2015 Annual Report to the Community:

Laying the Foundation for Growth

Dear Friend of Avow:

2015 was a year filled with transition for Avow

The Board of Directors embarked on a lengthy executive search process following the retirement announcements of our president & CEO and chief financial officer.

Avow management, under the guidance and governance of the Board of Directors, completed work on a new business structure to meet the growing needs of our community and to more solidly position ourselves as we face instability in healthcare reimbursement rates.

We launched the public phase of our Promise 2 Give campaign; by year end, it had achieved 78% of its goal.

We also initiated a new private pay service to provide additional revenue for our nonprofit programs.

Throughout the dramatic changes taking place at Avow and in the hospice and healthcare industries, we kept our focus on providing exceptional care and support to those in need in our community.

Energized new leadership, along with ambitious but achievable plans and goals, laid a foundation to spur unprecedented growth in 2016.

Today we care for 300 more hospice patients per day compared to the same time last year and more people are seeking palliative care, bereavement support and concierge care management services.

On behalf of all the Board and staff at Avow, we wish to thank our generous donors, care partners and volunteers. Together, we are improving quality of life and wellbeing for thousands in our community. We are grateful for your confidence and support.

Jaysen F. Roa
President & CEO, Avow Companies

Charles Hoffman
Board Chair, Avow Companies
2015 Transformational Highlights

Pivotal Changes Set the Course

January 2015 set the stage for a year of transformation at Avow. President & CEO Karen Rollins announced her plans to retire, we kicked off the public phase of a $15 million fundraising campaign, and corporate restructuring that began in 2014 was completed.

Avow management, under the guidance of the Board of Directors, finalized legal steps, secured necessary licensing and put the infrastructure in place for Avow companies to be fully functional in 2016.

Work completed in 2015 included securing nonprofit status for Avow, Inc. and Avow Foundation, Inc. and establishing Avow Real Estate, Inc. In addition, Avow Home Care, Inc. launched its first venture: Avow Concierge Care Services.

Today, under the new corporate structure, the Avow companies can serve more people more efficiently, are better prepared to protect and steward assets and resources, and are poised for continued growth.

As 2015 came to a close, newly appointed President & CEO Jaysen Roa and Chief Financial Officer Phyllis Hall, with support from Avow leadership and the Board of Directors, steered Avow through the final steps to complete the new corporate structure and set a course for exponential growth in hospice service. Retired CEO Karen Rollins joined the newly formed Avow Foundation, Inc.
Promise 2 Give Campaign Achieves 78% of Goal!

The campaign, with a goal of $15 million, is dedicated to constructing a new building on the Avow campus, growing funds to start a children’s palliative care program and expanding outpatient care for adults, plus sustain hospice and bereavement care.

It Takes an Inspired Village

Community support for the Promise 2 Give Campaign continued to advance during 2015

At the time of public launch in January, the campaign had quietly raised $8 million. By the close of the year, contributions surpassed $11.8 million. Successful growth in campaign revenue was marked by ongoing gifts and pledges from Avow supporters, realization of legacy bequest gifts and significant contributions from individuals such as Naples resident and impassioned palliative care supporter, Thelma Lyon.

Construction of “The Lyon Center” is well underway thanks to Mrs. Lyon’s gift

In 2015, architectural and design plans were finalized for the newest building on campus. “The Lyon Center” will soon house southwest Florida’s first palliative care center, a family bereavement center plus office and meeting space for our clinical care teams.
Avow conducts a variety of fundraising and community events each year to help raise awareness and funds. In 2015, under the leadership of Board member Lee Pinto, the seventh annual Butterfly Ball significantly increased attendance and nearly doubled the funds raised over the previous year. Lee also established the Avow Women’s Board, gathering women of purpose to raise awareness and funds among new audiences in the community.

In 2015, the Women’s Board introduced the Avow Open Charity Golf Tournament which raised nearly $30,000. Today, after presenting a record-breaking Butterfly Ball, the Women’s Board members are preparing for the second annual Charity Open to be held in October, 2016.

