

GREEN BURIAL COUNCIL



2021 ANNUAL REPORT



LEADERSHIP MESSAGE

2021 was a year of great progress by the Green Burial Council (GBC) in Growing the Movement for environmentally sustainable, natural death care through education and certification. The GBC's community of supporters—donors, sponsors, and participants in educational conferences and other programs—made this possible. Thank You!

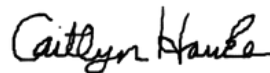
The GBC is collectively two legally separate organizations working together to support those who are actively engaged in green burial activities, and to raise awareness and serve families seeking a natural ending. The Green Burial Council International is a 501(c)(3) educational and outreach organization, and the Green Burial Council, Inc. is a 501(c)(6) certification and provider support organization, each with a separate Board of Directors.

The GBC is the leading voice for green burial, and remains the only independent environmental certification organization in the United States setting verifiable standards for green burial in North America.

The Board, staff, and volunteers, with your engagement and support, will continue Growing the Movement!



Ed Bixby,
Board President
Green Burial Council, Inc.



Caitlyn Hauke, PhD
Board President
Green Burial Council International



John Niedfeldt-Thomas
Chief Association Executive
Green Burial Council International

ACCOMPLISHMENTS & ACTIVITIES

20% increase in GBC Certified cemeteries, funeral homes and products, to 323

21% increase in green burial (hybrid, natural and conservation) cemeteries in the United States and Canada, to 340

More than 10,000 visits a month to our website, www.greenburialcouncil.org

More than 285 registrations for the 2021 Green Life, Death & Future Virtual Conference

Mentioned in The Washington Post, CNN, Mother Earth News, Grist.org, The Huffington Post, Christian Century, Science News, Al Jazeera Plus & more

John Niedfeldt-Thomas joined the GBC in June 2021 as Chief Association Executive, and the first paid staff member of the 501(c)(3)

GBC 501(c)(3) board secretary Hannah Palko's paper about conservation burial at Ramsey Creek Preserve was published in the academic journal Socio-Ecological Practice Research

GBC 501(c)(3) board president Caitlyn Hauke presented on green burial and conservation cemeteries for The Stoa and The Interfaith Center at Miami University, as well as many undergraduate and graduate seminars

Photo credit: Casper Creek Natural Cemetery



Photo credit: Prairie Creek Conservation Cemetery



Photo credit: Creston Cemetery



2021 GBC CONFERENCE

GREEN LIFE, DEATH & FUTURE

The second annual virtual event was held October 21 - 28, 2021 and was a success by every metric. Green burial professionals, advocates, and explorers joined from across many time zones to learn, share, and grow together.

The conference featured presentations and conversations curated by green and natural death care experts. Attendees learned from industry leaders offering information on how to start a green burial, cemetery planning, and the future of the green burial industry.

Key Outcomes

- 285 total participants
- 25 presenters/panelists
- 19 scholarships awarded to mortuary school students
- 13 sessions
- 85% of participants rated conference as Excellent or Very Good

THANK YOU
TO OUR SPONSORS:



RIVERSTYX
FOUNDATION



OUTREACH & IMPACT: SOCIAL MEDIA

Facebook:

Page Reach: 80,952 (↑ 141.3%)

New Page Likes: 889 (↑ 6.1%)

Overall followers: 8,684

GBC Peer Forum Group: 544 members



Cindy I

A Scottish friend informed me about this practice and I'm now on board! It added such a sense of relief, of "rightness." I won't have it any other way!!

Love Reply 12w



Summer I

This was so beautifully described. I hope we can soon begin to find ways to promote these ideas & talk more openly about (death) the cycle of life. This article is a great beginning.

Love Reply 10w



Lida

I did this with my dad and I was the best decision for our family!

Like Reply 10w



thisheretree Love this resource thanks!

14w 1 like Reply



gigiguggenhiem I love this so much! Its such a wonderful service to offer families, I hope more funeral homes start offering those services.



alibeth902 What a beautiful option for families to have.

28w 2 likes Reply

Instagram:

Page Reach: 10,340 (↑235.2%)

Profile Visits: 8,583 (↑141%)

Overall followers: 4,193

LinkedIn:

Overall followers: 747



Jeannine commented on your company's update

I hope every state soon has many of these sites for those wishing to preserve this beautiful planet we call home.



