



2021

ANNUAL REPORT

PEOPLE'S MEMORIAL
ASSOCIATION

www.peoplesmemorial.org



A MESSAGE FROM THE DIRECTORS

In May 2021, **Amanda Stock** was promoted to **Executive Director of People's Memorial Association** and **Kimberly Forsythe** was promoted to **Managing Funeral Director of The Co-op Funeral Home**. The new **co-directors** have been working closely with each other, the Board of Directors, and the staff to ensure each organization is operating efficiently and providing the membership with the best services possible. **Please join us in welcoming our new co-directors!**

This is an exciting time in PMA's history and we're honored to work at an organization that provides so much value to the community. Over our years of service, we both have been inspired by our active and engaged membership. It's because of people like you that **PMA is celebrating 84 years of service!**

Thousands of people have been investing their time, energy, and resources into this organization **since 1939**. We've grown by leaps and bounds in recent years, and these past two years spent in a global pandemic have taught us a lot. It's crystal clear how critical it is to have PMA available to our community. Even with everything that's changed around us, Washingtonians know **some things remain steadfast**: like the quality of the support they receive from us during the most difficult time of life.

In 2021 we were met with some transitions, as well as opportunities for reflection and growth. We're happy to share that **the organization remains healthy and committed to its mission of being the trusted resource and thought-leader for funeral choice, education, and advocacy in Washington State**.

Our vision for 2022 is to continue to take action towards our **diversity and inclusion** commitments. We will refer back to these ideals as we **increase access to our Funeral Financial Assistance fund, continue providing virtual classes about a variety of end-of-life topics, and support over 71,000 PMA members and their loved ones**. This year we will

conduct the **Funeral Home Price Survey** and will continue to collaborate with leaders and volunteers from other affiliates of the **Funeral Consumers Alliance**. PMA continues to be a pillar in the community and is held in high regard across the nation and in the funeral industry as a whole.

If you believe it's important for all Washingtonians to have PMA as a **reliable resource for funeral education and advocacy**, please consider making a gift to PMA today. This is the first opportunity of the year for you to **support our mission** and to ensure that every Washingtonian who needs our services can access them.

Thank you for your continuous support and for your dedication to PMA over the years.





MEMBER BENEFITS

Your **lifetime membership** has no annual premiums and includes:

- Part ownership in **The Co-op Funeral Home** of People's Memorial;
- Access to **discounted rates** for cremation, burial plans, alkaline hydrolysis, and natural organic reduction at our contracted funeral homes;
- A **15% discount** on caskets, urns, and services offered by the selected funeral home, as well as from Touch-Formed Memorials, who provides handcrafted ceramic urns;
- **Discounted admission to events and classes** hosted by PMA about end-of-life issues;
- Tools to help you identify and document your preferences, as well as share them with your loved ones;
- **A compassionate and trustworthy resource** for all your questions about memorials, funerals, and other

after-death arrangements;

- An **advocate for you** at both the state and federal levels;
- The **gift of preparedness** that you give to your loved ones;
- A **15% discount** on services at **Resting Waters Aquamation: Seattle's Pet Funeral Home**; and,
- **NEW!** You can apply for a savings account with **Salal Credit Union** that mimics a pay on death account.



Did you know **68%** of new members are referred by a current member?

1602 new members in 2021



ATTEND THE ANNUAL MEETING



Join us on **April 23rd** for the virtual Annual Meeting! 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. You won't want to miss hearing from one of our newest contracted providers: **Return Home!** Our keynote speaker, their **Founder and CEO, Micah Truman**, will be telling us all about their work providing **natural organic reduction services**, how they are working to give back to their community, and how PMA members can save on their own terramation!

This will be a great time to **ask your questions** and to learn more about how **Washington is leading the nation** in funeral education and advocacy. We continue to work hard to ensure all Washingtonians have access to a funeral industry that is transparent and we want to share in that progress with you!

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

WHO

all are welcome!

