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## **Avow awarded \$20,000 grant from Truist to fund grief and loss support**

NAPLES, Fla. (July 5, 2023) – Avow received a \$20,000 grant from Truist to fund grief and loss programs for people of all ages. With this funding, Avow can provide individuals and families support and make a meaningful difference in the lives of community members who are struggling with grief or loss.

“As a company built on delivering care, Truist understands that the health of a community includes supporting mental health organizations and programming,” said Darren Gersch, Naples and Fort Myers market president for Truist and an Avow board member. “This grant will help Avow advance its model of grief counseling and support and is an example of how we fulfill Truist’s purpose to inspire and build better lives and communities.”

Avow acknowledges that it can be difficult for some populations to find and afford the care they need when they need it the most. To bridge this gap, Avow’s grief support services are available to all people regardless of age and at no cost for care, offering a helping hand to lift up those who are going through challenging and life-altering events that may result in feelings of grief or loss.

Avow welcomes people into its bereavement program at any stage of grief, with professional bereavement staff ready to meet them where they are in their grief journey. Adult bereavement programs are available in both group sessions and one-on-one private sessions either in person or via Zoom. Through gentle guidance, participants can begin to better understand their grief and look forward to rediscovering life after loss.

Children ages 5-17 find support and companionship through the Avow Kids program, which assists children in learning and implementing effective coping skills while encouraging them to express their emotions through art, music, movement and group discussion. Avow Kids provides grief and loss support for the death of a family member, divorce, military deployment, the loss of a friend, instability in the foster care system and more. In-person sessions, workshops and camps are offered to children in Southwest Florida, and online groups are open to children worldwide.

**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 facing chronic or serious 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 [www.avowcares.org](http://www.avowcares.org).

**About Truist:**

Truist Financial Corporation is a purpose-driven financial services company committed to inspiring and building better lives and communities. Truist has leading market share in many high-growth markets in the country and offers a wide range of products and services through our retail and small business banking, commercial banking, corporate and investment banking, insurance, wealth management, and specialized lending businesses. Headquartered in Charlotte, North Carolina, Truist is a top 10 U.S. commercial bank with total assets of \$574 billion as of March 31, 2023. Truist Bank, Member FDIC. Learn more at [Truist.com](http://Truist.com).

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