



2018 IMPACT

People's Memorial Association

MEMBERSHIP

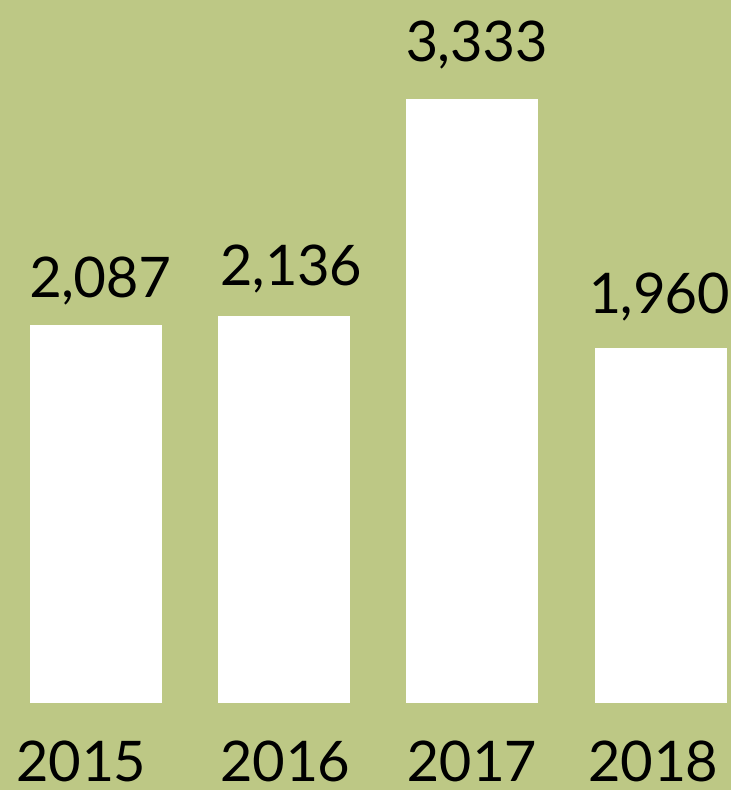


72,000
living members
in Washington State

25 Contracted
Funeral Homes

serve our members by
honoring reduced pricing
and **providing quality care.**

NEW MEMBERS



252

people chose to store
digital copies of their
end of life plan



425

CALLS PER MONTH
responding to member needs

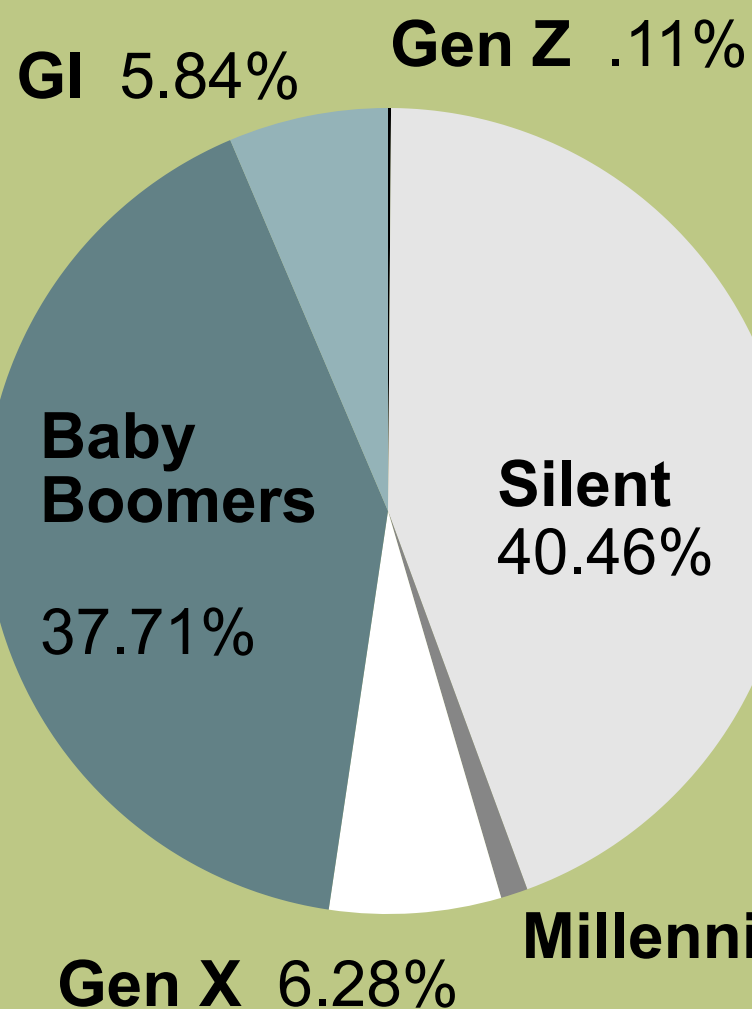


115 packets of updated
member materials are
mailed each month

MEMBER DEMOGRAPHICS

Top 5 Cities

- Seattle
- Bellevue
- Everett
- Renton
- Shoreline



Age

GOALS

We want to reach the adult children of baby boomers since they are most often financially responsible for their parents' final arrangements. Registering their parents and themselves for PMA Membership will **guarantee reduced pricing** and **protection from predatory sales tactics.**





