



TRUST UPDATES

To provide the best educational opportunities for the advancement and support of all who work within and for the independent funeral service profession.

September 2020





Celebrate the Trust!
BUILDING FOUNDATIONS FOR LIFELONG LEARNING



Matching Gift Challenge

Double Your Donation, Double Your Impact on Lifelong Learning Opportunities for Funeral Service Professionals!

Our generous Celebrate Sponsors, shown below, have committed donations totaling **\$50,000** in support of the Selected Educational Trust as a replacement for this year's Annual Meeting Welcome Celebration Dinner.

They now challenge **You** to **Match** their total giving between September 1 and December 31, 2020.

Celebrate the Trust with a gift today!
Visit selectedtrust.org/donate-now

GOLD-LEVEL SPONSORS

SILVER-LEVEL SPONSOR







BRONZE-LEVEL SPONSORS













COPPER-LEVEL SPONSORS



Matching Gift Challenge



[Click Here to Donate](#)

and

Double Your Impact on Lifelong Learning!

The [Selected Educational Trust](#) wants to thank the following sponsors for joining with us this year in support of our many achievements. Their support helped us bring about this celebration of success. And now, our sponsors are **challenging you** to match their total giving of \$50,000! Yes, every dollar you [give](#) up to \$50,000 will be matched by our generous sponsors.

Gold Level Sponsors

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Bronze Level Sponsors

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Lifelong Learning Starts Now

-DONATIONS-----

The Trust wishes to welcome

David H. Moore
Hogan-Bremer-Moore
Colonial Chapels
Mason City, IA

as the newest member of the Trust's

PYRAMID BUILDERS SOCIETY

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SOCIETY

Mr. Moore joins the following members of the Trust's **Pyramid Builders Society** who have made a major commitment in support Trust Programs...

The Baue Family
Baue Funeral Homes,
Crematory and Cemetery,
St. Charles, MO

Charles M. Billow,
The Billow Funeral Homes
and Crematory, Akron, OH

Kimberly Farris-Luke,
Farris Funeral Service, Inc.,
Abingdon, VA

Mark T. Higgins,
Durham, NC

James M. Shure,
Robert E. Shure & Son,
Funeral Home,
New Haven, CT

Paul C. St. Pierre,
Wilson St. Pierre Funeral
Service & Crematory,
Indianapolis, IN

**Eric and Barbara
Trimble,**
Trimble Funeral Home, &
Crematory, Moline, IL



**Trust Virtual
Silent Auction:
Bidding Opens
9/14!**

Join in the fun with the Selected Educational Trust and our first-ever [Virtual Silent Auction](#).

-DONATE NOW-----

Supporting the Trust is an investment in the future of independent funeral service and lifelong learning.

[View Our Giving Levels!](#)

Contributions are tax deductible.

-QUICK LINKS-----

• Our Website:
[www.selectedtrust.org](#)

Take a look at some of the fabulous items donated to our online event this year. Register now and start bidding on Monday, September 14th.

Bidding closes on 10/2 at 5pm Central -so bid early and bid often! Find the gift that's right for you and support the Trust!

To register for online bidding, [click here!](#)

www.selectedtrust.org

• Email us at info@selectedtrust.org

• Call us at 888-708-7878 or 847-236-0150

• [Visit us on Facebook](#)

Institute Course Opens to Great Reviews!



Making Best Impressions, the first online course in the new educational series, *Funeral Service Excellence*, filled to capacity on its debut launch August 3rd. Here's what registrants of this unique distance-learning, skills-enhancement program of the [Institute for Exceptional Funeral Service](#), had to say about their learning experience:

- "Not since those early days has there been this type of comprehensive course to help educate Funeral Service Professionals." Lisa Baue, Baue Family Charitable Fund, St. Charles, MO
- "...this course was very easy to navigate and complete in a timely manner. It would certainly be suitable for anyone ...completely new to the world of funeral service." Anonymous
- "This course will help guide you to become the funeral service professional you aim to become." Jordan McReavy Seitz, Washburn-McReavy Funeral Chapels, Minneapolis, MN
- Great course! Good basic customer service skills." Anonymous

The second course in this series, *Being A Successful Professional*, premieres November 2nd. Click [here to register](#) or contact [Leslie Kowalczyk](#).