WHEN

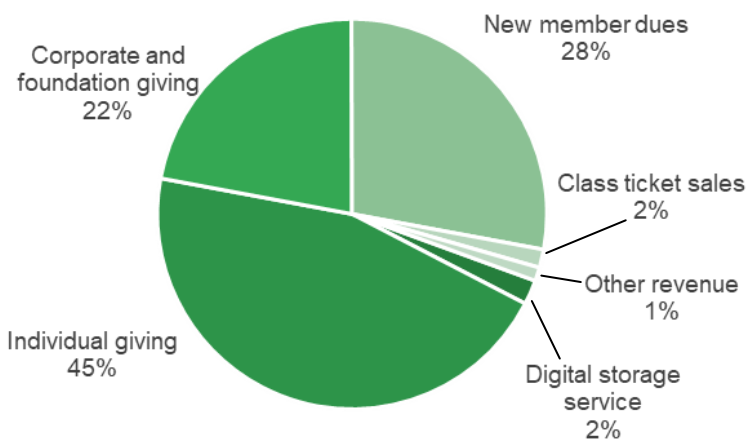
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WHERE

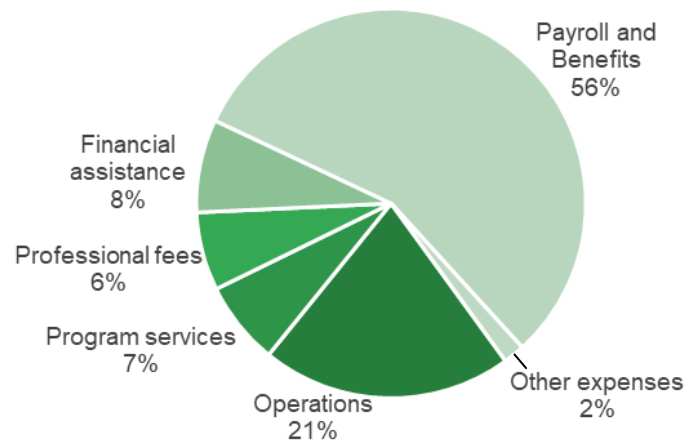
online via ZOOM

FINANCIALS

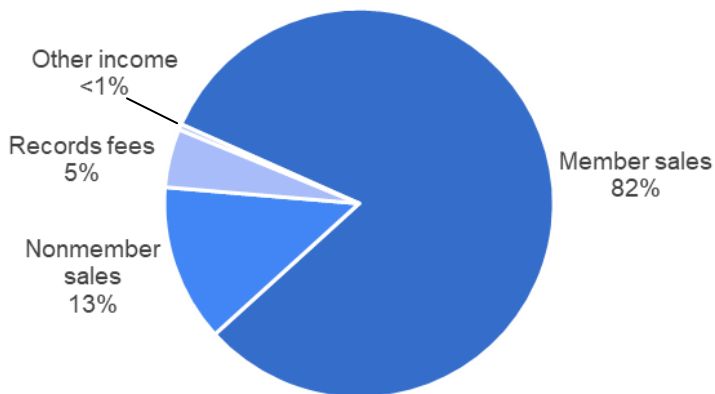
PMA Revenue: \$286,440



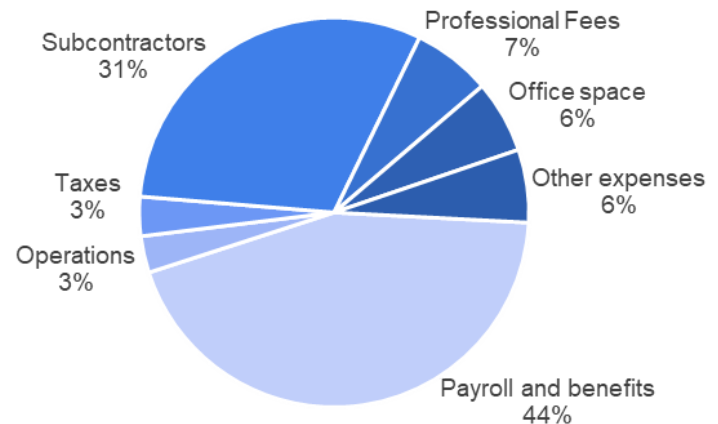
PMA Expenses: \$263,400



TCFH Revenue: \$853,834



TCFH Expenses: \$901,198



784 cases handled by TCFH in 2021

SATISFACTION SURVEYS

After every case 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**.

Here's what member families reported in 2021:

94% satisfied with services and selection of merchandise

99% received no upselling

95% overall satisfaction with funeral home

"Everyone was very sensitive and I could feel the kindness of everyone that I spoke with. THANK YOU for all of your assistance during this difficult time."

