

# THE BEREAVEMENT UNIFORM PROGRAM

*Taking care of those who took care of us.™*

Four years ago, the Lighthouse Uniform Company introduced the Bereavement Uniform Program (BUP) to America's Fire Service.

**The intent:** to make available a dress uniform for burial purposes to any family wanting one, *at no cost to the family.*

**The goal:** change the collective consciousness of the fire service community about who is entitled to a dress uniformed funeral from some to all and provide a way to make that happen.

**The hope:** strengthen the connection between generations and raise the level and manner in which America's Fire Service 'takes care of those who took care of us'.

**As it turns out, the BUP is a two-step process.**

**The first step:** would the Fire Service support the program has been determined. With an outpouring of generosity from the 'haves', enough uniforms were donated to move forward. The pieces are all in place, the program has been tested, is up and running and available to all.

**The second step:** getting the message to its intended audience, the country's smaller and volunteer departments and their retired folks is turning out to be much more difficult. The Lighthouse is not the appropriate messenger and the program needs your help to truly be a catalyst for change.

**The next step is personal. It is spiritual, it is social and it is up to you.**

The BUP tag line, 'Taking care of those who took care of us' resonated with the donors and worked for step one, but it doesn't work for the recipient departments.

The next step, acceptance and utilization of the program will come with the 'messengers' (read you) that realize there is a higher, more nuanced level of righteousness available within the BUP.

To help focus the idea and to help you introduce the BUP to your department, we've come up a new tag line, **'Don't Make Them Ask'** and new playbook the BUP Manual – The Next Step (with a big shout out to NV Fire Chief Assoc. Exec. Dir. Ken Riddle for his help in formatting the manual).

The BUP needs your help and the time to step up is now. Send me an email and request a BUP – The Next Step Manual. In it is a short history and evolution of the BUP and the tools necessary to share the program with your department. There is no cost or obligation.

That's it really and when you think about it, what truer measure of community is there than how it 'takes care of its own'. Please send me your email today.

Yours in service,

Steve Cohen, Pres

Lighthouse Uniform Company

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