

Presented by:



Memorialization in an age of Cremation and Green/Natural Burial

Navigating the new surge in disposition alternatives

About the Speaker – Neil Fogarty

- Third-generation memorialist, currently President of Dodds Memorials, and Founder of the Before I Die Ohio Festival, and Board President of Woodland Cemetery, Xenia. Dodds Memorials is a 160-year-old company dedicated to Creating Lasting Visions of Love for Caring Families.
- Over 30 years' experience in the memorial industry working from the production area as a teenager, through every phase of the business.
- Graduated from Miami University in 1995 and married his college sweetheart, Kerry. They have 3 children, Caleb; Ellie; Aliya, and live in Troy, Ohio.
- Awards
 - ***Finalist for the 2023 Better Business Bureau Torch Award for Ethics and Integrity***
 - ***Monument Builders of North America's Aspire Award in 2014, 2019***
 - ***2020 Cremation Memorial Design of the Year***
- Teaches a 2-hour seminar at Cincinnati College of Mortuary Science on the importance of memorialization in the grieving process

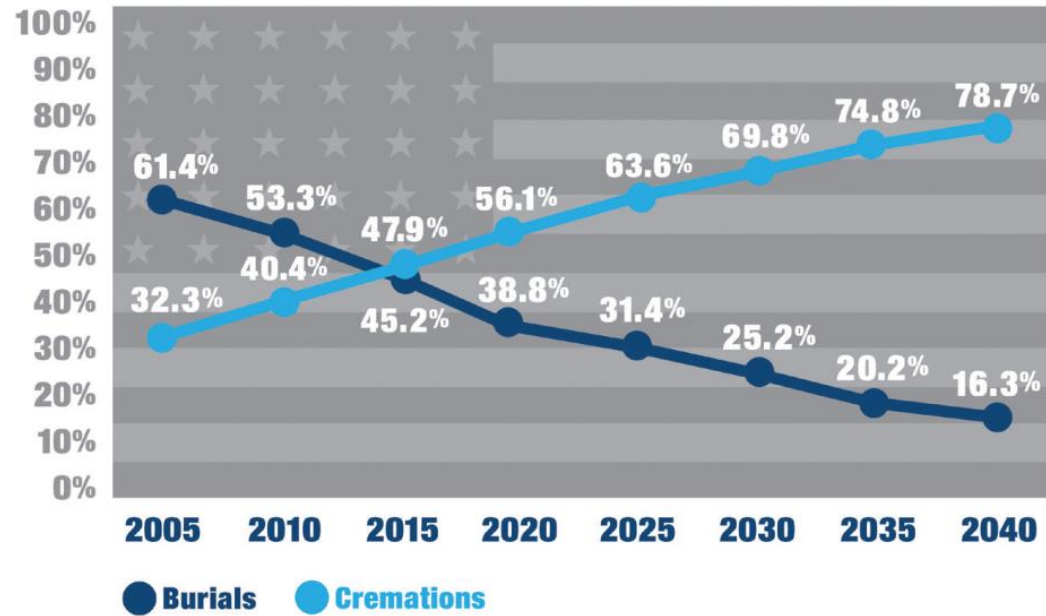


Overview

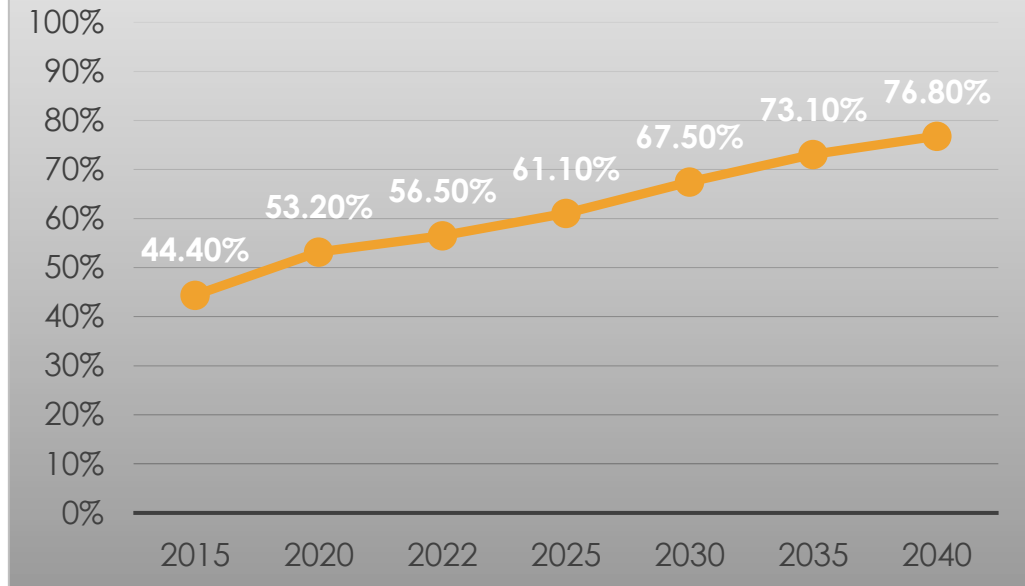
- Review industry trends associated with cremation and green burial
- Identify the unique challenges the deathcare industry faces memorializing families choosing to cremate or bury in a natural area
- Discuss strategies that educate families, address common misconceptions, and lead to a discussion of unique experiential and physical memorials for cremated or naturally buried bodies
- Show memorialization options that accomplish creating a permanent record of existence while still honoring family wishes for simplicity and sustainability

How Did We Get Here? Cremation Trends

U.S. Projected Cremation and Burial Rates



Ohio Cremation Rate



Ohio is 5th in the nation in number of crematories

Final Disposition of Cremated Bodies

- Placement in a Private or Public Columbarium
- Interred
- Scattered
- Kept at Home
- Subdivided among family

Green Burial

Total number of GBC-certified providers as of July 7th, 2024:

