

# GREEN BURIAL COUNCIL

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2022 ANNUAL REPORT

Photo credit: Laurel Hill



# LEADERSHIP MESSAGE

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As we reflect upon the achievements and progress made in 2022, we are overwhelmed with gratitude for your unwavering dedication and commitment to the principles of green burial. Together, we have continued to promote sustainable burial practices and provide meaningful alternatives to conventional burial methods.

A highlight of the year was our Green Life, Death & Future Virtual Conference, which brought together industry experts and consumer advocates from around the globe. The event provided a unique platform for knowledge sharing and nurturing a sense of community among our members.

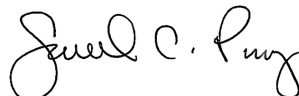
The Green Burial Council made a splash at the March 2022 International Cemetery Crematory and Funeral Association annual convention in Las Vegas, NV! There, the GBC gained interest from funeral, cemetery, and product providers at our booth in the exhibit hall and hosted a social hour that was well attended. The GBC wrapped up the breakout sessions of the convention with a presentation "Consumers Want 'Green' Deathcare Options: Insights and Solutions from the Green Burial Council" with a panel discussion with Board members Ed Bixby, Darren Crouch, and Rachel Essig. In their presentation they covered the history of the GBC and the importance of certification of funeral, cemetery, and product business. The presentation followed with an in-depth Q&A from the audience.

We were also delighted to see green burial taking a more prominent role in death-care discussions. Through our collective efforts, we have successfully raised awareness about the importance of environmentally friendly burial practices, sparking conversations and inspiring individuals to explore sustainable alternatives. The media's recognition and coverage of green burial have amplified our message, reaching a wider audience and underscoring the urgency of embracing eco-conscious choices.

The Board, staff, and volunteers carried forward the momentum generated in 2022 to grow this movement. With your engagement and support, we can ensure the Green Burial Council continues its work on our goal of universal access to environmentally sustainable death care.



**Darren Crouch**  
**Board President**  
**Green Burial Council, Inc.**



**Sam Perry**  
**Board President**  
**Green Burial Council International**

# ACCOMPLISHMENTS & ACTIVITIES



Photo credit: The Forest Conservation Burial Ground

3% increase in GBC Certified cemeteries, funeral homes and products, to 333

12% increase in green burial (hybrid, natural and conservation) cemeteries in the United States and Canada, to 380

More than 10,000 visits a month to [greenburialcouncil.org](https://greenburialcouncil.org)

More than 200 registrations for the 2022 virtual conference "Green Life, Death & Future"

Mentioned in the Washington Post, Pattnr, and more!

GBC Board members Emily Miller and Rachel Essig presented a panel discussion, "Finding Meaning in Greener Funerals" to the fourth annual Beautiful Dying Expo. Beautiful Dying is a virtual event focused on conversations with professionals in the dying and death industry.



Photo credit: Penn Forest Natural Burial Park

Photo credit: Prairie Creek Conservation Cemetery



# 2022 GBC CONFERENCE

## GREEN LIFE, DEATH & FUTURE

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The third Green Life, Death & Future Virtual Conference engaged death care professionals and green and natural burial practitioners and advocates for educational and vibrant conversations.

New in 2022 were a tiered pricing structure to increase access, and an online event platform to increase engagement.

The rich exchange of ideas, informative sessions, and inspiring discussions showcased the immense potential of green burial to revolutionize end-of-life practices.



### Key Outcomes

- More than 200 total participants
- 26 presenters/panelists
- 13 sessions
- More than 3,000 messages sent among participants and presenters

### Lead Sponsors



# OUTREACH & IMPACT: SOCIAL MEDIA

## Facebook:

Page Reach: 105, 865 (↑130%)

New Page Likes: 744 (↑119%)

Overall followers: 9,772

GBC Peer Forum Group: 617 members



I'll be doing this for sure! It's how it's supposed to be! Thank you!



I have always wanted my body to be returned to the earth. Cremation is a waste of fossil fuels and does nothing to nourish the earth, and obviously embalming is harmful to the earth. Natural burial provides me with peace knowing that one day, I will be a part of this glorious planet that I love.

Love Reply Hide 11w



My wife has been made aware. I AM going green. Thank you.



This was so true of my grandma's funeral recently! My daughter and I wove a cross for her, and all of her great grandchildren prepared what they called a "nest" of greenery to lay her in. It was beautiful.



19w 3 likes Reply



holy heck that cemetery is right by my house & i love that it offers green burials



27w 4 likes Reply

View replies (3)



So beautiful and personal ♥



27w 1 like Reply

## Instagram:

Page Reach: 30,979 (↑299%)

Profile Visits: 16,773 (↑195%)

Overall followers: 6,700

## LinkedIn:

Overall followers: 1,474

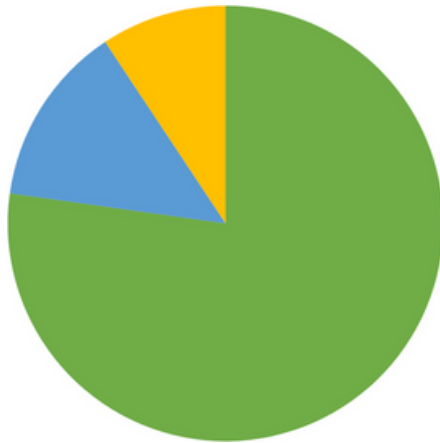
## Twitter:

