



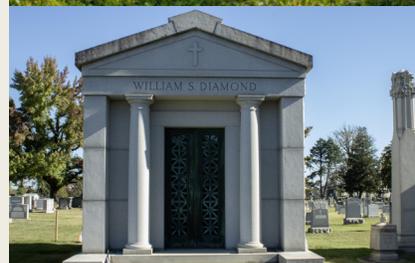
Great Place To Work®

Certified
APR 2025-APR 2026
USA™

everstory
PARTNERS

Year in Review 2025

**Building Trust.
Strengthening Care.
Preparing for the Future.**



OUR MISSION

Creating supportive spaces where individuals and families can find solace, meaning, and hope in the midst of loss.



Sunset Hills Cemetery, Flint, MI

A Letter From Our President & CEO

AS WE ENTER 2026, we reflect on a year defined not by headlines, but by intention.

In 2025, Everstory Partners continued the quiet, disciplined work of building a stronger company – one grounded in trust, accountability, and care. We focused on what matters most: investing in our people, strengthening our operations and facilities, improving service consistency, and restoring confidence with families and communities we serve.

This work is not always visible in the moment. But its impact is undeniable.

Across our organization, employee engagement grew through meaningful training, leadership development, and better tools. Families experienced more consistent, compassionate service, reflected in stronger feedback, higher reviews, and deeper community connection. Financial performance improved as discipline, process clarity, and technology came together to support sustainable growth.

We also recognize that our responsibility is ongoing. Caring for families during life's most meaningful moments requires humility, vigilance, and a commitment to excellence and continual improvement. Progress at Everstory is not about perfection. It is about showing up every day determined to do better for the next family who places their trust in us.

Three years into this journey, we are not louder. We are stronger, more aligned, and more confident in who we are and where we are going.

What follows is a reflection of how that focus showed up across our network, our teams, and the families we serve, and how it is positioning Everstory as a best-in-class partner for the future.



Progress at Everstory is built through steady, disciplined effort, even when no one is watching.

Lilly Donohue
President & CEO

EVERSTORY PARTNERS

Everstory is building a best-in-class deathcare company by doing the quiet, disciplined work that earns trust with families, with employees, and with communities, and the results are now visible across service quality, engagement, and performance. This year in review highlights the intentional investments and operational changes behind that progress, and the impact they are having across our organization and on the families we serve.



TRUST

Strengthened our foundation through people, culture, safety standards, and community commitment.



CARE

Turned compassion into action through smarter systems, stronger processes, and improved facilities.



RESULTS

Transformed family experiences and team engagement for measurable performance outcomes.



Blair Memorial Park, Altoona, PA

2025 Year in Review

The past year reflects steady progress across every part of the organization, from the families we serve to the performance we deliver. These numbers represent the scale of our operations and the consistency behind them.

↑ 54.9%
Net Operating Income

2,844
4- and 5-Star Reviews

66,603
Families Served

2,525
Total Employees

~\$430M
Revenue Generated

116,467
Work Orders Completed

*Disciplined operations
and engaged teams
continue to translate
into measurable
growth.*

