

FUNERAL SERVICE FOUNDATION



Golfers hit the driving range at Brickyard Crossing in the shadows of the legendary Indianapolis Motor Speedway.



First-time Foundation supporters funeralOne and SRS Computing were Golf Classic major co-benefactors. From left: Scott Simons, Alyssa Bouvy, Kyle Swikowski, Mike Cyplik, Harry Joachim and Kimberly Simons.

15th Annual Funeral Service Foundation Golf Classic

Held in conjunction with the NFDA International Convention & Expo, the Funeral Service Foundation's 15th Annual Golf Classic welcomed a record 138 golfers from across the country and around the globe. Brickyard Crossing, located in Indianapolis, was the site of the annual fundraising event, which was chaired by Foundation Trustees Anthony Guerra and Bill Wappner.

Despite a chilly start and a frost delay, the 36 teams had a great day of play on the Pete Dye-designed "bucket list" golf course. In addition to the 18-hole scramble, golfers also participated in on-the-course contests, the chance to partake in a \$10,000 putting competition and a prize drawing. Trophies were awarded for the teams with the best gross and best net scores. Bill Hudson, John Goobeck, Gary Weber and Reggie Fielding took first place for best gross score, and Cameron Black, Mark Elder, Ryan Flannery and Mike Flannery won for best net score. William Bonacorda and Ken Stephens won the closest-to-the-pin contests. Longest drive winners were Kristopher Jackson (men) and Pam Scott (women). Bill Hudson came closest to sinking a 60-foot put in the \$10,000 putting contest.

Donations from generous sponsors and golfers grossed \$127,000 for the Foundation, whose mission is to fund projects and programs that support all of funeral service in building meaningful relationships in the community. These dollars, the largest sum ever raised during this



Ralph Buckner (left), Foundation trustee and Golf Classic presenting sponsor (in honor of Bob Arrington), and Andy McNeil, executive director of National Alliance for Grieving Children.

annual event, will help the Foundation continue to fund innovative research and programs, administer and award professional development and academic scholarships, equip funeral professionals with the tools and resources to help them succeed in their careers, and to assist communities in crisis.

Support for the Golf Classic came from individual players and corporate sponsors alike. First-time Foundation supporters funeralOne and SRS Computing were the Golf Classic's major co-benefactors. The Buckner Foundation/Ralph Buckner Management Group (in honor of Bob Arrington) was the presenting sponsor.

Title sponsors included Batesville, Carriage Services, Guerra Gutierrez Mortu-



First-place team (best gross score) l-r: Gary Weber, Reggie Fielding, Bill Hudson and John Goobeck. Hudson and Goobeck also took home honors at the 2014 Golf Classic in Nashville.



The first-place team with the best net score included (l-r) Cameron Black, Mark Elder, Ryan Flannery and Mike Flannery.

aries, Matthews Aurora Funeral Solutions and Service Corporation International.

ClearPoint Federal Bank & Trust (a first-time Foundation supporter), Johnson Consulting Group, Keith M. Merrick Company Inc., National Guardian Life Insurance Company, Physician's Mutual/The Outlook Group and Regions Funeral and Cemetery Trust were the event's corporate sponsors.

Birdie sponsors included afpHorizon, The Dodge Company, Homesteaders Life

Company, Lake Lawn Metairie Funeral Home, March Funeral Home, MKJ Marketing, Schoedinger Funeral & Cremation Service, StoneMor Partners L.P., Trust 100 and Wappner Funeral Directors.

American Funeral Consultants, Arrington Funeral Directors, Independence Trust, Indiana Funeral Directors Association, Inman Shipping Worldwide, The Island Funeral Home and Crematory, Newington Memorial Funeral Home, Nomis Publications Inc. and RBC Wealth Management sponsored tee boxes.

Additional underwriting and in-kind support came from Carmon Community Funeral Homes, Cypress Funeral Services Inc., Eagle's Wings Air, Foundation Partners Group, Henry Gutterman, National Guardian Life Insurance Company, NFDA, Service Corporation International, The Signature Group, Southwest Cargo Division, StoneMor Partners L.P., SRS Computing and Trigard.

