

# *HOW WE CELEBRATED OUR FIRST 100 YEARS*

*And the 3 C's of replicating our events by any  
NFDA firm.*

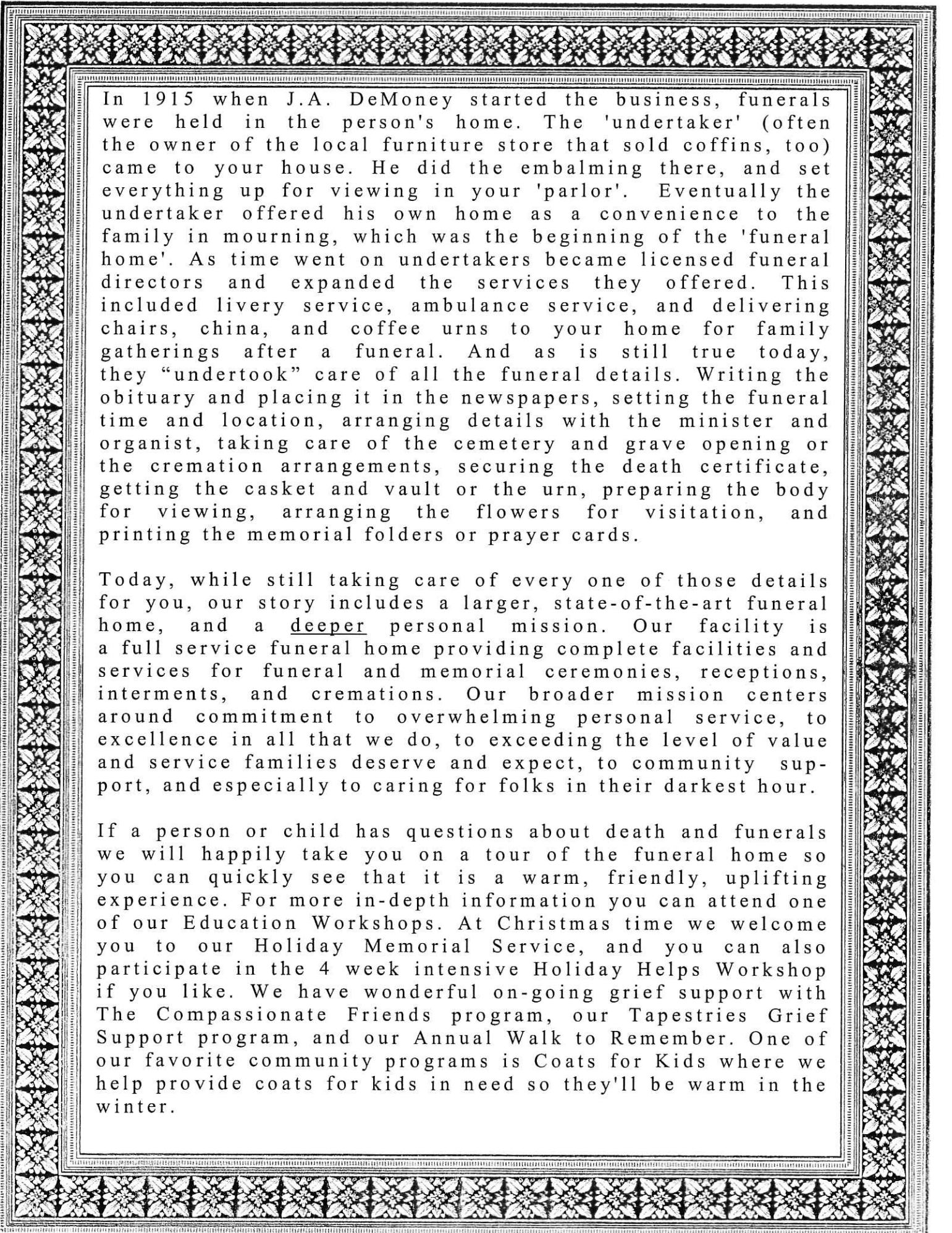
**How to CREATE, CONDUCT & CELEBRATE  
any milestone year.**

