



GREEN BURIAL COUNCIL

ANNUAL REPORT
2025



Preparing the Ground

2025 AS A FOUNDATION-BUILDING YEAR

As we reflect on 2025, it is clear this was a year focused on strengthening foundations and preparing the organization for long-term growth. Building on the operational progress made in 2024, we spent this year refining systems, clarifying priorities, and expanding our capacity to better support our members, the public, and in turn, the Earth.

Among the many activities this year were several milestones, including successfully launching our redesigned website, introducing a new body care product standard, and gaining international recognition for environmental leadership in deathcare with a feature in *TIME* magazine. These headline events occurred alongside a strong presence within the industry through conference participation, educational contributions, and ongoing relationship-building across the industry.

2025 was also an important year of strategic planning and organizational reflection. After careful exploration we affirmed the value of maintaining our current organizational structure while continuing to strengthen collaboration across our entities. At the same time, we initiated a formal strategic planning process that will help guide the organization's priorities and growth in the years ahead.

In many ways, this year was about “preparing the ground” for the future. We saw renewed momentum in fundraising and community engagement through a successful year-end campaign and continued expansion of our educational programming. We approached our infrastructure, partnerships, and programming with strategy and diligence to strengthen both the community we serve and the growing movement for accessible natural deathcare. Looking ahead, we remain committed to growing with intention. As we move into 2026, we do so with stronger roots, greater clarity, and renewed confidence in the future of this work.

Thank you for your continued support and partnership as we continue building a more sustainable and compassionate approach to end-of-life care.



Darren Crouch, President
Green Burial Council, Inc.



Sam Perry, President
Green Burial Council Intl.



Deepening Our Roots

EXPANDING OUR STANDARDS AND PREPARING FOR LONG-TERM IMPACT



Updating Standards, Broadening Access

We introduced **new standards for Body Care Products**, expanding access to more sustainable burials by certifying formaldehyde-free embalming fluids. This was an intentional move to broaden access to green burials within communities while maintaining our commitment to protecting worker health. We also **initiated updates to our cemetery standards to broaden accessibility** based on key feedback from our community. We will continue toward a formal launch in 2026 and are excited to expand access to natural deathcare.

Connecting More People to Our Work

This year marked the **completion of our website relaunch**; providing a more accessible, modern, and cohesive entry point for anyone seeking information about green burial practices, providers, and certification standards. Alongside this, we continued **refining our digital tools and membership systems** to better support engagement. These efforts were complemented by **our year-end fundraising campaign, Cultivate the Cause**, which exceeded its \$5000 goal, reflecting growing support for our educational programming.



Structuring Ourselves for Long-Term Impact

Our boards continued the careful consideration of merging into a single entity and determined that **remaining as two independent, cooperative branches** best supports the mission of the GBC. This organizational assessment inspired **renewed momentum for strategic planning** including a refresh of the GBC's mission, vision, and values. Using them as a framework will ensure continued alignment with our long-term goals as this process of discernment continues into 2026.

Advancing Green Burial Worldwide

FROM INTERNATIONAL RECOGNITION TO CLASSROOM EDUCATION

A defining moment of the year was the international recognition of Darren Crouch's feature on *TIME Magazine's* TIME100 2025 Climate List for leadership in environmental innovation within the deathcare sector. This honor elevated green burial's presence in broader climate conversations and significantly amplified visibility for sustainable deathcare on a global stage.

The GBC maintained a strong presence at key funeral professional gatherings, including the ICCFA Experience in Las Vegas, the NFDA Expo in Chicago, and the New England Cemetery Association's annual conference. These events always provide meaningful opportunities to strengthen relationships with providers and expand access to natural deathcare options nationwide.