Overall followers: 2,143

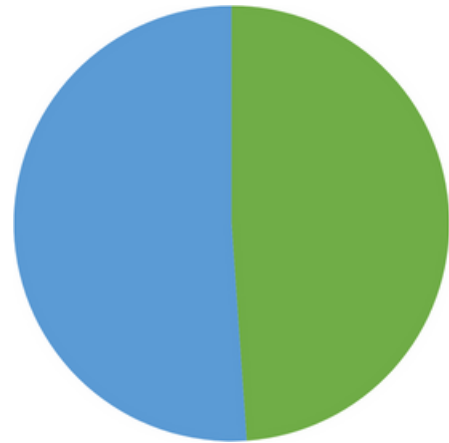
# FINANCIAL OVERVIEW

## Green Burial Council International 501(c)(3)

### 2022 Revenue and Expenses



■ Conference (registrations and sponsors)	\$20,426
■ Contributions and Grants	\$3,562
■ Earned Revenue	\$2,467
<b>Total Revenue</b>	<b>\$26,455</b>



■ Operating	\$26,066
■ Payroll	\$27,254
<b>Total Expenses</b>	<b>\$53,321</b>

### 2022 Green Burial Conference Sponsors

#### Lead Sponsors

RiverStyx Foundation  
Green Burial Council, Inc.

### 2022 Green Burial Council International Donors

#### \$100 - \$500

Jarratt Applewhite  
Angelique Baker  
Ellen Brumder  
James Greenberg  
Michael Hancock  
John Hirschi  
Jeff Hodes  
Christiana Leonard  
Erika Long

Joshua Moon  
Kymberli Morosan  
Christopher Murray  
John Niedfeldt-Thomas  
Jenny Novacescu  
Kellie Rogers  
Josh Shifman Fund of the  
Greater Cincinnati Foundation  
Janet Thew  
Peter White

#### \$1 - \$99

Melissa Castaneda  
Meriel Ennik  
Jennifer Frasier  
Elaine Kallos  
Deah Kinion  
Network for Good  
Nonprofit for Good  
Sharran L. Novak

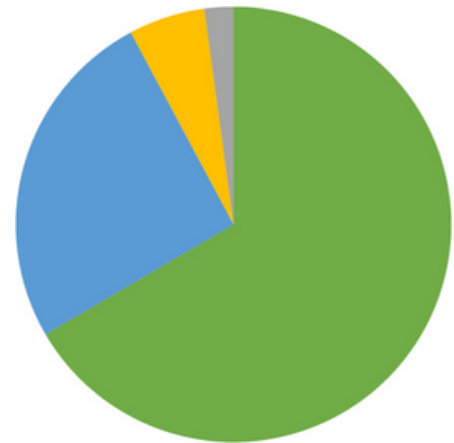
# FINANCIAL OVERVIEW

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

## 2022 Revenue and Expenses



■ Dues	\$66,770
■ Certification Fees	\$11,345
<b>Total Revenue</b>	<b>\$78,115</b>



■ Program and Operations	\$53,793
■ Salaries and Benefits	\$20,675
■ Outreach and Marketing	\$4,588
■ Taxes	\$1,736
<b>Total Expenses</b>	<b>\$80,792</b>

## Green Burial Council, Inc. Certified Providers

As of 12/31/2022

Natural cemeteries	31
Hybrid cemeteries	61
Conservation cemeteries	12
Funeral Homes	209
Products	20
<b>Total active members</b>	<b>333</b>



Photo credit: La Puerta Natural Burial Ground

# BOARD MEMBERS, COMPLIANCE SPECIALISTS, & OTHER GBC VOLUNTEERS

## CONFERENCE PRESENTERS AND PARTNERS

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### **Green Burial Council International Board of Directors (as of 12/31/22)**

#### **Officers**

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

#### **Directors**

Sarah Beck  
Kate Burns  
Caiti Crum  
Sabrina Dorfman  
Kyla Harrison  
Jeff Hodes

### **Green Burial Council, Incorporated Board of Directors (as of 12/31/22)**

#### **Officers**

Ed Bixby, President  
Baxley Andresen, Vice President  
Marla Carter, Treasurer  
Kate Berdan, Secretary

#### **Directors**

Sam Bar  
Steve Berkoff  
Darren Crouch  
Rachel Essig  
Ariel Leath  
Doug Renfield-Miller

### **Past Board Members Service Ended in 2022**

Kate Burns  
Tim Jones

### **Compliance Specialists**

#### **Cemeteries**

Matt Connell  
Agnes Dussault

#### **Funeral Homes**

David Anderson  
Aleta Cardinal  
Emily B. Miller  
Sam Perry

#### **Products**

Sam Bar

#### **Other Volunteers**

Maura Bobbitt  
Mia Nickleson

### **2022 GBC Conference Presenters and Panelists**

Kate Burns  
Helen Dawson  
Liz Dunnebacke  
Basil Eldadah  
Laura Faessel  
Elizabeth Fournier  
Mary Lauren Fraser  
Susan Greer  
June Hadden Hobbs  
Heidi Hannapel  
Kyla Harrison  
Jeff Hodes  
Sarah Laswell  
Rochelle Martin  
Jeff Masten  
Emily McClatchey  
David McRobert  
Melissa Meadow  
Emily Miller  
Mikael Parsons  
Mary Ann Perry  
Kilian Rempen  
Rev. Cody J. Sanders  
Wenda Sheard  
Maria St. Clair  
Mo Walrath

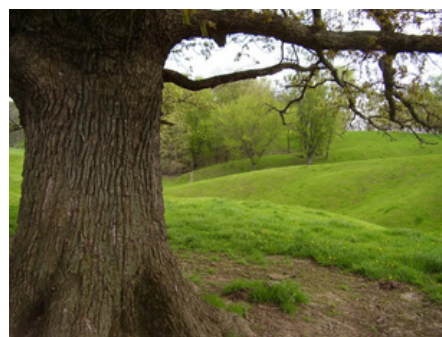


Photo credit: Casper Creek Natural Cemetery