2018 IMPACT

People's Memorial Association

EDUCATION



795

PEOPLE ATTENDED
OUR CLASSES

GOALS

To expand our reach, we plan to **record our classes.** These videos will be available online and will be accessible worldwide.

BIENNIAL

PRICE SURVEY



Cremation prices vary by over 750%

Burial prices vary by over 400%

More funeral homes shared their pricing with us ▲ 11%

More funeral homes post their prices online ▲ 30%

The study reinforces the importance of shopping around and planning ahead to assure you receive the final arrangements you want at a price you can afford.

ADVOCACY



Increasing Choices

WA State votes to legalize green disposition options.

Senate Bill 5001 Concerning Human Remains will legalize **Recomposition** and Alkaline hydrolysis or **Aquamation**.



20

FAMILIES

supported through the Indigent Cremation Fund



Pricing Transparency

The FTC Rule, written in 1984, only requires a funeral home provide a price list if you visit their location. No one shops this way today; we use the internet. **Funeral Homes should be required to post their prices online.**

248

volunteer
hours





2018 IMPACT

People's Memorial Association

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Executive Director

Jeff Cohn
Business Manager

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Membership &
Development Director

Beverly Tryk
Administrative Assistant

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CALENDAR OF EVENTS

Ducks in a Row

Workshop about end of life planning
April 15th // 12:30 - 3:30 pm
Sammamish Family YMCA

Duck-et List: Funeral Options

Class about cremation and burial options
May 21st // 5:30 - 7:30 pm
Mirabella Seattle
Retirement Community

"End Game" Film Screening

May 28th // 7:00 - 8:30 pm
UW's Kane Hall

Duck-et List: Organ Donation

Class about Life Net donation program
June 18th // 5:30 - 7:30 pm
West Seattle Library

CONTACT

206.325.0489

info@peoplesmemorial.org

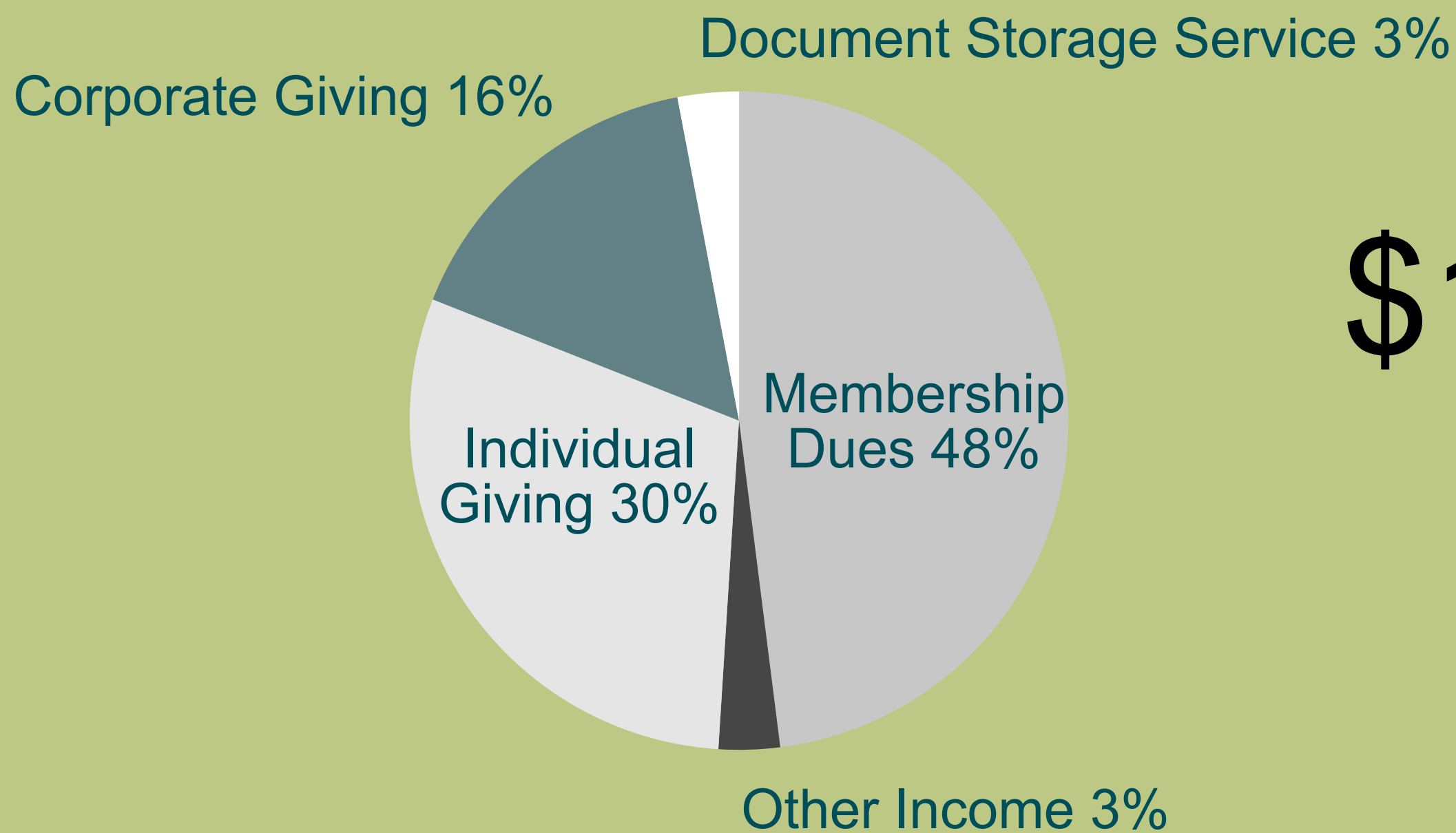
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2018 FINANCES

