



Research Shows Flowers Help Emotional Well Being

Flowers not only brighten and warm a funeral or memorial service, but can also have a positive impact on the emotional well being of the bereaved.

According to research by Harvard University and Rutgers University, **flowers increase feelings of compassion and happiness, and people feel less depressed, anxious and agitated in their presence.**

Such compelling research shows flowers can be a critical part of the bereavement process.

For more information on the research, visit www.aboutflowers.com.

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Thank You.



On Behalf of the Floral Industry

The Society of American Florists (SAF) thanks funeral directors for your work and efforts involving sympathy flowers.

- We appreciate the time you take to receive and carefully place the arrangements.
- We appreciate the effort you make to keep flowers beautiful, often through several days.
- We appreciate the help you give families, including collecting cards from flowers so acknowledgement cards can be more easily written.
- We appreciate the transportation of flowers to churches, nursing homes, hospitals, and to the gravesites so those services may be more beautiful.
- We appreciate the efforts you make to communicate with florists, working with them to address mutual concerns.

When Memorial Contributions are Requested

As part of making funeral arrangements, family members sometimes designate a charity or other organization to receive financial contributions given in memory of the deceased. Often this request is made “in lieu of flowers.”

Those who honor their loved ones with charitable contributions rarely want a service completely devoid of flowers. Using the “in lieu of flowers” phrase runs the risk of just that. Please consider avoiding this phrase in the death notices you write.

It is possible to recommend donations without a negative reference to flowers. For example, “The family suggests memorial contributions be made to” eliminates the reference and honors the family’s request.



Suggested Phrases

- The family suggests memorial contributions be sent to _____.
- Should friends desire, contributions may be sent to _____.
- The _____ Memorial has been established for those wishing to make a contribution.
- As an expression of sympathy, memorial contributions may be sent to _____.
- Remembrances may be made in the form desired by friends.
- Flowers are welcome. Contributions may be sent to _____.