↑ 16.2%
Pre-Need Sales

Everstory Year-at-a-Glance

*Everstory Partners is the second-largest
deathcare provider in the nation.*

Our Network

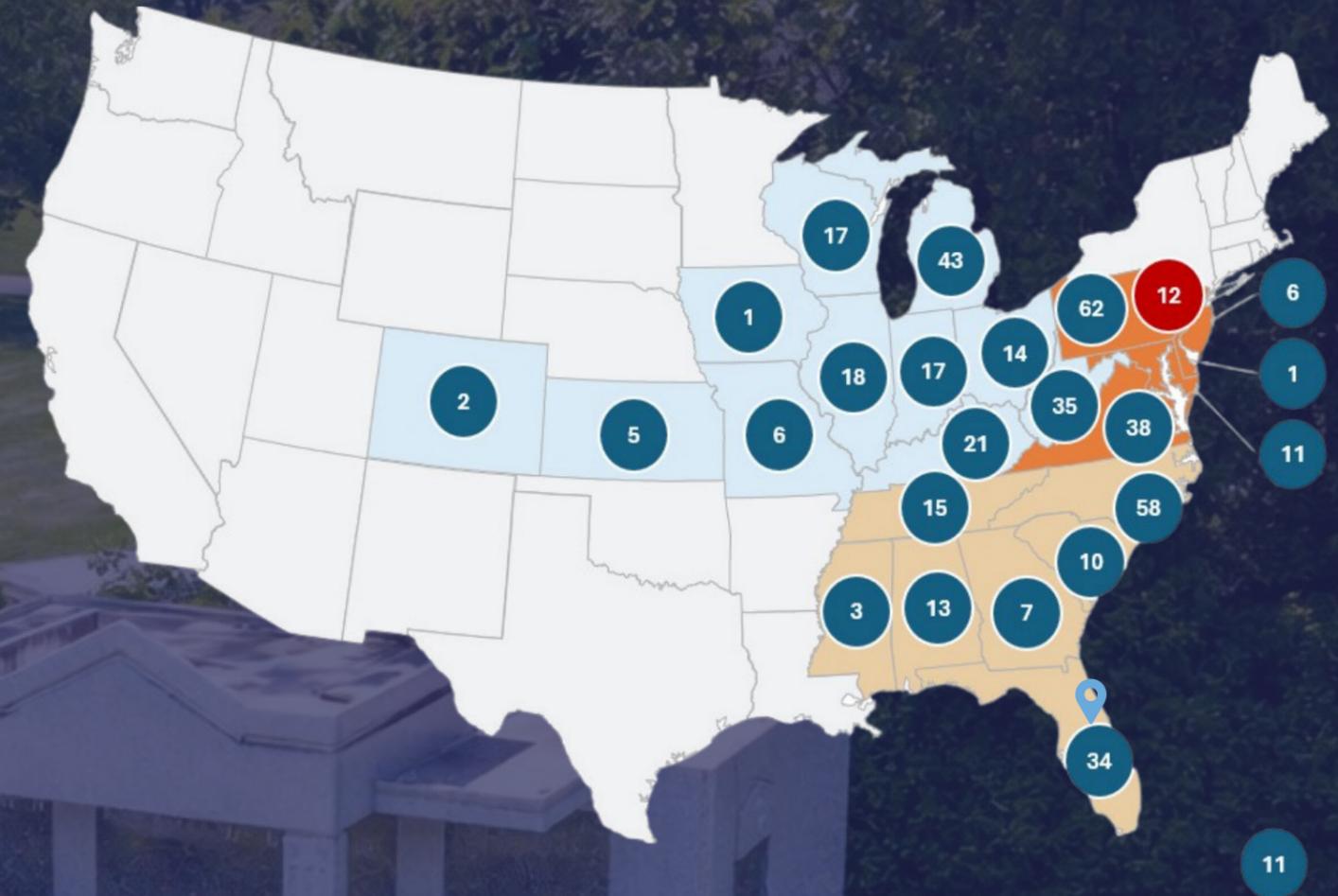

374
CEMETERIES


73
FUNERAL HOMES


13
CREMATORIES

460
Total

Our scale allows us to invest thoughtfully while remaining deeply local, preserving the identity, history, and community trust of every location we serve.



-  EVERSTORY PARTNERS SUPPORT CENTER
-  MEMORIAL PLANNING (448)
-  ARCHDIOCESE OF PHILADELPHIA (12)

Behind every number is a team, a community, and a legacy we are committed to stewarding. Our national footprint provides the resources and infrastructure to invest for the long term, while our local teams protect the character and trust that make each location unique.

Serving Families with Care & Consistency

Care at Everstory is defined by what families experience in moments that matter most. That experience depends on consistency — not just good intentions, but clear standards, prepared teams, and systems that support the work happening every day.

Over the past year, we focused on strengthening those fundamentals. Teams were given clearer expectations, better tools, and more useful feedback, all with one goal in mind: making sure care shows up the right way, every time, across every location.

LISTENING, LEARNING, IMPROVING

To understand how families experience our services, we improved how and when we ask for feedback. Locations were equipped with new tools to invite Google reviews and participate in a pilot after-the-funeral survey. These inputs help teams see what's working, address issues quickly, and stay accountable to the families they serve.

