



# Secure your future as an independent funeral director

Join the SAIFCharter  
Association

**SAIFCHARTER MEMBERSHIP  
APPLICATION FORM**

# Join us in supporting the successful future of Independents

Golden Charter's commitment is to build a lasting connection between generations of a family and their independent funeral director. The SAIFCharter association owns Golden Charter and our members are all independent funeral directors.

## Join SAIFCharter free today

Membership of the SAIFCharter association is free in return for promoting Golden Charter funeral plans as an appointed representative or introducer appointed representative.

As a SAIFCharter member you will receive:

-  Allocations of funeral plans and Funeral Benefit Options
-  Support for approved funeral plan marketing activities, including merchandise for local events
-  The opportunity to represent the views of independent funeral directors in the development of the funeral planning market

SAIFCharter members are also invited to help shape the direction of Golden Charter through their elected executive members, three of whom sit on the Golden Charter Board.

## KEY FACTS

- More independent funeral directors offer Golden Charter plans than any other provider.
- In the last full financial year, Golden Charter secured over 46,000 future funerals for Independents.<sup>1</sup>
- Over 900,000 people have chosen to plan ahead with Golden Charter since its inception.<sup>2</sup>
- Funeral plan payments are held in the Golden Charter Trust. The Trust is operated by a Board of Trustees, completely independent of Golden Charter.<sup>3</sup>
- The Trust had net assets of £1.182 billion as at 31 March 2023.<sup>1</sup>
- Marketing resources are provided, including digital marketing support, to help maintain and grow market share.
- Members have access to marketing materials which can be co-branded to complement our trusted local brands.
- Golden Charter offers unrivalled support in the online space, delivering almost 20,000 at-need funeral enquiries to independent funeral directors through [localfuneral.co.uk](http://localfuneral.co.uk) – the only 'find a funeral director' website created exclusively for independents.<sup>4</sup>

# Conditions of membership

Membership of the SAIFCharter Association requires you to fulfil two conditions:

1. To remain a member of SAIF (The National Society of Allied and Independent Funeral Directors)
2. To be an appointed representative or introducer appointed representative with Golden Charter.

Set up your free membership today and get ready to play your part in SAIFCharter's future.

Please complete the application form below and return it to:

 [secretary@saifcharter.co.uk](mailto:secretary@saifcharter.co.uk)



Golden Charter is the only provider bringing tens of thousands of funerals to the independent sector..."



## APPLICATION FOR MEMBERSHIP OF THE SAIFCHARTER ASSOCIATION

FREE MEMBERSHIP

I/we hereby apply for membership of the SAIFCharter Association:

Company name

Address

Postcode

On behalf of the applicant I confirm that:

- a) the business is a member of SAIF for the current year
- b) we agree to continue to exclusively promote Golden Charter funeral plan as an appointed representative or introducer appointed representative with Golden Charter
- c) we agree to comply with all conditions and rules of membership and to notify any changes in circumstances affecting our membership without delay
- d) we consent to our details being shared with Golden Charter, the Golden Charter Trust and SAIF

Signed (authorised signatory only)

Position (in company)

<input type="text"/>	<input type="text"/>
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Date

SAIF Membership No.

SAIFCharter may from time to time provide you with updates to ensure you always have the latest information, for example regarding the SAIFCharter Constitution or our annual membership renewal process. We value your privacy and will always handle your personal data in accordance with our privacy policy which can be viewed here: <https://www.saifcharter.co.uk/privacy-policy>. Please feel free to contact SAIFCharter at any time by emailing [secretary@saifcharter.co.uk](mailto:secretary@saifcharter.co.uk) including to let us know if you would prefer not to be contacted by us or if you have any queries about the use of your data.