In the summer, Board Treasurer Rachel Essig represented the GBC by presenting "Green Burial 101 for Cemeteries: Understanding Eco-Friendly Funerals as a Business Opportunity" at the 2025 ICCFA University, helping professionals better

understand both the operational and economic opportunities within green burial practices. Similarly, they also delivered "Green Burial: A Sustainable Future for Catholic Cemeteries" at the Catholic Cemetery Conference School of Management Excellence at the University of Notre Dame.

Educational outreach remained a core priority, with board members Emily Miller and Sam Perry delivering presentations for mortuary students at Wayne State University, Mercer County Community College, and the Cincinnati College of Mortuary Science. These sessions provided supplemental green burial curriculum to the the future of funeral service and their enthusiastic response inspired our year-end fundraising efforts.

From classrooms to international recognition, the GBC continues advancing green burial as an increasingly essential component of modern deathcare, while strengthening its role as a connector between industry professionals and the public.





Refining Research

IDENTIFYING BOTH KNOWLEDGE AND GAPS IN SUSTAINABLE DEATHCARE

The Science and Research Advisory Panel (SRAP) continues to play a vital role in grounding GBC's standards and educational efforts in evidence-based research. Composed of scholars, scientists, and experienced death workers, SRAP supports the organization by investigating complex questions related to sustainability, disposition practices, and emerging environmental research within the funeral profession.

In 2025, SRAP focused its efforts on **researching the relative environmental impacts of various disposition methods**. This ongoing work aims to give both providers and consumers clear science-based guidance about the carbon footprint and ecological considerations associated with the range of end-of-life options. As the panel's work progressed, it also **highlighted significant gaps in existing scientific literature, underscoring the need for further independent research across the field.**

This process has reinforced the importance of SRAP's role not only in evaluating available data, but also in identifying where meaningful research does not yet exist. Looking ahead, GBC is exploring opportunities to help address these research gaps and support future studies that advance transparency, accountability, and sustainability in deathcare practices.

SRAP's work remains essential as the GBC continues refining its standards and providing scientifically grounded guidance to both the public and industry. We look forward to continuing this important collaboration in the years ahead.

Nurturing the Growing Demand

PUBLIC ENGAGEMENT THROUGH VIRTUAL PROGRAMMING

Programming for Providers & the Public

In 2025, our [Free Public Webinar Series](#) continued to serve as a central platform for educating the public and professional development. We recorded **416 unique webinar attendees in 2025**, contributing to a growing all-time total of **2,148 attendees** from across the globe. This cumulative reach reflects the continued relevance of our programming and the expanding interest in green burial practices worldwide.

Our [Eventbrite](#) listings continued to demonstrate strong demand for educational programming in this niche field with 2,206 page visits. 2025 demonstrated a 17% conversion rate, significantly above typical platform benchmarks (~10%). 37% of traffic originated from users actively browsing Eventbrite, indicating high public demand for green burial education.

Our Broadening Audience

Our [YouTube channel](#) continued to gain traction as a supplemental education platform, reaching 399 subscribers and 2,600 views in 2025, totaling 302.3 watch hours (+11% year-over-year). The increase in watch time signals growing interest in educational content and is informing expanded investment in webinars heading into 2026.

Our [Newsletter](#) remains a key channel for community engagement, reaching approximately 7,000 subscribers. In 2025, overall engagement stabilized at a 24% open rate, while provider-specific audiences demonstrated significantly higher engagement at 38%. Click behavior remained strong, with an average 30% click-through rate among unique opens. These figures reflect a broadening audience, extending beyond providers to a wider public discovering natural deathcare.