People's Memorial Association

INCOME



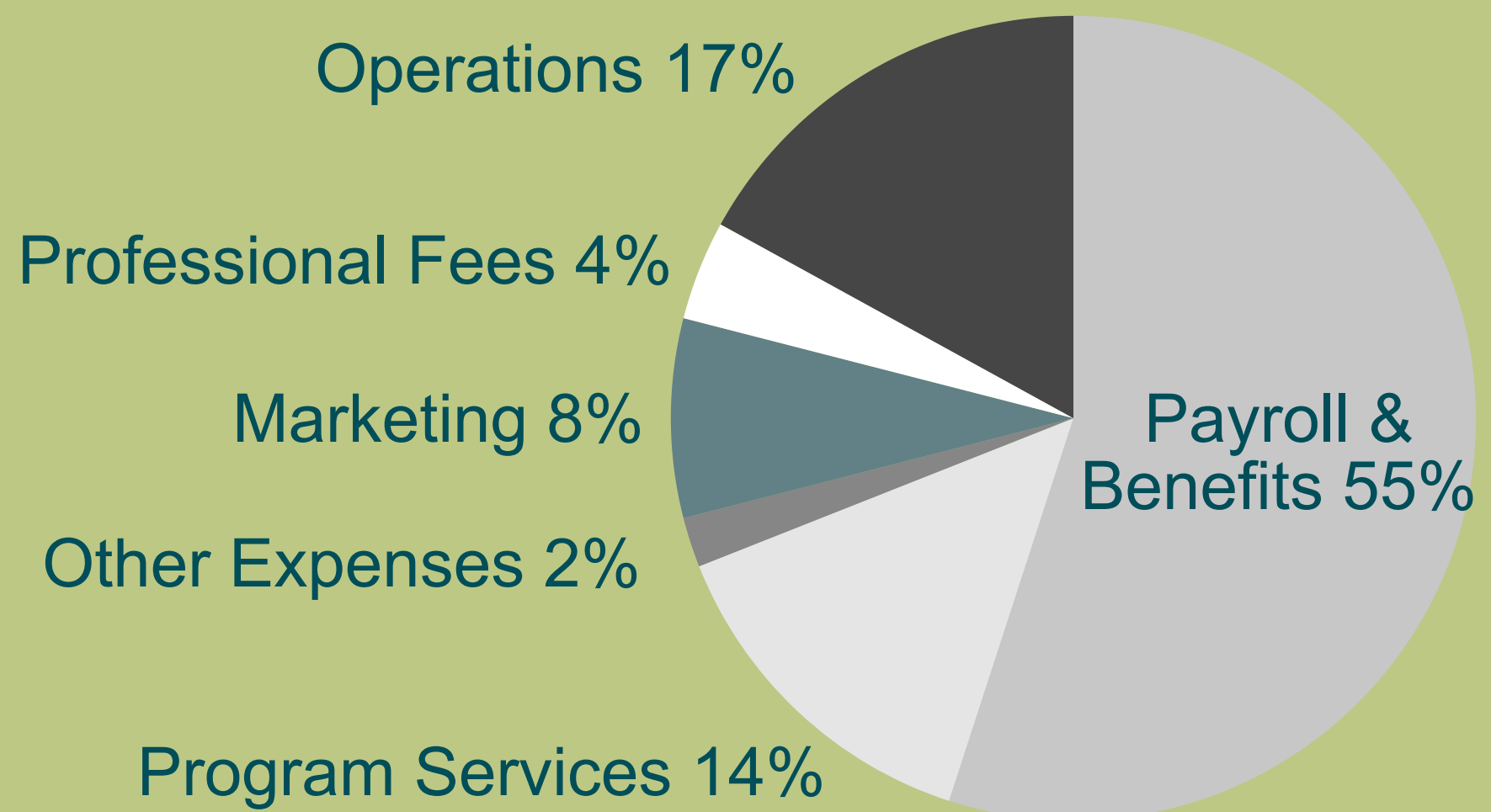
\$192,327

TOTAL INCOME

EXPENSES

\$191,316

TOTAL EXPENSES

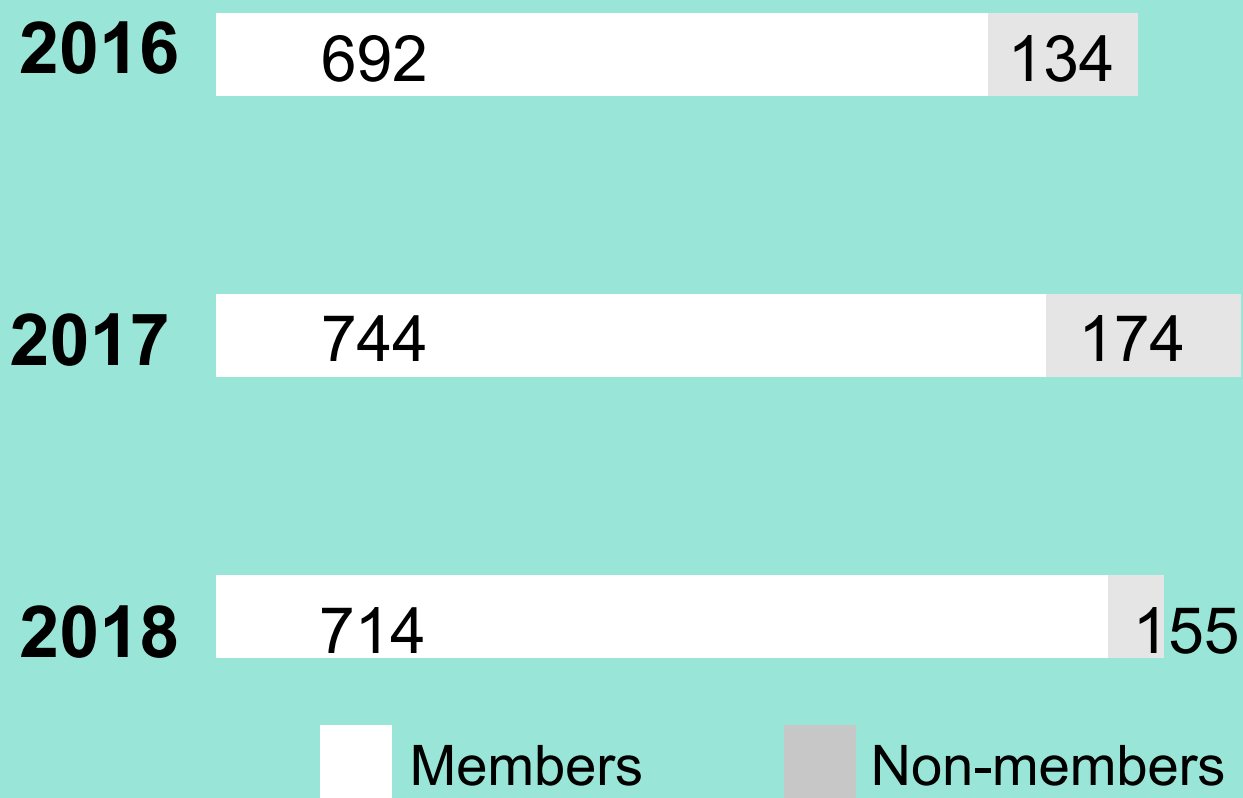




2018 IMPACT

The Co-op Funeral Home

Families Served by The Co-op Funeral Home



806 | Cremation
 62 | Burial
 1 | Aquamation

869
 FAMILIES SERVED



\$122,083
 IN MEMBER SAVINGS

“We appreciate how respectful the staff were of my mother's body and us. The right balance of respect, kindness, and professionalism.”
 - Pamela

