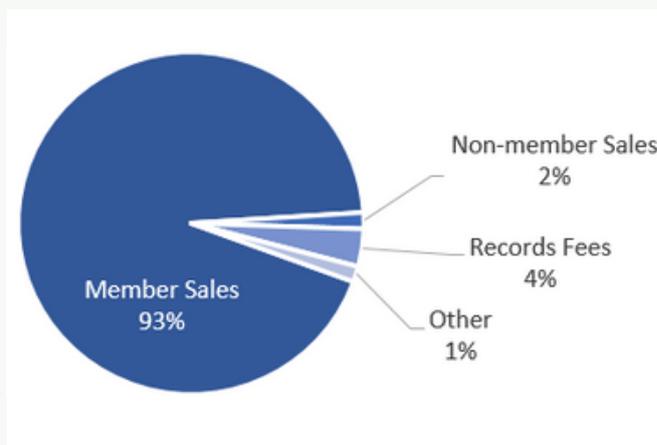
PMA Income \$299,911



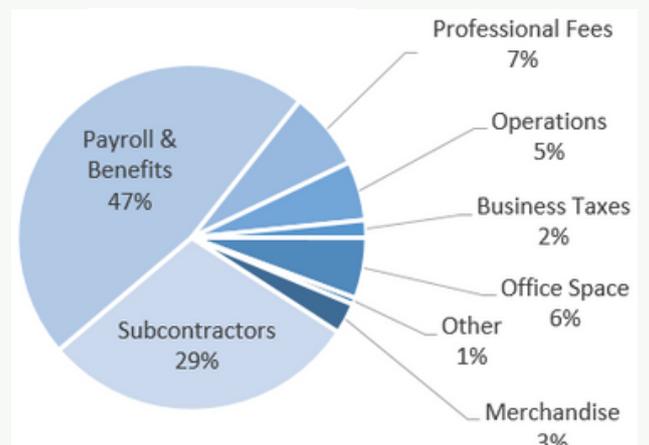
PMA Expenses (\$281,244)



TCFH Income \$898,358



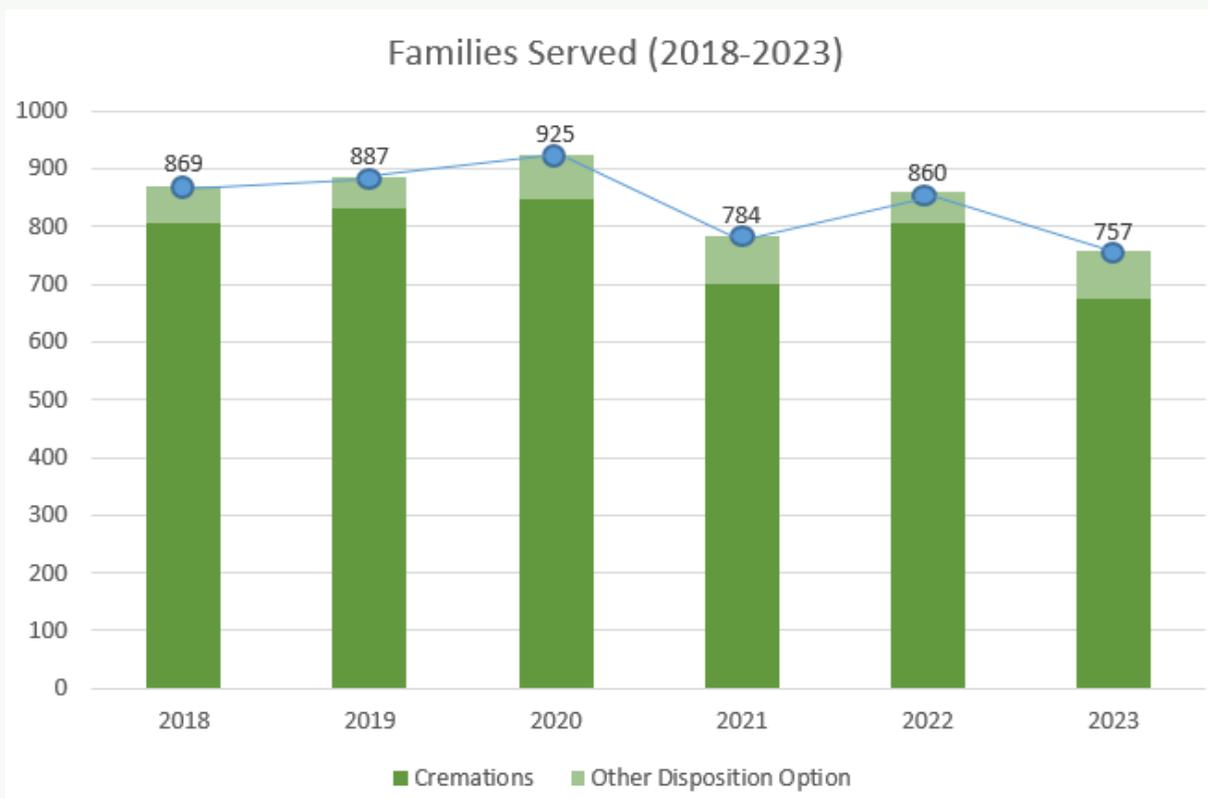
TCFH Expenses (\$977,105)