-USE ROUNDUP---

RoundUp is a mobile app that allows you to [donate your spare change](#) to the Future of **Independent Funeral Service**.

[Please join our current RoundUp App Donors:](#)

Amy Hunt

Bea Pedersen

Paul C. St. Pierre

TRIBUTES--- ---

Honor or memorialize the memory of a loved one by [making a gift](#) in their name to support the work of the Trust. Your gift will be recognized and a notification of your generosity will be sent out at your request.

Celebrate The Trust

On-Demand Video

Building Foundations for Lifelong Learning



2020 has been an exciting year for the [Selected Educational Trust](#) and our leaders and sponsors want to share our spectacular achievements via the on-demand video, ***Celebrate the Trust!*** As with all organizations and businesses this year, the Trust has had to cope with travel, meeting, office and business restrictions imposed on us by the effects of the pandemic coronavirus, but despite these challenges, or maybe even as a result of them, we have persevered and, as we near the end of this unique and invigorating year, we are thrilled to announce our triumphs and successes and ***celebrate*** our achievements with you, our donors, constituents, sponsors and friends.



Celebrations

Scholarships

- Thanks to the generosity of [Batesville](#) and [Ring Ring Marketing](#), four Second-Career Scholarships were awarded to current Mortuary Science Students.
- Awarded a second Selected Leadership Academy Scholarship through the generosity of [Homesteaders Life Company](#).
- Provided a Hosted Member Opportunity for Selected's NextGen Seminar through the generosity of [ASD](#).
- Thanks to an additional grant from [ASD](#), six scholarships to the Institute for Exceptional Funeral Service were awarded.

Workforce Development Opportunities

Coordinated and managed three *Job Fairs*:

- Pittsburgh Institute of Mortuary Science.
- Miami Dade College Funeral Service Education Program.
- American Academy McAllister Institute.
- Over 150 Mortuary Science Students.
- 16 Funeral Service Firms from 13 states.

Launched the *Career Center* – a new resource for job seekers.

Mortuary Science Student Center - more than 150 graduates signed up to participate.

Educational Programs

- Launched the *Institute for Exceptional Funeral Service*, an online, skills-enhancement educational program featuring courses in *best practices* for all funeral service professionals.
- [First Course – Making Best Impressions](#) – sold out.
- **Average participant rating: 5 Stars!**

Funeral Service Excellence - educational series continues with *Being a Successful Professional* – [click here](#) to register!

Events

- First-ever [Virtual Silent Auction](#) now open! [Click here](#) to see some terrific items. Bidding begins September 14th!
- **[Matching Gift Challenge](#) – Thanks to our Event Sponsors!**

Yes, the [Selected Educational Trust](#) has a great deal to celebrate this year. And we are asking you now to join in that celebration with a [financial gift](#) that will literally be doubled through the generosity of our ***Celebrate Sponsors***. Help the Trust continue to build foundations

for lifelong learning through scholarship, education, and workforce development opportunities. Double your dollars and double your impact. [Donate now!](#)



Fall Scholarship

Deadline: October 31!

Thanks to the generosity of [Ring Ring Marketing](#), the Selected Educational Trust will award two \$1,500 scholarships this Fall to qualified applicants of the *Second-Career Scholarship Program*. Only students currently pursuing Mortuary Science as a second-career may apply. To access the online application [click here!](#)



The Selected Educational Trust is the charitable arm of Selected Independent Funeral Homes. Selected's 2020 Annual Meeting has pivoted to an all-virtual experience. This is a time not only to learn and share valuable take-away information, but to develop and rekindle lifelong friendships as only occurs when Selected members gather.

[Registration](#) now open.

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[Selected Educational Trust](#)

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