



# Annual Report

2022

People's Memorial  
Association

# From the Board of Directors

People's Memorial Association and The Co-op Funeral Home play important roles in the lives of countless people, both members and nonmembers across Washington State. I am proud to be a part of these organizations, both **as a member and as President of the Board of Directors**. And there's so much to be proud of!

PMA is an advocate for all of us, working to speak for the average person in guiding both governmental bodies and businesses. The recent open comment period for updates to the **1984 Funeral Rule** generated over 700 comments, telling us loud and clear that **funeral consumers want better, expanded protections**. We're hopeful that the Federal Trade Commission will use this feedback to finally require funeral homes to disclose their pricing on their websites. You may not see us in the headline news, but **we are hard at work behind the scenes** ensuring a future where everyone has access to after-death arrangements that reflect their personal values and resources.

This report allows us the space each year to **reflect on and celebrate the work of both PMA and**

**The Co-op Funeral Home**. The following pages show their collective accomplishments in 2022 and also the **resilience, innovation, and dedication** of our extraordinary team members. Together, these organizations form the steadfast support our community depends on when the time comes to care for their loved ones, as well as proactively plan for their own care.

**I am truly grateful for these two organizations**. We have an extraordinary team with a strong commitment to make the world a better place for everyone. **Please join me in support of and dedication to our organizations by donating today at [peoplesmemorial.org/donate](https://peoplesmemorial.org/donate)**.

In partnership,

*Ann Norman*





# Member Benefits



1,382  
NEW  
MEMBERS  
IN 2022

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;
- A 15% discount on caskets, urns, and services offered by the selected funeral home, as well handcrafted ceramic urns from Touch-Formed Memorials;
- 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 to share 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,
- You can now apply for a savings account with Salal Credit Union that mimics a pay-on-death account.



# Attend the Annual Meeting

**Join us on April 22nd 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.

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.

PMA is working hard to ensure all Washingtonians have access to a funeral industry that is transparent and we want to share in that progress with you!

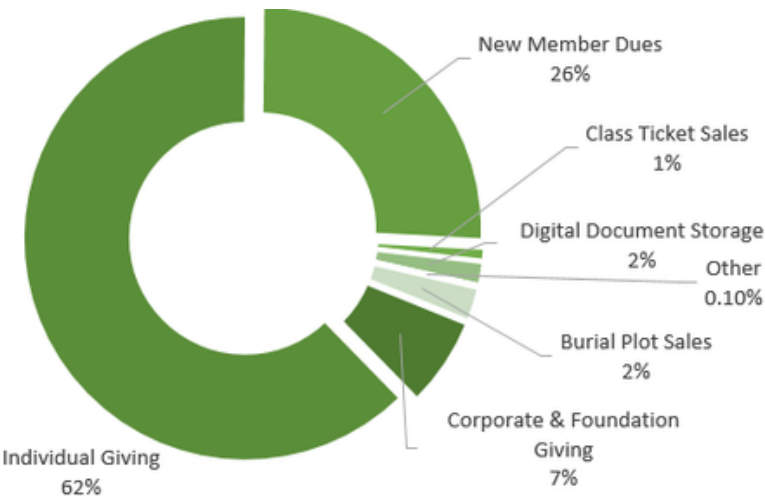
**Register for your unique link to join the Zoom meeting by visiting [peoplesmemorial.org](https://www.peoplesmemorial.org).** We look forward to seeing you!

