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Salvos Funerals celebrates 12 months of disruptive innovation

The Salvation Army's funeral service, Salvos Funerals, is celebrating the first anniversary of its successful foray into the industry.

Salvos Funerals has been a tremendous success having already served more than 400 families with its compassionate and affordable care, making it among Australia's fastest-growing start-ups.

Malcolm Pittendrigh, the head of Salvos Funerals, says the social enterprise is providing a much-needed shake-up of the funeral industry.

"Our focus is on care, not profit," Mr Pittendrigh says.

"By providing a service that has genuine compassion at its heart with competitive, transparent and affordable cost options, we believe we are empowering consumers and bringing innovation to the market."

Salvos Funerals caters for all kinds of funeral services and plans to invest all returns back into the broader community work of The Salvation Army.

"By choosing our service, you will be helping the Salvos continue to support the women and children who are fleeing domestic violence, the people trapped in drug and alcohol addiction, the youth who are sleeping on our streets, and so much more," Mr Pittendrigh says.

Mr Pittendrigh says Salvos Funerals feels like the natural next step for The Salvation Army, an organisation that has a trusted history in looking after those in need.

"The Salvation Army has more than 150 years of experience in caring for people in our community and is well adept at providing for families dealing with grief and loss. Wherever there is need in our community, the Salvos are there to help," Mr Pittendrigh says.

"We are passionate about continuing this legacy by providing a vital service for the community, which is all for a good cause."

Mr Pittendrigh says he is excited for the future of Salvos Funerals following its success in the Sydney and Central Coast market.

"We have been overwhelmed with the response so far. There is sufficient demand to expand nationally, which is why we are now looking at the possibility of expanding our service into other major metropolitan areas," Mr Pittendrigh says.

"It has been a thrill to see the rapid growth of Salvos Funerals over the past 12 months, but what really drives us is the ability to provide trusted, compassionate and affordable funerals to help ease the emotional burden for family and friends. This is why we do what we do."

For more information on Salvos Funerals, please head to salvosfunerals.com.au or call (02) 9119 9010 (Sydney)/ (02) 4300 3023 (Central Coast).

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For more information or media comment, please contact:

The Salvation Army Media Department – (02) 9466 3143.