- 359 hybrid cemeteries
- 85 natural cemeteries
- 23 conservation cemeteries
- 212 funeral homes
- 19 product providers

Greenburialcouncil.org

60%

interest in green funeral options: according to NFDA's 2023 consumer awareness and preferences report, 60% would be interested in exploring "green" funeral options because of their potential environmental benefits, cost savings or for some other reason, up from 55.7% in 2021.

Why Did We Get Here?

Consumer Trends

2022 Annual NFDA Consumer Study Findings

When planning their own funerals, 21.0% of consumers age 40 and older would prefer a casketed burial; 11.5% would prefer a “green” burial; and 16.0% are “not sure” or “undecided” about choosing burial for their final disposition.

Of the 41.8% of consumers who would prefer cremation, 25.9% said they would personally wish to have a complete funeral service with a viewing and visitation prior to cremation.



The Unique Challenges of Our Times

Reasons to Cremate or Bury Green

Many factors contribute to the steadily rising selection of cremation by U.S. consumers, including **cost** considerations; **environmental concerns**; an increasingly **transient population**; **fewer religious prohibitions** against the practice; and changing consumer preferences, such as the desire for **simpler, less-ritualized funeral ceremonies**.

In addition, cremation has become **socially acceptable** as a growing number of Americans think and talk about death in new ways. Cremation's popularity is only expected to increase.

Reasons for Cremation and Green Burial

What We are Missing

- **American Society, more than any other in the world, does not know how to deal with death**
 - Cremation provides a quick solution, allowing the family to postpone the reality of death, essentially denying or delaying it
 - Excuses like waiting for a better time for the ceremony, giving the immediate family time to process, and not wanting to make a “big deal” of the death, lead to a potential delay in the grief journey
- **Natural Burial addresses the finality issue, but can still be completed with little or no ceremony**

