



Cherished Keepsakes

Honoring Legacies[®]

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PRODUCTS & CAPABILITIES



Revolutionize Your Funeral Service with Cherished Keepsakes

Welcome to Cherished Keepsakes, where we transform the way funeral homes honor legacies. We're not just a provider of funeral programs and memorial keepsakes; we're architects of a compassionate and memorable funeral experience that resonates with families and nurtures growth for funeral homes.

Our Core Strengths

- **Expert Design & Branding**
Our keepsakes and branding materials set funeral homes apart, honoring each life with dignity and a lasting impression.
- **Growth & Strategy**
We equip funeral homes with tools and insights to expand their reach and increase service calls, driving sustainable growth.
- **Aftercare Support**
Our innovative grief journals and forthcoming email series provide ongoing comfort to families, reinforcing the funeral home's commitment to care.

Impactful Results

- **Memorable Services**
We help funeral homes stand out and foster positive word-of-mouth, enhancing their reputation in the community.
- **Efficiency & Reliability**
Our streamlined process gives time back to funeral home owners, ensuring on-time delivery and consistent quality.
- **Revenue Generating Solutions**
With discounted pricing, our products offer added value without impacting your firms' finances.

Partner with Cherished Keepsakes to transform the way you honor life's final journey.

Schedule a Service Call Growth Discussion to get started with us.

“

Cherished Keepsakes has helped my firm stand out. Families constantly say that there's nothing like what we offer around here. That keeps them coming back.

—Cody McCain, McCain Funeral Home • Morganton, NC
Client 4 years



About Our Founder

George Paul III is a volatile visionary and Funeral Experience and Growth Specialist. For over 10 years his company, Cherished Keepsakes, helps funeral homes stand out and grow. Through personalized keepsakes and proven branding strategies, he transforms how families remember their loved ones, turning every service into a memorable experience that drives referrals and repeat service calls.

My Journey

The loss of my grandmother was both expected and unexpected. We knew her health was declining, yet it happened so fast. As the grandson, I didn't have a lot to do in the funeral arrangements but, I was surprised at how much went into preparing for the service. I went to college for graphic design and you learn to spot the difference between poor and good design. I had the skills and I wasn't going to let my grandmother's funeral program not honor her with a poor design. However, I wasn't able to create what I truly wanted for her because of another reason—life.

All the things I had to do to provide for my family on top of grieving and preparing for a service left me with little time and emotional energy. Though I was able to do something that was better than the funeral programs I was accustomed to seeing it wasn't what I truly wanted. I knew I wasn't alone.

Our Mission—Honoring Legacies®

While I wasn't able to put together what I wanted for my grandmother since CK's founding I'm proud to have been able to honor my other family members as well as thousands of families globally. It brings me great joy to be a reliable source for firms across the country and I look forward to leveraging the experience and skills of our team to honor the legacy you've been building as well as the ones in your care.

“

I've dedicated my skills and time to creating keepsakes that don't overshadow a loved one but honor them. All life is valuable and deserves to be honored which is why I make keepsakes that people cherish.

—George Paul III, Founder



Awards & Accolades

Our designs and branding collateral have won multiple awards. Additionally, our founder continually provides knowledge, insight and tips on branding and marketing that's been featured in numerous publications both inside and outside the funeral industry.

However, our greatest sense of pride is the comforting and healing we provide families. As a result we maintain a 5-star rating across Google, Etsy and Facebook.

Design Awards



Product Reviews



Published Journals



Associations



Our Products

Branding & Positioning

- My Funeral Brand Bible

Memorial Keepsakes

- Funeral Programs (available as digital PDF)
 - Standard 8.5" x 11" Bifold
 - Legal Sized 8.5" x 14" (Trifold or Bifold)
 - 11" x 17" (Trifold or Bifold)
- QR Code Digital Program
- Laminated Prayer Cards
 - Standard
 - Wallet-sized
- Buttons/Pins
- Acknowledgement Cards
- Service Announcements
- Hard Cover Register Books
 - Standard
 - Enhanced
- Laminated Bookmarks
- Portraits

After Care

- Grief & Healing Journal
- Healing Journey Email Series

Funeral Experience Tools

- Keepsake Presentation Kit
- Sample Funeral Program Guide
- Funeral Program Content
(Microsoft Word File)

We have over 40 designs for our keepsakes that can be personalized to family preferences.



