True, we all have



True, we all have to die, but let's not kill one other!

San Vicente Funeral Home emphasizes the value of life

At San Vicente Funeral Home, the most recent mortality rates recorded in the city have spurred permanent meditation on life, because no one better than us, who daily face death, can assume the obligation of stressing the value of life, making us work on several sensitizing campaigns.

San Vicente Funeral Home, in a strategic alliance with the National Police Force, carries out high social content sensitizing campaigns, motivated by the outbreaks of violence, old and new, registered in Medellin and its Metropolitan Area since 2009, with all their sequels in our city.

The Funeral Home has the testimony of the suffering and distress of hundreds of parents, widows and orphans, who during the period mentioned have had the misfortune of seeing their loved ones die.

This phenomenon plunged thousands of homes into dispair: after seeing their members depart and many homes destroyed, survivors, in the depths of their being, have felt the traumatic and painful experience of the loss of their loved ones.

Our organization considers that helping people in pain and anguish is something that involves the exercise of the values of solidarity and respect.

It is a well known fact that the guiding concept in San Vicente Funeral Home consists in providing efficient service, because we not only strive to meet customer needs, but also, once the ritual service is over, we undertake a process of support and psychological aid through the Grief Counseling Center, with special emphasis on helping children.







This allows us to put upon ourselves the obligation to continue serving the community, not only in the post-event stage, by giving psychological support through the Grief Counseling Center, which imposes on us the moral obligation of participating in campaigns for life, or at least of expressing ourselves publicly. Therefore, by means of preventive actions, we have designed several campaigns for the defense of human existence.

SENSITIZING AGAINST VIOLENCE

The Metropolitan Police, through Colonel Omar Eduardo Rojas Bolaños, Commander of the Community Police, together with San Vicente Funeral Home, called for the campaign, "Not one more death in my community", aimed above all at children and adolescents of the critical security areas of the capital of Antioquia.

San Vicente Funeral Home has put its heart on this program. Beyond logistics, it also contributed with the slogan: "True, we all have to die, but let's not kill one another!", which was placed on hearses present in the campaigns.

Institutional participation in this educational initiative has made it possible for the organization to once again confirm its commitment to Corporate Social Responsibility, and together with the National Police it covered the different neighborhoods in the Northeastern, Northwestern and Thirteenth Communities, the sectors with the highest homicide rates in Medellin, where it especially sensitized children and young people regarding the value of life and of the defense of human rights.

The funeral home provided the logistics involved in organizing funeral processions: the coffins, the escort with the respective corporate identification and the hearses with the message mentioned above: "True, we all have to die, but let's not kill one another!" The funeral processions also covered neighboring municipalities.







The beginning of each one of the days in the campaign —which attracted the attention and interest of the regional, national and international media, as well as the presence of the Mayor of Medellin, the Municipal Representative and the United Nations, among others—, was a symbolic funeral procession that made several stops in public neighborhood meeting places, where children, young people and adults had been summoned, who massively asked: "Who was killed", and "Who are they going to bury?" And the response given in each place was: "This is a protest against violence and a tribute to life!"

Patrol car and police motorcycle sirens gave a solemn character to each funeral procession and, contrary to a custom that makes people walk along in silence, here participants would chant slogans in defense of life, singing: "All I ask of God", by the Argentine artist Mercedes Sosa, and listening to messages about the value of life.

Every child, young man and adult who approached the coffins and looked inside found a mirror there that reflected his or her own face, a strategy that produced strong visual impact and led to reflections on the value of human existence.

Undoubtedly, the communes singled out for the processions, and the schools selected for the campaign, were witnesses to these symbolic exequies and took part in the most well attended symbolic funerals ever seen in those areas.

Although many tears were shed when thousands of people remembered sad moments spent because of family, friends or neighbors, victims of violence, the fundamental objective had been achieved, of sensitizing the communities with the message the Police and San Vicente Funeral Home had proposed: Together, we must work for life, because there are other alternatives when it comes to building a better, more tolerant and more peaceful city.

This campaign's agenda also included visits to several schools in those districts: a funeral casket was taken there, and together with the students profound reflections were made on the message of the slogan:







True, we all have to die,
but let's not not kill one another with the consumption of drugs,
but let's not not kill one another with the consumption of alcoholic beverages,
but let's not not kill one another with domestic violence,
but let's not not kill one another with sexually transmitted diseases,
but let's not not kill one another with anorexia.