"Very helpful and compassionate people."

"They had just the right balance of care and efficiency. I cannot think of a thing I would improve. They responded immediately. I was so relieved. We were all so broken, and they knew just what to do."

"The gals who came to pick up our mom were lovely, professional, caring and very in tune to our sorrow."

1372 families served in 2021





FUNERAL FINANCIAL ASSISTANCE

Thanks to a grant received in 2021 from the **Sparkjoy Foundation** (and **generous donors like you!**), we have been able to expand our **Cremation Assistance Fund**. We're now calling it the **Funeral Financial Assistance** fund and are able to support **aquamation services**, as well as **simple burial plans**. Each family receives a **maximum of \$635** in support. One family wanted to share their gratitude:

Sheila was just **48 years old** when she died, and is survived by her mother Barb, daughter Alyssa, and granddaughter. Sheila's family described her as "Amazing. A talented salesperson and fun to be around. **Sheila was thoughtful and understanding**. She loved to travel and would do anything for her family."

A young single mother herself, Alyssa was **overwhelmed at the sudden loss**. Her income has been affected by the pandemic and her grandmother Barb is living on a **fixed income**. The family qualified for **funeral financial assistance**, so with PMA's help, their family was able to arrange a **small memorial service**. Barb arranged for the church and refreshments, and Alyssa was able to cover her small portion of the cremation cost. They weren't sure what

they would have done if it weren't for PMA's support.

Sheila's family found out about PMA through **Providence Hospice** and **Seattle Cancer Care Alliance** from a hospice nurse they called their "earthly angel."

*"I can't tell you how grateful I am. At that time, we weren't thinking clearly. It was something we never had to deal with before. The help we received was a godsend - not only monetarily but the support, too. Because **we weren't prepared**. Afterwards it was hard to come to grips with it. I was just taking care of her yesterday, so for you to help us get through that was amazing. It meant a great deal to us."*

27 families supported
in 2021



EDUCATION



At People's Memorial Association, we believe having **access to affordable funeral services is critical**. We also believe people need information well in advance so they are empowered to make informed decisions about end of life, be it for themselves or someone they're caring for.

With a full-time Communications Manager on staff, we've been able to dedicate more time than ever to **increasing the value of a lifetime membership**. One of the biggest ways we've identified to support our members is expanding our class offerings. More classes, more topics, more presenters... **More of what our members want to know about!**

Continuing to offer our content online has allowed people to join us from around the world, not only increasing our organizational visibility, but **igniting a spark** that will lead to similar **deathcare activism** in places we could only dream

of before. It's been incredibly gratifying to see this take place and an honor to use that same visibility to engage with subject-matter experts we would never have had access to under normal circumstances.

In 2021, we delved deeper into **end-of-life financial planning** and the **environmental impact of our funeral choices**. Attendees flocked to new sessions like our first ever **obituary writing workshop**. A record number of nonmembers rushed in for the chance to sit in on rich discussion from our community partner **A Sacred Passing**, as they educated attendees about **community deathcare as a social justice issue**.

Check out our **webinar library** to catch up on the sessions you missed and let us know if you would like the latest news on upcoming sessions by being added to our **Programming newsletter!**

1239 webinar attendees
in 2021



SUPPORT PMA



Supporters like you know how essential it is to have reliable access to **clear, concise information** about end-of-life care. The **COVID-19 pandemic** has revealed that the difference between **affordable, dignified deathcare** and uncertain, expensive care can be boiled down to education. The folks that don't know their rights or their options can easily be exploited by **predatory business tactics** in their time of grief.

This spring, **PMA aims to raise \$25,000** to ensure that all Washingtonians can access the critical resources that help them care for the ones they love. This is the first opportunity of the year for you to show your commitment to our mission... and **we've seen your support change the lives of so many.**

With the abundance of options and information out there, it can be challenging to separate the wheat from the chaff. Each person has their own **difficult questions** when they plan ahead or are met with a loss. As you have already seen yourself, the **most valuable resource** can be as simple as a compassionate, knowledgeable person to answer your questions.

More than **71,000 members** across the state depend on PMA to help them identify **affordable funeral services** in their area, as well as **protect their rights as consumers**. This year we are conducting our **statewide funeral home price survey** to do just that.

