

WISHES STATED TODAY,
CLARITY FOR YOUR LOVED ONES TOMORROW

RESTING REEF
PLAN AHEAD CLUB



- * AVAILABLE WORLDWIDE
- * £350 - LIFETIME MEMBERSHIP

PLAN AHEAD GUIDE

RestingReef
VERSION 1

Contents



WHY PLANNING AHEAD MAKES SENSE

Reasons to Choose Resting Reef Today

WHAT IS THE PLAN AHEAD CLUB?

Overview

Who Is It For & How It Works

What It Includes: Your reef, membership, communicating your Wishes to your loved ones, and community

The Welcome Pack

WHAT HAPPENS AFTER PURCHASE

Step-by-Step Timeline

MEMBERSHIP PRICING

Membership Fee

Refunds

SECURITY, STABILITY & TRANSPARENCY

Secure Record Keeping

Why Planning Ahead Makes Sense?

PEACE OF MIND

Planning ahead provides reassurance that arrangements are already in place, helping reduce uncertainty and stress for you and your loved ones in the future.

EMOTIONAL RELIEF

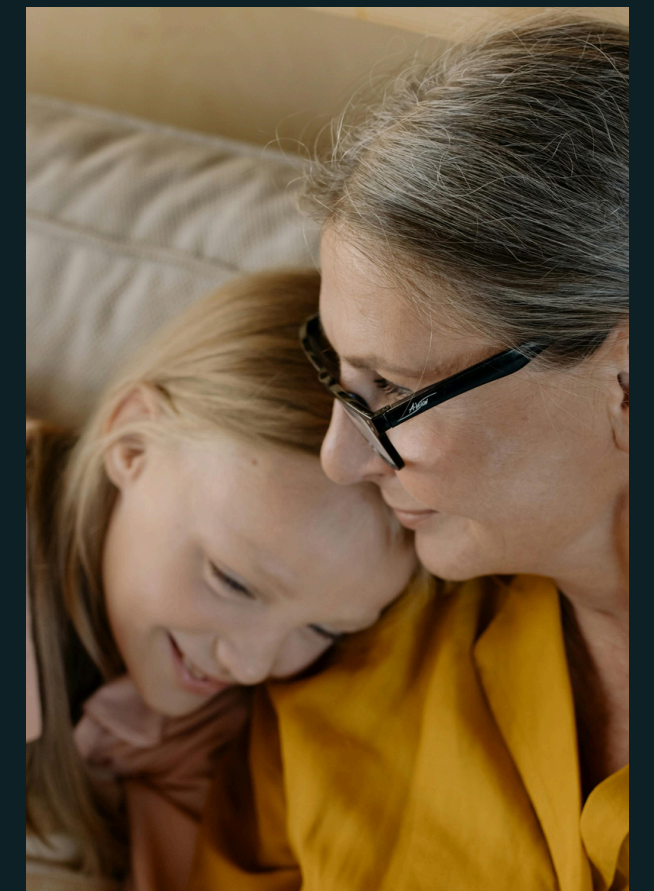
Preparing in advance can ease the emotional burden during a difficult time, allowing families to focus on remembrance and support rather than urgent planning.

CLARITY

Your preferences and intentions are recorded in advance, ensuring that your memorial reflects your values and wishes with clarity and respect.

FASTER COORDINATION WHEN NEEDED

With key details already arranged, the memorial process can be coordinated more smoothly and efficiently when the time comes.



Overview

The Resting Reef Plan Ahead Club supports members in planning ahead for a memorial reef for themselves or loved ones while offering lifetime access to a community. For a one-time £350 payment, members secure a spot in a Resting Reef memorial reef, along with a wide range of other great benefits.

Who is it for?

For individuals and families interested in a memorial reef who want to plan ahead with care, purpose, and peace of mind. It is ideal for individuals who wish to ease future burdens on loved ones, value environmental responsibility, and want to be part of a growing community helping to redefine how we honour life.

How it works?

When you join the Resting Reef Club, your one-time membership payment is made securely online through our website. Once your membership is confirmed, you will receive a physical welcome pack introducing you to the Club, your benefits, and the wider Resting Reef community. All ongoing arrangements, communications, and member benefits are managed online, giving you a simple and accessible way to stay connected.



