#### A GUIDE FOR FAMILIES CHOOSING CREMATION

## Simple cremations. Service beyond expectation.

THE DIGNITY MEMORIAL® CREMATION PROMISE

Every Detail Remembered Dignity®





We know that planning a cremation isn't something families do every day. It's important to understand that all providers are not the same. This booklet was designed to provide information and facts to help you choose the best provider for your family's needs and the best provider to care for your loved one.



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## We bring uncompromised quality and dedication to everything we do.

There are plenty of companies that will offer to cremate a loved one—and nothing more. That's not who we are. We care for your loved one. We care for you. When you choose a Dignity Memorial<sup>®</sup> provider, you're choosing professionalism, compassion and attention to detail that is second to none. Serving families is our passion and our commitment.

As experts in simple cremation, we always go beyond what is required, exceed what is expected and care for families in ways that no other cremation provider can or does.

#### **100% Service Guarantee**

With industry-leading standards and attention to detail that is second to none, we vow to get everything right, from your first contact to the return of your loved one to your family. That's not just something we say: Getting everything right is our promise to you. And we stand behind that promise with a guarantee unlike any other in the profession. If we don't get something right, and you're dissatisfied with any aspect of your service, we'll refund that portion of the service—no questions asked!

See associate for details.

## What families are saying about our services.

We took all the time we need it never felt rush we were taken care of with respect and dignity which was greatly appreciate it in this hard time went over and above what we expected even the detail for the cremation centre were very easy to understand presented with care and compassion to provide a great experience that will never be forgotten...

– Mario T., SK

Karen Ann was at all times professional and respectful and spoke kindly and sympathetically to me during this very difficult time. She even came to the house to deliver the ashes and stayed and helped me get through the paperwork. Caleigh, the Funeral Director also treated me very respectfully and worked with me over the phone to finalize the details of my husbands cremation.

Annette F., ON

## We care for your loved one as we would our own family.

We see every loved one as exactly that: a special person who was cherished by family and friends. It's with that in mind we created a detailed, industry-leading process that guides every step we take, from the time you first reach out to us, to the time we bring your loved one into our care, to the return of your loved one to your family.

We take such extreme measures to ensure a loved one brought into our care is the same loved one returned to their family that our cremation policies have set the industry standard and have been the model used for laws regulating cremation.

In a moment when things may seem uncertain, it's important to us that you know your loved one is safe and secure.



## We go the extra mile.

Cremation is a multistep process, and we're proud of the things that set our process apart from other operators.

### First contact with your family

We're here to answer your questions 24 hours a day, 7 days a week.

### Bring your loved one into our care

Dignity Memorial<sup>®</sup> and our trusted partners have exclusive custody of your loved one at all times.

#### Transfer from the funeral home to the crematory

Our Identification Pendant stays with your loved one throughout the cremation process to ensure your loved one is returned to you.

## Preparation and arrangements for cremation

We walk your family through the entire process and communicate the date your loved one's ashes will be returned.

#### Return to the funeral home from the crematory

We let your family know that the cremation is complete.

#### You pick up your loved one or we bring them to you at any location within 50 kilometers.

Personal, caring touches make this a special moment for your family.

## Every detail remembered.

Dignity Memorial<sup>®</sup> providers demonstrate the highest level of care and compassion of any in North America.

#### Custody of care guaranteed.

- Our Identification Pendant helps safeguard the identification of your > loved one from the time we bring them into our care until the time we return them to your family.
- > Our custody-of-care program means that we check, cross-check and check again, every step of the way.

#### Exclusive custody of your loved one.

- > Other providers may say they have exclusive custody of loved ones, but many don't own their own crematories and outsource cremations to third parties.
- > We use only crematories owned and operated by Dignity Memorial locations or their trusted partners.
- Once your loved one is in the care of a Dignity Memorial provider or > trusted partner, they're in our care until they're returned to your family.

#### Our certified process is detailed and thoughtful.

- > Our crematory operators are licensed and certified by Cremation Association of North America, or CANA.
- Only one person at a time is cremated. >
- > The cremation chamber is thoroughly cleaned before the next person is cremated.







## We support your family every step of the way.





> A DIGNITY MEMORIAL® DIFFERENCE <

#### 24-hour Compassion Helpline

With Dignity Memorial's exclusive Compassion Helpline, your family will have up to 13 months of unlimited complimentary phone access to professionals trained in

In addition, anyone who attends a visitation, cremation memorial or celebration of life will have three months' access to the Compassion Helpline and the same licensed grief counsellors.

## Among the services we offer your family:

- Statement of Death
- > Securing cremation and burial permits
- > Veterans Affairs benefits
- > Canada Pension Plan benefits
- Writing a meaningful obituary—and providing a free online obituary that's also a place where friends and family can share memories and upload photos for others to see
- > Planning the perfect celebration of life, whatever that might be
- > Assisting with bereavement travel for family and friends
- > Helping with the filing process for insurance proceeds
- > Assistance and referrals for settling a loved one's estate
- > Giving expert guidance on scattering a loved one's ashes
- > Helping choose a lasting cemetery memorial
- Offering innovative remembrance options for purchase, including beautiful cremation jewelry or handcrafted Memory Glass
- > Providing information about caring for an urn
- > Offering ongoing grief support

## We're affordable and transparent.



The old adage "you get what you pay for" couldn't be more true than when it comes to the services cremation providers offer.