*THE LIFE STORY OF DeMONEY-GRIMES FUNERAL HOME  
BEGINS IN 1915 ON WEST VAN BUREN STREET,  
MOVING TO THE CYRUS B. TULLY MANSION IN 1923,  
WHICH WAS DESTROYED BY FIRE IN 1983,  
A NEW FACILITY BUILT IN 1984 AT 600 COUNTRYSIDE  
DRIVE  
AND NOW CELEBRATING 100 YEARS OF SERVICE*

The Life Story of DeMoney-Grimes Funeral Home continues this year, 2015, with the beginning of a NEW CENTURY of service to Columbia City and Whitley County.

Does a business have a Life Story, you ask? Yes, just like you and your family, a business has a life story too. And in addition to the story of our beginning in 1915, the Cyrus B. Tully Mansion, the devastating fire, and the new facility on Countryside Drive, our story tells WHO we are, HOW we and our profession have changed and progressed over the years, and WHAT our work is like today. It tells how we are connected as friends, family, and community. We asked our community to have that "talk of a lifetime" by recording their family history and placing it into our DeMoney-Grimes 100 year time capsule that's to be re-opened in 2115.

By sharing our stories we pass along our legacies from one person to another and from one generation to another. Think about it! More than the mere recitation of facts, stories are what put things into perspective. It is by knowing our past that we come to understand our present world. More and more people today are thinking about their legacies, how they themselves will be remembered. Sharing our story or your story is a gift, really, to future generations. It's what connects us with those who came before and those who will come after us.

A decorative border with a repeating floral pattern surrounds the text. The pattern consists of small, stylized flowers and leaves arranged in a grid-like fashion.

In 1915 when J.A. DeMoney started the business, funerals were held in the person's home. The 'undertaker' (often the owner of the local furniture store that sold coffins, too) came to your house. He did the embalming there, and set everything up for viewing in your 'parlor'. Eventually the undertaker offered his own home as a convenience to the family in mourning, which was the beginning of the 'funeral home'. As time went on undertakers became licensed funeral directors and expanded the services they offered. This included livery service, ambulance service, and delivering chairs, china, and coffee urns to your home for family gatherings after a funeral. And as is still true today, they "undertook" care of all the funeral details. Writing the obituary and placing it in the newspapers, setting the funeral time and location, arranging details with the minister and organist, taking care of the cemetery and grave opening or the cremation arrangements, securing the death certificate, getting the casket and vault or the urn, preparing the body for viewing, arranging the flowers for visitation, and printing the memorial folders or prayer cards.

Today, while still taking care of every one of those details for you, our story includes a larger, state-of-the-art funeral home, and a deeper personal mission. Our facility is a full service funeral home providing complete facilities and services for funeral and memorial ceremonies, receptions, interments, and cremations. Our broader mission centers around commitment to overwhelming personal service, to excellence in all that we do, to exceeding the level of value and service families deserve and expect, to community support, and especially to caring for folks in their darkest hour.

If a person or child has questions about death and funerals we will happily take you on a tour of the funeral home so you can quickly see that it is a warm, friendly, uplifting experience. For more in-depth information you can attend one of our Education Workshops. At Christmas time we welcome you to our Holiday Memorial Service, and you can also participate in the 4 week intensive Holiday Helps Workshop if you like. We have wonderful on-going grief support with The Compassionate Friends program, our Tapestries Grief Support program, and our Annual Walk to Remember. One of our favorite community programs is Coats for Kids where we help provide coats for kids in need so they'll be warm in the winter.

Here at DeMoney-Grimes Funeral Home we want to be known as the place where families feel safe shedding tears, knowing life can be celebrated, and that life ends but love and memories do not. With the shedding of tears, healing comes. This is often accomplished by sharing the significance of the life that was lived. We are committed to helping you do this by sharing the story of your loved one--we do this by writing the story, by having you share your favorite photos--in print and video--and by inviting family and friends to share their memories with you.

