

NHFA

2018 Annual Year End Report



Sarah Crews

LETTER FROM OUR
BOARD CHAIR



2018 was an exciting and productive year for the NHFA. Fresh off the inspiring 2017 conference in Maryland, we got to work planning the next conference to be held in Minnesota in the fall of 2019, which is poised to be our best conference ever. Having fielded ideas from the membership about themes for the next conference, we settled on The Head, Hands and Heart of Home Funerals: Weaving Art and Ritual with the Practical.

In 2017, four new members joined our Board of Directors. Kim Adams (MD) joined the board after the 2017 conference with a background in events planning, and shortly thereafter joined the Executive Committee by stepping into the role of Secretary. Kim dove into the thick of planning our 2019 conference, recruiting a top-notch team of members in Minnesota. By late spring of 2018 we had welcomed board member, Anna Benton (WI), and later in the year, Susan Coffey (CO) and Jannika Coons (NY). In late September, the newly configured board met at Oak Ridge Conference Center in Chaska, MN, the site of the 2019 conference, for our annual retreat.

Much of our focus in 2018 was put into really connecting with our members around the country through our newsletter, social media and contributions to a blog called Notes from the Field, launched by board VP Dani LaVoire (AZ). We undertook a complete overhaul of our website, making it much more user-friendly and beautiful. Our Communications team, Tim Howell (MI), Jannika and Anna, stepped up the content of the newsletter and started the NHFA Members Facebook discussion group. The whole team designed and delivered a series of webinars, in conjunction with our fall fundraiser, that reflect the theme of our conference. All the webinars are available in full on the NHFA's YouTube channel. I'm proud to say that the NHFA now has a Gold Star rating for non-profits on GuideStar.org

Thank you so much for supporting the mission of the NHFA by becoming members and donors, by telling your friends and family about home funerals, by educating folks in your own communities about the healing and empowering impacts of reclaiming the age-old tradition of caring for our own at death. We are so inspired by the stories you share with us. Together we are changing the culture and our relationship with death, one deeply meaningful, family-centered funeral at a time.

Gratefully,

The mission of the NHFA is to preserve the innate rights of families and communities to care for their own dead in a personal, respectful, and environmentally sound manner.

Contents

02

LETTER FROM OUR BOARD CHAIR

Address by NHFA President, Sarah Crews

04

LEADERSHIP

Meet our Board of Directors

05

YEAR IN REVIEW

2018 highlights

11

UPCOMING PROJECTS

Looking forward in to 2019

MEET OUR INCREDIBLE TEAM

Board of Directors

Sarah Crews

**PRESIDENT;
ETHICS**

Joined 2013
Salina, KS



Dani LaVoire

**VICE PRESIDENT;
ADVOCACY**

Joined 2017
Prescott, AZ



Kim Adams

**SECRETARY;
EVENTS**

Joined 2017
Baltimore, MD



Angie Ward

**TREASURER;
FINANCE**

Joined 2017
Olympia, WA



Barbara Trites

MEMBERSHIP

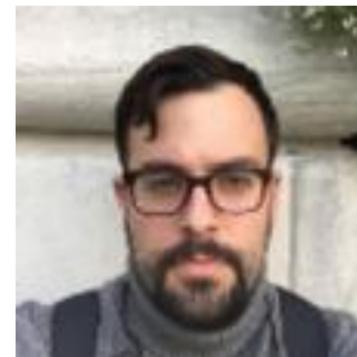
Joined 2017
Salt Lake City, UT



Anna Benton

**MEMBERSHIP;
COMMUNICATIONS**

Joined 2018
Milwaukee, WI



Tim Howell

COMMUNICATIONS

Joined 2017
Ann Arbor, MI



Jannika Coons

**COMMUNICATIONS;
SPONSORSHIP**

Joined 2018
Brooklyn, NY

2018 YEAR IN REVIEW

Highlights

2018 was a year of growth, engagement, and deep connectivity with members and the home death-care community at large.

Follow along as we briefly recount NHFA's many achievements in 2018, and a behind-the-scenes recap of what's in store for 2019!



Highlights

BY THE NUMBERS

- › NHFA held its annual fundraiser in late 2018. Falling short of our ambitious \$12,000 goal, we raised nearly 50% from a pool of incredible, bighearted donors. This generous and necessary funding will help to keep the lights on while building a foundation for bigger, better education initiatives.
- › In an effort to keep our resources free and open to the public, the NHFA continues to identify and implement opportunities for member-to-donor conversions, like GreatNonprofits, and indirect methods of giving, such as AmazonSmile.