Our Network by the Numbers

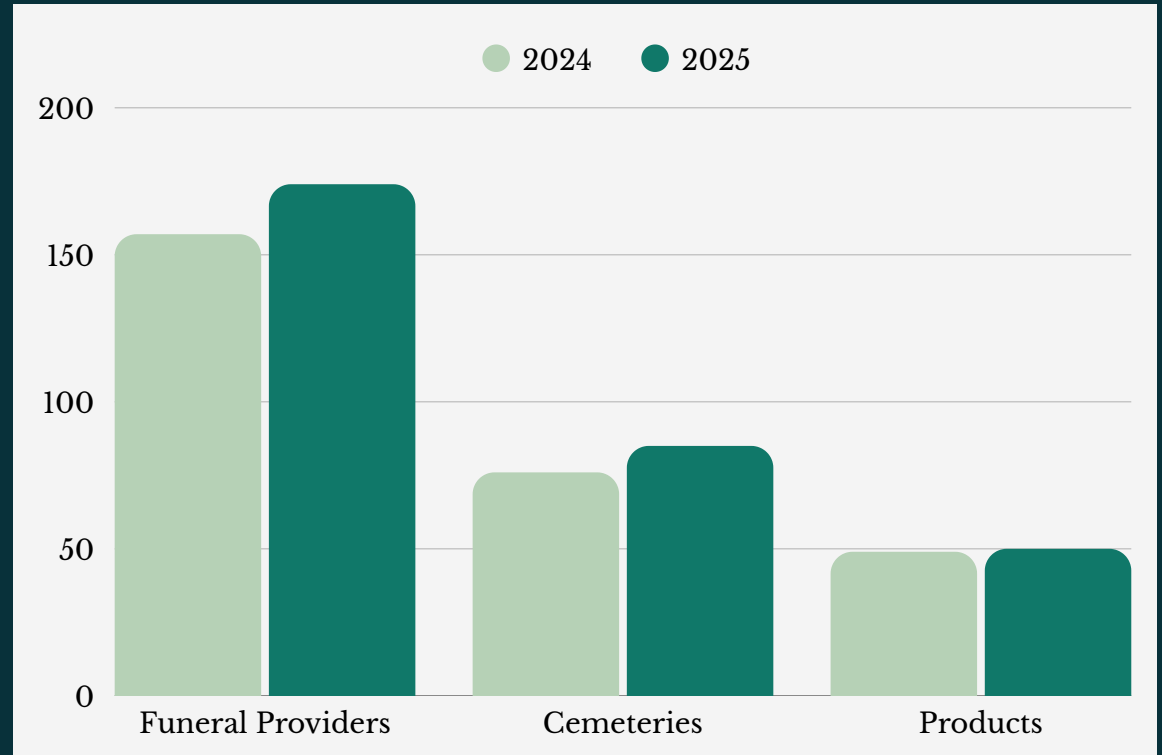
THE PROVIDERS WHO POWER OUR SHARED VISION

Our network of certified providers continued to expand in 2025, reflecting steady adoption across multiple sectors of the deathcare industry. In 2025, we had a total of **311 certified members**, a **7% increase from 2024**.

Breakdown by category:

- 174 Funeral Providers (↑ from 157 last year)
- 47 Hybrid Cemeteries (↑ from 41 last year)
- 25 Natural Cemeteries (↑ from 22 last year)
- 13 Conservation Cemeteries (same from last year)
- 48 Burial Product Providers (same from last year)
- 2 Body Care Product Providers (↑ from last year)

This growth reflects continued integration of natural burial practices across traditional and emerging segments of the industry, as well as the fruits of the GBCs outreach efforts to the deathcare industry.