Avow’s new Concierge Care Services was created to help elderly, frail seniors who live at home but are challenged by medical or daily living activities. Care management is delivered by a registered nurse who assesses needs and helps find and coordinate necessary support services. Individuals who use the service pay directly for the managed support.

In the fourth quarter, Avow Concierge Care Services accepted its first clients. As service use grows in the months and years ahead, profits will be invested in Avow’s nonprofit hospice, palliative care and grief support programs.
Cancer patient Janice Feenstra was ‘tired of being sick and tired’ so she asked her doctor about palliative care. A year later, Janice is spending quality time teaching her granddaughter to sew instead of suffering from the symptoms of her illness. According to Janice, “Avow provided helpful, non-medical pain management suggestions instead of simply increasing the dose of my pain medications. The team has also done a wonderful job communicating with my doctors.”

In 2015, Avow’s outpatient palliative care services helped three times as many people as the previous year. Our dedicated nurse practitioner, social worker and chaplain made nearly 500 visits to patients suffering from a variety of illnesses. Today, our palliative care client base continues to grow and we are preparing for the opening of our new palliative care center to be housed in The Lyon Center.

Palliative Care Services Reach More People in 2015

Where does care take place?

Avow Palliative Care Team

Who refers patients for palliative care?
Avow cared for 1,717 patients in 2010.

46% received care at home.

Meeting the Needs of our Youngest Community Members

In 2015 we helped 222 children through grief programs; 124 were supported in a school setting, while 98 saw our counselor in private sessions. We added a monthly children’s group offered on Avow’s campus and began preparing for new day and overnight grief camps to be offered in 2016.
Avow entered its fifth year of partnership with the Florida Department of Health’s Children’s Medical Services Network program, Partners in Care: Together for Kids. As a partner provider, Avow provided support to 23 children with chronic and life-limiting illnesses in 2015. This figure represents merely 1% of the estimated 2,000 children in southwest Florida who could benefit from this kind of care – but it’s all Avow can afford to support.

Partners in Care is a state program which provides very little reimbursement to service providers, who are not allowed to raise money to support this service.

In Home Visits to Children ages 2-20, by Discipline

Avow’s partnership with Children’s Medical Services Network helped provide supportive counseling, respite nursing care and music and massage therapies to seriously ill children and their families.

An estimated 2,000 children in southwest Florida could benefit from this kind of support.

Our awareness of these unmet needs fuels our passion to create our own children’s palliative care program. We plan to allocate $1 million raised through the Promise 2 Give Campaign to seed this new program. Dedicated gifts received from community supporters in 2015 helped us begin the foundational work needed to launch this service – as early as 2017.
Since 1983, Avow has remained the Hospice of Choice in Collier County. Hospice care is the core of Avow and in 2015, more than 73% of people who chose hospice services in Collier County chose Avow.

In the fourth quarter of 2015, we expanded our crisis care team to meet more intensive around-the-clock needs of patients living at home and at long-term care facilities. We also saw the number of people in our hospice care program grow.

In 2015, we established new models for reaching people suffering with terminal illness. Our average daily census was 249 patients.

Today, we are caring for nearly 350 patients daily.

Avow chaplain Tony Alonzo presents a certificate, pin and blanket to a hospice patient during an “Honor Call” at Avow's Georgeson Hospice House.

Tony, a veteran himself, and other staff and volunteers with military experience present these special tokens to each of our veteran patients.

**Hospice Quick Facts**

- 76% over age 75
- 23% are (18-74)
- Less than 1% are children under 18
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**Taking Care of Heroes**

Most Common Diagnoses

- Cancer: 36%
- Heart Condition: 17%
- Stroke/Coma: 11%
- Alzheimer's: 10%
- Lung Disease: 7%
- Other: 19%
- Less than 1% are children under 18

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2015 Scope of Care

We can’t change what our patients and families are facing, but we can change how they experience it.