AFTER-THE-FUNERAL SURVEY

Families were asked how likely they were to recommend their funeral home on a scale of 1-10. **Average rating: 9.7**

Woodlawn Cemetery, Detroit, MI



Los Jardines Memorial Park team, Isabela, PR

CONSISTENCY IN PRACTICE: THE CORE FOUR

Strong service does not come from one-time initiatives. It comes from habits that are reinforced every day. To support that consistency, we returned to the essentials through the Core Four standards. These are simple, repeatable practices that keep teams aligned and environments ready.

DAILY HUDDLES

Short daily check-ins to align on service needs, safety, and active priorities.

DRESS CODE & APPEARANCE

A professional, welcoming presence that helps families immediately feel cared for.

WORKSPACE EXCELLENCE

Clean, comfortable, and well-maintained spaces that support both families and staff.

PARK REVIEW

A daily walk or drive-through to ensure grounds and memorials reflect the care families expect.

STRENGTHENING COMMUNITY CONNECTIONS

In 2025, we launched Everafter Events, a program designed to deepen relationships between our locations and the communities they serve. Dedicated event registration pages make participation easy and provide a clear, welcoming first touchpoint. Over time, these events help turn local engagement into lasting community trust.

Google Reviews 2022-2025



“After losing my husband, I was lost and I didn’t know what to do, but our Funeral Director had everything under control. Everything was taken care of easily... I highly recommend if anyone loses someone they love to use a Memorial Planning funeral home. I also use them for my son, my daughter, my mother, and my father. That’s where they’ll be taking me when my time comes.”

**Bianca Y., Lohman Funeral Home Daytona
5-STAR GOOGLE REVIEW**



Cedar Hill Funeral Home, Suitland, MD

Investing in Spaces That Reflect Dignity & Care

Caring for our assets requires ongoing stewardship. While many of our locations were not always positioned to reflect the standards we expect today, over the past three years, **we have invested more than \$75 million to improve grounds, infrastructure, equipment, and facilities across our 460 properties.** This work has included landscaping enhancements, road and drainage improvements, memorial restoration, irrigation upgrades, and modernization of fleet and maintenance equipment. There is more to do, and we remain committed to continuous improvement. Every park is supported by trained Superintendents and Park Services teams who follow structured maintenance schedules, daily park reviews, and best-in-class grounds practices to ensure our cemeteries consistently reflect dignity, safety, and care. Taking pride in our parks is not a one-time initiative — it is a daily commitment to the families and communities we serve.

FUNERAL HOME RENOVATIONS

We announced extensive renovations at three funeral homes, guided by a dedicated design team and informed by international research. Each renovation balances tradition with thoughtful modernization, creating spaces that feel warm, elegant, and welcoming.

- Kirk & Nice Funeral Home, Inc. (Plymouth Meeting, PA) The nation's oldest continuously operating funeral home.
- Cedar Hill Funeral Home (Suitland, MD) Serving 1,400 families and 3 cemeteries in the Washington, D.C. metro area.
- Vista Funeral Home (Miami Lakes, FL) Cares for 1,000 families annually. Construction started in January 2026.

CEMETERY DEVELOPMENT

Across our cemeteries, teams completed nine mausoleums and a niche-only building featuring more than 1,000 glass-front and granite niches. These additions expand options for families while preserving the beauty and permanence of our grounds.

The Reflections Suite (SS. Peter and Paul Cemetery, Springfield, PA) is the first walk-in niche building of the Catholic Cemeteries of the Archdiocese of Philadelphia. It was formally blessed by Bishop Keith Chylinski in October 2025, marking an important milestone for the community it serves.

Completed projects include:

- Resurrection Cemetery (Bensalem, PA)
- Mt. Lebanon Cemetery (Pittsburgh, PA)
- Saints Peter & Paul Cemetery (Springfield, PA)
- Onslow Memorial Park (Jacksonville, NC)
- Lakeview Memorial Park (Greensboro, NC)
- Fort Hill Memorial Park (Lynchburg, VA)
- Wayne Memorial Park North (Dudley, NC)
- Deland Memorial Park (Deland, FL)
- Montlawn Memorial Park (Raleigh, NC)

“Our spaces tell a story. By reinvesting in our locations, from infrastructure to equipment, we show our teams and our communities that they matter. Care for the place is care for the people.”

