

# MEETING YOUR NEEDS AT THE SIMPLE ALTERNATIVE



The Simple Alternative  
Funeral Centres

**SINCE 1994, THE  
SIMPLE ALTERNATIVE  
FUNERAL CENTRE IN  
TORONTO HAS BEEN  
HELPING FAMILIES  
AND INDIVIDUALS  
BY ENSURING EVERY  
SERVICE WE CREATE  
IS SPECIAL AND  
REFLECTIVE OF A LIFE  
LIVED.** Over the years, we have added funeral centres in Mississauga and Pickering, allowing us to serve communities across the GTA. We've been able to do this through the continued demand for our specialized service delivered by our caring, compassionate staff.

At The Simple Alternative, your peace of mind is our priority. We are here to listen to all your questions, concerns and ideas. We will work with you to understand how you would most like to acknowledge the passing of your loved one. Experienced in serving all faiths and cultures, our staff is here to guide you, with no pressure, during an emotional time for you and your loved ones.



“The staff were really considerate, sympathetic, professional and warm... The service for the memorial ran exactly how we wanted it to; it was a lovely service.”

– Gregory G.

“Extremely helpful and patient and very knowledgeable... The entire team was fantastic... They made the process as easy and comfortable as could possibly be imagined.”

– Dave S.

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## WHY CHOOSE THE SIMPLE ALTERNATIVE?

### *Care, Compassion, Choice*

At The Simple Alternative we don't believe in a "cookie cutter" type of funeral. We believe that every person lives a unique life. We will help you create an experience that is both reflective of that life and meaningful to you.

It's important for us to be able to communicate and be familiar with the customs and rituals of the families in our community, which is why we take great pride in our diversity. Our staff has been trained to work with our families to develop a celebration that truly reflects an appreciation of the life lived.

With natural light, warm colours, and comfortable furnishings, our facilities provide you and your guests with uplifting surroundings.

With three funeral centres across the Greater Toronto Area we offer a full range of services. If our office hours are not convenient, or if you are unable

to come to us, we will come to you. Alternatively, arrangements can be made over the phone or through email. Contact The Simple Alternative Funeral Centre nearest you, and ask to have our staff visit you at your home or office. This can be done whether your needs are immediate or whether you are interested in pre-planning.

At The Simple Alternative, our commitment is to assist families at their most difficult time with compassion, understanding, dignity, and respect. Through our belief in and commitment to these values, we ensure the highest quality and most caring services to all who come to us in their time of need.

In addition, through our sister company Mount Pleasant Group of Cemeteries, we can assist you in meeting your cemetery needs. Whether you are interested in burial or cremation we are here to help.

“From the moment we walked in everyone welcomed us with open arms. Everyone was so comforting and all of our family and friends couldn't stop talking about how beautiful the service was.”

– Shirley B.



Arrangement Room  
The Simple Alternative  
*Pickering*



Product Selection Room  
The Simple Alternative  
*Pickering*



## OUR LOCATIONS

### **The Simple Alternative Funeral Centre – Toronto**

opened to the North York community in 1994 at HWY 401 and Leslie Street. We were the first funeral provider to offer a true alternative to traditional funeral homes. Recent renovations enable us to better serve families who are looking for a service in a warm and comfortable setting. With contemporary furnishings and soft, soothing colours, our goal is to help make your time with us as comforting as possible. Our building is fully wheelchair accessible and our washrooms are equipped for the handicapped. A non-denominational chapel and large parking lot will accommodate small to medium size groups. Reception facilities are available for post funeral gatherings.

### **The Simple Alternative Funeral Centre – Mississauga**

conveniently located near Dixie Road and Eglinton Avenue East, opened in 1996. The community, west of Toronto, identified a need for a funeral centre which offered an alternative to the traditional funeral homes in the area. Conveniently laid out on one floor, we are wheelchair accessible and our washrooms are equipped for the handicapped. The atmosphere is bright and spacious and the large windows offer natural light. The non-denominational chapel is equipped with audio-visual capabilities allowing families to personalize their service with music, video tributes and recordings of their service. We have two reception rooms for your convenience and our large parking lot provides ample vehicle space.

