Our Mission:

We create peace of mind by providing compassionate care and support to those who need us.

Our Vision:

To be our community’s choice for support through life’s transitions.

Dear Friend of Avow:

Thirty-five years ago, someone like you, who cares about the wellbeing of others, began a movement to bring compassionate end-of-life care to Collier County. Resident Glenna Hayhoe, along with husband Bruce and a small group of friends, established nonprofit Hospice of Naples, Collier County’s first mission-centered agency for loving care of those at end of life.

In the 35 years since then, Hospice of Naples has grown to become Avow, a provider of not only hospice care, but also non-hospice palliative care (relief from pain and symptoms) for the seriously ill, grief support for adults, and loving support for ill or grieving children. We have invested in ‘extra’ services like complementary therapies including music, massage and art for our patients, and education for our healthcare partners and the community. Our beautiful campus on Whippoorwill Lane in Naples is well known by many. The majority of the care we provide, however, takes place in the community, including wherever someone calls home. Everything we do has common purpose: skilled and tender care for those who need us. That is the common thread that has connected all of our work, from our first day of operation in 1983 to the very day you are reading this report.

Avow simply would not exist without the generous support of our community. We rely on your financial support, without question, but also on your well wishes, your confidence in our work, your direction for how we should grow. On behalf of our board of directors, 250-plus employees, hundreds of volunteers, and tens of thousands of current and former patients and their family members, thank you for 35 years of caring.
In 2017, the Centers for Medicare and Medicaid Services (CMS) launched “Hospice Compare,” a website that publishes family satisfaction ratings for hospices across the country. Consumers can compare results among hospices on a variety of scores, from pain and symptom relief to family education about the dying process.

We are proud that Avow received the highest satisfaction ratings for hospice care in Collier County, Florida! These results are possible because our community has invested in the ‘extra’ services Avow offers, like music, art, and massage therapies, children’s services, community education, and grief support.

* www.medicare.gov/hospicecompare

Provided Record Number of Palliative Care Visits

Adult Palliative Care

In 2018, we grew our non-hospice palliative care program by increasing the availability, convenience, and flexibility of services, improving coordination with community healthcare providers, and by offering community education on the comfort-giving benefits of this treatment plan.

To help patients cope with the stresses and symptoms of serious illness, we also began offering massage therapy and Reiki energy treatments. Massage has been proven to bring as much relief from the symptoms of a serious illness as traditional drugs and therapies. It is appropriate for all patients, regardless of where they are on their disease progression.

Medicaid Waiver Pediatric Palliative Care Program

Since 2010, Avow has worked with the Florida Children’s Medical Services – Partners In Care: Together for Kids program. Through this innovative partnership, we offer psychosocial, nursing, spiritual care, and personal care to seriously ill children who receive Medicaid services. Today, we care for up to 20 children at a time; participants may be enrolled in the program with us for several years, or until they become too old to qualify for pediatric services.
Renovated Georgeson Hospice House; Installed Patient Comfort Systems

Opened in October 2003, our Frances Georgeson Hospice House has sheltered thousands of patients who needed short-term, intensive care not available at home. After 15 years of continuous use, Georgeson House was ready for a design makeover and new equipment to help ensure patient comfort and safety.

We added two family lanais and modernized two family kitchens so patient visitors can relax and regenerate while never being far from their loved ones’ sides. That’s the Avow promise: to support families in as many ways as we can while they remain present with their family member.

While the nurse station in each wing of Georgeson House is located in close proximity to patient rooms, we wanted to insure our staff members were alerted instantly when patients need help. We installed a nurse call system that uses a light alert system and staff member tracking device so we know who is closest to render assistance. The system also allows our team members to quickly summon additional help while never leaving the patient’s room.

Families who need quiet reflection can find it in a newly refurbished space off the main lobby. We also repainted and installed all new carpeting and tile in common areas. The facility is now bright, modern, and welcoming for our most critical patients and their families.

