



Secure your future as an independent funeral director

Join the SAIFCharter
Association

SAIFCHARTER MEMBERSHIP
APPLICATION FORM 2021/22

Join the most significant alliance in the UK funeral profession

Golden Charter's commitment is to protect the future and businesses of independent funeral directors in the UK. 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 and entitles you to a range of benefits in return for exclusively promoting Golden Charter funeral plans.

As a SAIFCharter member you will receive:

-  Golden Charter's highest funeral plan pay outs
-  Volume allocations of funeral plans and Funeral Benefit Options
-  Support for approved funeral plan marketing activities, including free merchandise for local events
-  The opportunity to join a SAIFCharter Working Group and represent the views of independent funeral directors in the development of the funeral planning market
-  Exclusive members' discretionary top up payments on older plans maturing worth up to £575 per plan*

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 actively sell Golden Charter plans than any other provider.
- In the last full financial year, Golden Charter secured over 48,000 future funerals for Independents.¹
- Golden Charter is the only provider bringing tens of thousands of future funerals to the independent sector, helping to maintain independent funeral directors' natural share of the market.
- Over 800,000 customers have trusted Golden Charter with their funeral arrangements since its inception.²
- Plan holder payments go into the Golden Charter Trust – the largest, most transparent and longest standing trust for Independents. The Trust is fully funded and completely independent of Golden Charter.³
- The Trust had net assets of £1.153 billion as at 31 March 2020, which is over 100% of funds required to meet projected future funeral costs.⁴
- SAIFCharter members always receive the highest funeral plan pay outs from Golden Charter.
- Specialist marketing resources are provided to SAIFCharter members, including digital marketing support to help maintain and grow market share, alongside a 50% contribution (of up to £1,000) towards approved marketing activity.
- Members have access to customer approved, award-winning marketing materials which can be co-branded to complement our trusted local brands.⁵
- Golden Charter offers unrivalled support in the online space, delivering over 10,000 at-need funeral enquiries to independent funeral directors through localfuneral.co.uk – the only 'find a funeral director' website exclusively for Independents.⁶

*A discretionary additional maturity payment is available on pre-2004 fully guaranteed plans and on set and Independent Way plans sold from 2004 to September 2010.
Notes to Key Facts: 1. Golden Charter internal sales data 2020/21. 2. 801,460 customers have chosen to plan ahead with Golden Charter as at 8 December 2020. 3. Largest trust statement verified by Trust company Secretary, December 2020. Excluding fixed monthly payment option where money is paid to a UK life assurance company and managed by them. 4. Audited 2019/20 accounts – visit www.goldenchartertrust.co.uk for more information. 5. 2020 Marketing Society Awards: Chairman's Award for First Time Entry in the Champion of Champion's category and awarded bronze in the Financial and Professional Services category. 6. localfuneral.co.uk data as at November 2020.

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 solely promote the pre-paid funeral plans of 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

 SAIFCharter Association, Canniesburn Gate,
10 Canniesburn Drive, Bearsden, Glasgow G61 1BF



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



APPLICATION FOR MEMBERSHIP OF THE SAIFCHARTER ASSOCIATION

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, or currently applying for membership
- b) we agree to exclusively promote and sell Golden Charter funeral plan products
- 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)

Date

SAIF Membership No.

If not a SAIF member, date of application for membership

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 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.



FREE
MEMBERSHIP