CarrieAnne Ream
VP, Park Services

CUSTOMER QUOTES

“One of the most challenging decisions you’ll ever have to make is deciding your final resting place and memorial. We reached out to our Family Service Counselor, and she meticulously arranged every detail, reflecting my wife’s and my own lifelong passions.”

Paul S., Forest Hills Memorial Park & Palm City Chapel

“Today, I noticed a few renovations in progress, asphalt paving, and customer care has been exceptional.”

Krystal F., Woodlawn Cemetery

“Impeccable grounds & personable staff, they took a personal interest in helping me to find the resting place of my aunt, uncle, & cousin on this first visit to the cemetery.”

Joel F., Philadelphia, PA

“I buried my 33-year-old son there who died suddenly and they found me a plot right next to my sisters. His stone sunk a bit and when I told them about it they took care of it. My whole family is buried there. I absolutely love the candlelight ceremony they have once a year in honor of our loved ones. I would not want to be buried anywhere else! Thank you.”

Johanna L., Aldan, PA

Growing with Purpose: New Partnerships

Sunset Hills and River Rest Cemeteries Acquisition

For Sunset Hills and River Rest Cemeteries in Flint, Michigan, 2025 marked their first year as part of Everstory Partners and the beginning of a new chapter for two historic properties with nearly a century of service.

From the start, the focus was steady and respectful. Everstory preserved the distinct identity of each property while introducing clear structure, accessible support, and continuity for existing teams. The result has been a seamless integration that maintained trust, not only with employees and the community, but with the sellers as well.

Together, these cemeteries include three mausoleums, a columbarium, a memorial garden, and rolling hills featuring floral gardens, a pergola, and bronze sculptures by renowned American artist J. Seward Johnson II. Visitors often describe the grounds as beautiful and even magical. That reputation continues today, sustained by dedicated teams who care deeply for every family and every memory.

Over the past year, their experience reflects what thoughtful partnership can look like in practice: operational clarity without disruption, added support without loss of identity, and renewed energy behind an already strong standard of service.

Sunset Hills Cemetery, Flint, MI



“Clear expectations, a well-structured transition plan, and readily accessible support ensured a smooth and successful integration for the existing team. Everstory recognized the unique character of the property and honored every commitment made to both team members and the community while preserving the integrity of this landmark. As a result, the entire team takes great pride in the organization and genuinely enjoys working for Everstory.”

John Banas, General Manager

“Management shows a genuine interest in both the care of the cemetery and the well-being of our staff, and they consistently encourage us to improve and grow. We are trusted to make the right decisions for our families and fellow team members, and we truly feel the sincere concern Everstory shows for its employees and the important work we do.”

Wayne Brown, Superintendent

“I truly enjoy working with all the associates across every department. There is a strong sense of teamwork and respect throughout the organization, and we genuinely feel like a family. The encouragement to work together in this way since Everstory took over has been very clear and has made a positive difference in our daily work environment.”

**William Chunko
Park Services Team Member**

Sunset Hills Cemetery, Flint, MI





Floral View Memorial Gardens, Grandville, MI

Preparing for the Future of Deathcare

Deathcare continues to evolve. Consumer expectations are shifting. Generational preferences are changing how families approach planning. Technology is influencing how services are experienced and remembered.

Everstory is approaching this moment with focus and intention. Insights from industry partners and national research inform our 2025–2026 roadmaps, helping us anticipate change rather than react to it. Our Support Center teams and field advisory councils remain closely aligned, translating these insights into practical steps that strengthen our locations and support our people.

The direction is clear: continued growth, thoughtful evolution, and a commitment to excellence for the families we serve and the team members who serve them. Progress does not require noise. It requires disciplined execution, consistent standards, and steady leadership.