Hard Cover Register Book
Prestige Cerulean Silver Collection




Large Portrait (18" x 24")
Blissful Collection



Standard Memorial Program
Cherished Memories Collection

Celebration of Life



Sunrise
January 2, 1932


Sunset
May 22, 2020

Catherine
KORNEGAY

Wednesday, May 27, 2020
Service: 12:45PM
Mann & Rodgers Funeral Home
44 Perkins St., Jamaica Plain, MA 02130

1:45pm: Graveside Celebration of
Life & Burial

IN LOVING MEMORY
Catherine Kornegay



Catherine "Kitty" Kornegay was born in Birmingham, Alabama, on January 2, 1932 to the late John Thammell and Eula Belle Vickers. The Lord called her home on May 22, 2020. She left the South and moved to Boston, MA to pursue a career in business in 1950. She was educated and graduated from Simmons College, where she earned her masters degree in Social Work in 1970. She worked for the Department of Children and Families in Boston, MA, where she later retired after 25 years of service.

Catherine met Dalton "Killer" Kornegay in Boston and they later married in 1966. Catherine was loved by all who knew her. She had a loving uplifting spirit in which she shared with everyone she met. She was very close to her family & friends, although she did not like to be hugged. She was a member of the Union United Methodist Church in Boston for over 65 years.

Catherine was preceded in death by her brothers: John, Cornelius, William and Herman; sisters: Alma, and Zula; daughter Kim Woods and son Clifford Williams. Catherine leaves to cherish her memory: her husband of 54 years, Dalton Kornegay, son Frank Kornegay, and her adopted daughter Susan Young. Catherine's legacy continues with her grandchildren and great-grandchildren: Calvena Williams, Clifford Jr. Williams, Cateleya Londyn, Kate Williams, Kelyse Aiyren Williams, Omari Vaughn Williams, Layla Hedgetland, Keith, Kory, Kendra, Brutus, and a host of nieces, nephews, cousins and friends.

Catherine Kornegay was a loving Wife, Mother, Grandmother, Great Grandmother, Aunt and Friend. She will be deeply missed.

ORDER OF SERVICE

Rev. Dr. Jay Williams and Pastor Nikki Young, Officiating

Gathering

Greeting and Words of Assurance

Opening Prayer
Pastor Nikki Young

Reading of Scripture

Obituary Reading
Susan Young

Musical Reflection

Reading of Scripture

Eulogy
Rev. Dr. Jay Williams

Commendation and Committal

Benediction & Dismissal

In Loving Memory



JULY 21, 1953—DECEMBER 23, 2018

Fawn Caraway
SATURDAY, JANUARY 5, 2019
FEDERAL SERVICE—1PM
Kingdom Hall of Jehovah's Witnesses
1001 McQueen Road
Huntersville, NC 28078

*As you I can walk you
As you I can give, God
you, I will help you
As you I can walk
I'll be in you will
1/5/19*