What is the Plan Ahead CLUB?

For everyone wishing to create a Memorial Reef in the future, for themselves or a loved one.



What it Includes:

Your reef:

- A prioritised and guaranteed place in a Resting Reef memorial reef, for the member or a loved one.
- 10% off a second Resting Reef service.
- Early access to new locations and services.
- First to know about Resting Reef news and plans.

Your Membership:

- Physical complimentary welcome pack.
- Named acknowledgement as a Resting Reef Club Member in our annual Impact Report.
- Direct line to a Resting Reef founder.
- An exclusive members' newsletter.





Communicating your Wishes to your loved ones:

- A personalised Letter of Wishes allowing members to share their end-of-life plans with loved ones.
- Direct influence on the decision-making of new Reef Memorials being opened.
- Resources and support to communicate their wishes to the people they love.

Your Community:

- Invitations to exclusive Resting Reef events with our founders.
- A real voice in shaping the future of Resting Reef and the sites it opens around the world.
- Priority booking for cultural trips to our active memorial reef sites at preferential rates.
- Marine conservation activities.



Summary of key benefits:

WHAT IT INCLUDES

08

Secure Your Reef Spot

CREATE A CLEAR AND THOUGHTFUL RECORD OF YOUR CHOICES WITH A

Letter of Wishes

Location Influence

SHAPE WHERE RESTING REEF OPEN NEXT

The Resting Reef Welcome Pack is a curated and beautifully branded physical package designed to welcome you into the Resting Reef Plan Ahead Club and community.

Membership card

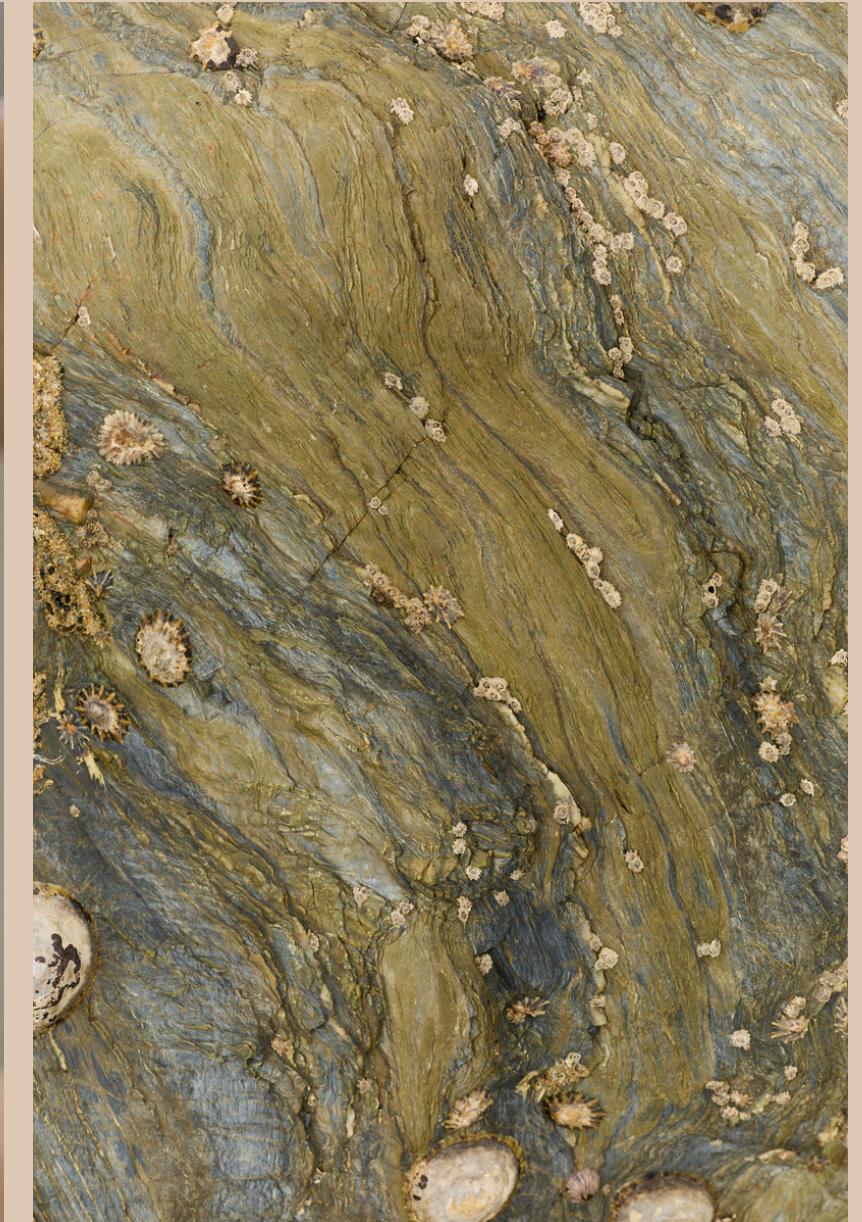
Inside, you will receive an official membership card, featuring a unique QR code that provides direct access to the Resting Reef Clubhouse, a private digital space exclusively for members.

