

# Time to throw away the funeral rule book

Tomorrow Funerals provides high-quality, highly personalised send-offs that feel fresh and meaningful.

As co-founder of Tomorrow Funerals, Kate Morgan helps families incorporate all sorts of quirky and personal moments into a loved one's final farewell.

At a recent memorial, French champagne was served to help friends and family celebrate a young woman whose life had been tragically cut short; it was her favourite tippie.

Guests at the funeral of an older woman who was an avid gardener were asked to bring a single flower from their gardens. These were arranged into a wonderful multicoloured bouquet at the start of the ceremony in what was a fitting tribute.

The venues used by Tomorrow Funerals are also unique. Friends recently farewelled a young man on the deck at The Prince Hotel in St Kilda. There was live music, and 200 mates and family members – his St Kilda tribe – turned up for the “toast”; it was as much a raucous celebration as it was a touching farewell.

At Tomorrow, Morgan's mantra is: Throw away the funeral rule book.

So, out goes the traditional ceremony in often bleak surrounds; in comes a fresh, bespoke approach. Tomorrow's memorials are held in light, “life-filled” venues – beachside spaces, pubs, restaurants and sports clubs – and the ceremonies reflect the personality of the person who has died.



**‘A truly personal memorial can help family and friends begin the difficult process of saying goodbye.’**

**Kate Morgan**

**Tomorrow Funerals co-founder Kate Morgan.**  
Photo: Leo Farrell

“To us, creating an extraordinary memorial event is about telling their story and celebrating them in the same way they lived their life,” Morgan says.

“We believe that, when done well, with love and creativity, a truly personal memorial can help family and friends begin the difficult process of saying goodbye. It can be a meaningful thing to do.”

For a set fee of \$6400, Tomorrow Funerals will make all the funeral arrangements, including transfers, supply of a sustainable coffin, cremation and paperwork. Included is a quality celebrant for the service, a permanent memorial

website, a tribute video and a bound book of photos and life story.

And it does it in that order: a cremation first and memorial service later, rather than the other way around.

“This allows for more flexibility in terms of choice of venue and also there is not such a rush to book the memorial event, if a little more time is needed,” Morgan says.

The transparent price package, and the set menu of offerings, means less worry and fewer decisions at a particularly difficult time for families.

There is no time or energy spent choosing coffins, coffin handles and finishes. And less

money spent on vague funeral director, transport and chapel fees.

“Our memorials are simple and fresh, but also premium,” Morgan says. “They’re high-quality send-offs, that feel fresh and meaningful. I take my role in this process very seriously, but also try to bring lightness, space and warmth.”

“We don’t believe in bombarding our clients with tricky packages and up-selling to them at such a difficult time.”

“Our focus is on the life celebration. We believe that doing that in a way that is unique to them and represents them, is a very special thing to do.”



## Give their *Story* the ending it deserves.

When tomorrow comes let their story be told in a way that feels true to them. Our memorial style funerals are arranged **AFTER** the cremation. This is designed to give you the time and flexibility you need to plan such an important event. We’ll help you choose a **VENUE** that fits with the **STYLE** and personality of your person, making every Tomorrow funeral completely unique.

“Without a doubt, my mum had the best celebration of her life. My family called Tomorrow Funerals in the middle of the night. The response was immediate and caring. They guided us through all the stuff you don’t think of. We had a fabulous beach soiree with family, friends. Kate was amazing, thoughtful, and informative. It was everything my mum would’ve wanted.”

**CATHERINE BROOKES**

★★★★★

“Tomorrow Funerals offered our family the most fantastic and caring service. Kate from Tomorrow worked closely with us to fine tune the memorial for mum. Our beautiful Bev had a magnificent send off as a result. The feedback from our many guests was amazing, everyone loved how smoothly the day went. A perfect venue suggestion, located right on the bay, with a magic view setting the tone for the entire day. Many stayed well into the evening to celebrate mum. Kate was brilliant across the entire process and post too, checking in on us all. It is extremely daunting (especially when sudden) and Kate helped us at every touchstone. Thank you, Tomorrow.”

**RUSS PIKE**

★★★★★

“Tomorrow Funerals were amazing for our family - we were guided through the arduous bureaucracy of the funeral industry. At a time of real pain, they helped us in a kind and understanding way to have an alternative send off for our beloved passed. Genuine empathy and caring. It’s obvious that the Tomorrow Funerals team treat the process for the living, dealing with those whose end had begun and traversed, with the utmost dignity, care and understanding. Cannot recommend more highly!”

**DANIEL KEANE**

★★★★★

The Package:

**\$6,400**

*Yep, this is the whole kit and kaboodle*

1800 574 824 | hello@tomorrowfunerals.com.au

**Tomorrow.**  
Cremation and Memorial Services