Hospice Care

Total Patients Served = 1,829
Avg. Daily Census = 249
Avg. Length of Stay (Days) = 55

Complementary Therapy Visits

1,891 Massage Therapy and Reiki Treatments
1,224 Music Therapy Treatments

Where does care take place?
- Georgeson Hospice House 5%
- Assisted or Senior Living Facility 35%
- Home 60%

Bereavement Care

2,277 Adults benefitted from grief support
1,744 were served by groups
49% had a family member in hospice care at Avow

222 Children benefitted from grief support
124 were supported in the school setting
98 children attended 317 individual support sessions
16% had a family member in hospice care at Avow

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**Financial Stewardship**

**2015 Financial Measures**

**USE of Funds**
Avow Hospice, Inc.

- **Contributions**: 11.4%
- **Treasures Proceeds**: 3.4%
- **Medicare/Medicaid/Insurance**: 85%
- **Misc. Income**: 0.2%

**SOURCE of Funds**
Avow Hospice, Inc.

**USE of Funds**
Avow Care Services, Inc.

- **Contributions**: 97%
- **Medicare/Medicaid/Insurance/Self-pay**: 3%

**SOURCE of Funds**
Avow Care Services, Inc.

3% of Avow Hospice, Inc. revenue is contributed from Avow’s Treasures Resale Shop. This is possible thanks to the help of 88 loyal Treasures’ volunteers.

**Excess Costs Covered by Philanthropy**
Patient Care and Administrative Costs
Paid by Medicare, Medicaid & Insurance

- **100%**
- **50%**
- **0%**

**340+ volunteers** saved Avow approximately $195,000 in 2015.
Avow has grown in service and corporate structure but our heart remains firmly dedicated to helping children and adults live peaceful, meaningful lives even as they experience illness, grief, suffering, death or loss. We are mission driven, but to accomplish our work, we rely on generous contributions from our community. Charitable giving allows us to provide hospice care that exceeds the basics covered by Medicare/Medicaid and insurance reimbursements. Generous contributions to our hospice programs help ensure that unreimbursed hospice services such as complementary therapies, spiritual care, and grief support are available. Generous community contributions also pay for the majority of palliative care service costs and all costs related to our community bereavement support for adults and children.

In 2015, $4 of every $5 donated was dedicated to support patient care programs.

Charitable giving funds 100% of:
- Music Therapy
- Massage Therapy
- Reiki Energy Treatments
- Spiritual Care
- Grief Support

In 2015, philanthropic giving funded 11% of hospice care and 97% of outpatient palliative care.
Our mission is to change fear, pain, uncertainty and loneliness into calm and hope about the future – whatever the future brings. It’s a privilege to serve others at the most intensely meaningful and transformative times of their lives.

2015 Avow Board of Directors

• Richard H. Ballo
• Thomas J. Gazdic
• Vip Grover, Secretary
• Charles F. Hoffman, Chairman
• Jay B. Johnston
• Roger Lipitz, Treasurer
• Kent McRae
• Paul G. Mitchell, MD
• Robert W. Morris
• Lee Pinto
• The Rev. Kathryn Schillreff
• Carolee Steelman
• Charles Wicker

2015 Avow Senior Management Team

• Katharen Chamberlain, MA, Vice President of Administration and Communications
• Phyllis Hall, CPA, Chief Financial Officer
• Jeffrey McManus, JD, Vice President of Advancement
• Paul G. Mitchell, MD, Chief Medical Officer
• Cynthia Nehrkorn, MD, Vice President of Medical Services
• Jaysen F. Roa, MHA, MBA, President & CEO
• Annalise Smith, Vice President of Business Development
• Laura Tabone, LCSW, ACHR-SW, Vice President of Operations
• Merrill Boone, Chief Financial Officer, Retired
• Karen Rollins, RN, MS, President & CEO, Retired

The 2015 Annual Report is a publication of Avow Hospice, Inc. Copyright © 2016. Printed June 2016. For more information about services provided by Avow, contact us at: 1095 Whippoorwill Lane, Naples, FL 34105 or call (239) 261-4404. Visit our web site at avowcares.org.

Avow Hospice was licensed in 1983 as a community-based, nonprofit agency serving Collier County, Florida.

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@Avowhospice
Avow Hospice, Inc. is accredited by the Joint Commission.

Avow Hospice, Inc. is a not-for-profit hospice serving Collier County, Florida since 1983.

Avow Care Services, Inc. is a not-for-profit organization devoted to providing palliative care services in Southwest Florida.