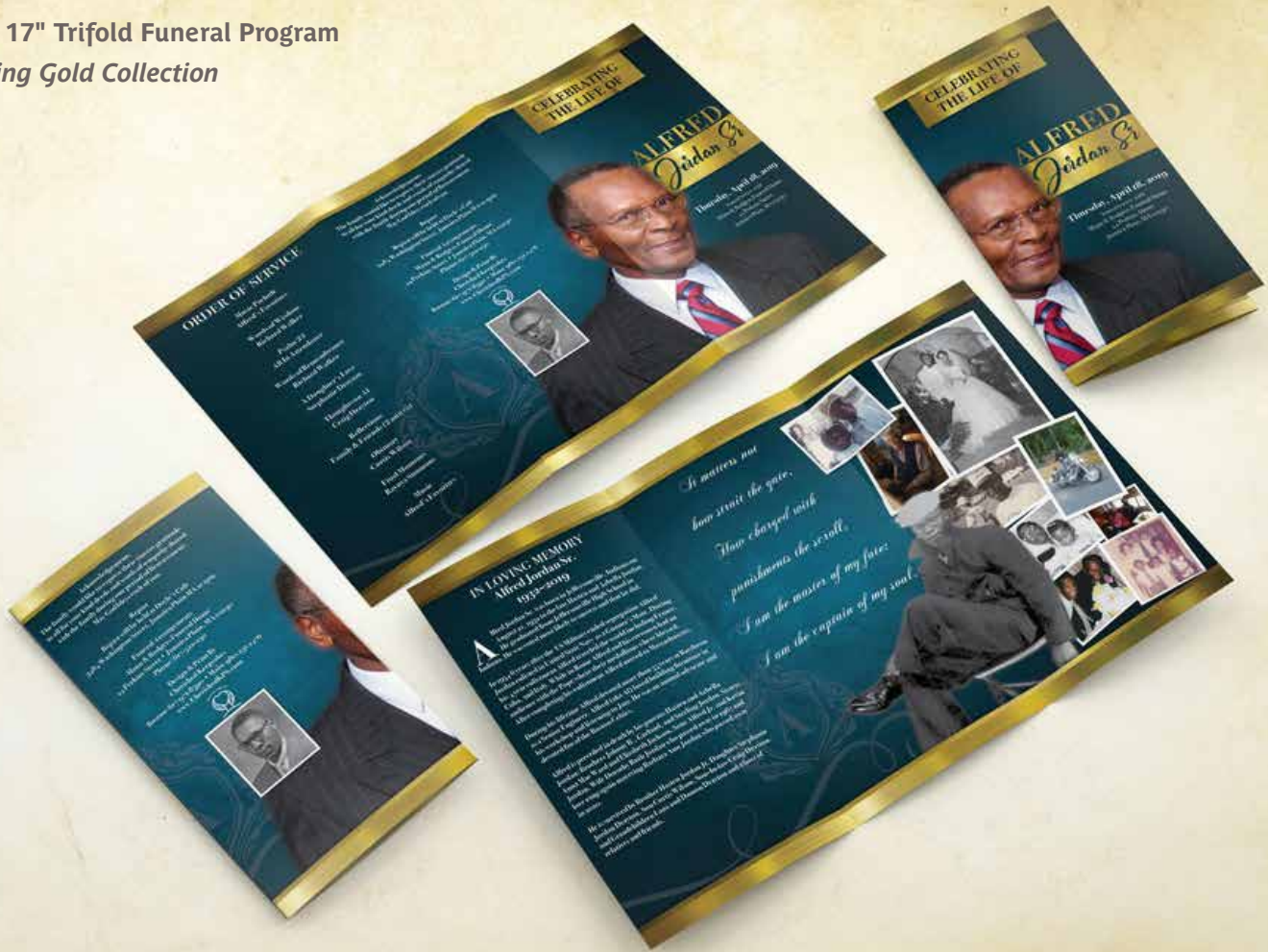
Fawn Caraway passed away on December 23, 2018, after dealing with a long & heart issue for many years. Fawn was born on July 21, 1953, as Debbie Jo Rimmer in Sidney, Ohio to the late Joe and Mary Winters of Ohio for the warmer temperatures of southern California.

As a stay-at-home mother, Fawn loved three things in no particular order: her children, her plants and her Pepsi. She was introduced to Jehovah's Witnesses in the mid to late 1980s. Fawn was drawn to the organization when she found out that God actually had a name and learning that there is a hope of living forever on a paradise earth. After actually seeing evidence, she was baptized in the early 1990s. She moved to North Carolina in 2006 to get a new congregation to start on life and to focus her attention on the relationship she had with her God, Jehovah. There she spent the rest of her days enjoying new relationships with her friends, family and congregation.