BENEFITS

OF PMA MEMBERSHIP



\$795

Direct Cremation
PMA Members

\$1,484

Direct Cremation
State Average

\$1,215

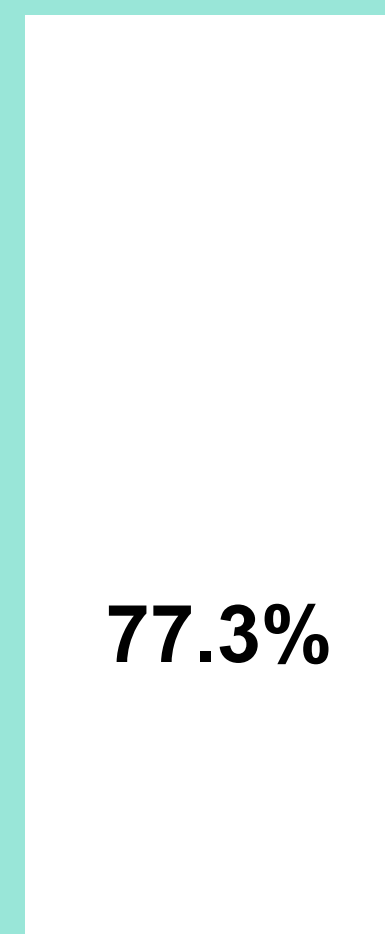
Direct Burial
PMA Members

\$2,188

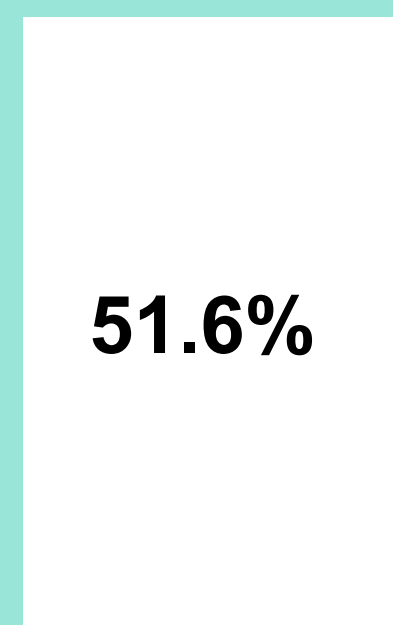
Direct Burial
State Average



National Cremation Rates



Washington

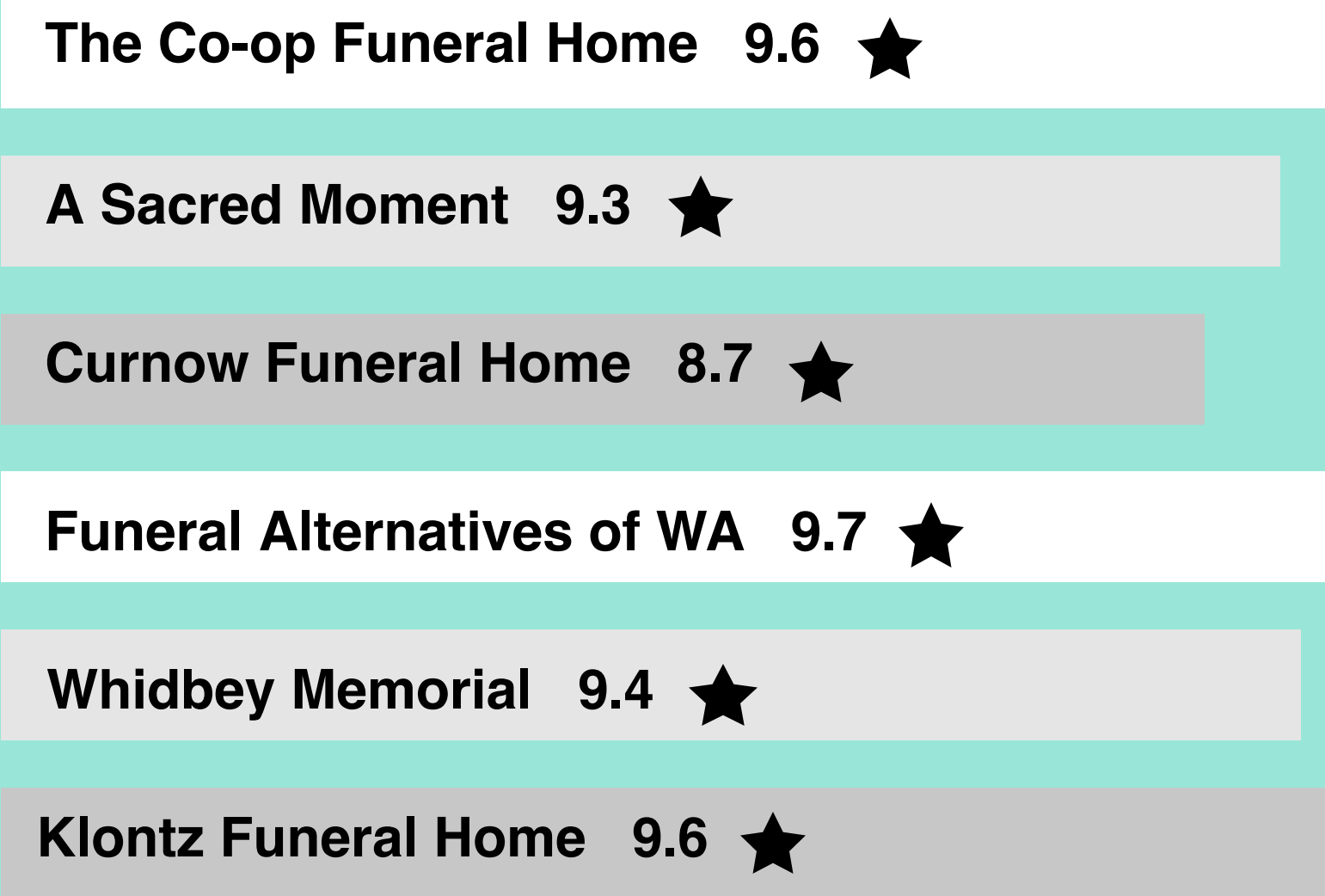


United States



2018 IMPACT

The Co-op Funeral Home



Satisfaction Surveys



are sent to every family who uses the services of a contracted funeral home

"I'm a third generation member of People's Memorial. I extend my family's appreciation for your prompt, calm, and dignified handling of our mother's recent passing."
- Deborah