Peter and Frances Georgeson continued their legacy of love for others by funding a new generator for the Frances Georgeson Hospice House. The new equipment is capable of powering the entire facility for several weeks, and is large enough to accommodate possible additions to the building. Our patients, families, and team members will be able to continue critical care uninterrupted by losses of power during storms or other incidents.
We do our best work when we listen to how our community wants us to serve them. Nowhere is that more evident than in our children’s grief program, where in 2018 we more than tripled the number of kids we helped compared to 2017. To help children express their feelings, we incorporated healing activities designed by our art therapist and music therapist.

When we first began counseling children in 1983, resolving grief from the death of a loved one was almost exclusively what our young clients needed. Now they come to us burdened with a variety of losses, from divorce, deportation or incarceration of a parent, to living in a home with an addicted person or without adequate resources. We tailor our support to the specific needs of each child.
Celebrated Our Volunteers

Avow’s 250-plus volunteers rival the size of our employee base, and their contributions are just as critical. These generous folks of all ages and from all walks of life fill a variety of assignments, including helping us in the office, visiting with patients, lending a hand at special events, delivering hot beverages and sweets to patients and visitors in our hospice house, and so much more. We couldn’t do this work without them!

The Centers for Medicare and Medicaid Services requires that at least 5% of our patient care is provided by volunteers. In 2018, our volunteers provided more than 10% for many months. They are a wonderful asset to Avow and we deeply appreciate their help!

In March, we honored our wonderful volunteers at a St. Patrick’s Day-themed luncheon, complete with entertainment by bagpipers. Volunteers Carol Mojave and Moira Moser received the “Heart of Avow” award for their exceptional contributions to our mission.

Moira Moser, above, and Carol Mojave, below, were the 2018 recipients of the volunteer “Heart of Avow” award – Carol for her work with patients, Moira for her support in Avow’s offices, at events, with patients, and with our grief support groups.

Installed a Veterans Tribute Wall in Georgeson House

Grateful to our community and patient veterans for safeguarding our freedom, our Veterans Committee planned and inspired the creation of a beautiful tribute display at Georgeson House. The wall features solid brass medallions commemorating the service branches; there is also a description of Avow’s program of services for veterans. Avow is a 4-star (highest ranking) “We Honor Veterans” partner with the National Hospice and Palliative Care Organization and the Department of Veterans Affairs. The wall was designed by Avow’s graphic artist, Joel Collazo.
Honored WWII Veterans on Pearl Harbor Day

Veterans of World War II were honored for their service by Avow on December 7, Pearl Harbor Day. The event included a keynote presentation by Colonel Bert Kurland, WWII U.S. Army (Ret.), Purple Heart Recipient, plus a ceremonial folding of the American flag, floating of a memorial wreath in Lake Glenna, and a 21-Gun Salute.

Hosted ‘Flag Replacement Day’

In June, Avow distributed replacement American flags to community members, free of charge. The Marine Corps League disposed of old flags with honor, in partnership with Avow in support of this event.

Celebrated Military Branch Birthdays

Staff members and volunteers gathered for each of the military branch birthdays to recognize their selfless service to our nation.

Recognized Armed Forces Day

Major General J.T. ‘Mike’ Coyne, USMC (Ret.) provided the keynote speech to employees, volunteers and community members who gathered on the Avow campus to mark Armed Forces Appreciation Day. Assisting in the service were the Naples Young Marines and the Veterans Appreciation Club at the Community School of Naples.

Pinned Hundreds of Veterans for Veterans Day

In November our outreach teams visited veterans residing in Collier County assisted living facilities to honor them for their service. We pinned 285 veterans and presented each with a certificate of thanks. In Lee County, we participated in the Vietnam Veterans Day pinning event at JetBlue Park.