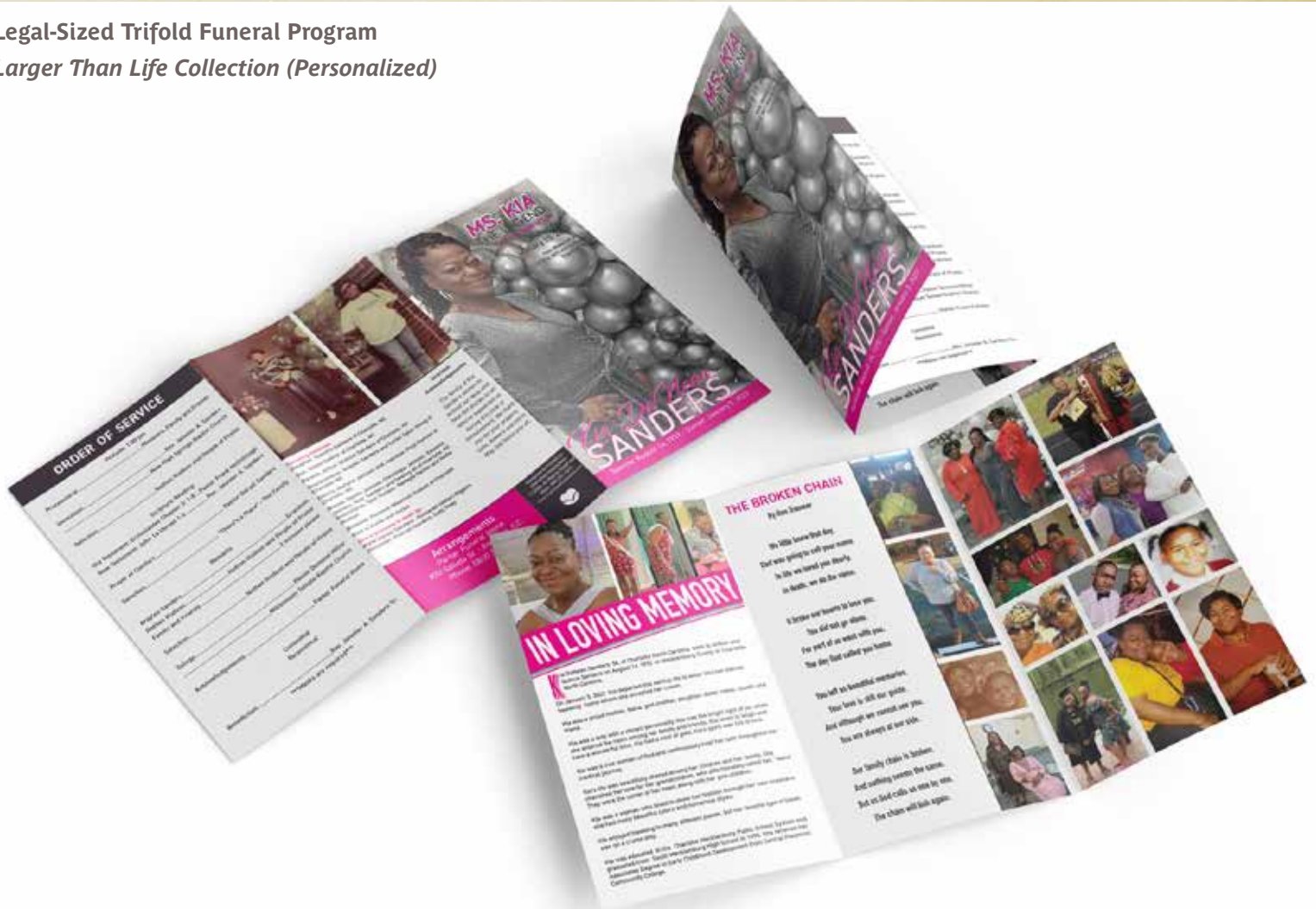
Fawn leaves to mourn her two brothers: Tom and Steve, as well as her children: Mark, Jaymes, Angela and Nichole, and her grandchildren, who loved to call her "Mom-o", Kenneth, Gibson, Jillian, Noah, Micah, Judah and Kaike.