### **The Simple Alternative Funeral Centre – Pickering**

joined our family of funeral centres in 2001 and is located on Brock Road just south of HWY 401. Renovated in 2011, the facilities are bright, warm and welcoming. In addition to our intimate non-denominational chapel we provide a large reception centre for post funeral and memorial gatherings. We provide wheelchair accessible facilities with washrooms equipped for the handicapped. Audio-visual equipment is available to allow families the options of personalizing music, pictures and video tributes.





**The Simple Alternative Funeral Centre**  
*Mississauga*





The Simple Alternative Funeral Centre  
*Pickering*

# WHAT TO DO WHEN A DEATH OCCURS

Immediately following a death, you may be overwhelmed by the many decisions you need to make. The staff at The Simple Alternative will guide you through making those decisions, answering any questions you may have.

## If the death is unexpected at home:

- If the death is connected with a medical emergency, dial 911 for emergency assistance. Emergency personnel will direct you on what steps to take.
- The coroner's office may be contacted. If so, the coroner will come to your home to view the body and speak with you. This is routine and should not cause undue anxiety.
- Contact The Simple Alternative Funeral Centre closest to you. We will make arrangements to bring your loved one into our care and set a mutually convenient time for you and your family to come in and make arrangements.

## If the death is expected at home:

- Arrangements should be made in advance with the attending physician, local community palliative care program and The Simple Alternative Funeral Centre.
- Once the death has occurred and the doctor or attending nurse has completed the necessary paperwork, contact The Simple Alternative Funeral Centre closest to you. We will make arrangements to bring your loved one into our care and set a mutually convenient time for you and your family to come in and make arrangements.

## If the death occurs at a hospital:

- Contact The Simple Alternative Funeral Centre closest to you. Once all the necessary documentation has been completed, we will coordinate with the hospital to bring your loved one into our care.
- An appointment will be made which is mutually convenient for you and your family to come in and make funeral arrangements.

### TORONTO

416-441-1580

### MISSISSAUGA

905-602-1580

### PICKERING

905-686-5589





The Simple Alternative Funeral Centre  
Toronto



## IS A CEREMONY IMPORTANT?

After a loved one has died, a ceremony, whether formal or informal, allows the surviving family and friends a time to reflect on the life of the deceased. A funeral, memorial service, or any other type of gathering can be an important first step in acknowledging the death has occurred. Even in times of great tragedy a special tribute can be an important part of the memories that we will keep forever. Those in attendance can lend support and consolation to each other, and in turn are given an opportunity to express the love and respect they feel for the one they've lost.

At The Simple Alternative, we work with you to accommodate any special requests you may have. We ensure any ceremony you choose celebrates the life of your loved one in a way that will be most meaningful to you.

“Service is well planned with customer’s wishes first and foremost.”

– Norman J.

## TYPES OF CEREMONIES

Our staff members pride themselves on seeking to understand the life lived by the individual being remembered. We can tailor a funeral or memorial service for you, be it very traditional or religious, or very modern and contemporary. Services can be held virtually anywhere you choose: at one of our non-denominational chapels, at a religious location, the yacht club or golf club. Your choice between casket burial or entombment, or if you decide upon cremation, will also play a part in the ceremony options available to you.

For example, cremation is becoming an increasingly popular choice. A decision to cremate opens additional ceremony options such as whether a casket or urn is to be present, or a memorial or anniversary service is desired at a later date. The options are many and our knowledgeable staff can help you with them. If cremation is unfamiliar to you, the next section may help demystify the cremation process for you.

