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


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: Creston Cemetery

Photo credit: Prairie Creek Conservation 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:
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

Instagram:
Page Reach: 10,340 (↑235.2%)
Profile Visits: 8,583 (↑141%)
Overall followers: 4,193

LinkedIn:
Overall followers: 747

Twitter:
Overall followers: 2,052
FINANCIAL OVERVIEW
Green Burial Council International 501(c)(3)

2021 Revenue and Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Conference (registrations and sponsors)</td>
<td>$32,657</td>
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<tr>
<td>Contributions and Grants</td>
<td>$4,582</td>
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<tr>
<td>Earned Revenue</td>
<td>$2,122</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$39,361</strong></td>
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<tr>
<td>Conference and Education</td>
<td>$28,274</td>
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<tr>
<td>Operations</td>
<td>$4,989</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$33,263</strong></td>
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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

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<th>$100 - $500</th>
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<td>Jarratt Applewhite</td>
<td>Christiana Leonard</td>
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<td>Angelique Barker</td>
<td>Kymberli Morosan</td>
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<td>Jim Brooks</td>
<td>John Niedfeldt-Thomas</td>
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<td>Jean Buckley</td>
<td>Jenny Novacescu</td>
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<td>Basil Eldadah</td>
<td>Felicitas Quintana</td>
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<td>Patrick Rimell</td>
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<td>Dana Goodman</td>
<td>Elizabeth Sexton</td>
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<td>Patricia Hauptman</td>
<td>Peter White</td>
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<td>Hilarie Hauptman</td>
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<td>Andrea Stickle</td>
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Green Burial Council, Inc.
Certified Providers
As of 12/31/2021

<table>
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<tr>
<th>Category</th>
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<tr>
<td>Natural cemeteries</td>
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<td>Hybrid cemeteries</td>
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<td>Conservation cemeteries</td>
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<td>Funeral Homes</td>
<td>205</td>
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<td>Products</td>
<td>16</td>
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<td><strong>Total active members</strong></td>
<td><strong>323</strong></td>
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BOARD MEMBERS, COMPLIANCE SPECIALISTS & OTHER GBC VOLUNTEERS

CONERENCE 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 Pruett
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