

INSIDE: Successful Women in Business • Building a Strong Team of Winners • The End of Employee Non-Competes?

MARCH 2023

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31 Room Mansion*

*A Place Like
No Other*

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JOHN P. FEENEY FUNERAL HOME

A Place Like No Other

The John P. Feeney Funeral Home at the Historic Feeney Mansion, 625 N. Fourth Street in Reading, is the most unique and elegant location to celebrate your life and the lives of your loved ones. From the beautiful architecture and lush gardens to the historically preserved interior, your experience with the John P. Feeney Funeral Home will be of the highest quality.

Serving Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery counties, the John P. Feeney Funeral Home treats clients like a family member, with highly personalized attention to each family's needs during their time of bereavement. At Feeney, they pride themselves on paying attention to even the smallest details of a funeral service.

Because Feeney is more than a funeral home, they can offer services others may not, including luncheons and catering on site; soloist performances and butterfly releases; garden funerals; public open houses and garden tours; and charity wine tastings and concerts. Additional amenities such as valet parking; an online planning App; funeral webcasting; and DVD slideshow further distinguish The John P. Feeney Funeral Home from other funeral homes.

AFFORDABLE, DIGNIFIED SERVICES BASED ON FAMILY PRINCIPLES

Above all else, what sets Feeney Funeral Home apart from other funeral homes is its long-standing commitment to combining compassionate quality service with outstanding honest value. Founder John Feeney's (1918-1999) primary focus was to provide a dignified funeral service at a very reasonable price. His wish was to concentrate on helping families through difficult times without the services becoming a financial burden to them. "The dignity in a funeral service should never be measured in the price one pays for the service, but rather in the emotional and religious satisfaction one received from the service rendered," he once said.



PHOTOS BY STYLISH IMAGES AND FEENEY FUNERAL HOME





Even before laws regarding discrimination were passed, Feeney Funeral Home was already serving families without regard to race, religion, or personal beliefs.

"When my father founded the funeral home in 1941, his main purpose was to provide dignified funerals at a reasonable price — Not to try to sell anybody anything," explains current owner/supervisor and funeral director Michael F. Feeney. "Every dollar we keep above ground is a dollar that can go to children or grandchildren or for the surviving spouse," he said. "If you look at our casket selection, we don't have any copper, bronze, or stainless steel. We don't go for the top end vault. The highest we recommend is what locally is called the Beacon. We could get the other ones, but my mother, my father, my grandmother, my uncle, my brother, were all buried in the Beacon. We talk people out of spending money, thinking, couldn't some of that money go to help someone above ground? Especially in today's economy!"

Feeney Funeral Home offers low-cost direct cremations, direct burial/green burial, and traditional funerals. "We do a direct cremation with discount for preplanning and discount for prepayment," Feeney said. "You can get a direct cremation down to about \$1,700. The same way, we start our burials at \$2,995 and you can get a traditional service, even if you want a family and friends gather-



ing, all the equipment, everything you need for a package price of \$5,995."

"You tell us what price you feel you can afford, and we'll try to match that with a dignified funeral or cremation service for that budget" Feeney said. "We were the first funeral home to advertise preplanning. We fought the state Board of Funeral Directors for about three years, and even some funeral directors wanted my license revoked for offering preplanning with inflation-proof guarantees." Today, many funeral homes advertise some form of preplanning but we do not feel they offer our level of services and at our reasonable prices.

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QUESTIONS YOU SHOULD ASK A FUNERAL DIRECTOR

1. What is your lowest price traditional funeral service and cremation service.
2. Do you own or are you a partner in another company that offers a lower prices service?
3. Do you offer time payment plans?
4. Do you believe that a dignified funeral does not have to be expensive?



(Continued from page 7)

VETERAN SERVICES

Feeney Funeral Home is proud of its military heritage. Founder, John Feeney (1918-1999), was the only local funeral director to voluntarily close his funeral home to serve in the United States Army during World War II. Michael Feeney is a highly decorated veteran of the Vietnam War. He was awarded a Purple Heart for injuries received in combat. Years later, he rejoined the military and served in the Pennsylvania Army National Guard as a SSG in the Infantry until 2006, his retirement year after 22 years of service, mostly in the infantry. He spent 13 months deployed overseas under Operation Enduring Freedom where he was awarded the Meritorious Medal, the highest award granted to soldiers in his task force. He was also deployed to New Orleans for Operation Katrina Relief.

"We're the only veteran-owned funeral home in the city of Reading and one of only two in Berks County," Michael Feeney said. "The difference of being a veteran funeral home is critical because, a lot of funeral directors don't understand all the benefits they can provide from a funeral standpoint. We direct the veterans and their families where they can get additional benefits or state money. We guarantee no other funeral home in Berks County will provide the casket and vault we use for a veteran or spouse at a lower price. This is our promise," he said, adding, "We will not allow an honorably discharged veteran to be disposed of unceremoniously if he/she is eligible for VA burial privileges. If the veteran has no insurance or other assets, we will bury him/her at Indiantown Gap National Cemetery and provide our services at no charge. In addition to our special prices for veterans, their spouse, and dependents, we feel we offer more services to veterans than any other funeral home.



Our military heritage is also reflected in the attention to detail we give to our veteran funerals."

