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Florida Blue Boosts Local Bereavement Support with Donation

Florida Blue donates \$20,000 to support Avow's bereavement programs for all ages

NAPLES, Fla. (July 18, 2024) — In May 2024, Florida Blue Foundation announced a \$20,000 grant in support of Avow's bereavement programs, which are available at no cost to individuals of all ages. With this grant, Avow is able to pursue its mission of providing compassionate care through life's hardest transitions. Florida Blue awarded this grant on the basis of promoting mental well-being for all individuals, one of the foundation's strategic pillars, as grief counseling is essential for maintaining and advancing the mental well-being of individuals and families.

"At Florida Blue, we believe there is no health without mental health, and the services provided by Avow are critical during a family's most vulnerable moments," said Phillip Lee, market president, Florida Blue. "We are proud to partner with Avow and this community-based bereavement program that will benefit families."

With its free community programs, Avow aims to support individuals as they navigate their personal grief journey after a loss, which leads to personal growth and improved relationships. Avow's bereavement program has services for both adults and children alike, with youth ages 5 to 17 being served through the Avow Kids program. Florida Blue's grant will support annual operating costs of this program, which include compensation for its highly qualified and experienced team of counselors and a music therapist.

In 2023 alone, Avow provided bereavement services to more than 600 individuals in Southwest Florida. Donations and grants are essential to Avow's mission and enable the foundation to provide care to the Southwest Florida community at no charge.

Avow President & CEO Jaysen Roa says, "At Avow, we understand the importance of how bereavement services may positively impact individuals dealing with any kind of loss, as grief can greatly impact mental health. Thanks to the generosity of Florida Blue and our

mutual goal of helping people achieve optimal quality of life and mental well-being, we are able to provide these services to the Southwest Florida community.”

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.

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