Standard Memorial Program
Celtic Collection

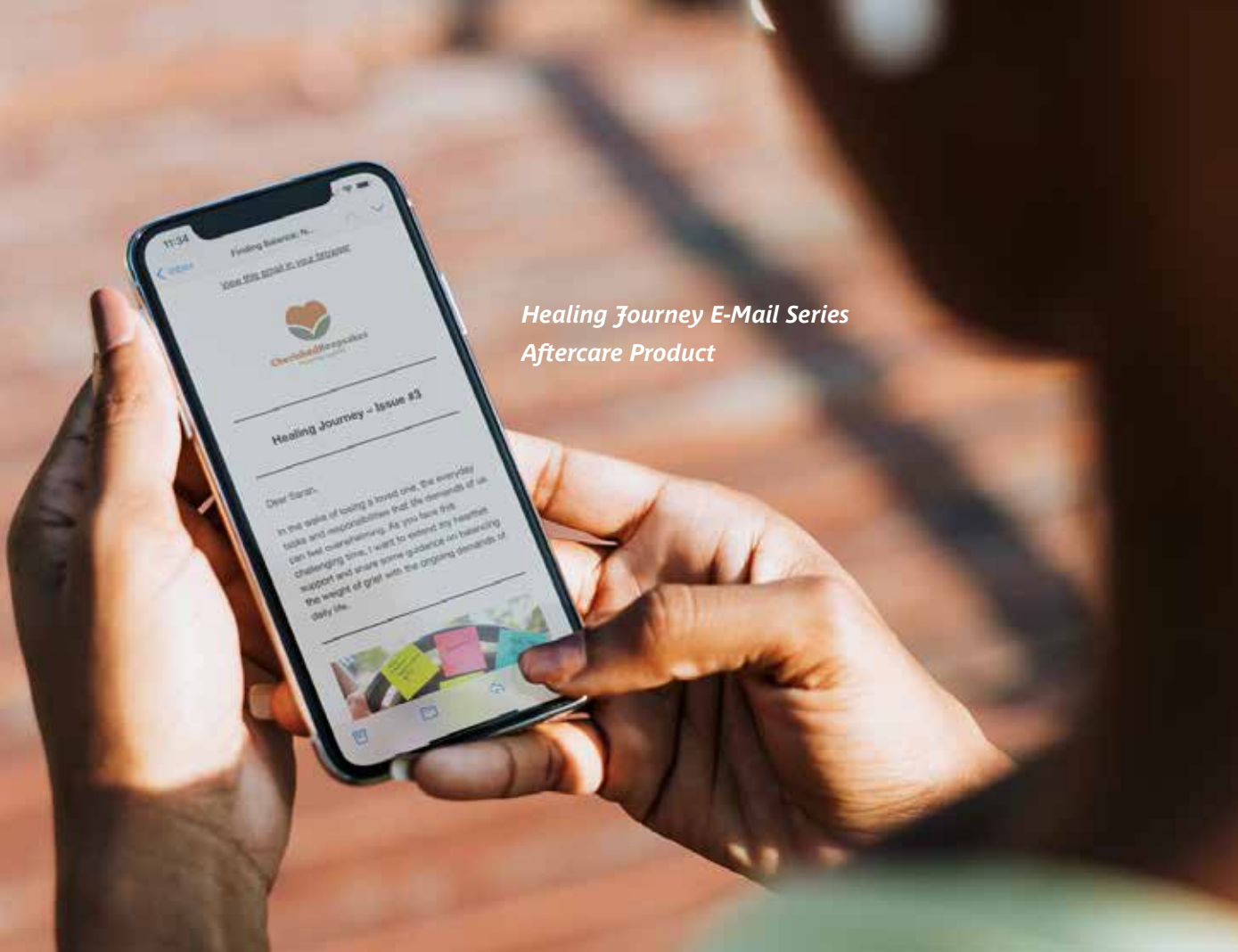