Jamie Westfall sets her smartphone on the edge of a wood frame that marks...



Maggie

PhD, MPH, MA @DrMaggie16 · Dec 20, 2021

"they might have been able to wash their loved one's body themselves. Or... have provided transportation... Or kept the body at home for a few days" I did 2 of these things for my grandmother when she died at 102- a meaningful & life-changing experience. Could discuss for days...



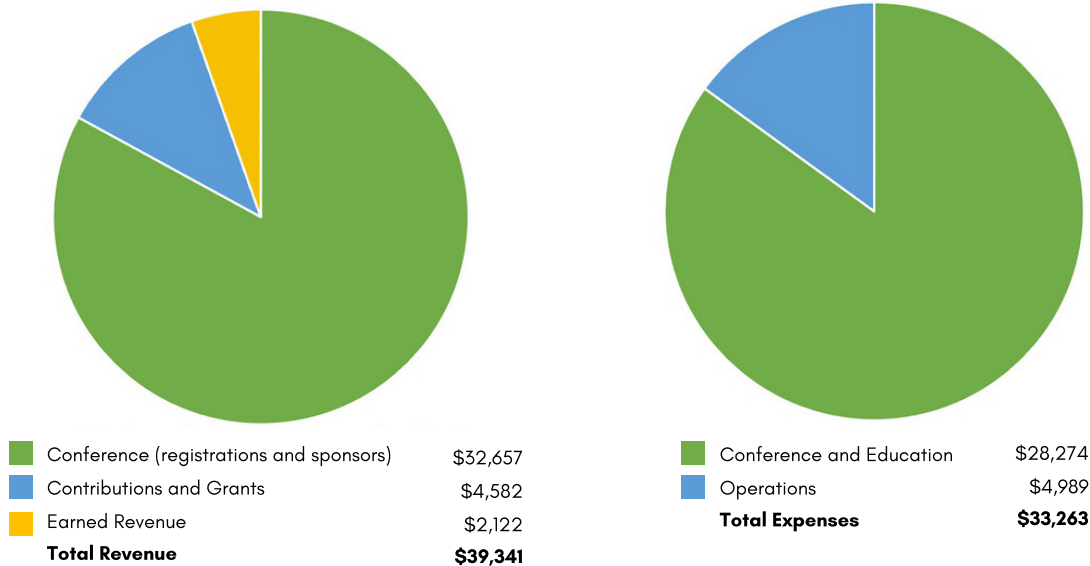
Green Burial Council @greenburial_org · Dec 20, 2021

"No matter what your funeral preferences may be, a piece of universal advice is to talk over your wishes with people you trust and write them down in advance." #greenburial #gooddeath #greendeadth kuow.org/stories/diy-fu...

FINANCIAL OVERVIEW

Green Burial Council International 501(c)(3)

2021 Revenue and Expenses



2021 Green Burial Conference Sponsors

Lead Sponsor

RiverStyx Foundation

Presenting Sponsors

Destination Destiny
 Fernwood
 Hollywood Forever
 Passages International

Supporting Sponsors

Cemetery Management Solutions
 GoodEnding, Inc.
 Memorial Reefs International
 Wake

In-Kind Sponsor

Resurrection Cemetery of
 The Catholic Cemeteries

2021 Green Burial Council International Donors

\$100 - \$500

Jarratt Applewhite	Christiana Leonard
Angelique Barker	Kymerli Morosan
Jim Brooks	John Niedfeldt-Thomas
Jean Buckley	Jenny Novacescu
Basil Eldadah	Felicitas Quintana
Edward Giles	Patrick Rimell
Dana Goodman	Elizabeth Sexton
Patricia Hauptman	Peter White
Hilarie Hauptman	Michal Woźny
Jeff Hodes	

