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 31st, 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.
### TCFH Families Served

- **2015:** 748 Member Families, 92 NonMember Families
- **2016:** 692 Member Families, 134 NonMember Families
- **2017:** 744 Member Families, 174 NonMember Families

### PMA New Members

- **2015:** 2087
- **2016:** 2136
- **2017:** 3333

### PMA Income

- **Record Scanning:** 2%
- **Corporate Giving:** 14%
- **Individual Giving:** 30%
- **Membership Dues:** 54%

### TCFH Income

- **Member Sales:** 77%
- **NonMember Sales:** 17%
- **Records Fees:** 5%
- **Other Income:** 1%
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
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.