**WHO:** all are welcome!  
**WHEN:** 4/22/23 from 10am-12pm  
**WHERE:** online via ZOOM

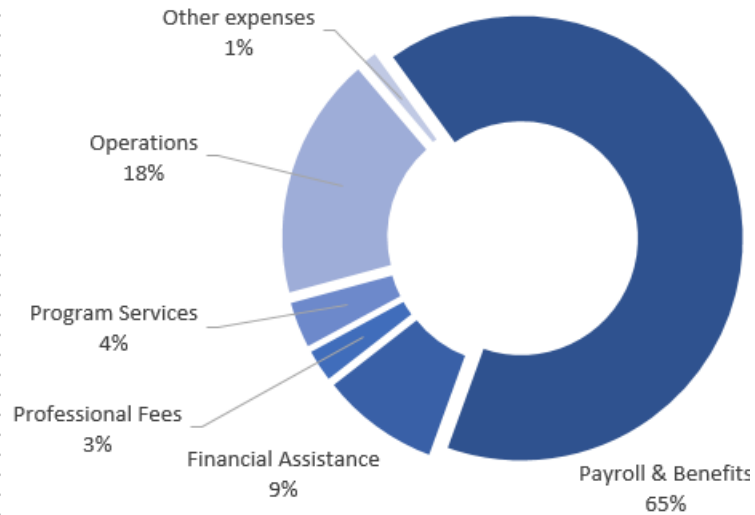


# Financials

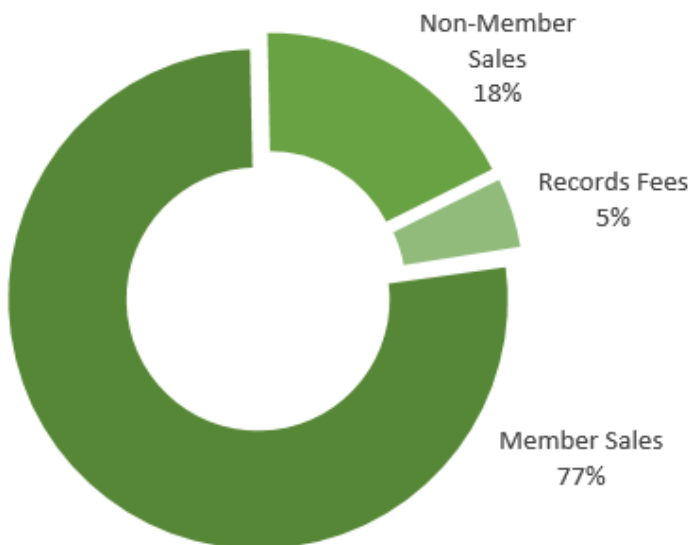
**PMA REVENUE:**  
**\$273,084.40**



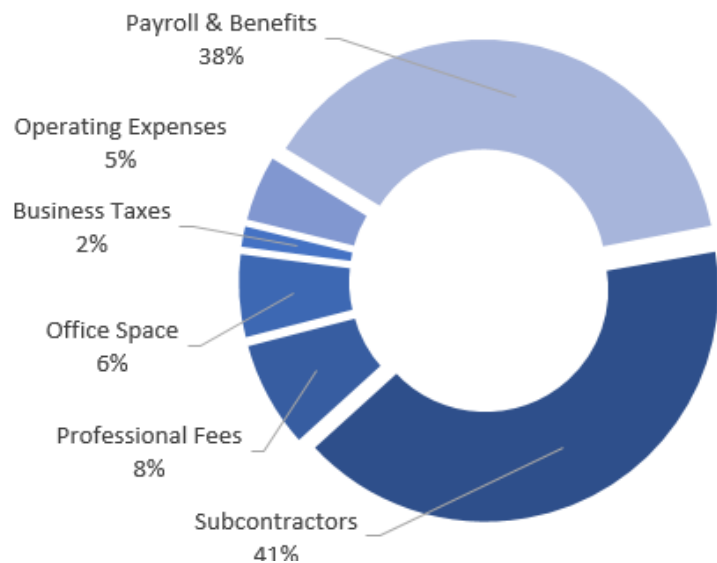
**PMA EXPENSES:**  
**\$255,284.26**



**TCFH REVENUE:**  
**\$998,566.61**



**TCFH EXPENSES:**  
**\$897,441.38**



**860 FAMILIES SERVED BY THE  
CO-OP FUNERAL HOME IN 2022**



# 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 2022:

**97%:** satisfied with services and selection of merchandise

**97%:** received no upselling

*"I wanted to be with my mother until the end. They let us participate at a level at which we felt comfortable and included. At every moment they were loving and responsive. Cannot say enough good things."*