Overall Satisfaction with Funeral Home 2016 - 2018

STAFF

Nora Menkin
Executive Director

Kimberly Forsythe
Funeral Director

Chris Ronk
Funeral Director

Kale Hicks
Funeral Director Intern

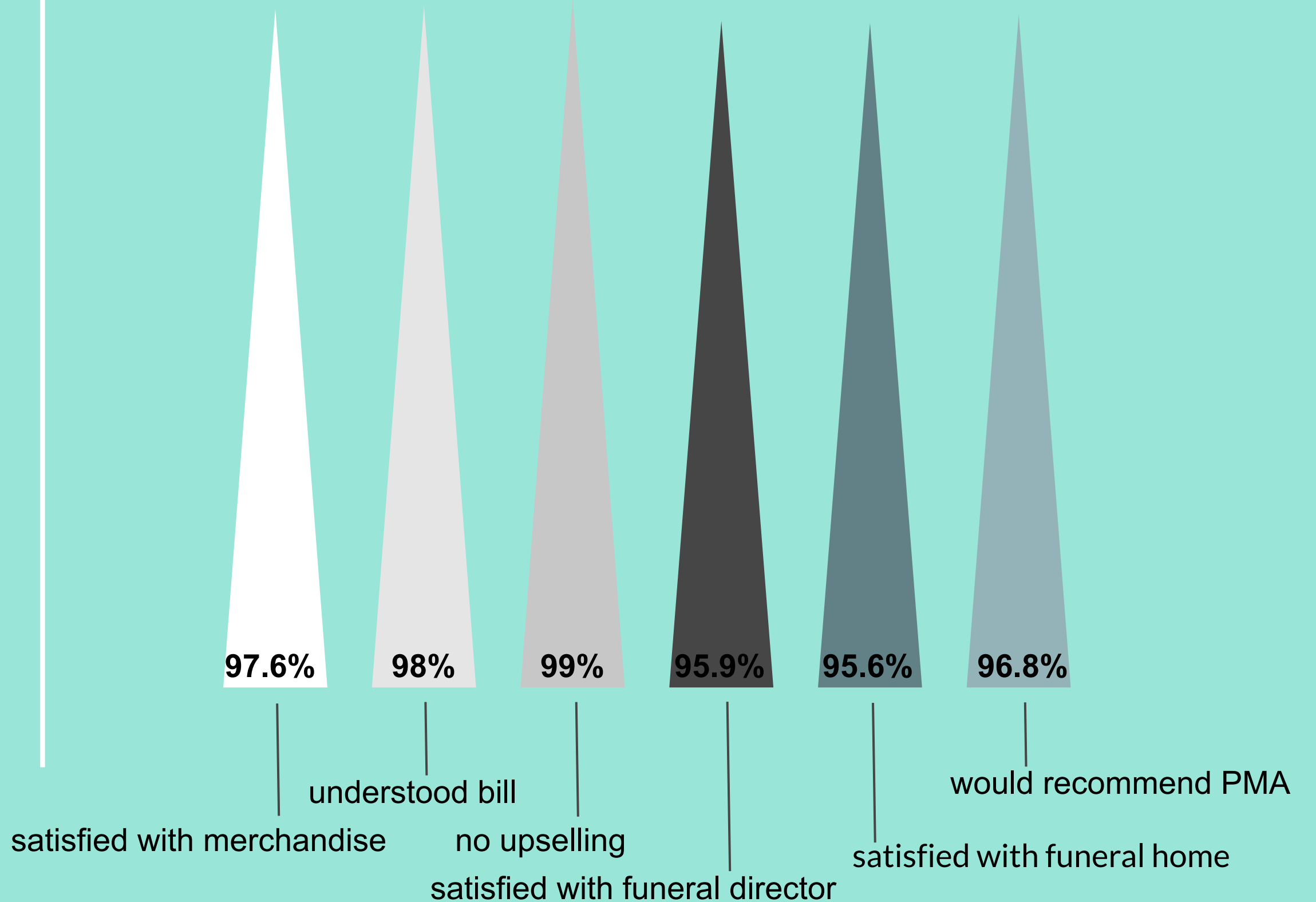
CONTACT

206.529.3800

info@funerals.coop

funerals.coop

Of those who used a PMA Contracted Funeral Home...

