LEADERSHIP MESSAGE

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 it’s 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

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

Mentioned in the Washington Post, Pattn, 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.
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

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
- Total Revenue: $26,455

Operating: $26,066
Payroll: $27,254
Total Expenses: $53,321

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
- Total Revenue: $78,115

- Program and Operations: $53,793
- Salaries and Benefits: $20,675
- Outreach and Marketing: $4,588
- Taxes: $1,736
- Total Expenses: $80,792

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
- Total active members: 333

Photo credit: La Puerta Natural Burial Ground
BOARD MEMBERS, COMPLIANCE SPECIALISTS, & OTHER GBC VOLUNTEERS

CONFERENCE PRESENTERS AND PARTNERS

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