The Clubhouse

A space where members can access resources, updates, benefits, event invitations, planning tools, and ongoing support from the Resting Reef team and community.

Unique Artwork

The Welcome Pack also includes a limited-edition artwork print from an evolving series that changes periodically, making each edition unique to the time you join. Alongside this, you will receive a personal welcome letter from our founders, sharing the vision and mission behind Resting Reef and thanking you for becoming part of the movement. Additional materials within the pack explain your membership benefits and how to access support and services.



Welcome Pack



RestingReef

What happens after purchase?

1 CONFIRMATION AND WELCOME

Your membership begins with a secure online payment through the Resting Reef website. Once completed, you will receive a personal welcome email from our founders. This email will include your unique membership reference number, which securely tracks your plan and will be used in the future when your memorial reef service is needed.

2 RECEIVING A WELCOME PACK

Shortly after joining, you will also receive a complimentary welcome pack delivered to your preferred address. Inside, you will find your Resting Reef membership card and information explaining your plan benefits and how to access them. The pack is designed to introduce you to the Resting Reef community and help you feel fully supported from the very beginning.

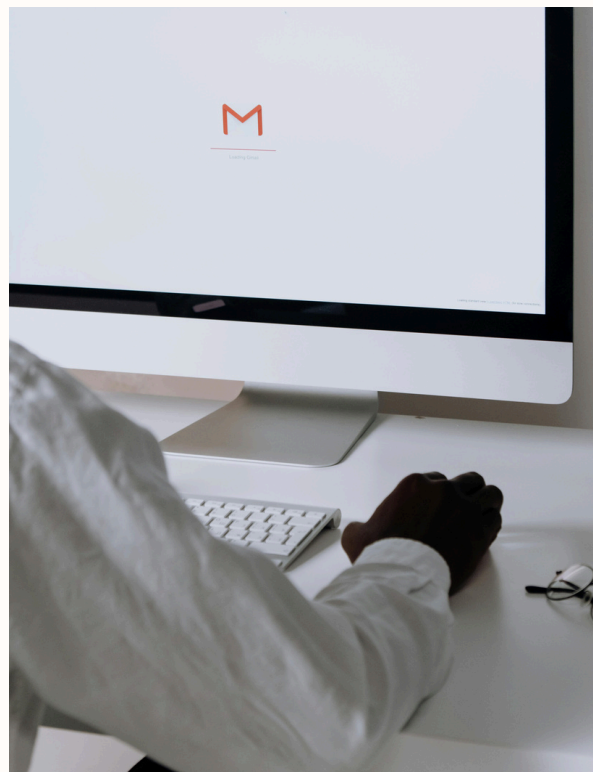
3 YOUR LETTER OF WISHES

You will then receive an email invitation to complete your personalised Letter of Wishes form. This allows you to record any specific preferences or instructions regarding your end-of-life wishes. You can also appoint loved ones or trusted individuals to be contacted and guided through the process when the time comes, ensuring your wishes are clearly communicated and respected.

4 ONGOING SUPPORT

Once your membership is set up, you will continue to receive ongoing support and access to all Club benefits through your membership card and online contact with our founders.