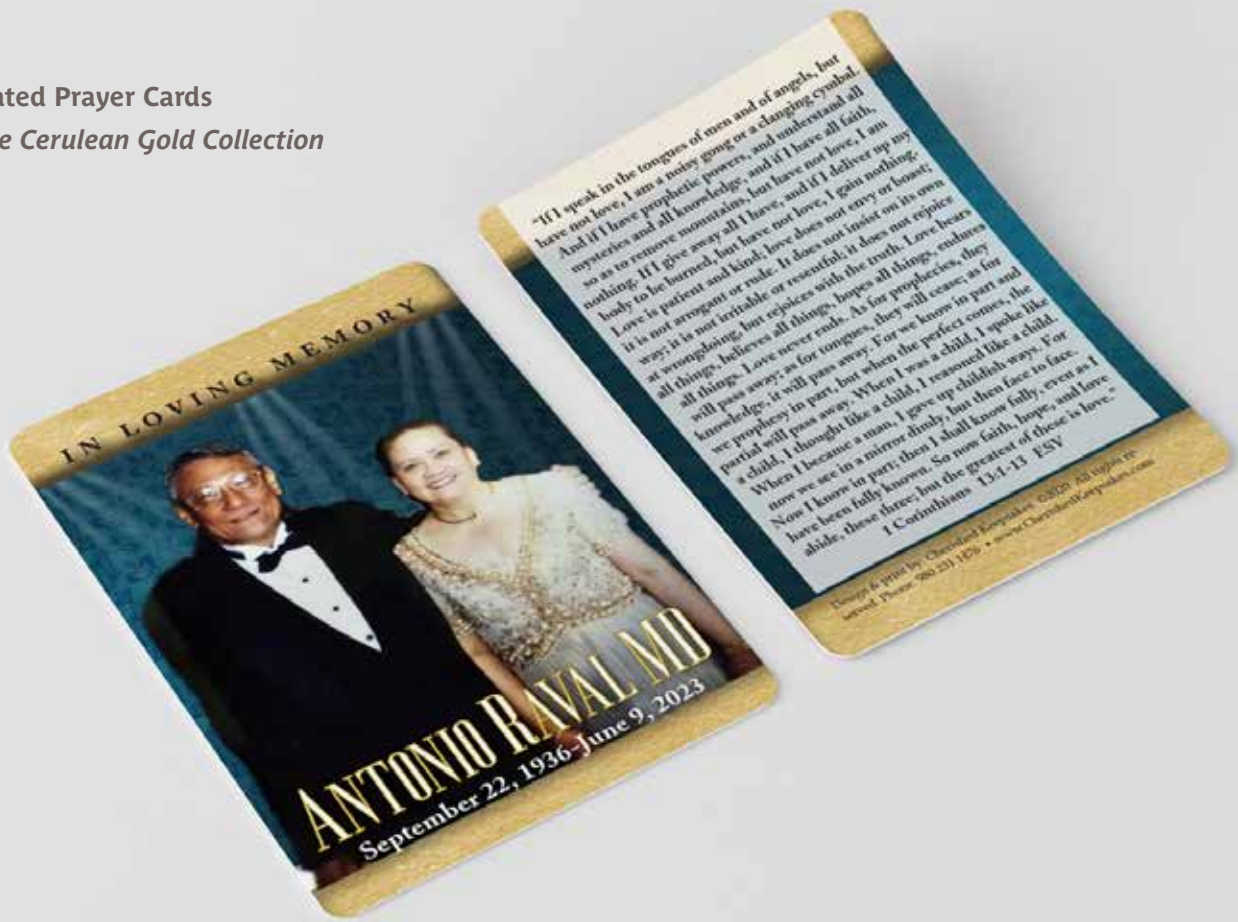
11" x 17" Trifold Funeral Program
Dashing Gold Collection