Reasons for Cremation and Green Burial

What We are Missing

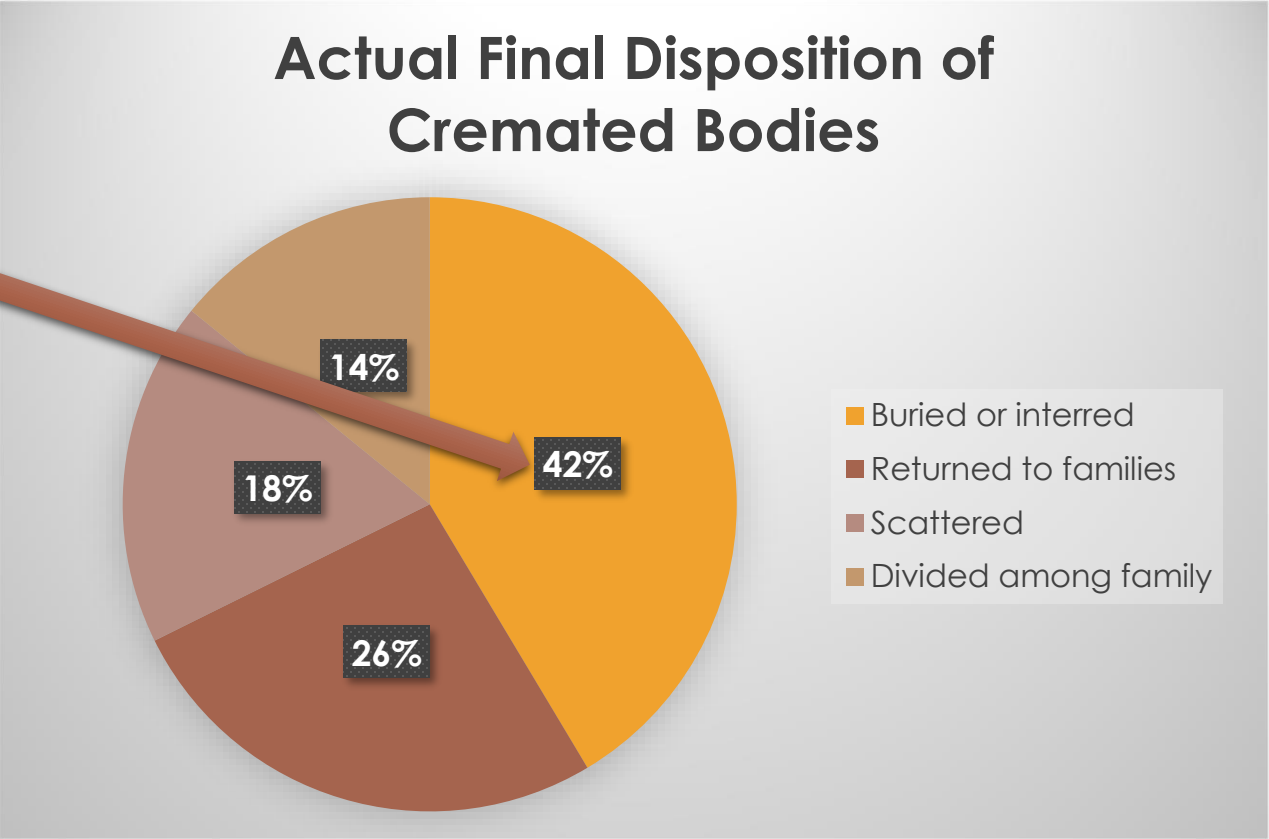
- **48% of Americans do not have life insurance and less than *one third* of Americans have pensions. Furthermore, 33% of Americans have no money saved for retirement!**
 - THESE WERE THE TRADITIONAL FINANCIAL SOURCES FOR FUNERAL AND MEMORIAL PURCHASES
 - MANY AMERICANS ARE LEFT TO FUND THE FUNERAL AND MEMORIAL OUT OF THEIR OWN POCKETS
- **People do not want to spend estate monies on the deceased, they want to spend it on themselves. We are becoming a “ME” society.**