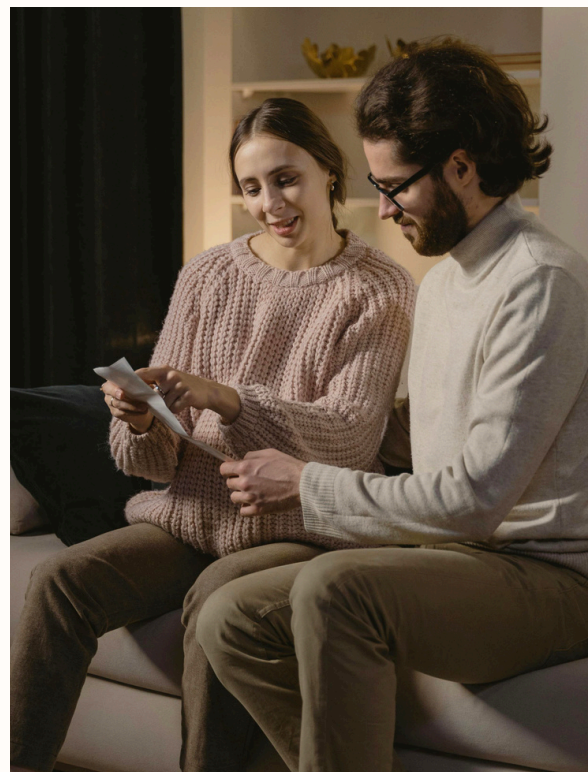
1



2



3



4



Membership Fee

£350

One-time payment,
Membership for life

Before the time that a memorial service is required, our promise is to deliver value equal to your membership fee through the benefits and support included with your membership. On top of that, the same £350 amount will be discounted in full against any single Resting Reef human or individual pet memorial service when needed, meaning members effectively receive more value for their membership. Members also receive 10% off any subsequent Resting Reef service for themselves or a loved one.

£3,900

Reference of full price, Human Memorial
Prices may vary by service and from year to year

The remaining balance for the Memorial Reef is paid only when the service is needed. This allows members to secure meaningful benefits while avoiding the need to pay the full memorial service cost upfront. It provides peace of mind, financial flexibility, and the reassurance that support is already in place when the time comes.

As with any long-term service, circumstances can evolve over time, which is why transparency around your relationship with Resting Reef as a service provider, along with secure planning and clear documentation, is something that we take very seriously.

Value Provided Today

From the moment you purchase a membership and start planning with us, you'll receive immediate and tangible value.

An example of this is how your memorial reef preferences and intentions will be documented clearly, helping guide your loved ones with confidence and clarity. Your contribution will also have had an impact on marine restoration and on helping shift conversations around end-of-life choices toward more meaningful and sustainable alternatives.

Practical Aspects for Security

For additional security, each membership includes a unique reference number, password-protected online record-keeping with careful data protection and privacy practices, and documentation shared and verified with your chosen family representatives.



Transparency & Security

FAQs



IS THE SERVICE AVAILABLE INTERNATIONALLY?

Yes. Anyone around the world can join. When the time comes, members can choose to be part of any of our current memorial reef sites or future locations as they become available internationally.

CAN I UPDATE MY WISHES LATER?

Yes. You can update your wishes at any time, with direct line to our support team who can assist you with any changes.

CAN MY FAMILY ACCESS MY WISHES?

Yes. If you appoint them, your letter of wishes and relevant details can be shared with any family members or representatives you authorise.

IS THE MEMBERSHIP REFUNDABLE OR TRANSFERABLE?

The membership is fully refundable within 14 days of purchase. After this period, it is non-refundable, as the value of the membership is already delivered through the delivery of benefits, administrative setup, record-keeping, and dedicated support provided from the moment you join. In terms of transferability, this service is designed to support thoughtful planning ahead for yourself, a loved one, or a beloved pet. You can choose whom to assign it to.

WHAT HAPPENS IF I MOVE COUNTRY?

Nothing changes. Your membership remains valid and fully supported regardless of where you live.

hello@restingreef.co.uk
www.restingreef.co.uk

If you have any questions, [Click here to speak to a member of our team](#)

[Click here to become a member](#)

RestingReef



T&Cs apply, Guide subject to change

PLAN

AHEAD