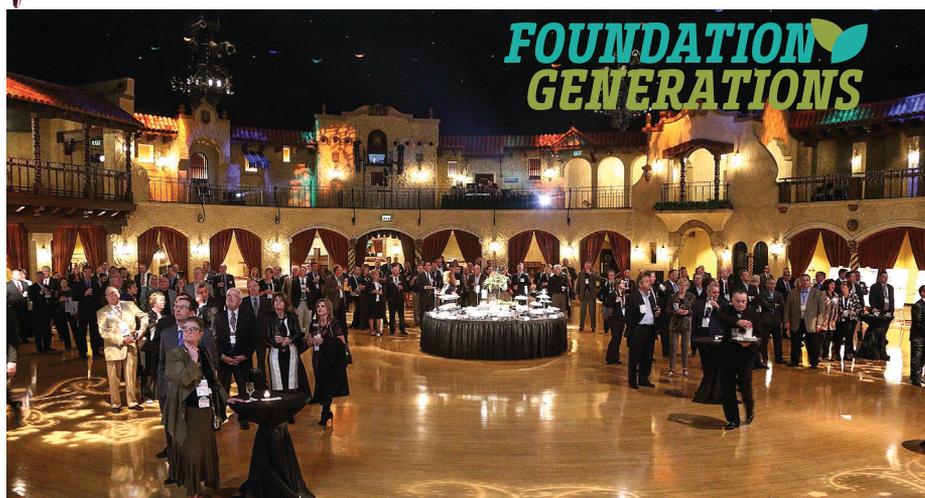
Next year's 16th annual Funeral Service Foundation Golf Classic will be held Sunday, October 23, during the 2016 NFDA International Convention & Expo in Philadelphia. For more information about the Funeral Service Foundation, how to become a 2016 Golf Classic sponsor or to make a donation, please visit www.FuneralServiceFoundation.org.

Funeral Service Foundation Celebrates 70 Years



From left: 2016 Foundation Chair Gerard "Jerry" Schoen III and Foundation Executive Director Danelle O'Neill with Foundation Trustees Emeritus Mike DiBease, Michael Quinn and Linda Darby-Dowers.

Together with its donors and supporters, the Funeral Service Foundation celebrated 70 years of innovation, inspiration and impact in funeral service at Foundation Generations, an exclusive donor recognition experience sponsored by Forethought. Held at the



Supporters gathered at the historic Indiana Roof Ballroom for Foundation Generations, an exclusive donor recognition experience that celebrated the Foundation's 70 years of innovation, inspiration and impact in funeral service.



Foundation supporters were recognized throughout the event.

Indiana Roof Ballroom during the 2015 NFDA International Convention & Expo, the evening's attendees enjoyed a night of networking, reminiscing and recognition. Guests signed the Foundation's original guestbook, paged through photo albums, shared stories from the Foundation's past and enjoyed a brief program featuring remarks from Foundation supporters, staff and trustees.

Representatives from Batesville and Live Oak Bank presented the Foundation with major gift pledges of \$150,000 and \$100,000, respectively, during the program. The Foundation also announced a \$85,050 major gift from Memorial Classic Inc. and a \$50,000 major gift from Service Corporation International.

In addition, Broadcast Music Inc. (BMI), Cherokee Casket Company, Jill & Dean Lambert (in memory of son Adam) and The Whitmore Group (James Metzger) were recognized from the podium for completing their pledges toward



David Mullen, president of preneed life for Forethought and newly elected Foundation trustee, welcomed guests to Foundation Generations, which, for the second year in a row, was sponsored by Forethought.

the Foundation's Hand-in-Hand Endowment, which is currently more than \$6 million.

The program also recognized outgoing Foundation Trustees Linda Darby-Dowers, Mike DiBease and Michael Quinn for their years of faithful service



2016 Funeral Service Foundation Board of Trustees (front row, l-r): Immediate Past Chair Steve Shaffer, Bill Wappner, Chair Gerard "Jerry" Schoen 111, Executive Director Danelle O'Neill, Secretary/Treasurer Victor March and Mark Milton. Middle row (l-r): Randy Schoedinger, Bob Arrington, Sheri Richardson Stahl, Stephanie Kann, Chris Trainor and Diana Kurz. Back row (l-r): Anthony Guerra, Ralph Buckner, Dave McComb, Jay Dodds, Stephen Gackenbach and David Mullen.

and thanked outgoing 2015 Foundation Chair Steve Shaffer for his leadership and commitment to the profession. In his remarks, Shaffer noted that the Foundation's work would not be possible without the commitment and vision of the Foundation's hundreds of emeritus trustees and the support of three generations of funeral service professionals.