Today we incorporate new technologies to help keep memories alive. The desire to be remembered lives within all of us and it's the age-old reason we carve our initials in trees, leave our hand prints in cement and chalk our names on rocks. We are committed to remembering those you have loved and lost . . . to help you mend, heal, and live.

In this CENTENIAL YEAR of 2015 as we all go on living, we celebrate DeMoney-Grimes, a Life Story Funeral Home's 100th Year of Caring and Sharing through our broader mission of community support. At DeMoney-Grimes community support is a personal mission, not only for Randy Grimes but for every one of our funeral home staff members.

Together, Randy Grimes and his staff contribute countless hours year after year to help keep Columbia City and Whitley County a place where people love to live and work. It's part of our life story.

DeMoney-Grimes

PROUD PROVIDER

of the *Life Story* Experience

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## HOW WE CELEBRATE OUR 100<sup>TH</sup> YEAR

Special events designed to celebrate each of the 12 months of this centennial anniversary year were held from July 2014 through June of 2015. As often as we could the number 100 was utilized in each monthly tying back into the 100 year theme.

### MONTH ~ July

Our first monthly event celebrating our 100 years took place by creating a July 4<sup>th</sup> Celebration on the lawn of our funeral home. We provided over 125 free parking places for visitors to view the annual July 4<sup>th</sup> Fire Works Display, free popcorn, 100 patriotic flags, 100 patriotic fans and Chippy and Tiny the Clowns provided face painting, balloon sculptures and a puppet show for dozens of kids present.

(See attachment July at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ August

With August being the Back to School month, our staff became involved with the Boomerang Back Pack program. We funded 2 backpacks for the entire school year. Every Thursday, volunteers help pack healthy meals for children to take home with them on Friday for the weekend. Each bag includes a protein, a fresh fruit, three cereals, juice and other miscellaneous snacks. Between our 2 schools in our funeral home service area, 200+ backpacks are distributed.

(See attachment August at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ September

September found us very busy accepting, sorting and sizing almost 500 coats for needy children. Our long term, ongoing Annual Coats for Kids program, boosted this year by the funeral home's purchase of 100 brand new coats to add to the 300-500 gently used and new ones donated by the community. Our funeral home serves as the drop off of new and gently used coats. Our staff sorts by size, cleans and delivers the coats. The coats are distributed through our local chapter of the Salvation Army on a Saturday in October. This year we had several ladies knit or crochet stocking caps, scarves, gloves and mittens.

(See attachment September at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ October

October is National Fire Prevention Month. So tying in our 100 years of community service, we selected all 9 of our Township Fire Departments and gave each one a donation of \$100 towards their equipment fund and a Certificate of Appreciation was also presented to each paid and volunteer fireman at their monthly meeting.

(See attachment October at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ November

In November DeMoney-Grimes joined efforts and donated 100 pies to 100 needy families in Whitley County. The pies were delivered along with a turkey provided by another caring company in Columbia City. We felt it was good to partner with another company who had lots of experience in obtaining a list of needy families and who already had a distribution system in place. We purchased 100 large pumpkin pies through our local Sam's store.

(See attachment November at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ December

December is often referred as the GIVING month and Randy thought it would be a great idea to allow each of his employees to be given \$100 to donate to the charity of choice in celebration of the firm's 100 years of service. Some of the organizations benefiting \$100 were Gifted, Angel Tree and Patrol Policemen, and the remainder of the \$1000 pledged we purchased assorted gift cards and gave to each employee to hand out as "Random Acts of Kindness" throughout our community during December. Recipients were needy mothers in line to pay for groceries, some were given gas cards while the employee pumped her or his gas, others were handed out while shopping at Walmart. Our employees had so much fun doing this as well as a lot of shocked face from recipients.

(See attachment December at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ January

Hundreds of 2015 calendars commemorating the history of the funeral home were created, printed, distributed throughout the community to show the progress and growth of our funeral home. The monthly calendar photos tell the story—moving from the era of being the local undertaker in 1915 to becoming a funeral home recognized nationwide today for receiving the highly coveted Pursuit of Excellence and Best of the Best Award from the National Funeral Directors Association. Also we created an insert that was glued between the months of February and March. The insert shared information about our Advance Planning programs and information about the granite monument company we own.

