



THE CO-OP FUNERAL HOME  
OF PEOPLE'S MEMORIAL

## Treasurer's Report for Fiscal Year 2017

2017 was a good year for both People's Memorial Association, and The Co-op Funeral Home. Off the charts good.

**The Association** saw a surge in new memberships, more than 3,300. The 56% boost in new members, along with the member fee increase resulted in an additional income of \$48,000.

Our Indigent Cremation Fund, which helps with cremation costs for member families in need, was hit with such high demand for assistance that these resources were depleted. Few plots had sold during the year, and we were forced to close the fund for most of 2017. We were able to assist only three families the entire year. Good news is that recent plot sales have restored our fund to the point we can help families once again.

Fundraising included The Seattle Foundation's GiveBIG event in May, and our Death & Cocktails to celebrate Day of the Dead. One option that fits well with PMA is planned giving. A legacy gift can make a world of difference. On December 31<sup>st</sup>, 2017 we received an envelope with the sender marked "from the estate of..." so we were confident it contained a bequest. To our surprise, we found a cheque in the amount of \$25,000.

With a net income of \$53,000, we now have a cushion should the need ever arise.

**The Co-op Funeral Home** also had a successful year. It ended 2017 in very good shape- money in the bank and a new van in the garage.

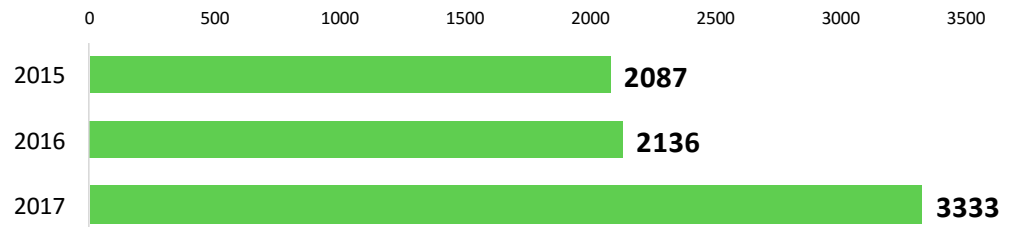
To help spread the load of increased business, a fourth funeral director was added to the staff. Serving 913 families in 2017, the funeral home realized \$879K in sales, a slight nudge over budget and nearly 10% over prior year sales. We continue to see growth with non-member families accounting for 18% of total sales.

With the unforeseen loss of contracts from the three Weeks family funeral homes, we reached only 76% of budgeted records fees. Even with this hiccup, we came within less than 1% of budget for overall income.

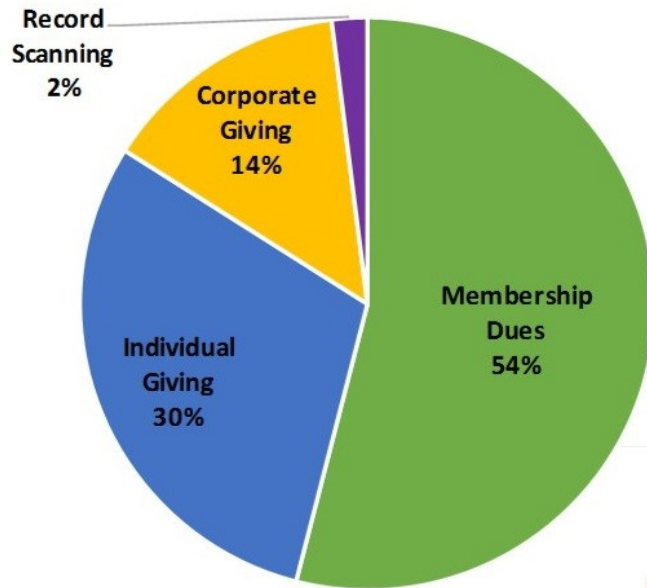
Although a solid budget was developed, expenses did not keep pace with income. The result is that The Co-op Funeral Home ended the year with a \$57,000 net, beyond expectations, and well beyond 2016's net of \$33,000.



