



Lifelong Learning Starts Now



SelectedTrust.org

OUR MISSION



The Selected Educational Trust (the “Trust”) is the charitable fundraising arm of Selected Independent Funeral Homes. This 501(c)(3) nonprofit corporation was established in 1982 ***to provide the best educational opportunities for the advancement and support of all who work within and for the independent funeral service profession.***

It is the aim of the Trust to provide networking opportunities for job placement and career support, to provide financial support for continued and advanced educational opportunities, to educate, and to provide viable and sustainable solutions to the needs of these high-level practitioners.

The Trust serves as a fundamental resource providing programs for personal and professional growth of death-care practitioners in the areas of business management, workforce development, leadership, education, and research. With the dollars raised from donations, sponsorships, special events, investment income, and planned gifts; the Trust funds scholarships, educational seminars, community outreach campaigns, employment opportunities, job fairs, networking sessions, and events.

The Trust continues to serve the independent funeral service profession through the development of new programs, broader outreach, innovative research, and education.

Why the Trust? Because the Selected Educational Trust has become and continues to be the only organization dedicated solely to supporting the independent funeral service profession.

“I am just so in love with mortuary school and everything that I’ve learned. I’ve met so many wonderful funeral directors and embalmers. I hope to make them proud, and this scholarship will really give me that opportunity. It is very hard to work at a funeral home, keep straight As and work part-time to make ends meet. I cannot tell you enough how thankful I am that I was awarded this scholarship. It will make a huge difference and will take so much stress off of me.”



Kassandra DiNardo

Worsham College of Funeral Service
Recipient of the 2023 Mark L. Justen
Memorial Scholarship



**Scan to hear more stories
from those who have
personally experienced
the impact of the Trust!**

MAKING AN IMPACT ON THE PROFESSION

25
JOB FAIRS

To date, the Trust has managed 25 in-person or virtual job fairs in conjunction with 12 ABFSE-approved mortuary science schools. These efforts have connected more than 600 students with representatives from 83 funeral homes across 23 states. With offers still in process, the Trust is pleased to say that we are still holding a 9% hire-rate from among these attendees.

One hundred percent of student participants who responded to our surveys thought the Trust Job Fairs were well worth their time and effort!

\$162,000

AWARDED IN SCHOLARSHIPS

57 Second-Career Scholarships totaling \$81,500

15 Memorial Scholarships totaling \$16,500

12 Leadership Academy Scholarships totaling \$54,000

750+

MORTUARY SCIENCE STUDENTS

In total, more than 750 students have utilized the Mortuary Science Student Center representing 16 ABFSE-approved Mortuary Science Schools in the United States.

270

ONLINE COURSE ENROLLMENTS

The Institute for Exceptional Funeral Service hosts 10 online courses developed by well-known names from across the profession and boasts a 4.4 student satisfaction rating.



Selected Leadership Academy Scholarship Recipients (L-R): Ping Wu 2023, Jamie Locke 2021, Jill Lazar 2023, Ryan Hughes 2022.

SECOND-CAREER SCHOLARSHIP PROGRAM

SelectedTrust.org/Second-Career-Scholarship

Recognizing the need to support students pursuing Mortuary Science as a second career, the Trust established the *Second-Career Scholarship Program*. This program provides up to four \$1,500 scholarships annually to students entering this profession at an accredited Mortuary Science School in pursuit of a new and more fulfilling second career.



MEMORIAL SCHOLARSHIPS

SelectedTrust.org/Memorial-Scholarships

The Trust is host to a series of endowed named scholarships paying homage to important figures in local communities across the country, offering scholarships as much as \$5,000 to those newly joining the profession.



LEADERSHIP ACADEMY SCHOLARSHIPS

SelectedTrust.org/Academy-Scholarship

The Trust responded to the need for higher education scholarships by establishing funding for Selected's Leadership Academy participants. These full-tuition awards fund this two-year, high-level academic program and includes a yearly stipend. The program focuses on leadership, business acumen, and self-development through interactive conference calls, personal coaching calls, and face-to-face experiences.