THE CO-OP FUNERAL HOME



In 2023, The Co-op Funeral Home celebrated **16 years of service** in western Washington. **Our member-owned funeral home is one of the busiest in the state**, tasked with caring for approximately 1 in 12 people who die in King County. In keeping with trends across the state, the vast majority of PMA members continue to choose cremation, though a growing number are opting for aquamation. TCFH provided **47 aquamations** last year, as well as **10 terramations**.



FUNERAL FINANCIAL ASSISTANCE

The program enables people experiencing substantial financial hardship to have access to simple, dignified funeral care for their loved ones.

Over the last
6 YEARS



124 FAMILIES



received
+\$87,000
in aid

- In Washington, even the most affordable funeral option (a **direct cremation**) is unaffordable for many people living paycheck-to-paycheck.
- Our 2022 price survey showed that the **average cost of that option is \$1,658.**

- In 2023, we were able to help **31 families.**
- Our goal is to be able to offer financial aid to a **minimum of 40 families per year.**

- Each person receives an **average of \$1,000** toward the care of their loved one.
- To reach our goal of helping 40 families annually, this fund needs to bring in \$40,000 each year.

“Without the assistance from PMA, I would not have been able to get healed and healthy all the way,” Teresa said. When she lost her mother suddenly to addiction, she herself was in treatment. She didn’t have the resources for even a simple funeral for her mom and was devastated.

She says that the combination of the financial assistance she received and the compassionate, nonjudgmental support she received from the funeral home made all the difference. Not encountering one more barrier in her life, Teresa was able to get her life back on track. “From the bottom of my heart, and I have a pretty big one, thank you so very much. God bless you all.”



SUPPORT PMA

Back in 1939, the founders of PMA couldn't have imagined the ways their little scrappy group would go on to change the landscape of deathcare. They never would have dreamed of being able to affect policy at the state and federal levels, to say nothing of innovations like natural organic reduction!

Rather than waxing nostalgic about the past on this occasion, however, we'd really rather share with you our vision for the future.

Here's a peek at the **three-year goals** we've set for ourselves:



- **Increase PMA membership** outside King County by 10%, as well add 5,000 new members between the ages of 31-50.
- Help 40 families each year through the **Funeral Financial Assistance Fund**, a 30% increase over families helped in 2023.
- Broaden our educational resources to 4 languages by 2026, offering our **Ducks in a Row series live** in one language other than English each year.
- **Expand staffing for The Co-op Funeral Home** to allow us to support 1500 families each year, as well as ensure we offer competitive compensation to all employees.

As you can see from this list, **growth is at the forefront of our mind**. There's no better time than springtime to ask yourself, what can we do to ensure our organization grows and thrives in a changing Washington? How can we ensure future generations have access to the essential resources they need to make informed choices about their funeral care? **PMA members know who to call when they have questions and anxieties**, and we are working toward ensuring even more people have that same support.

PMA needs your help. This spring **we need to raise \$22,000** to ensure we are able to do our essential work. It's already shaping up to be a busy year and your gift is the power behind the work we do everyday. **Donations like yours are the backbone of PMA's work** toward a future where everyone has access to affordable, dignified funeral care.

Give today by visiting peoplesmemorial.org/donate or mail a check to 2011 1st Ave N, Seattle, WA 98109.



CONNECT WITH US

When was the last time you updated your contact information? Stay in touch! Help us keep our records up to date by emailing us at info@peoplesmemorial.org or leaving a voicemail at **206-325-0489**.

WAYS TO CONTRIBUTE TO PMA'S FUTURE:

- Make a gift today by mailing a check to **People's Memorial Association at 2011 1st Ave N, Seattle, WA 98109**, or give online at peoplesmemorial.org/donate.
- PMA now accepts **gifts of stock, qualified charitable distributions (QCDs) and donor advised funds**. To make a non-cash gift of this kind, please email us at director@peoplesmemorial.org.
- Make generosity your legacy by including **a bequest to PMA** in your will. Visit the **"Legacy Giving" page** of our website to learn more.
- Participate in your **employer's corporate matching program**. There are almost 80 companies we know of that make this option available to Washingtonians. See that list on the **"Matching Gifts" page** of our website.
- Enroll your staff in one of our **employee benefits programs**. This new offering is a great way to invest in your team and support them when they need it most.

**Thank
You!**



Offering this report digitally helps us reduce our paper consumption with our annual report! It also helps us be mindful of the ways we use your generous donations.

PMA is a registered 501(c)3 nonprofit organization. EIN 68-0621888

