



# MEMORIAL MUSE

## Update from the Board

The funeral sector has seen many changes in recent years. One of the most notable has been a shift in demand from more traditional, costly funerals and memorial services to more basic, low-cost alternatives. The B1 Plan, a basic cremation with no service, has gradually increased in popularity. It has steadily become our most popular funeral option. And this change in demand has only accelerated through the COVID-19 pandemic. Costs are also changing. Prices of our funeral options have risen as our service providers adjust to a changing market. While we appreciate their difficulties and value our relationship, our primary goal is to meet the needs of our members, one of which is to keep the cost of our plans low. This is why over the next year our board is taking an in-depth look at funeral options in relation to member needs.

At our strategic planning workshop held in October 2020, we reviewed trends in funerals, including home funerals, as well as changes in demographics and how we can use social media to improve organizational awareness. This newsletter happens to be one of them. We plan to send it out three to four times a year. It will include useful information and a survey so you can tell us what interests you.

Our annual general meeting is on Saturday, January 30. To protect the health of our members we will hold the meeting virtually, allowing members to attend either by video or phone. Details and a registration link will be sent out by email in early January. It will also be posted on our website below

[Visit our Website](#)

## Member Stories



Written by:

**Ms. Terry Geib,  
P.HEc.**

*Board Chair*

Terry joined the board of CCMS in 2009. In April 2017 she retired as a director for Calgary Co-op after serving 15 years on their board. In addition to Chairing CCMS board meetings, Terry does the writing and graphic design work and leads the strategic planning for CCMS. Terry works full time as a strategist for The City of Calgary.

Angela called us a few months ago. Her mother lived in a small community near Calgary and was in palliative care, so Angela was searching for funeral service options and pricing. It was not an easy conversation. Angela asked about the benefits of buying a membership for her mother. She was looking for a cremation plan with a small funeral service.

CCMS offered to call the funeral home in the small community, as a “secret shopper”, to obtain a quote from them. Their answer was: \$8000 for their basic cremation plan.

We let Angela know that she could get a similar cremation plan for \$1225 plus mileage fee of \$1.90 per km. as a CCMS member, from our Calgary service provider. Angela bought the membership for her mother and ended up saving more than \$4000. Angela was grateful not only for the financial savings but for the peace of mind of having CCMS assist her all the way with answering her questions and planning for cremation and funeral services during difficult time.

## Ask Barb

*“Hi, Barb- Can I buy a membership for someone else? Do I need to be power of attorney for them?”*

Barb- Thank you for your question. Anyone can purchase a lifetime \$40 membership for themselves or anyone else. You do not need to have power of attorney or consent. Just their first and last name and address. What a gift that would be! The gift of thousands of dollars of savings! You can buy memberships for your loved ones and we can mail them out to you for Christmas time. Everyone can benefit from the \$40 membership. Be sure to ask Barb any time for assistance with purchasing multiple memberships.

## Resources

The COVID epidemic has created many issues. Government and social agencies have responded with several supports. Please click on the name of the agency you are interested in for redirection to their website.

### [Canadian Mental Health Association](#)

Mental Health Peer Support, Counselling and Recovery College offered during the COVID-19



Written by:

**Ms. Barb  
Montgomery**

*Member Manager*

Barb became the CCMS Membership Manager in January 2017 after a long career as Accounting Manager for a Calgary hotel. Barb's warm and caring personality and attention to detail is appreciated by the entire board.

Contact Barb



Written by:

**Mr. Jerry Jonasson**

pandemic

### [The Centre for Newcomers](#)

The Vulnerable Population Services Program offers specialized services to newcomers in difficult situations, especially during the COVID-19 pandemic. Services available digitally or in-person by appointment

### [The City of Calgary](#)

The City of Calgary has programs and services to help Calgarians through the pandemic spread of COVID-19 / Coronavirus. We also partner with many community organizations who offer support

### [The Kerby Centre for Individuals 55+](#)

The Kerby Centre is open to the public with COVID precautions. There are a variety of programs and services being offered on site and online

### [The United Way Calgary and Area](#)

Resource list for Albertans during COVID-19

### [The World Health Organization](#)

Internationally recognized information about the global impacts of COVID-19 and educational resources regarding prevention and transmission

*Director*

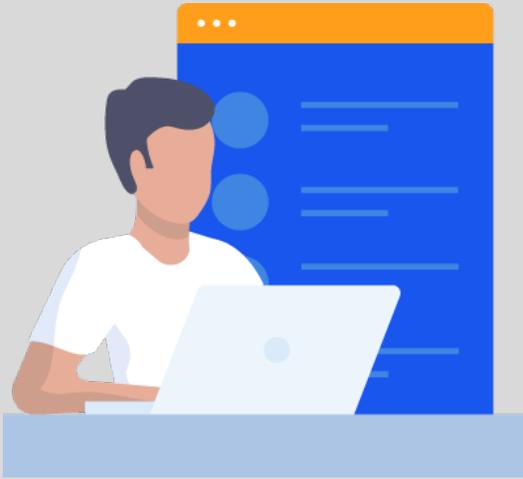
Jerry joined the board of CCMS in 2009. He spent 26 years working in the retail automotive as a sales representative, new vehicle sales manager and fleet and lease manager. He has been with the Kerby Centre for the last 15 years as an advertising consultant. Jerry is on the CCMS marketing and AGM planning committees.

## Check it out!

Do you know what you want when you die? Do you know how you want to be remembered? In a candid, heartfelt talk about a subject most of us would rather not discuss, Michelle Knox asks each of us to reflect on our core values around death and share them with our loved ones, so they can make informed decisions without fear of having failed to honor our legacies. "Life would be a lot easier to live if we talked about death now," Knox says. "We need to discuss these issues when we are fit and healthy so we can take the emotion out of it -- and then we can learn not just what is important, but why it's important.



# We Want to Hear From You



Calgary Co-operative Memorial Society is dedicated to continued improvement to best serve the community. The following survey is intended to achieve this. All responses collected are private and non-identifying. The data collected through these responses will be used to best improve our services over the following fiscal year

[Complete the survey now](#)

## Upcoming Changes

In the new year, you will notice some changes to our look at Calgary Cooperative Memorial Society. This will include an upgrade to our website, graphics, brochures, and all other materials! Check out our new logo, that will be rolled out in this process



Edited by:

**Mr. Michael Cacace, Dip.SW, BSW, RSW**

*Director*

Micheal was appointed by the Board in 2020 to fill the vacant position. Michael is a social worker with a strong background in working with the LGBTQ2S+ community, and broadly with with diversity, inclusion and safety. Michael has held numerous leadership positions in Calgary and Vancouver's non-profit sector. In addition, Michael has experience managing and leading strategic planning and program development, marketing and graphic design for non-profits organizations.