The insights highlighted here reinforce what we already know to be true. Trust matters. Planning matters. Meaningful service matters. Those principles continue to guide where we invest, how we adapt, and how we prepare for what comes next.

“In 2026, I am focused on strengthening sales performance across my locations, developing my team’s skills and consistency, and continuing to serve families with care, integrity, compassion, and legendary service while exceeding revenue goals.”

Everstory team member via GREAT PLACE TO WORK® SURVEY

The Future of Funeral Planning Insights Shaping 2026 and Beyond

THE ROLE OF MEANINGFUL SERVICES¹

57%
Believe funerals help with healing

56%
Value services that commemorate a life

IMPORTANCE OF A FUNERAL OR MEMORIAL (STRONGLY AGREE)¹

68% Gen Z **65%** Millennials

54% Gen X **44%** Boomers

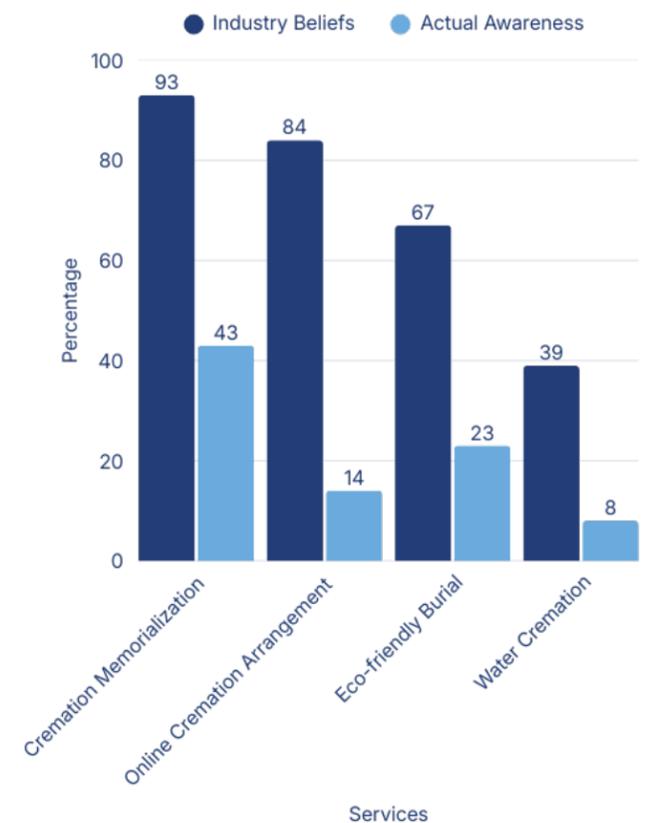
WHEN ASKED WHAT FUNERALS SHOULD HONOR:¹

51%
Say the deceased’s wishes

56%
Say both the deceased and the bereaved

UNDERSTANDING THE KNOWLEDGE GAP

There is a significant gap between what the industry believes consumers understand and what families actually know.



At the same time, **42% of consumers say they do not know enough about funeral home and cemetery products and services.**²

WHAT THE DATA REINFORCES

When families feel informed, their priorities are clear:

- Clarity and documented wishes
- Relief from difficult decision-making
- Meaningful, personalized services
- Trusted recommendations

These priorities continue to guide where we invest, how we support our teams, and how we prepare for the next generation of families.

SOURCES:

1. National Funeral Directors Association. (2025). Changing Consumer Preferences: A Generational Perspective on Attitudes Toward Funeral Service.
2. SoCal Approach. (2023). 2023 Funeral and Cemetery Consumer Behavior Study

Building a Culture Where People Thrive

A strong company is built by strong teams. Over the past two years, Everstory has focused on creating an environment where people are supported, challenged, and given room to grow.

That commitment shows up in clearer career paths, expanded development opportunities, and measurable improvements in engagement and retention.

“In 2025, we strengthened leadership capability through Leadership Presence, enhanced new manager programs, expanded Everstory University, and advanced Superintendent training in safety and compliance. In 2026, our focus shifts to building a strong bench of next-level leaders by enhancing people development programs for aspiring leaders and clear career pathways that support long-term execution and growth.”

