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Avow Receives \$25,000 From NextFifty Initiative for Community Grief Services

Naples, Fla. (May 10, 2022) – Avow’s Center for Grief Support program received \$25,000 in funding from [NextFifty Initiative](#), a Colorado-based foundation that supports efforts to improve the lives of older adults and their caregivers. This funding will allow Avow to help more patients and their caregivers in the community deal with the unique stressors they face during the end of life. Avow provides support through no-cost one-on-one and group counseling sessions that include coping skills needed to handle grief and loss.

“This initiative worked well with Avow’s bereavement program because it involves a large population of individuals who we already serve. Our grief counselors are trained to handle the unique needs of those grieving at any age, but those 50 and older are the majority of our bereaved,” said Rebecca Gatian, chief clinical officer at Avow. “This investment from NextFifty Initiative to support those 50 and older in Southwest Florida will allow Avow to continue essential services for this rapidly growing community.”

In 2021, Avow served 1,468 unique individual adults on their grief and loss journey with 930 virtual and in-person sessions, 865 support groups, and nearly 7,500 check-in phone calls. Avow’s Center for Grief Support served 43% more adults in 2021 than the previous year.

“We’re grateful for the work that Avow’s Center for Grief Support is doing to improve quality of life for people aged 50 and older,” said Diana McFail, president and CEO of NextFifty Initiative. “Older adults are vital to building and maintaining strong and healthy communities. We’re proud to support this and other efforts to help people age with dignity and purpose.”

About Avow

Avow was founded in 1983 as Collier County's original nonprofit hospice. Today, Avow's nonprofit companies provide palliative care consultations for adults who face chronic or severe illness, hospice care, and bereavement support services for children and adults.

To learn more about the scope of services provided by Avow, call (239) 261-4404 or visit avowcares.org.



About NextFifty Initiative

NextFifty Initiative is a Colorado-based, private foundation supporting efforts to improve the lives of older adults and their caregivers. The foundation works with community leaders, experts in the field of aging, and front-line professionals to support programs and projects that positively impact aging and longevity. They focus on education, sharing best practices, and supporting innovation that will transform aging for generations to come. To learn more, visit www.Next50Initiative.org.

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