Legal-Sized Trifold Funeral Program
Larger Than Life Collection (Personalized)



Laminated Prayer Cards
Prestige Cerulean Gold Collection



Healing Journey E-Mail Series
Aftercare Product

QR Code Digital Program
Dashing Rose Gold Collection



Memorial Buttons/Pins
Sublime Violet Collection



Grief & Healing Journal
Aftercare Product



My Funeral Brand Bible
Branding & Positioning Workbook
To Grow Your Service Calls



Memorial Presentation Kit
Funeral Experience Tool
For Family Meetings



Seamless Integration With Firms

Instantly increase your capabilities with us

To inspire repeat visits and referrals, the funeral experience must be impeccable. Cherished Keepsakes delivers with easy-to-implement, unforgettable products and tools, ensuring families leave with a lasting positive impression that contributes to service call growth and returning families.

Why Firms Use Us

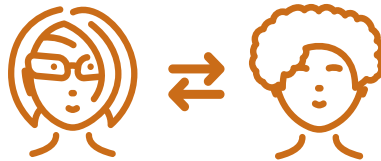
- They reclaim their time
- They gain a reliable, proven partner
- They stand out from firms in their area
- They impress families consistently who come back and refer constantly
- They grow revenue in multiple ways

ORDERING KEEPSAKES IS EASY



SEND & DONE!

*Order via e-mail
or text.*



NO MIDDLEMAN

*Proofs & edits done
directly with
the family.*



SUPER FAST

*Print same day &
ship next day delivery.*

A DECADE OF TRUST, NATIONWIDE IMPACT

Over the last 10 years, Cherished Keepsakes has proudly partnered with 50 firms nationwide, crafting exceptional funeral experiences and contributing to their enduring success.

Success Story

From Crisis Mode to Crisis Adverted

Douglas Hawkins, second generation funeral director, researched Cherished Keepsakes for months before reaching out. He was working with a local vendor and wanted to have a secondary option. He told us that he'd been working with his current provider for many years and it would take a while to start using us. Not long after he called with two orders. They were for 200 11" x 17" tri-fold programs and 300 legal-sized tri-fold programs. We were pleasantly surprised.

The services were being held the next morning. Although the order was originally sent to his local vendor days ago no proofs were sent and they did not respond to his inquiries. He placed the order with us and we got it done on time.

Douglas called later that day and said, "Not only was the family pleased, but the extended and friends were impressed with the quality of your work. Well worth it! We'll be talking." We're now the prime provider of keepsakes for Ideal Funeral Parlor.

“

Cherished Keepsakes has always been consistent going above and beyond for our families. When families come with programs they expect wow factors and Cherished Keepsakes' keepsakes brings tears to their eyes. They always ask, "Can we order more?" It's because of George and Cherished Keepsakes our services have an additional impact on the families we serve.

—L. Breon Bailey, Funeral Director/Embalmer
Ideal Funeral Parlor, Inc. Florence, SC (Client 6 years)



Transformative Impact & Enduring Value

Elevating Every Memory Without Impacting Your Wallet

Cherished Keepsakes partners with funeral homes to create deeply personal and memorable services. Our dedication to design excellence and strategic growth ensures that each farewell not only honors the legacy of the departed but also heals survivors.

The CK Advantage

- Enhanced Reputation
- Business Growth
- Aftercare Excellence

The CK Experience

- Time-Saving Services
- Cost-Effective Solutions
- Reliable Partnership

We're your ally in crafting services that resonate with heart and purpose.

As we do what we do best we enhance your esteemed reputation.

MAXIMIZE REFERRALS, MINIMIZE MARKETING SPEND

Families trust us to honor their loved ones, and they show it —returning and referring an average of three times.

Partner with Cherished Keepsakes and transform every service into a self-sustaining cycle of growth, reducing your need for external marketing and significantly increasing your service calls.

Schedule a Service Call Growth Discussion to get started with us.



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