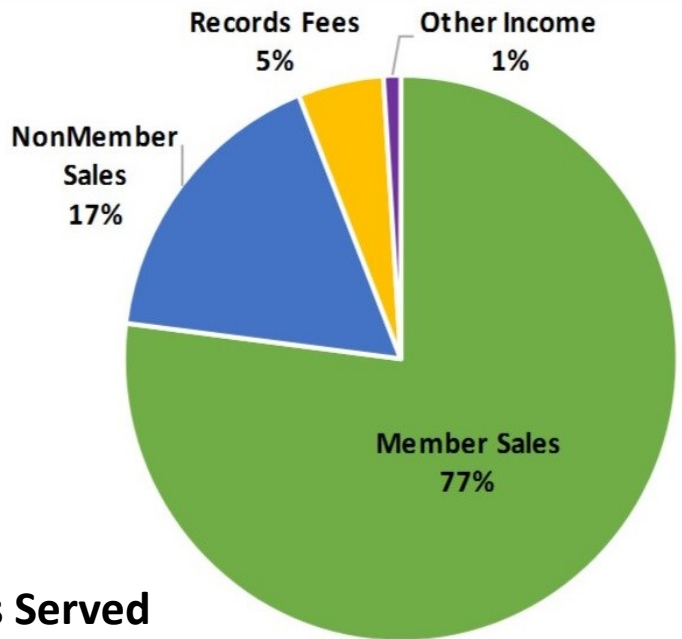
## PMA New Members



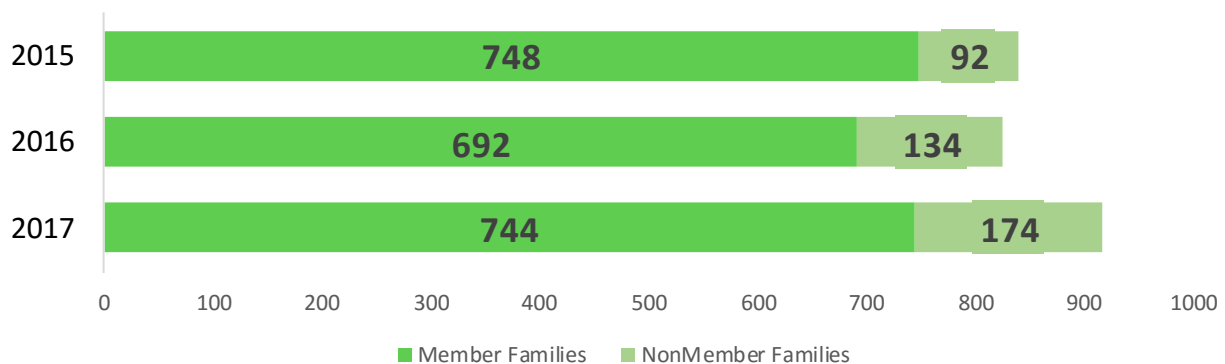
## PMA Income



## TCFH Income



## TCFH Families Served





**THE CO-OP FUNERAL HOME**  
OF PEOPLE'S MEMORIAL

**2018-19 Board of Directors:**

President: Elizabeth Coplan

President-Elect: Danny Geiger

Vice-President: Margaret Kitchell

Secretary: Ashley Topacio

Treasurer: Nate Tepp

At Large:

Paul Hensel

Cheryl Jennings

Cassidy Stout

Michael Geoghegan

Alternate: Erika Campbell

**Staff:**

PMA

Executive Director: Kathy Long

Business Manager: Jeff Cohn

Office & Volunteer Coordinator: Susan Miranda

The Co-op Funeral Home of People's Memorial

Managing Funeral Director: Nora Menkin

Funeral Director: Kimberly Forsythe

Funeral Director: Chris Ronk

Administrative Assistant: Victoria Hopkins

Funeral Director Intern: Kale Hicks



# 2017 Annual Report

## ADVOCACY:

Supports those with limited financial resources with the Indigent Cremation Program.

## EDUCATION:

Held 10+ presentations to senior centers, retirement homes, church groups. In 2017 alone we reached 293 folks.

## ADVOCACY:

Led the efforts to legalize Biochemical Hydrolysis as a greener final disposition.

## EDUCATION:

Outreach via 10 Conferences staffing tables with PMA brochures and funeral planning forms.

## ADVOCACY:

Sends out and records over 1000 satisfaction surveys to the families of our members who died, making sure our contracted funeral homes provided affordable, dignified arrangements with no sales pressure or hidden pricing.

## EDUCATION:

Held four full "Got Your Ducks in a Row?" workshops reaching 179 adults covering estate planning, advance directive and funeral planning.

## ADVOCACY:

Encouraged traditional cemeteries to offer natural burial ground sections for green burial