(See attachment January at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ February

With February being the LOVE month, we decided to provide a fresh Valentine Day floral arrangement and donated 100 bouquets to shut ins, assisted living centers, nursing homes and to other special residents of our community. We went to garage sales for several months and purchased 100 glass floral vases and then arranged red carnations, a valentine red heart and assorted greens, red satin bows and a Valentine greeting card with a message from our staff. That Saturday morning found 10 staff members in 3 vehicles making their deliveries in sub zero temperatures and gale force winds causing white outs. It was a very difficult day for staff members; however, the recipients seemed to appreciate their gift more because of our efforts to get out in those wintery weather conditions.

(See attachment February at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ March

In March the funeral home sponsored the adoption of a shelter dog named "Hope" a dog needing to be rescued from Whitley County Humane Society—saving the life of a loving little dog and adding in a very special way to the life of a young family with several children, who most likely could not really afford the adoption fees and veterinary expenses! We also paid a local vet hospital to have Hope spayed soon after she was adopted. We have heard numerous touching stories about Hope and her new "forever" family in person and on Face book postings.

(See attachment March at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ April

In April the funeral home donated, packaged, and delivered 100 bundles of 12 diapers each, for a grand total of 1200 diapers to B.A.B.E., an organization to assist Whitley County residents that are in need of infant supplies.

(See attachment April at the end of this essay for pictures, inventory list and data to replicate this event)

### MONTH ~ May

Our staff purchased several hundred dollars worth of bedding plants and donated to our local Whitley County Chapter of The Compassionate Friends for their annual Spring planting. Over 75 families gathered on May 16<sup>th</sup> to select a plant in memory of their loved one and then planted it in the Angel of Garden, on the grounds on DeMoney-Grimes. They were given a selection of signage that the family members could personalize with a message and the name of their deceased loved ones.

(See attachment May at the end of this essay for pictures, inventory list and data to replicate this event)

## MONTH ~ June

Saturday, June 20<sup>th</sup>, 2015 was truly a historic day in the life of DeMoney-Grimes Funeral Home. It was the culmination of the year-long 100<sup>th</sup> Anniversary Celebration. Everyone was invited to the funeral home, 600 Countryside Drive in Columbia City from 1-3pm for free strawberry shortcake with ice cream and mile high whip cream, 3 different musical groups entertained, a bouncy house and clowns for all children were provided. Three members of our local Whitley County Historical Society served as tour guides and were dressed in period clothing and representing our founders, J.A. and Effie DeMoney. Tours of the funeral home's newly Re-decorated state were given and attendees had a basic old fashion goodtime! All Whitley County families were invited to write their life story and attach a family photograph to be placed in a century time capsule. The capsule was buried in our Angel of Hope Memorial Garden to be re-opened in the year 2115, 100 years from now!

(See attachment June at the end of this essay for pictures, inventory list and data to replicate this event)

Above and beyond the monthly events celebrating our 100<sup>th</sup> anniversary we rented a booth at the Whitley County Business EXPO. Our DeMoney-Grimes staff (including Brooklyn, our funeral home therapy dog) offered helpful information on cremation, monuments, burial, and funerals that honor life by keeping stories and memories alive. PLUS, we gave away a paid pass for a family of four to Deep River Water Park.

Think about it! This was a "Once in a Lifetime" event! On that Saturday, DeMoney-Grimes, a Life Story Funeral Home became a member of a small but elite group of businesses. Make no mistake however, beyond commemorating the span of time, this achievement recognizes the firm's extraordinary fortitude, passion, and commitment to 'Sharing and Caring' for Columbia City and Whitley County for the past 100 remarkable years!

The staff of DeMoney-Grimes love what we do and it shines through like a story telling how we are all connected as friends, family, and community. It has been said that what any of us does for ourselves alone dies with us, but what we do for others and the world around us lives on forever! And thus begins our funeral home's SECOND CENTURY of Caring and Sharing!