# CREMATION DEMYSTIFIED

## Why choose cremation?

One of the advantages of cremation is that it provides you with increased flexibility when you make your funeral and cemetery arrangements. You might, for example, choose to have a funeral service before cremation, a memorial service after cremation with or without an urn present, a memorial reception or a committal service at the final disposition of the cremated remains. Services can be held in a place of worship, at The Simple Alternative Funeral Centre, or a place of special interest to you or your loved ones. It is entirely up to you.

## What will take place?

If required, prior to the cremation process, specially trained staff will remove pacemakers and defibrillators. Those units are then disposed in an appropriate manner.

The deceased arrives at the crematorium in a casket or container made of wood or other combustible material as required by law. There is a very careful process in place to ensure the accurate identity of the deceased throughout the entire process.

Cremation is the process of eliminating all carbon content by exposing the body to extremely high temperatures. The body, in a casket or container is placed into the cremation chamber. It is possible to witness the cremation, and in some cultures the ritual involves having a family member start the cremation process. After approximately 90 minutes, all organic matter is consumed leaving behind bone fragments (known as “cremated remains” or “ashes”). The remains are then processed into fine particles and placed in an urn or temporary container. The entire process takes approximately three hours.

## What can I do with the ashes?

Ashes can be buried in an urn space, placed in a columbarium above ground, buried in a family grave, or taken home. Some individuals express a desire to have their ashes scattered. This can be done, however, there are legal considerations depending on the location. The decision to scatter also has lasting implications which should be fully understood. Our sister company, Mount Pleasant Group of Cemeteries, with 10 cemeteries across the GTA will be able to discuss all of your options with you.



## **Urns to Suit All Tastes**

There are a variety of urns available at each of The Simple Alternative Funeral Centres. Many may be personalized with inscriptions and can be made to reflect favourite hobbies. Urns come in a variety of materials, i.e., bronze, marble, glass, wood, etc.

## **Keepsakes**

If you would like to have a personal memento, The Simple Alternative Funeral Centres offer a variety of options including keepsake urns as well as a selection of jewellery.

You may wish to keep a small amount of cremated remains within a piece of keepsake jewellery. Various shapes are available in pewter, brass, silver or gold. Alternatively, a thumb print of your loved one may be taken and imprinted on one side of a charm and engraving may be done on the reverse.

# WHAT ARE THE BENEFITS OF PRE-PLANNING

Pre-planning final arrangements has many benefits for you and your loved ones. Here are some reasons to consider pre-planning:

## Peace of Mind

Leaving your family and friends with a clear idea of your intentions avoids a great deal of uncertainty for them and assures your final wishes will be honoured. Pre-planning for a loved one who is ill allows you to focus on their end of life care, knowing that when the time comes, we are only a phone call away.

## Financial Advantage

Pre-planning relieves your family of the financial burden of funeral expenses. As well, you pay in today's dollars at today's prices.

## Time to Make Decisions

By pre-planning, you are able to take time to decide what services are important and which will work within your family's financial means.

## Providing Information

While organizing final arrangements, a great deal of information is needed. Pre-planning gives you time to find this information and have it recorded for when it is needed. The more you do now, the easier it will be for you or your loved ones when the time comes.

If at any time you have any questions or would like to discuss what options are available, our pre-planning professionals will be pleased to speak with you. They will meet you in your home, or any place that is convenient to you, at no cost and no obligation.

“Everything was handled very professionally and with empathy. We weren't pressured or oversold.”

– Marie P.



# HOW DO YOU TALK ABOUT DEATH?

“You took good care of my husband. I am sure you will do the same for me.”

– Peggy C.

How do you initiate a conversation about pre-planning? Here are some suggestions:

## *When asked to be the executor of a will*

This provides an opportunity to start the discussion about pre-planning.

## *They are seriously ill*

Some people may feel as though talking about final arrangements is giving up hope. It may be helpful to gently ask if they would like to start talking about funeral plans so that their wishes may be honoured.

## *Attending a funeral*

When going to a funeral or a cemetery, this may be an ideal time to start the discussion of a loved one's final wishes.