Our Movement's Global Reach

INFORMING THE PUBLIC, WHO INFORM OUR PROGRAMMING

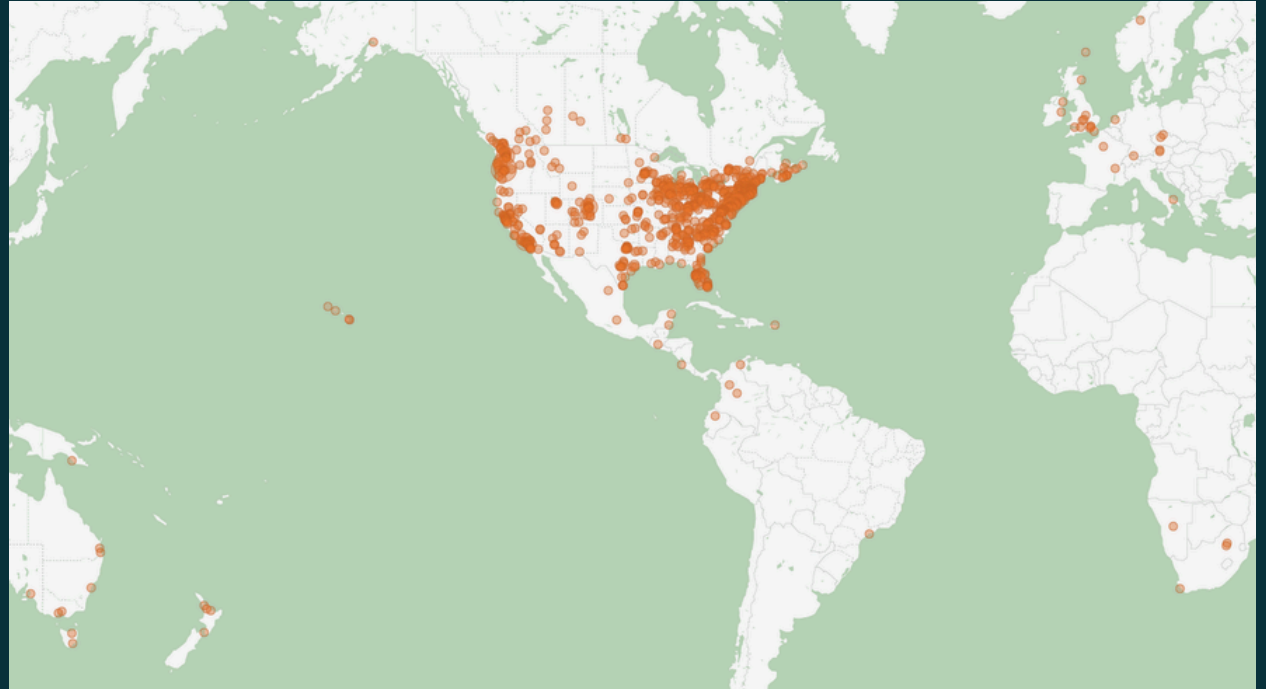
Our programming continues to demonstrate a truly international reach, reflecting the global relevance of natural burial practices and end-of-life education.

Attendees represented:

- **857 cities**
- **Across 23 countries**
- **And 49 U.S. states**

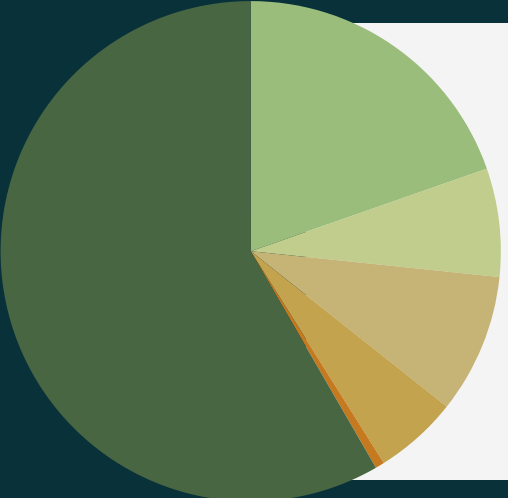
This geographic spread highlights both the accessibility of our virtual programming and the expanding global dialogue around sustainable burial practices.

All-time webinar participation now stands at 2,148 attendees worldwide.