Revenue	
Donations	\$10,160
Product Sales	\$637
Total Revenue	\$10,805
Expenses	
Advertising	\$58
Bank Fees	\$260
2019 Conference Pre-payments	\$22,476
Dues and Subscriptions	\$817
Fees for Services	\$955
Insurance	\$1,690
Office Supplies	\$2,344
Travel	\$570
Total Expenses	\$29,700
Change in Net Assets	\$-14,823
Net Assets – Beginning of Year	\$60,715
Net Assets – End of Year	\$45,892

EVENTS & PROGRAMMING

Highlights

A MOBILE CLASSROOM

As part of our annual fundraiser, NHFA held a series of informational webinars from November 1-4, covering a range of topics related to home funerals, from body care and legal pitfalls, to practical wisdom, and art appreciation.

The response was electric and spawned new avenues for extended programming in 2019.

7th BIENNIAL CONFERENCE:

An enormous amount of work was done throughout 2018 in preparation for our 7th Biennial Conference to be held in early October 2019 - including securing a venue in Minneapolis, Minnesota, deciding on a conference theme, and organizing an advisory group to help with program content.

Many members stepped forward to play a vital role in the planning process. Their shared passion and support of our mission is helping shape this year's event in to one of our best conferences yet!

The theme of the 2019 conference, *The Head, Hands and Heart of Home Funerals, Weaving Art and Ritual with the Practical*, was derived directly from feedback we received from members at the 2017 conference.



**Head,
Hands,
& Heart
Of Home
Funerals:**

**Weaving Art
& Ritual With
the Practical**

October 4th - 6th
Oak Ridge Hotel
& Conference Center
Chaska, MN 55318



CHASKA, MN | OCT. 4-6

Keynote Speakers



Pia Interlandi

PhD: Doctorate of Philosophy: Architecture and Design;
Co-Founder: Natural Death Advocacy Network

[LEARN MORE](#)



Sarah Kerr

PhD, Ritual Healing Practitioner and Death Doula

[LEARN MORE](#)

Highlights

100,000+ TOUCH POINTS OF EDUCATION & ENGAGEMENT

NHFA's programming benefits thousands of individuals and organizations across the globe. Our website serves as a primary source of contact for thousands of community members, their extended social circles, sister organizations, and curious first-timers. For the NHFA, our online presence is everything, so a streamlined user experience is key.

Following a fresh redesign of our website in summer 2018, we saw an astronomical climb in traffic, serving a whopping 110,000 visitors, 44.5% unique. That means **49,000 first-time visitors received an introduction to home funerals via NHFA-produced communication, such as blogs, articles, and tailored content.**

SOCIAL SNAPSHOT:

Community building by the numbers

- NHFA earned the 2018 Gold Seal of Transparency on GuideStar, the world's largest source of information on nonprofit organizations.
- NHFA held a series of informational webinars from November 1-4, covering a range of topics related to home funerals. The response was electric and spawned new avenues for extended programming in 2019.
- In response to member requests for increased avenues for interaction, NHFA launched a Members-Only Facebook Community Forum that quickly amassed 300+ member signups (roughly 8% of the total audience).



NHFA's Facebook page grew to **3,775 followers** by the end of 2018. A healthy 26.47% increase over the year previous.