Megan Humphries
VP, People Development



(Top) Cleveland Memorial Park team, Shelby, NC
(Middle) Forest Hills Memorial Park, Treasure Coast, FL
(Bottom) ICCFA Annual Convention, Las Vegas, NV

INVESTING IN GROWTH

Opportunity is visible across the organization.

56 internal promotions spanning leadership, field, and Support Center roles:

15
Sales Managers

15
Superintendents

10
Support Center team members

16
Additional roles across the organization

Professional development continues to expand through Everstory University. Participation in voluntary learning programs reflects a culture where growth is embraced.

EVERSTORY UNIVERSITY

(Voluntary Participation)

733
Team members participated

3,184
Courses accessed

90%
Completion rate

1,276
Hours of development

SUPPORTING OPPORTUNITY

Growth is also supported in tangible ways.

160
Hires through employee referrals

148
Formal post-secondary courses

\$42,000
Invested in tuition reimbursement

These investments strengthen capability while reinforcing long-term commitment to our people.

ENGAGEMENT & RECOGNITION

The results are measurable.

Achieved
GREAT PLACE TO WORK®
certification in 2025

Time to fill vacant positions
IMPROVED BY 14%

Turnover rate **REDUCED BY 14%**

Professional and leadership engagement also expanded:

- Frontline team members attended **International Cemetery, Cremation, and Funeral Association (ICCF)** and **National Funeral Directors Association (NFDA)** conferences
- Hosted the **2025 Leadership Summit** for all managers



West Virginia Leadership Meeting

Simplifying Work Through Technology

Great service depends on strong systems. Over the past year, we strengthened the infrastructure that supports our field teams — improving visibility, streamlining requests, and modernizing the tools used every day across our locations. The goal was practical: make work clearer, faster, and more connected.

STRENGTHENING FINANCIAL VISIBILITY

With the launch of our enterprise data warehouse and expanded enterprise resource planning (ERP) integrations, leadership and field teams now have access to real-time insights that were previously fragmented or delayed.

These advancements have:

- Increased company-wide visibility into financial and budget performance
- Provided real-time indicators of location-level fiscal health
- Enabled Sales and Marketing teams to anticipate field needs and provide targeted support

MODERNIZING SERVICE MANAGEMENT

Migrating to a help desk ticket system streamlined how team members request support and how quickly those requests are resolved. From payroll and benefits to commissions and product SKUs, service desks now operate within a unified system designed for speed, transparency, and accountability.

2 Days

Average resolution time

4.80 / 5

Satisfaction rate across service desks

71,000+

Requests were processed across 9 departments, reflecting both adoption and responsiveness.

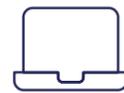
PLOTBOX: A UNIFIED CEMETERY PLATFORM

PlotBox serves as a centralized platform for contracts, mapping, maintenance requests, and financial management, and 2025 marked the first full calendar year with it fully implemented across all Everstory cemeteries. The digitization of family contracts and cemetery records has created a smoother, more reliable experience for both our teams and the families they serve.

Over **74,000** digital contracts were processed through PlotBox in 2025.

INFRASTRUCTURE INVESTMENT

Modern systems require modern equipment. In 2025:



Over **900** laptops and desktops were replaced, representing approximately 50% of the fleet

The average age of retired laptops and desktops was **9 years**



Administration and Sales & Marketing dashboards launched, consolidating **14 reports**



“In 2026, I’m looking forward to driving both consistency and growth by strengthening Customer Relationship Management, leveraging our processes and tools, and collaborating closely with the team. Setting a strong foundation early will help us achieve predictable, sustainable results and exceed our goals.”

“Growing with Everstory and contributing to a top-of-the-line organization while continuously satisfying our families and our community 100%.”

“I am looking very forward to continuing to incorporate all of the technology advancements made in 2025 with hands-on learning to include prospecting, presenting, and servicing our families.”

Everstory team members via Great Place To Work® Survey

Caring for Our Teams. Strengthening Our Standard.

Safety is foundational to how we care for our people and the families we serve.