**1,415 FAMILIES  
SERVED IN 2022**

*"They were kind, thoughtful and went above and beyond. Thank you."*

*"Prompt, kind, efficient, knowledgeable."*

*"Your staff was very caring and very patient with us."*

*"Professional and yet authentically compassionate."*

*"I appreciated everything they did. It honestly was perfect and they made it very easy."*



# Funeral Financial Assistance



Thanks to a grant received in 2021 from the Sparkjoy Foundation (and generous donors like you!), we were able to expand our Funeral Financial Assistance fund to support a record-breaking 41 families in 2022. Each family receives a maximum of \$635 to help offset the cost of cremation, simple burial, or aquamation services.

## 41 FAMILIES SUPPORTED IN 2022

*One family wanted to share their gratitude:*

Robin's professor wrote to us on her behalf, advocating for her student who needed **financial assistance for her father's funeral arrangements**. Robin is a **single mother** who recently **broke the cycle of homelessness** and is pursuing an associate's degree in Applied Science.

Working hard to get on her own two feet, Robin wasn't prepared for the **sudden cost** of her father's funeral arrangements after his **unexpected death**. As his only next-of-kin, the responsibility of handling his arrangements was hers to handle. But fortunately, she wasn't alone in this.

By receiving financial assistance, paying for her father's cremation didn't create another barrier for her while she tries her best to be a **good mother and outstanding student**. Through this fund, we made a **positive investment** in her and her child's future.



# Education

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**.

Over the course of **35 classes, 1,640 attendees** joined us... and **70% of those folks were nonmembers!**

We're dedicated to ensuring everyone has access to essential information about their **rights as a consumer**, as well as their **options as a Washingtonian**. It's collaboration with other local organizations that help us reach new people and donors like you that help us keep PMA's content fresh and relevant to what you want to know about.

In 2023, expect **the return of Green Funerals Week and Death Careers Week**, and of course our classic **Ducks in a Row** series. Subscribing to the Programming newsletter will ensure you don't miss a single event in 2023.



Check out the revamped Webinar Library by visiting [peoplesmemorial.org](https://peoplesmemorial.org) and get access to recordings of past sessions any time.

Thanks for learning with us!

**1,640 CLASS  
ATTENDEES  
IN 2022**





# Support PMA



## Supporters like you

know how crucial 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 \$28,000** 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.

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, Seattle, WA 98109. Making a gift online is easy at [www.peoplesmemorial.org/donate](http://www.peoplesmemorial.org/donate).**



# Natural Organic Reduction

"**Green burial was the inspiration** that brought me to this work," says **managing funeral director of The Co-op Funeral Home, Kimberly Forsythe**. "It started when my Grandma mailed me a newspaper article about a man buried in a blanket. The simplicity of that really resonated with me."

While we've entered a **green funeral renaissance** of sorts in the last few years, she points out that, "During that time, natural burials were not available in Washington. **I'm thankful for**

**organizations like PMA** who have worked so hard to **advocate for choice** and helped support more **environmentally-friendly funeral options**, like green burial, aquamation, and of course natural organic reduction in Washington."



This passion for providing expanded options to the community was the driving force behind The Co-op being one of the **earliest providers of aquamation in Washington State**. They knew that the passion that families showed for that offering meant it was **time to include natural organic reduction** as well. Members will be able to access a "**terramation**" directly from The Co-op Funeral Home **starting at \$3,950** through their **partnership with Return Home**.

You will still be able to access this option directly from our contracted natural organic reduction providers, but as Kimberly points out "Some families like being able to work directly with us. They may have worked with us in the past and gotten to know us, and **it helps to see a familiar face when you're grieving.**"



# On-site Space for Services



We are now able to rent out space for funerals on-site!

The parlor of the **Queen Anne Baptist Church** is available for services from **Monday through Friday, 9am - 5pm**, for up to 4 hours.

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 additional information, including information on pricing, please visit The Co-op Funeral Home's website: [www.funerals.coop](http://www.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**.

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.



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 it part of your legacy to help families during the most challenging time of life!

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

