

# Simplicity Casket

## 咏恩殡仪纪念馆

Simply Practical • Simply Affordable

Friends of Community Care Awards 2024  
Winner - Corporate (Small & Medium Enterprise) Category

Simplicity Casket Pte Ltd  
Nominated by Man Fut Tong Nursing Home and  
The Salvation Army Peacehaven

**“My first encounter with a destitute death case was when I first joined Simplicity Casket 14 years ago. A friend working at a nursing home referred the case to me. The deceased was a ‘Ma Jie’ who had no visitors and I was asked if I could help arrange a decent funeral for her. When I collected her body, she looked frail and pale with no proper clothing. After cleaning her body, our mortician helped her put on make-up and new clothing. She then looked dignified for her final send-off. This experience taught me that everyone deserves a proper and dignified send-off, regardless of their circumstances. The funeral arrangement should not just be limited to the rites but also, be well-respected. After this incident, we wanted to do more and reached out to the Active Ageing Centres to provide consultations, especially for singles, the poor, and the needy, to help them list their last wishes related to funeral rites, which the company will try to fulfil.”**

**- Jeffrey Lee, Sales and Marketing Manager**

Simplicity Casket Pte Ltd is a funeral services company in Singapore since 1981 that offers a funeral parlour, as well as funeral packages. As part of its corporate social responsibility, Simplicity Casket partnered with its parent company, Singapore Casket Pte Ltd, to launch the "Giving Back to Community" projects. They worked with community centres, Community Care Organisations, nursing homes and hospitals to provide pro bono funeral services and free pre-funeral arrangements for the homeless and destitute, giving them a dignified and respectful send-off.

Simplicity Casket, in partnership with Singapore Casket, supports Community Care partners by raising awareness about funeral pre-planning and engaging experts to speak on topics such as will writing and Lasting Power of Attorney. They also offer professional photography services for community seniors to preserve cherished memories and actively fundraise to contribute to a fund that supports funeral expenses for the destitute.

Their work goes beyond funeral services - they also encourage seniors to list down their desired wishes so these can be fulfilled, providing them with comfort and peace of mind in their final days. This is exemplified by their collaboration with The Salvation Army's Peacehaven Nursing Home on the "Loving Hearts" project, where patients' handprints are cast in clay and given to their families as keepsakes.

As part of their “Caring for the Carer” initiative, Simplicity Casket supported 300 care staff at The Salvation Army by gifting grocery vouchers and Birds of Paradise tickets, in recognition of their dedication and unwavering care for the elderly residents.



Wakes for the destitute can be arranged to pay respects



Sea burial for the destitute and underprivileged deceased with different religion rites



Consultations with seniors to address any concerns on funeral matters



Sharing at an Active Ageing Centre on funeral pre-planning arrangements