## *Not everyone wants to talk about their funeral plans*

It is common to feel there is never a “right time” to bring up the topic of pre-planning. Some people may feel uncomfortable with the subject of their own death or find it difficult to express what they want. Others may say “I don't want anything,” because they don't want to be a burden to those they leave behind. Perhaps letting them know how important it may be to say a final goodbye will get the discussion going. However, if they are not prepared to talk about it, their feelings need to be respected. When they are ready, they will raise the topic themselves.

It can be difficult, but discussing funeral pre-planning can benefit everyone. It removes the pressure of making emotional decisions at a difficult time while ensuring one's final wishes are as one would have wanted. Whether thinking of pre-arranging for yourself or for a loved one, please know that we are here to answer any questions you may have so that you may understand all your options, make informed decisions and have peace of mind.



# WHAT ARE MY PAYMENT OPTIONS?

## Payment Options

### *At Time Of Death*

The Simple Alternative Funeral Centres offer flexible payment methods.

- Payment methods include cash, cheque, credit (Visa/MasterCard), or debit card.
- We require a 50% deposit at time of arrangement and 50% on the day of service.

## Our Guarantees

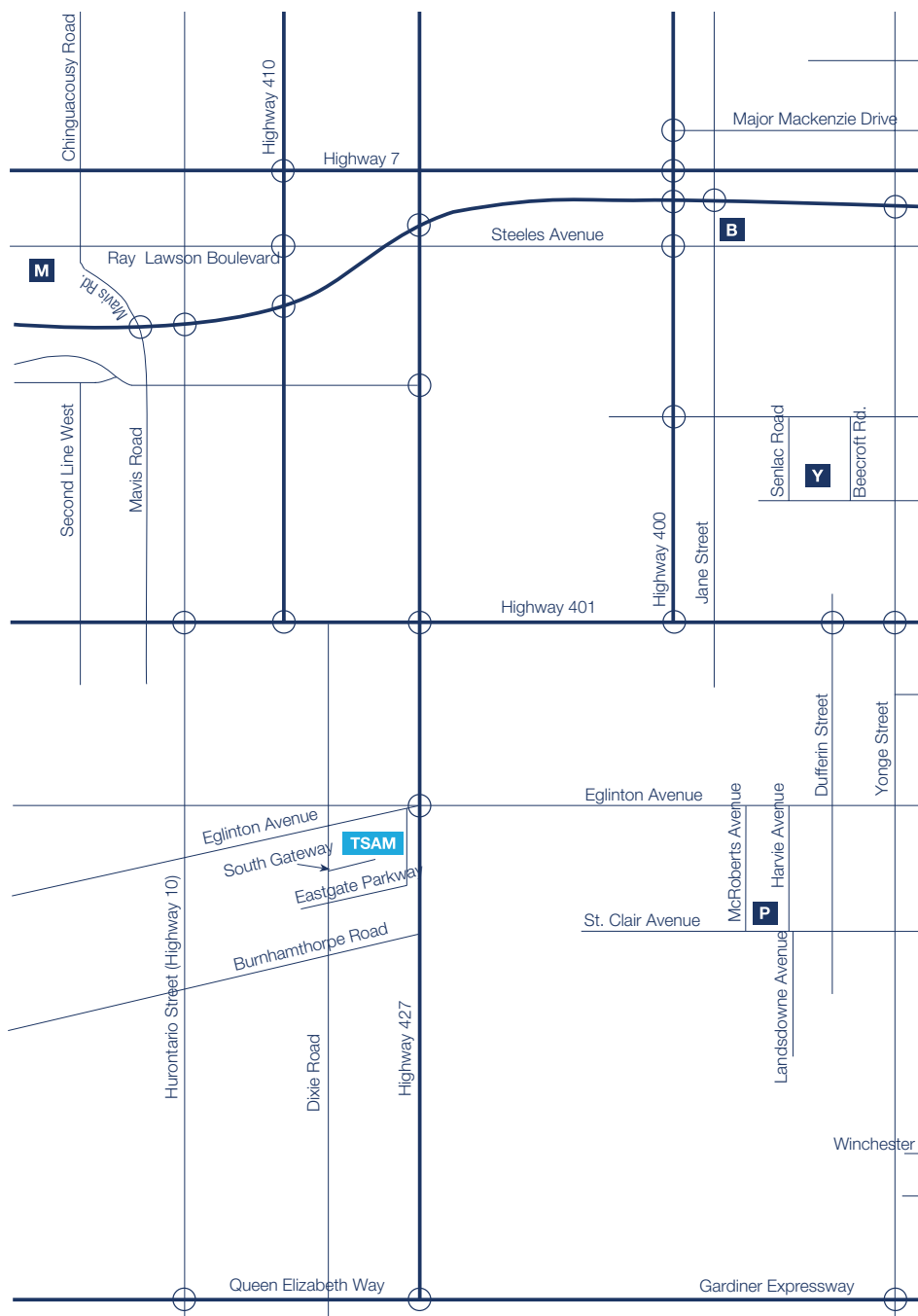
### *Pre-Planned Service Guarantee*

At The Simple Alternative, we stand behind our guarantee that, if at the time of death, the cost of providing our services to you is more than the price you paid plus the accumulated interest, we will pay the difference.

Further, if at the time of death, the cost of providing our services to you is less than the price you paid plus the accumulated interest, we will refund the difference to your estate. Also at the time of need, if you are not completely satisfied with any portion of our service we will refund you the cost of that service.