INSTITUTE FOR EXCEPTIONAL FUNERAL SERVICE

The Institute for Exceptional Funeral Service is a series of online courses designed to bridge the educational gap between mortuary science school and on-the-job training, while still providing ample opportunities for even the most seasoned professional to refresh those best-practices skills so necessary to providing exceptional customer service. We strive to create educational solutions to help enhance capabilities and serve the needs of working professionals.

Why The Institute?

Flexible Online Learning – 100% online self-paced learning enables you to advance your knowledge and skills while balancing work and family commitments.

Refresh Your Skills – Build your professional skillset. Develop and deepen skills you can immediately apply in your organization.

Fulfill Licensure Requirements – Earn up to 8.0 hours Continuing Education credits.

Stay Connected – Connect with professionals from all over the country. Take this opportunity to train your entire staff in best practices of funeral service offered by the best practitioners in the profession.

Choose Your Program – Find the most relevant program without having to relocate. Select the course that meets your educational needs or the needs of your staff members.

Register now! – Seating is limited. These gold-medal-standard courses fill up quickly; don't miss out.

Selected Members and clients of NGL receive \$150 off registration!

To register for any of these classes, go to Funeral-Institute.org.



Powered by National Guardian Life Insurance Company

UPCOMING COURSES

Funeral-Institute.org

Funeral Service Excellence series

- Making Best Impressions
- Being a Successful Professional
- Gaining Respect and Building Trust
- Guiding Families Toward Meaning and Healing

Decision Makers

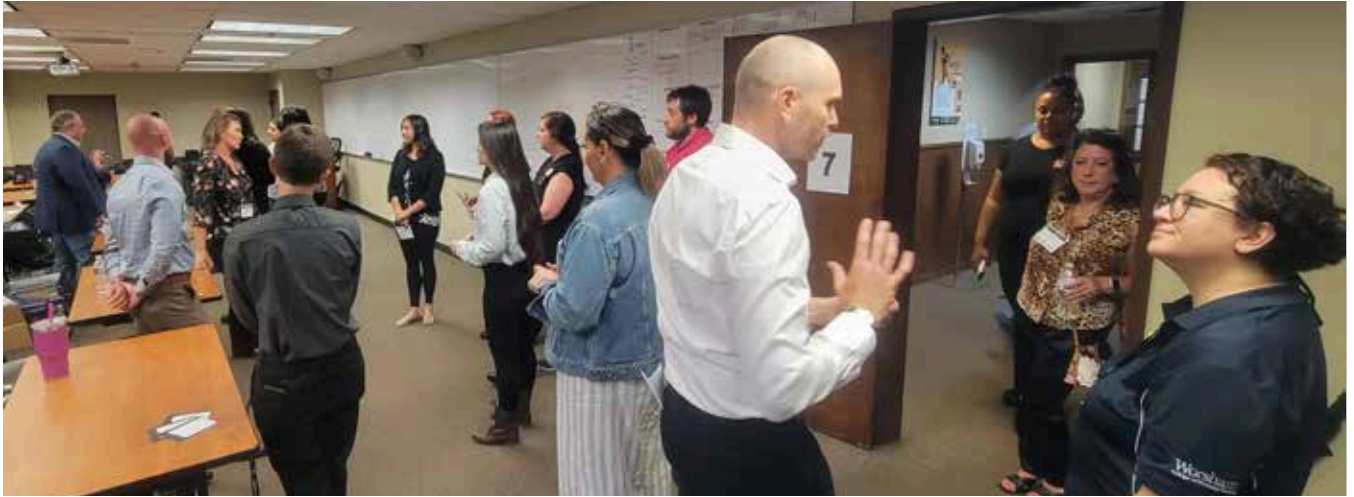
- Financing Fundamentals:
Business Growth and Acquisition
- Recruiting and Retention: Times Have Changed

Experienced Directors

- Life Hacks for Everyday Life
- Mastering the Inquiry Phone Call
- Conflict Resolution with Families
- Funeral Arrangements: Make Them Meaningful

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WORKFORCE DEVELOPMENT OPPORTUNITIES



The greatest need within the funeral service profession today is finding qualified, competent help. Studies indicate that of the 2,500 students who enroll annually in Mortuary Science School, 75% will have dropped out of school or left the profession within five years, leaving a personnel shortage that is nearly insurmountable. To assist Selected member and non-member firms engage in pro-active procurement of qualified, competent staff, the Trust has developed and refined four **Workforce Development Opportunities Centers**.

