



Conditions of membership

- 1 You must be a fully paid up member of SAIF.
- 2 You must exclusively promote Golden Charter funeral plan products.
- 3 You must comply with all conditions and rules of membership and notify us of any changes in circumstances affecting your membership without delay.
- 4 You must consent to your details being shared with Golden Charter, the Golden Charter Trust and SAIF.



Join us in the most significant alliance in the UK funeral profession



Golden Charter 
Smart Planning for Later Life

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**SAIFCharter Membership
2019/20 Application Form**

Secure your future as an Independent – join the SAIFCharter Association

Golden Charter's ongoing commitment is to protect the future of independent funeral directors in the UK.

Golden Charter is owned by an association of funeral directors known as SAIFCharter. Join us and play your part.

Membership of the SAIFCharter Association is free.

Benefits of membership

As a member of the SAIFCharter Association, you will enjoy these exclusive benefits:

- Golden Charter's highest funeral plan pay-outs
- Volume allocations of plans and Funeral Benefit Options
- Exclusive Member's Additional Maturity Bonus
- Support for your funeral plan marketing activities and free merchandise for local events, subject to business approval
- localfuneral.co.uk, the only 'find a funeral director website' exclusively for Independents
- Opportunity to join a SAIFCharter Working Group, to work with fellow SAIFCharter members to strengthen the Association and represent the views of independent funeral directors in the development of the future planning market
- Free membership

Key facts

- More independent funeral directors actively sell Golden Charter plans than any other provider
- Over 40,000 Golden Charter funeral plans were sold in the last full financial year¹
- Golden Charter is the only provider fighting to defend independent funeral directors' market share
- More than 700,000 people have trusted Golden Charter with their funeral arrangements since its inception
- All funds are kept in an independent trust, which had net assets of £1.134 billion as at 31 March 2019², or paid into one of the UK's leading life assurance companies
- On a 'like for like' basis, Golden Charter rewards funeral directors significantly better than other providers
- Golden Charter's set funeral plans can be added to using the 'Personalisation' option, with all additions priced by the funeral directors themselves
- Funeral directors can set their own prices for the plan using Golden Charter's Independent Way Funeral Plan
- Golden Charter supports funeral directors where it matters most – on site – through its local representatives who are backed up by the Funeral Director Support Team at head office

¹ Golden Charter internal sales data

² Unaudited 2018/19 accounts - visit www.goldenchartertrust.co.uk for more information



Application for membership of the SAIFCharter Association

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

(insert name of company, partnership, etc.)

Address _____

Postcode _____

On behalf of the applicant I confirm that:

- a) the business is a fully paid up 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 _____

Golden Charter may from time to time provide you with updates to ensure you always have the best information we can provide. We value your privacy and will always handle your personal data in accordance with our privacy policy which can be viewed here: goldencharter.co.uk/privacy-policy. You may contact Golden Charter at any time by calling 0800 833 800 or emailing contact@goldencharter.co.uk 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.