Funeral Service Foundation Elects Four New Board Members

At its annual fall meeting, the Funeral Service Foundation Board of Trustees elected four new trustees to three-year terms of service. The newest members are Stephanie Kann, vice president and program director at Worsham College of Mortuary Science, Wheeling, Illinois; Mark Milton, general manager of funeral service lending at Live Oak Bank, Wilmington, North Carolina; David Mullen, president of preneed life at Forethought, Batesville, Indiana; and Chris Trainor, president of Batesville, Batesville, Indiana.

The Board of Trustees includes representatives from across the funeral service



Newly elected Foundation trustees (l-r): Stephanie Kann, Mark Milton, Chris Trainor and David Mullen.

spectrum and, in accordance with its by-laws, consists of 60 percent NFDA-member funeral directors. Trustees volunteer their time and talents to advance the

Foundation's mission to fund the projects and programs that support all of funeral service in building meaningful relationships in the community.



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Funeral Service Foundation Announces Receipt of Gifts, Pledges



Chris Trainor, Batesville president and newly elected Funeral Service Foundation trustee (left), presented the \$150,000 pledge to Danelle O'Neill, Foundation executive director, and 2016 Chair Gerard "Jerry" Schoen III.

Batesville Pledges \$150,000

Batesville pledged a major gift of \$150,000 in support of the Foundation's mission to fund projects and programs that support all of funeral service in building meaningful relationships in the community, said Gerard "Jerry" Schoen III, Foundation chair. Batesville's pledge is the single largest gift presented to the Foundation this year.

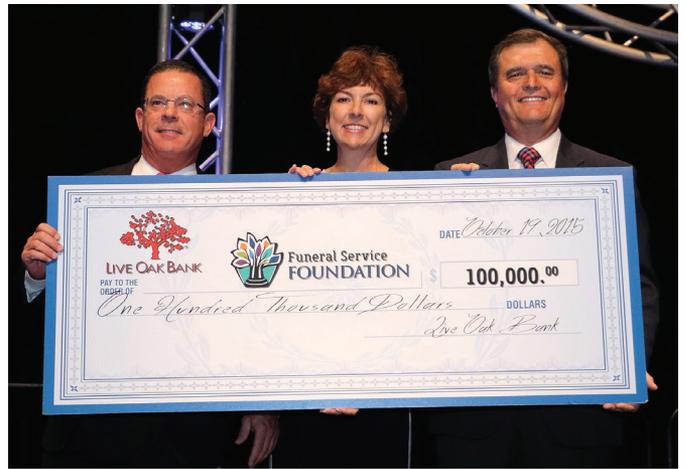
"Batesville believes in the power of philanthropy and its critical importance in helping shape our profession," said Schoen. "This gift forges an even stronger bond between Batesville and the Foundation."

Chris Trainor, Batesville president and newly elected Foundation trustee, presented Schoen and Foundation Executive Director Danelle O'Neill with a ceremonial check during the convention's opening general session.

"Batesville has a long-standing partnership with the Foundation," said Trainor. "We share a common vision for the future of funeral service and are pleased to continue our support of the Foundation's work. We believe this gift is an investment that will help shape the vision of our profession long into the future."

Like the Funeral Service Foundation, Batesville has been serving the funeral service profession for generations. This transformational pledge brings Batesville's cumulative giving total to \$644,800 and places the company as the Foundation's top donor.

The contribution from Batesville will directly support the Funeral Service Foundation's proactive efforts to seek relevant and innovative funding opportunities that enhance the funeral service profession and benefit funeral directors and allied professionals, thus making a timely impact on local communities.



2016 Foundation Chair Gerard "Jerry" Schoen III (right) and Executive Director Danelle O'Neill accepted Live Oak Bank's \$100,000 pledge from Mark Milton (left), the company's general manager of funeral service lending and newly elected Foundation trustee.