Cremation and Burial

Theory Vs. Practice

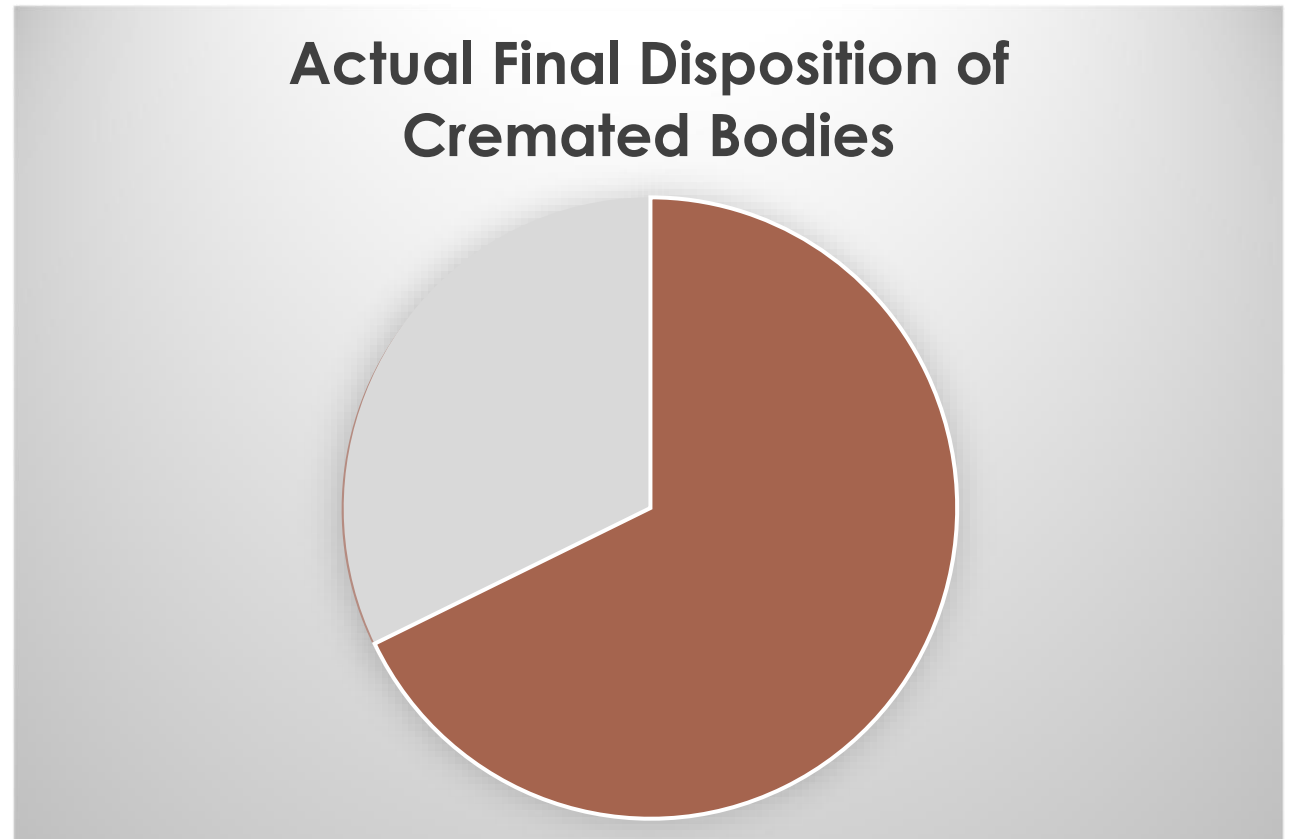
31.7%

cremation ... and burial: according to NFDA's 2023 consumer awareness and preferences report, 31.7% would prefer to have their cremated remains buried or interred in a cemetery, as opposed to kept in an urn at home, scattered in a sentimental location, split among relatives, kept in a place of worship, or some other option.



Cremation and Burial

The **Brown** Section of the Chart Represents People Who Want or May Be Open to a Traditional Final Resting Place With Memorialization



What Does Green Burial Even Mean?

- Cremation or Alkaline Hydrolysis?
- Human Composting?
- Burial Capsules?
- Natural Burial with a Shroud or Wicker Coffin?
- Casketed Burial of an Unembalmed Body?

And being a much newer phenomenon, How does Green Burial impact the mindset of the consumer regarding memorialization?



How Then Can Our Industry Properly Educate Consumers to Make an Informed Decision About Memorialization at All Levels?