# MAP OF LOCATIONS

Including other establishments managed by Mount Pleasant Group (MPG)







## LEGEND

<b>B</b>	Beechwood Cemetery
<b>DM</b>	Duffin Meadows Cemetery
<b>EM</b>	Elgin Mills Cemetery,
<b>M</b>	Cremation and Funeral Centres
<b>MP</b>	Meadowvale Cemetery,
<b>PH</b>	Cremation and Funeral Centres
<b>P</b>	Mount Pleasant Cemetery,
<b>T</b>	Cremation and Funeral Centres
<b>TN</b>	Pine Hills Cemetery
<b>Y</b>	and Funeral Centre
<b>TSAM</b>	Prospect Cemetery
<b>TSAP</b>	Thornton Cemetery,
<b>TSAT</b>	Cremation and Funeral Centres
	Toronto Necropolis Cemetery
	York Cemetery and Funeral Centre
	The Simple Alternative – Mississauga
	The Simple Alternative – Pickering
	The Simple Alternative – Toronto

Cemetery and cremation services are provided by Mount Pleasant Group of Cemeteries. Funeral services are provided by Canadian Memorial Services which is affiliated with Mount Pleasant Group of Cemeteries.

## **OUR STAFF IS HERE TO HELP**

Our knowledgeable and professional staff is familiar with the diverse traditions of the customers we serve, and will help ensure that your unique preferences are accommodated. Talk to us today and we'll explain all your funeral options and help you through your immediate or pre-arrangement needs.

## NOTES

[illegible]



### 1 The Simple Alternative Funeral Centre – Toronto

275 Lesmill Road  
Toronto ON M3B 2V1  
416 441 1580

### 2 The Simple Alternative Funeral Centre – Mississauga

1535 South Gateway Road  
Mississauga ON L4W 5J1  
905 602 1580

### 3 The Simple Alternative Funeral Centre – Pickering

1057 Brock Road  
Pickering ON L1W 3T7  
905 686 5589

## thesimplealternative.ca

Canadian Memorial Services operating as The Simple Alternative  
Funeral Centres.

## Did a death just occur?

Call us for immediate assistance: **1-800-408-6033**

**[www.mountpleasantgroup.com](http://www.mountpleasantgroup.com)**