Live Oak Bank Pledges \$100,000

Live Oak Bank, a longtime Foundation supporter, pledged a major gift of \$100,000. Live Oak Bank's contribution is the company's first major gift pledge and secures its place as a Community Pillar on the Foundation's Legacy Honor Roll, which is based on cumulative giving.

"Live Oak Bank understands the power of philanthropy and its critical importance in helping shape our profession," said Schoen. "This gift is a true testament to the company's commitment to both funeral service and the Foundation's mission."

Mark Milton, general manager of funeral service lending at Live Oak Bank and newly elected Funeral Service Foundation trustee, presented Schoen and O'Neill with a ceremonial check during the opening general session.

"We have been honored to support the Funeral Service Foundation over the years and witness its positive impact on all of funeral service," said Milton. "We are pleased to know that our gift will help provide the Foundation with the resources necessary to enrich, engage and inspire our profession."

Live Oak Bank's contribution directly supports the Foundation's proactive efforts to seek relevant and innovative funding opportunities that enhance the funeral service profession and benefit funeral directors and allied professionals, thus making a timely impact on local communities.



Jake Johnson, Johnson Consulting president and Foundation trustee emeritus, with Danelle O'Neill, Foundation executive director. The Memorial Classic gift was recognized during Foundation Generations, the Foundation's exclusive donor appreciation reception.

Foundation Receives Major Gift From Memorial Classic Inc.

The Foundation received an \$85,050 major gift from Memorial Classic Inc. in support of the Foundation's Memorial Classic Golf Tournament Scholarship and its mission to fund the projects and programs that support all of funeral service in building meaningful relationships in the community.

Established in 2010 by the Foundation Board of Trustees for deserving students of funeral service, the Memorial Classic Golf Tournament Scholarship is one of four scholarships available to full- and part-time students enrolled in ABFSE-accredited schools.

Each year, the Memorial Classic Golf Tournament, hosted by Johnson Consulting Group, raises money for scholarships across the profession and dedicates the day's play in memory of those who have made a lasting impact in funeral service. This year's play was dedicated to Stephen Mack, Edward Murphy and Edward Tuggle.

"This major gift demonstrates sustained commitment to the future of the funeral service profession and to attracting and retaining future leaders by all involved with the Memorial Classic," said O'Neill during the annual Funeral Service Foundation donor appreciation reception.

"Memorial Classic Inc. is privileged to regularly support the Foundation's efforts to serve funeral service professionals throughout every stage of their career," said Tom Johnson, founder of Johnson Consulting and Foundation trustee emeritus. "We look forward to seeing the students who are awarded the Memorial Classic Scholarship become the next trailblazers in our profession."



Sumner "Jay" Waring III (left), Service Corporation International senior vice president of operations and Foundation trustee emeritus, and John Faulk (right), SCI vice president of business development, with Danelle O'Neill, Foundation executive director and 2016 Foundation Chair Gerard "Jerry" Schoen III.

Foundation Announces \$50,000 Major Gift From Service Corporation International

The Foundation also announced a second \$50,000 major gift from Service Corporation International; SCI contributed its first \$50,000 major gift in 2014.

In addition to its major gifts, SCI has supported the Foundation by sponsoring its annual Golf Classic and contributing to its Women's Fund. This most recent contribution secures SCI's place as a Community Pillar on the Foundation's Legacy Honor Roll, which is based on cumulative giving.

"We at the Foundation are inspired by the dedication and generosity of our donors who, for three generations, have answered the call to give again and again," said O'Neill. "SCI's contribution makes evident the company's continued commitment to the Foundation and its efforts to help all of funeral service in building meaningful relationships in the community."

"This major gift is a way of showing our appreciation for the 70 years of impact the Funeral Service Foundation has had on our profession," said Sumner "Jay" Waring III, SCI senior vice president of operations and immediate past chair of the Funeral Service Foundation.

SCI's major gift directly supports the Foundation's proactive efforts to seek relevant and innovative funding opportunities that enhance the funeral service profession and benefit funeral directors and allied professionals, thus making a timely impact on local communities.