Consumer Misconceptions About Memorialization (Ceremony and Product)

HOW TO EDUCATE CONSUMERS TO THE BENEFITS OF BOTH

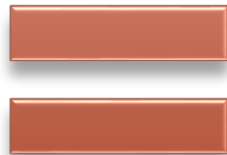
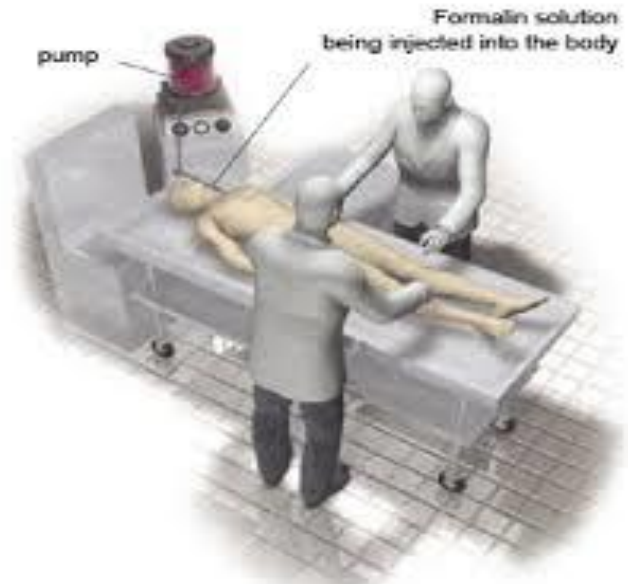


MISCONCEPTION 1

Cremation is a Final Disposition

The Problem on Cremation as Final Disposition

- ▣ According to a recent article published by CANA, deciding to keep or dispose of a cremated body “without funerals or memorialization of any kind can cause **serious traumatic problems for survivors.**” Furthermore, death care providers “have noticed signs of severe **emotional stress among the survivors** in instances of cremation without memorialization...Many psychiatrists feel that the funeral serves a very real need for the survivors.”
- ▣ Nearly 30 percent of cremated bodies are being kept in the home, partly because families don't know what else to do.





MISCONCEPTION 2

Memorialization serves no purpose and is outdated

Why Memorialization Matters

- Allows for closure, not just for immediate family, but also the grieving community of relatives and friends by acknowledging the reality of death
- Creates a communal environment to process death as a fellowship, combating grieving isolation
- Helps grievers pass through the stages of grief in a natural order and lets them know they are not alone
- Preserves and perpetuates memories and stories for future remembrance and genealogy
- Provides a physical place to process loss and remember

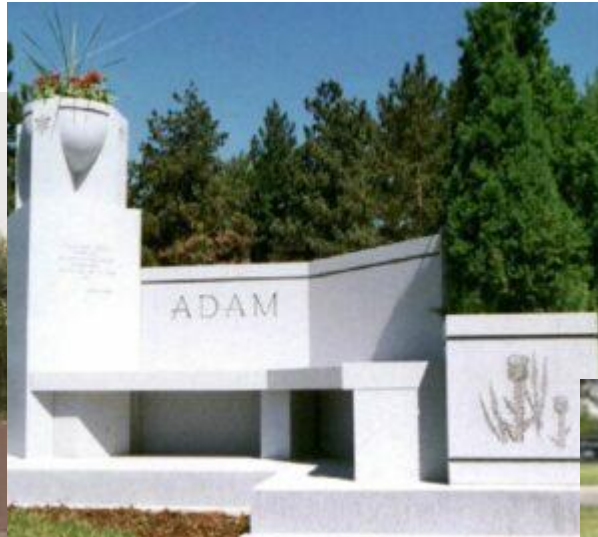
“When everyday words and actions are inadequate, the ritual of ceremony provides a needed structure of what to say and do. Funerals also help us acknowledge the reality of the death, remember the life that was lived, support one another in our grief, express our grief outside of ourselves, consider the meaning of life, and begin the long, hard process of coming to transcend our grief and move toward a new wholeness.”