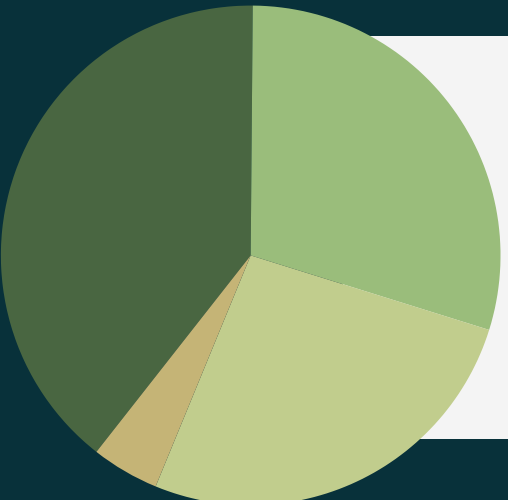
501(c)(6) Financials

GREEN BURIAL COUNCIL INC.



2025 Revenue

Funeral Provider Dues	\$62,405.00
Hybrid Cemetery Dues	\$21,015.00
Natural Cemetery Dues	\$9,645.00
Conservation Cemetery Dues	\$5,785.00
Product Provider Dues	\$7,485.00
Guidebooks	\$622.00
Total Revenue	\$106,957



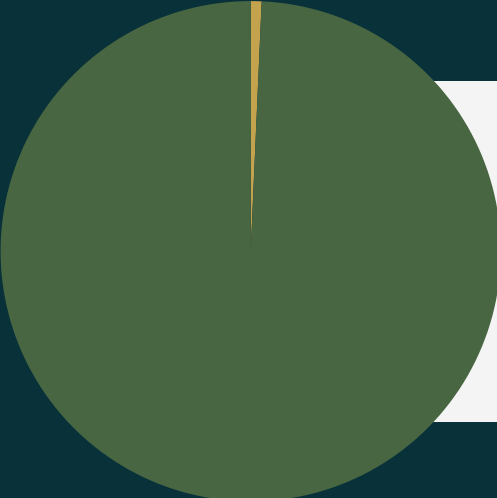
2025 Expenses

Salaries & Benefits	\$46,024
Programs & Operations	\$34,564
Outreach & Marketing	\$30,724
Taxes	\$5,105
Total Expenses	\$116,417



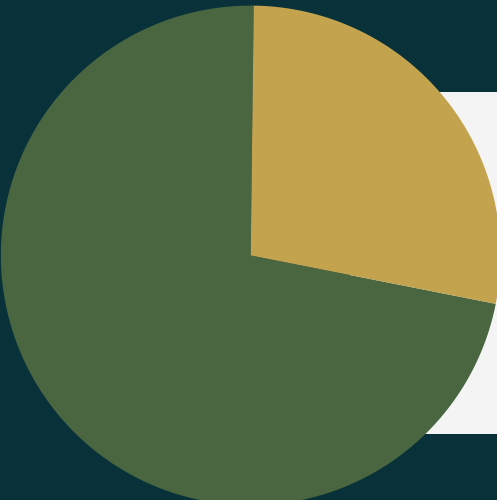
501(c)(3) Financials

GREEN BURIAL COUNCIL INTERNATIONAL



2025 Revenue

■ Contributions	\$2,851.60
■ Interest	\$2.74
Total Revenue	\$2,854.34



2025 Expenses

■ Operational & Admin	\$594.00
■ Digital Tools	\$230.00
Total Expenses	\$824.00



Our Team

THE PEOPLE DRIVING THE MISSION

Board of Directors

501(c)(6) Officers

Darren Crouch, President
Baxley Andresen, Vice
President
Emily B. Miller, Secretary
Sam Bar, Treasurer

501 (c)(3) Officers

Sam Perry, President
Dawn Harth, Vice President
Stephanie Dresen,
Secretary
Rachel Essig, Treasurer

Officers, Term Completed in 2025

Ariel Leath
Michael Jenkins
Jeff Hodes

GBC Staff

Maura Bobbitt
Christa R.

Volunteers

Jaclyn C.
Salome F.
Gillian F.
Kyrstin H.R.
Jessica L.
Lauren S.
Christina S.
Ileana W.