JOB FAIRS CENTER – ON-SITE AND VIRTUAL SelectedTrust.org/Job-Fairs-Center

The Trust manages several multi-faceted networking sessions each year, bringing together funeral home owners and upcoming Mortuary Science School graduates from academic institutions all over the country. Job seekers and prospective employers meet each other either in-person or virtually to share opportunities and find the best fit for the future of the profession.



David Mahn
Mahn Family Funeral
and Cremation Services,
Rochester, MN

"I was very impressed with how the students represented themselves. They asked very good questions and were very professional. I also appreciated that it was a casual event not like a job interview."

In the past three years, 9% of all students participating in Trust Job Fairs have been hired by Selected member firms!

Survey feedback results indicated that 50% of our member firms had met candidates who could potentially become employees.

EMPLOYMENT CENTER

SelectedTrust.org/Employment-Center

The Trust has provided the ideal place for Selected members to post job openings visible to the public at large, including the academic and professional communities. As a bonus, your job posting will automatically be forwarded to program directors of every accredited Mortuary Science School in America, giving you the broadest distribution and outreach possible.



MORTUARY SCIENCE STUDENT CENTER

Jobs.SelectedTrust.org/Student-Center

To enhance our response to the call for qualified employees, the Trust created the Mortuary Science Student Center. This database resource provides the contact information as well as educational and employment histories for Mortuary Science students actively seeking employment. This is available exclusively to Selected members.



CAREER CENTER

Jobs.SelectedTrust.org/Career-Center

In order to better serve Selected members and meet the ever-increasing need to find competent, quality staff, the Selected Educational Trust has created the Career Center which offers any funeral service professional seeking to make a change in his/her employment the opportunity to post their professional qualifications free-of-charge and anonymously on the Trust website. These postings will be viewed exclusively by Selected member firms seeking to enhance their staff rosters.



David A. Cox
President and Co-Owner,
The Meeks Mortuary and
Crematory, Muncie, IN

"I took a look at the Trust's recently launched Career Center. I found a listing and sent in a request to connect with this candidate. We had a great conversation, and she started work for us in November. We couldn't be happier. For us, the Trust's Career Center is the perfect example of Connecting Leaders and Transforming Care. We highly recommend the Career Center!"

The Trust continues to listen to all who work within and for the independent funeral service profession. You are part of this profession. Please join the Trust and become a partner for its future! There are several ways you can support the Trust:

Donations. Your gift of cash (or in the form of a pledge) will directly support the Trust and its programs. Donations can be made in any amount and in a variety of formats: via cash, check, credit card, PayPal, or Venmo.

Tributes. Honor the memory of a loved one or celebrate someone for whom you have a deep and abiding respect with a memorial gift. This includes becoming an Ambassador Envoy by making a gift in honor of the Ambassador of the Year Award recipients.

Silent Auction. Vacation experiences, electronics, children's gifts, specialty foods and liquors, autographed memorabilia—all are part of this dynamic annual event held each fall to support Trust programs. Donate an item or bid on one—it's up to you. Since all bidding is conducted online, the auction is open to anyone from anywhere.



Sponsorships. Sponsors of the Trust's programs, scholarships, and Welcome Celebration get to meet our Selected members in person, mingle, and network with them at events and have branding exposure on a myriad of digital platforms and printed publications.



Donate Your Firm's Cremation Recycling Revenue.