Dr. Alan Wolfelt

Modern Memorialization Has Evolved to Better Fit the Needs of Modern Society

- Modern Memorials Provide More Personalization Than Ever Before





MISCONCEPTION 3

Traditional Memorial Services Do Not Work for Us. Besides, We Can't Get Everyone Together on Short Notice

Modern Ceremony Has Evolved to Better Fit the Needs of Modern Society

- Life Celebration Ceremonies are Gaining Popularity
 - Celebrant as an alternative to Clergy
 - Informal Settings over Churches or Funeral Homes
 - Focus on a Life Well Lived over Death and Loss
- Unique Funerals Catering to Personal Likes
 - Tropical set up in a funeral home staging the deceased in a chair under a palm tree
 - Man placed in his easy chair in his favorite team's colors with a game on the TV
 - Man buried riding his motorcycle
- Funeral Homes Now Have Community Rooms for Families to Utilize
- The Funeral Industry Still Has a Vital Role to Play Facilitating These Ceremonies





Modern Ceremony Has Evolved to Better Adjust to Cremation/Green Burial as the New Normal





MISCONCEPTION 4

Permanent memorials do not work for cremation/green burial

Modern Memorialization Has Evolved to Better Adjust to Green Burial as Well



Cremation Memorials are Available in So Many Options

- Modern Memorials Provide More Personalization Than Ever Before



The World Without Memorialization



The World Without Memorialization



The World Without Memorialization



The World Without Memorialization

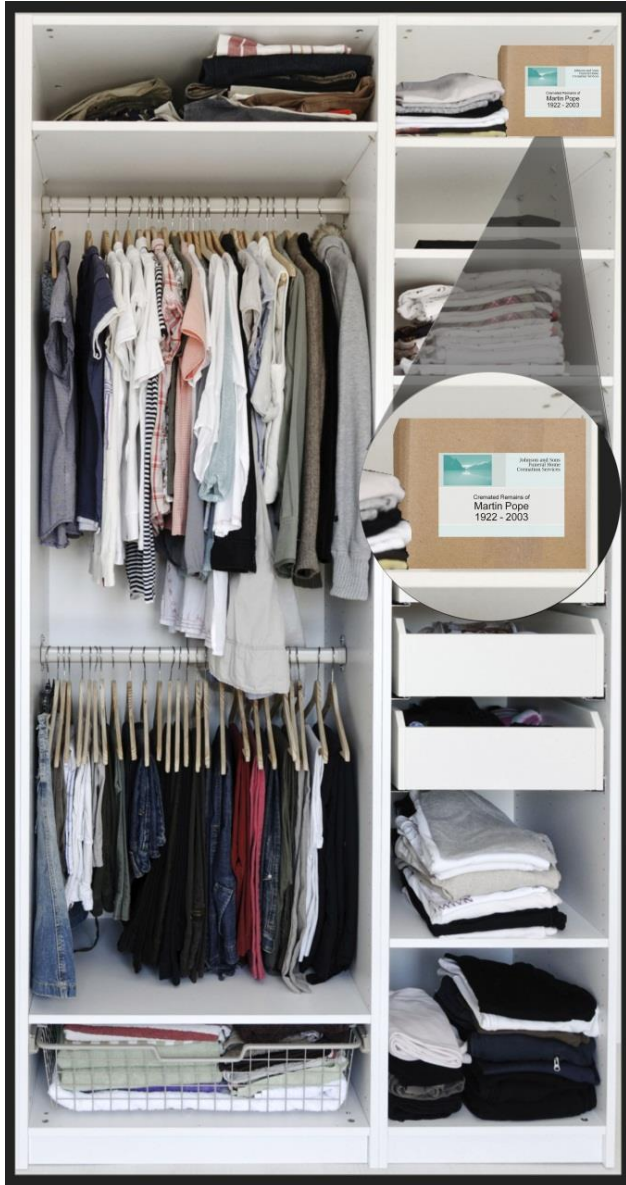


***“Show me the manner in which a nation cares for its dead and I will measure with mathematical exactness the tender mercies of its people, their respect for the laws of the land, and their loyalty to high ideals.”
Sir William Gladstone***



Key Takeaways

- Cremation and Green Burial is only going to increase in popularity. It is the new normal
- Families are ill-equipped to deal with loss and need gentle guidance through education
- Remembering someone through ceremony and tangible memorial helps the bereaved navigate grief
- Modern options allow ceremony and memorial to meet the desires of the modern consumer
- It is up to us as Death Care Professionals to inform and educate the public as end-of-life options continue to evolve



This Should not be an Option!



Q and A