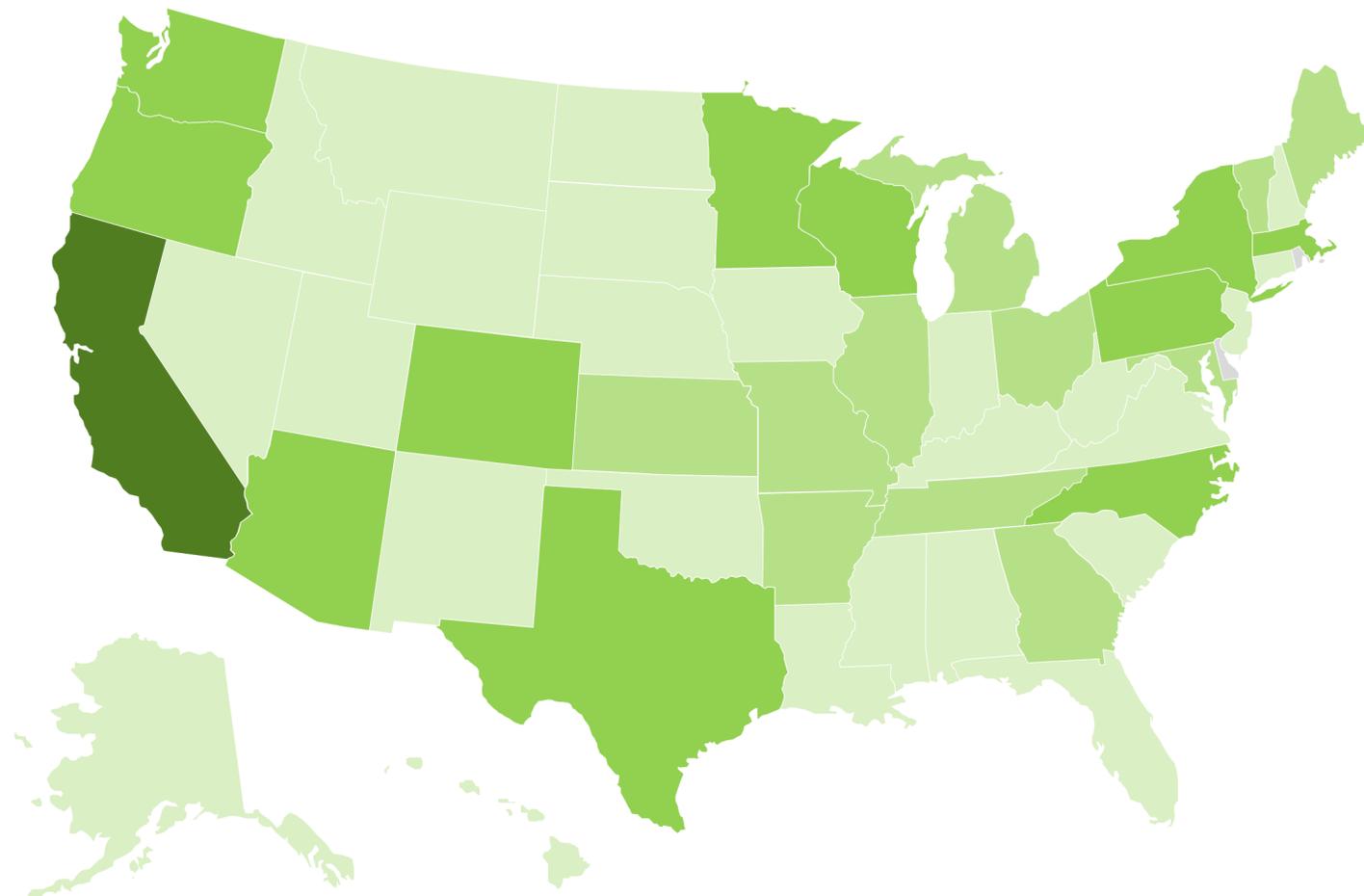


On Twitter we amassed **15.3k impressions** and maintained an average **engagement rate of 1.5%**, an astronomical increase over the previous period at 2.1k and 0.4%, respectively.

Membership

1,950 members and growing!

Membership Growth



● 0 ● 1-19 ● 20-49 ● 50-200 ● 200+

NHFA's membership experienced continued positive growth of approximately 18% over the course of 2018, welcoming 300+ new members into our ranks from across the globe.

Now hovering on the precipice of a 2,000 member milestone, our audience is comprised of 85.6% traffic from the United States, and 14.4% from international sources, primarily Canada, England, and Australia.

If we take a moment to analyze our heat map of United States membership, an encouraging blanket of green shows NHFA is represented in every state across the nation!

Upcoming projects



CONFIDENTLY COMPETENT

In response to several member's requests about receiving some sort of "certificate" from the NHFA as home funeral guides, we have been actively pursuing making a Proficiency Badge exam available for those who wish to take it. The Badge is based on Core Competencies developed by the NHFA over several years. The Proficiency Badge provides an opportunity for guides to demonstrate their knowledge of the NHFA's Code of Ethics, Conduct and Practice, and Core Competencies for home funeral guides. The NHFA's position on Certification and Licensure is clearly defined on our webpage. Earning the Proficiency Badge from the NHFA should in no way be considered a "certification."



THOSE WHO CAN – TEACH!

Due to the interest expressed by attendees of our fall seminar series, we will soon be launching a series of live webinars on many topics of interest to our membership. Look for detailed information on the topics and guest presenters in our upcoming newsletters.



'A PATH HOME' PODCAST

We are excited to be launching our new podcast, *A Path Home*, in 2019. The podcast will feature conversations with people who have reclaimed the caring tradition of home funerals, as well as interviews with those on the forefront of the home funeral movement, and home funeral educators doing the work of making home funeral practice known and accessible in their local communities.



GETTING INK

The NHFA continues to publish articles in national magazines, most notably an article in the TEND issue of Taproot magazine written by board Vice President, Dani LaVoire, and our regular feature in Natural Transitions. Stay tuned for our blog posts and let us know if you have an article coming out that we could feature there.

Thank You