We know this because of our extensive experience in guiding families through the cremation process. But the families who call on us have rarely, if ever, had to consider the details of arranging a cremation for someone they love.

As in all things, no one knows what they don't know, so it's important for your family to understand the differences between Dignity Memorial<sup>®</sup> cremation providers and those that provide only simple cremations and nothing more.

The Schoenings team was very quick, thorough, understanding and professional from the moment I called until after the cremation.

- Wayne N., BC

HOW WE STACK UP:	DIGNITY MEMORIAL <sup>®</sup> PROVIDERS	DIRECT DISPOSERS
Affordable	No hidden fees.	Families may be surprised along the way.
Accountable	100% guaranteed satisfaction.	There may be no guarantee.
Secure	Once your loved one is in the care of a Dignity Memorial provider or trusted partner, they're in our care until they're returned to the family.	May not know where your loved one is during the cremation process.
Transparent	Families may tour our facilities or participate in the cremation process.	May not be open to the public.
Responsive	Families can call and speak to someone 24/7 or come by during regular business hours.	Families may reach voicemail and may not be able to drop by the location—or even find a picture of it online.
Protects your privacy	We never sell a family's personal information, and we guard your identity and that of your loved one.	Information may be sold, and the business may not have privacy measures in place.
Timeline charges	We don't charge extra to hold loved ones while paperwork is being finalized.	Taking extra time may cost more.
Weight/size	We charge the same amount no matter a loved one's size.	Larger loved ones may cost more.
Includes mileage	Included within a wide radius of our location.	May be extra no matter where a loved one lives.
Speed	We provide a true estimate of cremation time.	There may be no timeline guarantees.
A place to say goodbye	Available to all families.	Probably not.
Hand delivery of ashes	Included within 50 kilometers of our location.	May be extra.
Online obituary	Included.	May be extra.
Personalized planning	Included.	Offerings may be limited.
Highly trained professionals	Absolutely.	Unsure.
Payment options	We offer insurance assistance and a wide range of payment types.	Payment options may be limited.

# 12 questions to ask when shopping for a cremation.

If you've rarely or never shopped for a cremation, you may find the process daunting. There's a lot to know, and we want you to make the right choice for your family. **The best way to do that is to ask questions that will help you find out exactly what to expect from each provider you talk to.** 

When making calls to cremation providers, keep this list handy. It's a good idea to print it out several times and take notes about the places you call. That way you're not trying to remember later, and you can easily share your discoveries with other family members who are helping make decisions.

- 1. Are you licensed and insured?
- 2. Do you operate your crematory? Are crematory operators certified?
- 3. What's included in your cremation price? Are there additional fees?
- 4. What payment types do you accept?
- 5. What are your customer care hours?
- 6. What do you do with my personal information?
- 7. What's your star rating on Google? Why?
- 8. Are you exclusively in custody of my loved one?
- **9.** What procedures do you have in place that ensure the ashes returned to me are my loved one's?
- **10.** How are my loved one's ashes returned to me? Do you offer complimentary home delivery?
- **11.** What happens if I'm dissatisfied with your service? Is there a satisfaction guarantee or a partial refund if I am dissatisfied?
- 12. May I have a location tour? Or do you have a virtual tour you can send me?

## Our complimentary offerings.

#### Signature Dedication™

In keeping with our pledge to treat every loved one and their family with the deepest respect, we provide a special moment and place to reflect before you take your loved one home.



#### **Concierge Delivery**

If your family prefers not to pick up your loved one, we'll schedule a time for a trusted member of our staff to personally hand-deliver your loved one's ashes to your family's home, clergy or cemetery.

#### **Complimentary Remembrance Memorial™**

We believe that every family should be able to create an ongoing tribute to the person they loved. Select Dignity Memorial® cemeteries offer complimentary cremation placement as a permanent remembrance to loved ones' lives for generations to come. Alternately, a family may choose credit toward another cremation cemetery option.

Available at participating Dignity Memorial cemeteries. Free placement or credit may not be available at all locations and void where prohibited by law.

# We make your family's vision a reality.

Many families who choose simple cremation want something different—they just aren't sure what's possible. Dignity Memorial® associates are experts at personalizing a cremation celebration in any way imaginable. We listen carefully to your family's wishes, consider the details that made your loved one special and transform your ideas into a final tribute unlike any other—without additional planning charges. **With cremation, almost anything is possible.** 



## Service beyond expectation.



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As North America's most trusted cremation provider, it's our privilege and our promise to treat your loved one with true compassion, respect and devotion. Your loved one never leaves the expert care of your Dignity Memorial® providers or their carefully vetted partners, and every service we provide is backed by our 100% Service Guarantee.

We're always here to answer questions or provide information to help you make the best choice for your family and your loved one.

DignityMemorial.ca



Dignity Memorial® is a symbol of trust and a mark of excellence. We celebrate every life with compassion and attention to detail that is second to none.

Every Detail Remembered"



DignityMemorial.ca

The Dignity Memorial brand name is used to identify a network of licensed funeral, cremation and cemetery providers owned and operated by affiliates of Service Corporation International (Canada) ULC.