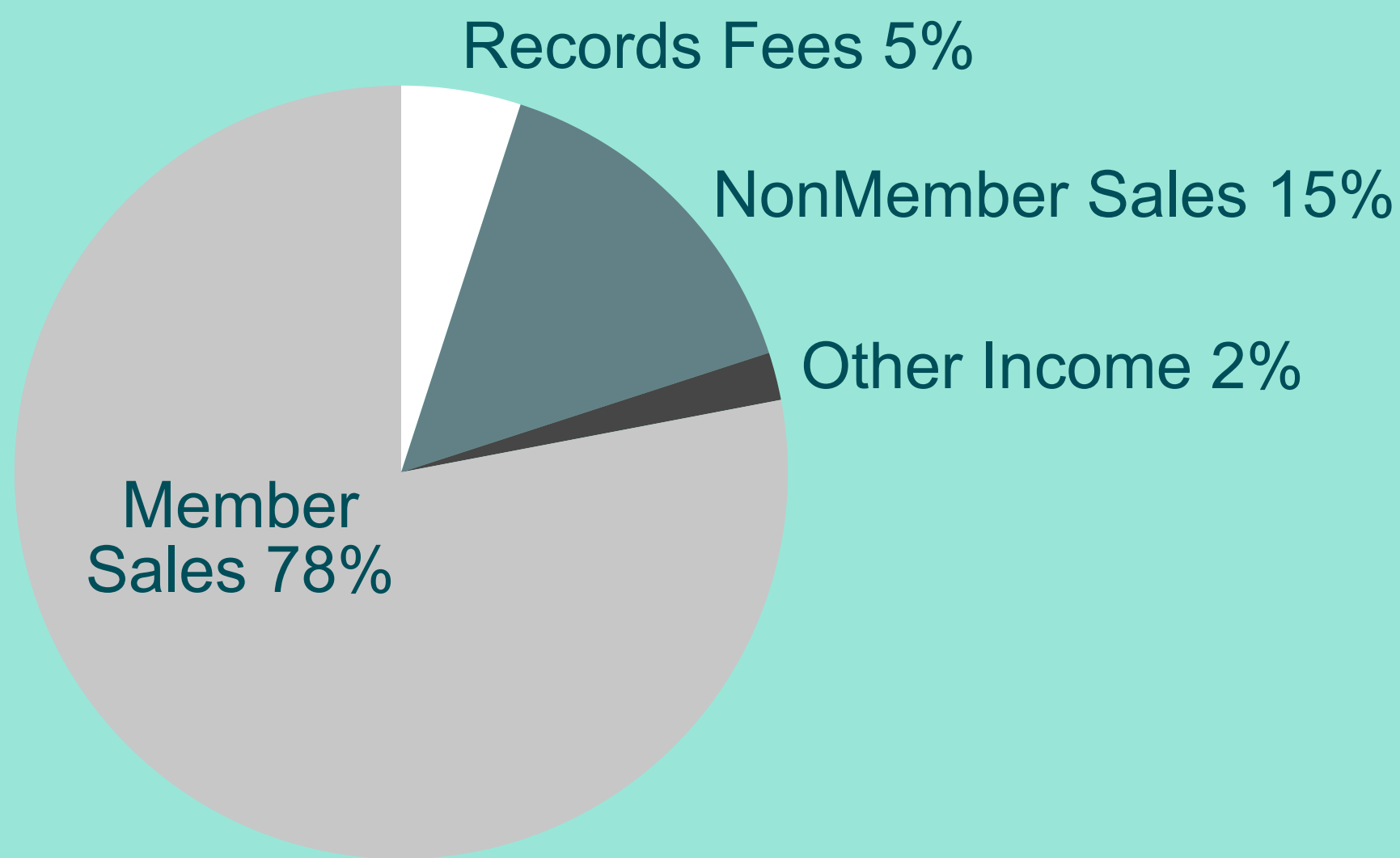




2018 FINANCES

The Co-op Funeral Home

INCOME



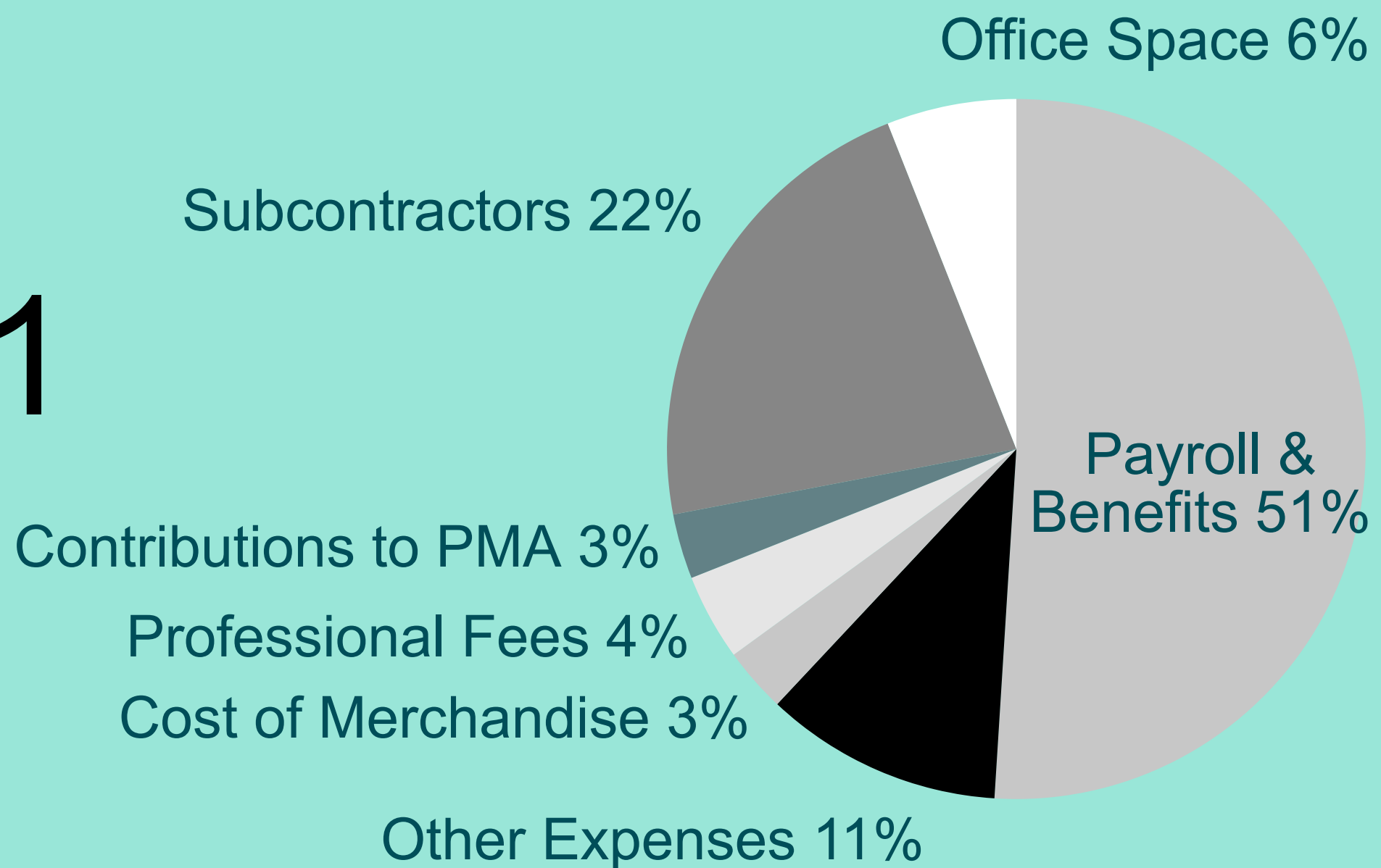
\$882,961

TOTAL INCOME

EXPENSES

\$933,781

TOTAL EXPENSES



2018 DONORS

Thank You

Membership dues cover only a portion of our operating budget. We rely on generous donors like you to continue our education and advocacy efforts.

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We are uniquely grateful for these memorial gifts that help us continue our mission in honor of those who have passed.

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