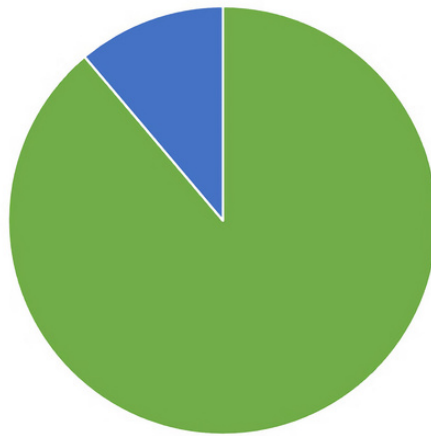
\$1 - \$99

Bob Alexander	Kimberly Hunt
Sarah Beck	Patricia Lockard
Virginia Bezeau	Julie Magura
Melissa Castaneda	Alice Medley
Judith Clark	Andrea Norred
Liz Dunnebacke	Stan Orchowsky
Julie Esterly	Tara Perry
Michelle Gardner	Krystal Riddell
James Good	George Russell
Peter Hope	Lloyd Shepherd
Linda Huebner	Kenneth Smiley
Susan Hughes	Andrea Stickney

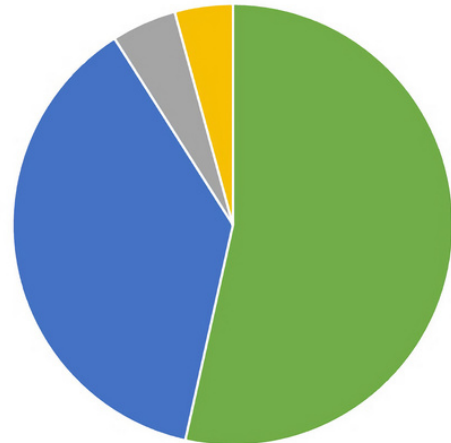
FINANCIAL OVERVIEW

Green Burial Council, Inc. 501(c)(6)

2021 Revenue and Expenses



■ Dues	\$66,230
■ Certification Fees	\$8,300
Total Revenue	\$74,530



■ Program and Operations	\$23,408
■ Salaries and Benefits	\$16,412
■ Outreach and Marketing	\$2,088
■ Taxes	\$1,863
Total Expenses	\$43,771

Green Burial Council, Inc. Certified Providers

As of 12/31/2021

Natural cemeteries	33
Hybrid cemeteries	57
Conservation cemeteries	12
Funeral Homes	205
Products	16
Total active members	323



Photo credit: Eastside Memorial Park

BOARD MEMBERS, COMPLIANCE SPECIALISTS & OTHER GBC VOLUNTEERS

CONFERENCE PRESENTERS AND PARTNERS

Green Burial Council International Board of Directors

Officers

Caitlyn Hauke, President
Liz Dunnebacke, Treasurer
Hannah Palko, Secretary

Directors

Sarah Beck
Kate Burns
Sabrina Dorfman
Jeff Hodes

Green Burial Council, Incorporated Board of Directors

Officers

Ed Bixby, President
Baxley Andresen, Vice President
Doug Renfield-Miller, Treasurer
Kate Berdan, Secretary

Directors

Steve Berkoff
Marla Carter
Darren Crouch
Rachel Essig

Past Board Members Service Ended in 2021

Jane Black
Sequola Collins
Susan Greer
Darrell Hill
Adriane Jach
Shawn LaValleur-Adame
Kim Stewart

Compliance Specialists

Cemeteries

Matt Connell
Agnes Dussault

Funeral Homes

David Anderson
Aleta Cardinal
Emily B. Miller
Sam Perry

Products

Sam Bar

Other Volunteers

Candace Currie
Lee Webster
Anne Weston

Beautiful Dying Expo

Partners in *Green Burial and International Considerations*

Mark Blackman
Dawn Carson
Rosie Inman-Cook
Tamsin Ramone
Wilka Roig
Elisabeth Kübler-Ross Fdn.

2021 GBC Conference Presenters and Panelists

Joe'l Simone Anthony
Cassie Barrett
Mel Bennett
Jodie Buller
James Cassidy
Star Mary Castro
Cheryl Cesta
Basil Eldadah
Rachel Essig
Laura Faessel
John Niedfeldt-Thomas
Kimberly Paul
Mary Ann Perry
David Ponoroff
Holly Pruettt
Gail Rubin
Ezra Salter
Megan Sawyer
Wenda Sheard
Maria St. Clair
Laura Starkey
Gregg Tepper
Melissa Unfred
Sarah Wambold
Natalie Wilson

Photo credit: Heritage Acres Memorial Sanctuary

