

# Better Place Forests : Corporate

## Our Mission ::

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## About Us ::

At Better Place Forests, our mission is to inspire everyone to leave a meaningful legacy for the planet and the people they love. We are the end-of-life company that built America's first conservation memorial forests -- beautiful, sustainable alternatives to cemeteries for people who choose cremation. We offer you an end-of-life experience that is uplifting, empowering and personal by enabling you to return your ashes to the earth, underneath a protected memorial tree. By creating beautiful memorial spaces that resonate with you and your loved ones, we establish, maintain and protect forestland for generations to come.

Awarded as one of Fast Company's "World Changing Ideas" and "Most Innovative Companies" of 2020, Better Place Forests helps you write a better ending to your 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](http://www.betterplaceforests.com).

## Founders ::

Sandy Gibson (Co-founder, Chief Executive Officer)

Brad Milne (Co-founder, Chief Operating Officer)

## Quick facts ::

- Better Place Forests was founded in San Francisco, California and is a fully remote company as of March 2021
- 7 forests to date: 2 forests in California (Santa Cruz and Mendocino County), 1 forest in Arizona (Flagstaff), 1 forest in Minnesota (St. Croix Valley), 1 forest in Connecticut (Litchfield Hills), 1 forest in Massachusetts (Berkshires), 1 forest in Illinois coming soon (Rock River)
- We serve thousands of customers around the country.
- Over 100,000 people have signed up to learn more.
- Employees: 80+

## 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](#))
- Series B - \$40 million (Lead investor: [Chernin Group](#))

## Milestones ::

**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.

**2019 • WINTER :** Better Place Forests grows its team to 70+ to continue serving its thousands of customers and their loved ones. It is also recognized by Comparably for [Best Company Culture](#) , [Best Companies for Women](#) and [Best CEO](#).

**2020 • SPRING :** The company was recognized in Fast Company as one of 2020's Most Innovative Companies in [Urban Development and Real Estate](#).

**2020 • SUMMER :** The company announced its "[Memorial Trees for Heroes](#)" initiative that offers up to \$1 million worth of protected memorial trees and private ceremonies for families who have lost a frontline hero due to COVID-19.

**2020 • FALL :** Better Place Forests opens its first forest in the Midwest and fourth forest overall, [Better Place Forests St. Croix Valley](#). Located in Scandia, MN, just 45 minutes outside of Minneapolis-St. Paul, this stunning property features 112 acres of lush greenery, 2,500 feet of lakefront forest and an incredible variety of trees including oaks, maples, and paper birches.

**2020 • FALL :** Better Place Forests announces it received recognition from [Comparably Workplace Insider for Happiest Employees, Best Compensation, Best Perks and Benefits, and Best Work-Life Balance](#), following recent awards for Comparably's Best CEOs for Women and Best Leadership Teams.

**2020 • FALL :** The company [announces its Arizona partnership](#) with the National Forest Foundation and that Better Place Forests Flagstaff is a member of the Greater Flagstaff Chamber of Commerce. Both organizations are dedicated to supporting the Flagstaff community.

**2021 • WINTER/SPRING:** Better Place Forests opens its first forest in the Northeast and fifth forest overall, [Better Place Forests Litchfield Hills](#). Located in Falls Village, Connecticut, this 130-acre forest is just an hour's drive from Hartford, two hours from New York City, an easy day trip from neighboring cities Boston and Providence.

**2021 • SPRING:** Better Place Forests opens its second forest in the Northeast and sixth forest overall, [Better Place Forests Berkshires](#). This stunning forest is located 15 minutes east of North Adams, 30 minutes from Williamstown, and a day trip from New York City and Boston.