

### The Dignity promise

Every Dignity funeral director is rigorously monitored to ensure that its client service, premises and vehicles are of the highest standard. By choosing a Dignity funeral director you can be confident that:

#### We are compassionate and caring:

- We never forget that this is one of the worst times in someone's life. We always treat people with compassion, respect and care.

#### We are open, honest and straightforward:

- We help our clients by providing clear and straightforward information that enables them to make informed choices. We are transparent about our fees and there are no hidden extras.

#### We spend as much time as the client needs:

- We spend as much time with our clients as they need, whether it's when they first contact us, during the arrangements for the service, or choosing a memorial or funeral plan.

#### We pay attention to detail:

- We know that for our clients every detail is important. We take care and time to make sure we get every detail right.

#### We keep in contact:

- We keep in regular contact with our clients. They always understand what is happening; who is looking after them and they are confident that we understand their wishes.

### Dignity ~ The ultimate funeral professionals

Dignity is a British company that has funeral homes in towns and cities across the UK. We strive to set the highest standards for the funeral profession in terms of client service and care for the deceased.

At Dignity we are funeral people – it's all we do. Dignity funeral directors have a rich heritage. Our oldest funeral home was established in 1812 and the majority of our businesses have been serving their local community for generations.

Our funeral directors and arrangers come from the cities and towns they serve or families that have been in the funeral profession for generations. This means they understand local traditions and can help our clients every step of the way from registering the death to explaining all the options so that families can have the service they want for their loved one.

A Dignity funeral director provides a complete service and there are no hidden extras. We are completely transparent about our pricing, providing a price list and written quotation for each client at the time the funeral is arranged, so you know exactly how much the funeral will cost.

By choosing a Dignity funeral director you can be sure that you are choosing the ultimate funeral professionals.

### Dignity contact information

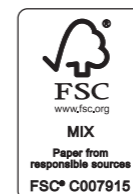
If you would like to find out more about Dignity or to find your local Dignity branch please visit; [www.dignityfunerals.co.uk](http://www.dignityfunerals.co.uk).

Or write to:

Dignity Funerals Ltd  
4 King Edwards Court  
King Edwards Square  
Sutton Coldfield  
West Midlands B73 6AP

Tel: 0121 354 1557

A Company registered in England No. 41598  
Part of Dignity plc – A British Company



DFS32/0811

This leaflet offers some advice about how to help friends or relatives who are grieving. There are a number of organisations that can provide more detailed help and information, and their contact details are listed on the back of this leaflet.

### How can I help?

How often have you heard people say, 'I didn't like to mention {name} in case it upset them or reminded them'? The death of someone close is a shattering experience. Their life will never be the same again. You can offer friendship and someone to talk to at a time when they need it most.

### Get in touch

As soon as you learn about the death, phone, visit or write to the person's friends or relatives. If you live nearby, you might be able to offer some practical help like collecting a pension, taking the children to school or doing the ironing. There is often the assumption that family grief is private and that you may be intruding. But many people live far away from their family and would appreciate your help.

### Finding the right words

Don't stay away because you don't know what to say. The fact that you are there is enough. A warm handshake or an arm around their shoulder can mean so much to someone who feels isolated and lonely.

### After the funeral

Being there for a friend after the funeral is very important. They may want to talk about the person they have lost and this is probably the most important part of the grieving process. Listen with care and attention. This may be painful for you both but by going over the final period of their life together, they will start to accept what has happened. Small details of what happened in the last days before the death become terribly important.

### Visiting

If you visit, you can help with practical jobs like housework or preparing a meal. People who have lost a loved one often don't have the energy to do this. It's a good idea to be specific in what you can help with, but be careful not to take over or do anything without their permission.

### Be sensitive

Try not to show your own grief. Don't say, 'I know how you must be feeling.' You cannot begin to know how they feel and we all have our own story when it happens to us. Don't make comparisons or judgements. It might have been worse for someone else, but that will not help your friend. Some people like to be held, whereas others feel it is an invasion of their privacy. Some people may want to talk, whereas others may want to sit in silence. Explain you are happy to be with them for as long as they want.

Make it clear to them that you are not embarrassed if they cry. Reassure them that this is a perfectly normal reaction. Be patient and understanding. One of the best ways to help your friend is to allow them to feel what they want to feel. They may feel anger (which may be directed at you but is not personal), guilt or fear. Let them talk these feelings through with you – don't try and stop them because you think they are irrational.

### The future

Having a social life can be difficult for people who have lost a loved one. You can help by inviting them to join you in social events or encouraging them to follow other interests such as evening classes – you could go to one together. Christmas is a particularly bad time. If they won't be seeing their family, perhaps you could invite them to join you on Christmas Day or Boxing Day. At the very least, spare the time to drop by with a cheerful word and a small gift.

The most important thing you can give to your friend is to be yourself and to be there for them.

### Helpful organisations

#### Cruse Bereavement Care (England and Wales)

Cruse can help anyone who has lost someone they love.

Helpline: 0844 477 9400

Young persons helpline: 0808 808 1677

Website: [www.crusebereavementcare.org.uk](http://www.crusebereavementcare.org.uk)

Email: [helpline@cruse.org.uk](mailto:helpline@cruse.org.uk)

Write to: Cruse Bereavement Care, PO Box 800, Richmond, Surrey, TW9 1RG

#### Cruse Bereavement Care Scotland

Helpline: 0845 600 2227

Website: [www.crusescotland.org.uk](http://www.crusescotland.org.uk)

Email: [info@crusescotland.org.uk](mailto:info@crusescotland.org.uk)

Write to: Cruse Bereavement Care Scotland, Riverview House, Friarton Road, Perth PH2 8DF

#### Samaritans

Samaritans offer a 24-hour phone listening service.

Helpline: 08457 90 90 90

Website: [www.samaritans.org](http://www.samaritans.org)

Email: [jo@samaritans.org](mailto:jo@samaritans.org)

#### Citizens Advice

This is a good source of practical help and advice and is particularly helpful with financial or legal problems.

Visit: [www.citizensadvice.org.uk](http://www.citizensadvice.org.uk) to find your nearest bureau.

#### The Compassionate Friends

They offer help for parents whose children have died.

Helpline: 0845 123 2304

Website: [www.tcf.org.uk](http://www.tcf.org.uk)

Email: [helpline@tcf.org.uk](mailto:helpline@tcf.org.uk)

Write to: The Compassionate Friends, 53 North Street, Bristol BS3 1EN