

Better Place Forests Corporate

Our mission

Our mission is to inspire everyone to leave a meaningful legacy for the planet and the people they love. We support families in their end-of-life arrangements while conserving and protecting natural areas. By choosing Better Place Forests, your legacy will inspire future generations.

About us

Better Place Forests is the first beautiful, sustainable alternative to cemeteries for people who choose cremation. By establishing, maintaining, and protecting forest land for generations to come, we enable families to choose a more beautiful resting place beneath a protected tree, for families to spread ashes for generations. Better Place Forests helps people write a better ending to their story and establish a lasting legacy while conserving some of the most iconic natural land in North America. For more information, visit www.betterplaceforests.com.

Quick facts

- **Headquartered in:** San Francisco, California
- **3 forests to date:** 2 forests in California (Santa Cruz and Mendocino County), 1 forest in Arizona (Flagstaff)
- **Customers we serve:** 1,000+
- **Employees:** 70+

Funding

- **Angel:** \$1.0 million
- **Seed:** \$2.9 million, April 2017 (Lead investor: [DBL Partners](#))
- **Series A:** \$7.9 million, June 2018 (Lead investor: [True Ventures](#))

Founders

Sandy Gibson
Chief Executive Officer

Brad Milne
Chief Operating Officer

Jamie Knowlton
Chief Financial Officer



Better Place Forests Timeline

- 2015 • SUMMER** Sandy Gibson, who lost both parents by the age of 11, went to visit their graves in a dreary Toronto cemetery. Though he had visited many times before, it was on one particular day when he realized there had to be a better place for his family. Soon after, Sandy joined co-founders and lifelong best friends, Brad Milne and Jamie Knowlton, to find a solution that would allow people to write a better ending to their story.
- They set about creating an end-of-life company that would offer the world a more beautiful, peaceful and natural option for those who chose cremation. Their goal was to support families in their end-of-life arrangements while conserving and protecting natural areas.
- 2015 • FALL** Better Place Forests was officially incorporated, which meant it was time for Sandy, Brad and Jamie to leave Canada and make the move to California, home to unparalleled settings of land and sea.
- 2016 • SPRING** They did it! Sandy, Brad and Jamie made the trek to San Francisco to start Better Place Forests in the U.S. and found their first forest on the Mendocino Coast. They spent the following year defining their mission: to inspire everyone to leave a meaningful legacy for the planet and the people they love.
- 2017 • SPRING** Better Place Forests closed a \$2.9 million seed round of funding led by DBL Partners and with that, soft-opened their Mendocino County forest for scheduled tours. In just two weeks, there were over 65 scheduled visits, with 63 of those resulting in customers choosing their memorial trees as their lasting legacy.
- 2017 • FALL** Inspired by the response from early customers, Better Place Forests chose their second memorial forest location in Santa Cruz, CA, a location known for its tight-knit community and natural beauty.
- 2018 • SUMMER** Better Place Forests closed a \$7.9 million Series A round of funding led by True Ventures to continue serving customers and their loved ones.
- 2018 • WINTER** Better Place Forests hosted our first four spreadings, each personalized to our customer's wishes, on the Mendocino Coast in Point Arena.
- 2019 • SPRING** Better Place Forests completes final construction and landscaping details of Point Arena's award-winning visitors center. The visitors center, which features stunning views of land and sea, goes on to be recognized in [Fast Company's Innovative by Design](#) later that year.
- 2019 • SUMMER** Fast following completion of the visitors center, Better Place Forests officially opens on the Mendocino Coast in Point Arena, offering visitors a beautiful, peaceful setting with unparalleled views of the Pacific coast. Its earliest customers are commemorated with the Founder's Memorial within the forest.
- 2019 • FALL** Better Place Forests announces the opening of its third memorial forest just north of Flagstaff, Arizona, with stunning views of open meadows and ancient groves of quaking aspens. Once opened for online tours and reservations, they offered 6 full-time jobs – hiring exclusively locally – a nod to supporting the local community.
- 2019 • WINTER** Better Place Forests grows its team to 70+ to continue serving its 1,000+ customers and their loved ones. It is also recognized by Comparably for [Best Company Culture](#), [Best Companies for Women](#), and [Best CEO](#).
- 2020 • SPRING** Better Place Forests opens a second Bay Area office in Oakland, CA. The company was also recognized in [Fast Company](#) as one of 2020's Most Innovative Companies in [Urban Development and Real Estate](#).