Turn your firm's recycling revenues into a tax-deductible donation through the C.A.R.E Initiative. Use the services of Cremation Recycling (or any recycler of your choice) to manage your cremation recycling efforts and earmark a portion of that revenue for the Trust.

Planned Giving. Become a Legacy Donor by naming the Selected Educational Trust in your will or estate plans. Other planned gifts may include insurance policies, charitable trusts, annuities, or pooled income vehicles. Contact Stefanie Favia to discuss including the Trust in your estate plans.

Major Gifts. The Pyramid Builders Society was established to provide a giving opportunity for our donors who want to make a significant impact on the independent funeral service profession. This unique giving society forms the foundation of the Trust's core programs: scholarship, research, education, workforce development, and community involvement. Membership in this exclusive group will identify those individuals and firms firmly committed to the future of the death-care profession.



Scan to learn more about
the C.A.R.E. Initiative.



Members of the Pyramid Builders Society gather at the 2022 Educational Trust Reception.

THE TRUST STORY



SelectedTrust.org/Our-History

Established in 1982 as a separate 501(c)(3) charity, the Selected Educational Trust sought to provide support to the membership of Selected Independent Funeral Homes. However, in 2009 the scope and purpose of the Trust was expanded to include ***all who work within and in support of the independent funeral service profession***. Literally, it is to support the individuals who serve family-owned and multi-generational-operated businesses.

A Board of Trustees, appointed and governed by the Selected Independent Funeral Homes' Board of Directors, oversees the Trust's operations including its philanthropic and programmatic activities. The Trustees also serve as the Scholarship Awards Review Committee. The Trustees meet quarterly and at two of those meetings, select the scholarship recipients from among the applications submitted. Selected's Executive Director and CEO serves on the Board as its Administrative Trustee.

In 2017, the Trustees in collaboration with the Board of Directors, invested a great deal of time and effort to perform an in-depth evaluation of the Trust and its programmatic and operational progress to date. As a result of this year-long investment of time and reflection, it was decided to hire a full-time Director to manage the programmatic, philanthropic, and operational functions of the Trust. In this capacity the new Director would re-shape and redirect the Trust to become a self-sustaining and self-supporting entity.

But the core of the Trust's purpose would remain the same: to provide the best educational opportunities available to those who work within and for the independent funeral service profession. ***The Trust will remain the cornerstone of lifelong learning, growth, development and leadership for the future of death-care services.***



Selected Educational Trust and Selected Independent Funeral Homes moved their headquarters in 2020 to Lincolnshire, Illinois, and the beautiful Overlook Point complex.

2024 BOARD OF TRUSTEES



Kevin Brown
Hinsey-Brown
Funeral Service, Inc.
New Castle, IN



Ashlee Etzweiler
Etzweiler Family
Funeral Service
York, PA



Rachel Gunderson
Gunderson Funeral and
Cremation Care
Madison, WI



Robert Justen
Justen Funeral Home
& Crematory
McHenry, IL



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Crematory, Inc.
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Dunn's Funeral Home
and Crematory
Des Moines, IA



Jason Winters
McClendon-Winters
Funeral Home
Okmulgee, OK

TRUST STAFF



Stefanie Favia
Executive Director



Ashley Gottlieb
Administrative and
Marketing Assistant

"Supporting the Selected Educational Trust always has been high-priority for me. I firmly believe in the purpose and viability of the Trust, and I am honored to serve as Trustee. The Trust allows Selected to underwrite programs that sets it apart from other organizations."

Kevin Brown
Hinsey Brown Funeral Service, Inc.
New Castle, IN



For more information, please contact

Stefanie Favia

Executive Director

Stefanie@SelectedTrust.org

888-708-7878 or 847-236-0150

SelectedTrust.org

Selected Independent Funeral Homes Educational Trust

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The Selected Educational Trust is incorporated
as a 501(c)(3) Charitable Organization
as recognized by the IRS. Contributions to the
Selected Educational Trust are
tax-deductible to the fullest extent allowed by law.