All honorably discharged veterans are entitled to a military funeral, which includes the playing of Taps, flag folding/presentation, and rifle salute when available. Feeney handles and schedules these services for their families. A United States flag is provided at no cost to drape the casket or accompany the urn of a deceased veteran who served honorably in the U.S. Armed Forces. The flag is presented to the next of kin as a keepsake after its use during the funeral service. Feeney Funeral Home will obtain the flag for the family. If there are no relatives or friends to receive the flag or they do not wish to retain it, the flag can be donated to Fort Indiantown Gap.

COMMUNITY PARTNER

Feeney's success is also based on their high level of community involvement. Michael Feeney, who brought 911 service to Berks County in 1988, served the county as Commissioner and Coroner as well as on the board of many local organizations. He is a patron of the arts, hosting performing arts concerts at the historic mansion throughout the year for nearly two decades. "We open our mansion for concerts and fundraisers for several local non-profit organizations including Reading Pops Orchestra, Berks Opera Company, The Reading Symphony Orchestra, and St. Francis Home," Feeney said. He proudly supports the operas performed by, and he sits on the board of, Berks Opera Company, who meet monthly in the mansion's conference room.

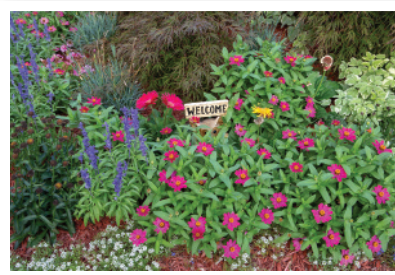
THE GARDENS

The Feeney mansion's lush flowering gardens are one of the jewels of the Centre Park Historic District of Reading. During the summer, there are more than 3,000 roses in bloom. The garden areas surrounding the property feature a variety

of flowers and greenery and are divided into nine areas: Veterans Walkway; Driveway Garden; Memorial Garden featuring a statue of Dionysus; Carriage House Garden; Reflections Walkway; Vegetable Garden; Solitude Nook; Neighborly Garden, and Nursery Garden.

Throughout each year, Feeney and manager Chris Schupp open the mansion and gardens for free public tours, including every December for the Christmas season. "For the tours we'll get anywhere from 400-800 people in a day," Feeney said. "Christmas tours are very big. We do 800 people." Decorative ornaments adorn their 10-foot Christmas tree, and visitors can enjoy two large, antique hand-carved nativity sets from Germany. Visitors enjoy food, refreshments, live music.

During the warm months, Monarch and Painted Lady butterfly releases are popular. "Those are very popular with kids," Feeney said. "With the butterfly release, the key focus is to have the children open the package slowly, and they can see it starting to move so they get very close to it. I say, this is for children now. If you are over 80, you are a child to me, so you can come up and get one too."





FUNERALS

Whether you're planning for yourself or for a loved one, the funeral service is one of the most important elements of a person's final arrangements. With the opportunity for great personalization, the funeral service can truly reflect the uniqueness of the life it honors. Regardless of whether you or your loved one have opted for burial or for cremation, the funeral or memorial service fills an important role.

There's no single right way to plan a funeral service. Feeney believes each funeral should be unique and memorable. A funeral service can be a formal or informal ceremony. The casket or urn is present for the service. If using a casket, you can choose to have it open or closed. Feeney can accommodate funeral services and viewings inside its historic facility, in their beautiful garden area, or at your church. You can personalize your service in almost any way.

GARDEN FUNERALS

Feeney is the only funeral home in Berks County to offer garden funerals. Over the years, thousands of people have enjoyed the gardens surrounding its historic mansion. In response to the recent pandemic, Feeney converted the area behind their building to a beautiful garden. Now you and your loved ones can have your traditional or cremation/memorial service outside. Even if you choose another funeral home for your arrange-

ments, you can still use Feeney's exclusive Garden Area for your service or memorial gathering at a reasonable cost. You can also host a catered outside luncheon.

Feeney can also arrange catering, soloists, and butterfly releases.

CREMATION

Cremation is an alternative to earth burial or mausoleum entombment; it does not limit the funeral in any way. If you choose cremation, you will have the same options for memorialization as a traditional funeral. Cremation can take place before or after the funeral service.

THE FUTURE

Although no one can truly predict the future, the continuation of Feeney Funeral Home into the third generation is firmly on the horizon. Coupled with dedicated staff, Feeney Funeral Home plans to continue to serve Berks County families for years to come. With larger corporations buying up businesses, it is their commitment to stay a locally owned and operated funeral home.



SERVING SIX COUNTIES

One thing the pandemic did was open our eyes to the fact that one does not have to use the local funeral home if your disposition or choice is SIMPLE DIRECT CREMATION OR DIRECT / GREEN BURIAL. If your choice is for a public viewing, you can use our services, even if you select your Church or Lodge for the visitation, at a fair price.

For additional information, please call 610.372.4160 and visit www.johnpfeeney.com, and visit www.historicfeeneymansion.com for dates and details about all of Feeney's events.

John P. Feeney Funeral Home is located at 625 N. Fourth Street, Reading, PA 19601.



TOUR THE HISTORIC MANSION

Our 121 year old 28 room Georgian Mansion is graced with open beamed ceilings, unique fire places, a cherry paneled room and many stained glass windows and chandeliers, two dining rooms and a 123 year old baby grand piano. We are open for tour w/day from 9AM - 4PM by appointment. Our next public mansion and gardens tour is on Saturday June 24th, no reservations needed. Call 484-256-5215.