When we improve safety, we strengthen the entire company. In 2025, we aligned every location under one clear health and safety framework. The objective was consistency — not just in policy, but in practice. Safer teams. Fewer disruptions. Greater accountability. Shared expectations across a growing national footprint.

98%+

2025 sustained compliance

HEALTH AND SAFETY MANUAL

The Everstory Health and Safety Manual now serves as a clear, consistent framework applicable to all locations and all team members. Every employee is responsible for understanding and adhering to these standards.

The manual covers:

- General safety procedures
- Emergency preparedness
- Protective equipment
- Accident reporting
- Inspection procedures
- Recordkeeping requirements

SAFETY CAPTAIN PROGRAM: OWNERSHIP IN ACTION

At the center of this effort is the Safety Captain Program, now supported by 260 Safety Captains across the organization. Safety Captains partner with local leadership to reinforce standards, share best practices, and ensure policies are actively implemented.

Key responsibilities include:

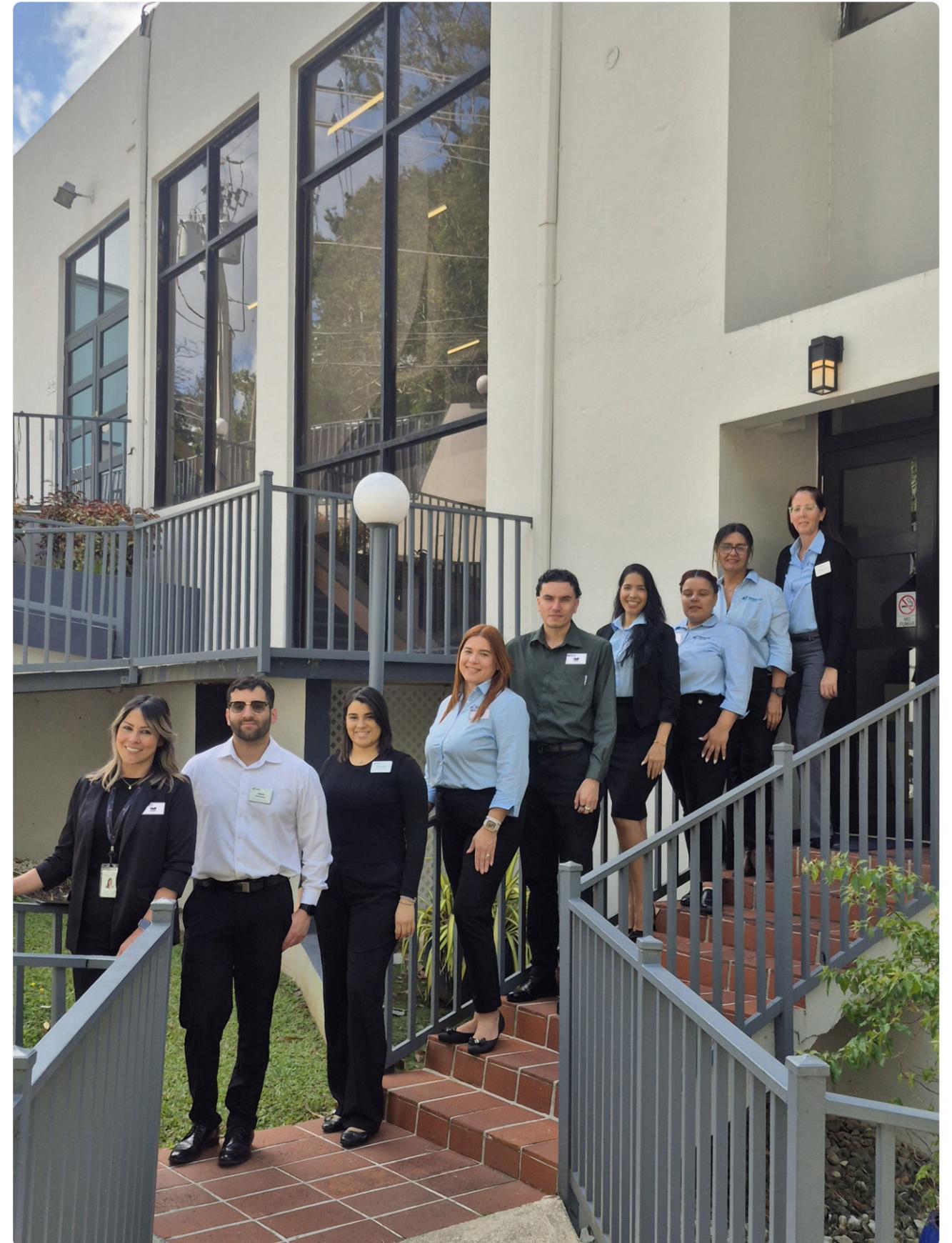
- Conducting monthly safety inspections and meetings
- Promoting safe work habits and awareness
- Maintaining updated safety documentation
- Training employees on Emergency Action Plans and PPE requirements
- Identifying facility improvement opportunities