When you **mail a check or donate online**, you are the power behind this work. Every dollar invested in our organization is a dollar invested right back into our members. We are so **grateful for your dedication** to this cause. Without you, we could never have achieved so much.



Checks made out to People's Memorial Association may be mailed to 2011 1st Ave N, Seattle, WA 98109. Making a gift online is easy at www.peoplesmemorial.org/donate.



AQUAMATION



This deathcare option goes by many names: **alkaline hydrolysis, water cremation, biocremation, resomation, and green cremation**, to name a few. No matter what you call it, this disposition option was **legalized here in Washington State back in 2019** (though it's been in use by academic institutions for many years).

It's **available in 18 other states** and parts of Canada, which shows how passionate consumers in North America are about broadening their deathcare options... as well as critically examining the **environmental impact** of those options. Many folks are opting for aquamation due to its low energy consumption (it has 1/10 the **carbon footprint** of a flame cremation!) and lack of **greenhouse gas emissions**.

Why would we include a whole page on this subject? Well, **The Co-op Funeral Home (TCFH)** actually had the honor of **handling the first aquamation in Washington State** in late 2020. You might have even gotten to attend "Aquamation & Evelyn," a webinar session during **Green Funerals Week 2021** that tells the story of **Evelyn Litwin**, who was that first person to be aquamated in Washington.

If you haven't yet seen it, you're in for such a treat when we bring the session back for Green Funerals Week 2022! **Funeral Director Intern Rachel LeBlanc** masterfully balances the nitty-gritty science of aquamation with the amazing story of this woman she cared for: a lifelong environmentalist who wanted her final gesture on Earth to be a gift back to it.

Since handling Evelyn's care, **TCFH has been leading the way** in providing this service and educating the community about it. Their **stewardship** has led to many inquiries from members who already prepaid for cremations wanting to know how they can **change their plans** to aquamation, as well as phone calls from other funeral homes looking to learn how they can start offering this option to their own communities.

Members can access this option for \$1,250 through TCFH and nonmembers for \$1,500.

Visit funerals.coop to learn more!

33

members chose
aquamation
in 2021

ON-SITE SPACE FOR SERVICES

While ongoing COVID-19 precautions limit our ability to have visitors in the **Queen Anne Baptist Church** where our administrative offices are located, we are now able to rent out **space for funerals on-site**.

The parlor is available for services from **Monday through Friday, 9am - 5pm, for up to 4 hours**. There is a preschool in the building, though, so we recommend scheduling on Saturdays for a more peaceful service.

Full of beautiful, natural light, the **parlor is 927sqft** and located on the ground floor. With space for **up to 50 people**, it includes an upright piano, 2 sofas, a television, 6 round tables (4ft), 20 chairs, and 1 rectangular table (8x2.5ft). An additional 24 chairs are available on request.



For services during the week, members receive a **discounted rental rate of \$500** (nonmembers pay \$600) for this cozy space. **Saturday rentals** are an additional \$350 for members (\$450 for nonmembers). **Evening rentals** between 5pm - 8pm can be arranged for an additional \$200 for members (\$235 nonmembers). If you will need more than an hour for your service, an additional hour is \$115 for members (\$150 for nonmembers).

For more information on how you can reserve this space to honor someone you love, **contact us at info@funerals.coop**.



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**.

Have you **moved out of state**? Your membership is recognized by the national **Funeral Consumers Alliance (FCA)**. Most states have a local affiliate group similar to PMA. If you move, visit the FCA website to find a local group. That local group **will honor your membership**, though they may charge a \$15 transfer fee.

Lots of members are seasonal residents and live part time in another state. Don't worry! Your **membership is reciprocal** and will be honored if death occurs in that state. If a local FCA group doesn't exist in your new state, contact the **FCA main office** at **802-865-8300** or visit funerals.org for more information.



Make a gift today by mailing a check to People's Memorial Association at **2011 1st Ave N, Seattle, WA 98109**, or online at peoplesmemorial.org/donate.

Did you know 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 director@peoplesmemorial.org. Achieve your **charitable giving** goals as you make helping families during the most challenging time of life part of your **legacy!**

Thank you for helping us cut down on our paper consumption with this digital annual report! It also helps us be mindful of the ways we use your generous donations.

PMA is a 501(c)3 nonprofit organization.
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