2025 RETURN-TO-WORK: IMPROVEMENT SUSTAINED DESPITE HIGHER FREQUENCY YOY

- Average lost days reduced 48% over the prior year (33 → 17)
- Earlier return-to-work engagement and proactive coordination with locations
- Continued focus on early intervention and modified duty placement to support team members

PROGRAM GOALS

- Reduce workplace injuries and operational disruptions
- Lower workers' compensation claims
- Support reduced insurance premiums
- Strengthen communication and best-practice sharing



Measurable Progress. Meaningful Results.

We serve more than 66,000 families each year. That responsibility requires scale, but also discipline, accountability, and steady improvement. Since 2023, we have focused on strengthening the fundamentals: leadership clarity, operational consistency, team engagement, and reinvestment in our locations. The results are measurable and sustained.

Since the start of the strategic transformation of Everstory in 2023:



Employee turnover reduced by **14%**

Average Google rating increased from 3.3 to **4.3**



Regulatory complaints reduced by **34%**

\$75 million invested in facilities



These gains reflect stronger teams, clearer standards, and reinvestment where it matters most.

PERFORMANCE IMPACT



Approximately **10%** year-over-year revenue growth



48% increase in field operating income

Operational improvements, engaged teams, and consistent service standards are directly tied to financial performance. The connection is clear: when our people are supported and our locations are strengthened, families notice, and the business responds.



Voices of Our Community

“Like Northwestern Mutual, I could not help but think that Everstory Partners is restoring an ‘understated and trust-focused’ approach to what they are doing. . . and, that should bode well for them moving into the future.”

Tom Anderson, Funeral Director Daily

“I can tell you that we as families in need don’t go in thinking we’re going to an Everstory funeral home or Everstory cemetery. We’re using Elkins and Tri-Cities. We’re talking to Chris and Leslie and Debbie. I didn’t get a “corporate” vibe. And I don’t mean any disrespect there; in fact, I mean the opposite.”

Patricia Hartley, Connecting Directors

“It is evident that Everstory Partners stands out as one of the top companies to work for, providing a great workplace environment for its employees.”

Sarah Lewis-Kulin, VP of Global Recognition at Great Place To Work®

“More importantly, a haven for peace and hope. It’s more than bricks, mortar, and fresh paint; more than a Java bar or new meeting rooms. It’s about ministry that walks with families in difficult times.”

**Reverend Jerome (Sam) Tarver
Maple Springs Baptist Church**

These voices affirm what we strive for every day: to earn trust, serve with care, and honor every life story entrusted to us.



Family

Care

Community

Service

Future

Trust

Support

Hope

**LEARN MORE ABOUT
PARTNERING WITH EVERSTORY.**

*EverstoryPartners.com
MemorialPlanning.com
ArchdioceseofPhiladelphia.org*

The Memorial Planning and Archdiocese of Philadelphia brand names identify a network of over 450 licensed cemetery, funeral, and cremation providers operating in 23 states and Puerto Rico, which are owned, operated and managed by affiliates of Everstory Partners, 955 Keller Road, Suite 1500, Altamonte Springs, FL 32714. These providers proudly served more than 66,000 families in 2025.

everstory
PARTNERS



CATHOLIC
CEMETERIES
OF THE
ARCHDIOCESE
OF PHILADELPHIA