Supported the Honor Flight Network

Honor Flight is a program that transports WWII, Korean War, and Vietnam War veterans to Washington, DC to see the memorials for their service. Avow hosted three training sessions for guardians who accompany veterans on the meaningful trip to the nation’s capital. We also funded three staff members to serve as veteran guardians on flights.
Grew Community Outreach and Engagement

Few people face the diagnosis of a serious illness fully equipped to make difficult life decisions. Even fewer people seek information on hospice or palliative care until they are in turmoil -- when stress can complicate thinking clearly and making plans.

That is why we are thankful that your support in 2018 allowed us to:

• Teach community groups about palliative care, hospice, grief processing, advance directives, more.
• Educate our healthcare partners, like physicians and staffs at senior living facilities, about our services and how they complement the care they provide.
• Relieve stress, anxiety, and boredom in seniors through laughter therapy sessions, as presented by our certified laugh leader.
• Share the message of Avow at health fairs, community events, religious and civic group meetings, and more.

A-Vow to Volunteer Program

In gratitude for what our community has given to us, Avow staff members give to other charity organizations in Collier County.

Our “A-Vow to Volunteer” program encourages employees to take up to eight paid hours off per year to volunteer for other nonprofits. In 2018, Avow staff members lent a hand at Meals of Hope, Neighborhood Health Clinic, Habitat for Humanity, and Vanderbilt Presbyterian Church.

Employees hold regular donation drives to collect items such as baby care supplies, used eye glasses, nonperishable foods, clothing, school supplies, and more to pass on to other charities. Our team members know we must give back to the community in thanks for what the community gives to us.

Luminaries Magazine

One of the great challenges of spreading the healing message of hospice and palliative care is that most people don’t want to think about illness, death, and grief until circumstances force them to confront those realities in their lives. We see community members giving of their own resources to ease someone else’s burden. Those are wonderful stories — stories we need to share.

In honor of our 35th anniversary, in November we published the first edition of Luminaries magazine. It was distributed with Gulfshore Life magazine, reaching 14,000 subscribers and readers in southwest Florida. Luminaries profiled Avow and our services in stories and photos that invited readers to explore the support that awaits them here, whenever they need it. We will continue to publish Luminaries in 2019.

LGBT Issues at End of Life

Thanks to a generous grant from the Southwest Florida Community Foundation, Avow held several educational events for the community and our healthcare partners on the unique challenges LGBT elders face when living with a terminal illness. We offered several screenings of the documentary “Gen Silent,” brought expert speakers to campus, and hosted an awareness raising musical event called “Living Your Truth.”

Our staff members ensure that every person, every family that turns to us for help is treated with dignity and respect.

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In August, Annalise Smith was appointed Senior Vice President of Engagement for Avow Foundation. Her responsibilities include donor engagement, fundraising planning, gift solicitation, and management of the Avow Foundation team. She also oversees Avow’s volunteer programs. Prior to her appointment, Smith served as Vice President of Business Development, leading Avow’s marketing and outreach programs. She joined Avow in 2013, bringing years of experience in marketing, sales, relationship development, and enterprise project planning. Smith completed her bachelor of science degree in family, child and consumer sciences at Florida State University and earned a graduate business certificate in health services management from Keiser University. She also holds a master’s degree in health services administration at Hodges University. Smith is a Certified Hospice Administrator, a licensed Florida Assisted Living Facility Administrator, and holds a Certificate in Fundraising Management from the Lilly Family School of Philanthropy at Indiana University – Purdue University Indianapolis.

On February 10, more than 250 guests – many in vintage apparel – gathered at the FlexJet Hangar at the Naples Municipal Airport to dine, dance, and raise more than $340,000 in cash and sponsorships for Avow. Proceeds benefited Avow’s services and programs where need was greatest.


Meet Annalise Smith, Avow Foundation Lead
35th Anniversary Celebration

In March we held an open house in the Lyon Center to celebrate Avow’s 35th anniversary of service to the community. Attendees included our founder, Glenna Hayhoe and her husband, Bruce, who was instrumental in securing our property on Whippoorwill Lane in the early 1990s. Other guests included former board members, donors, volunteers, and friends who played a significant role in helping Avow grow into the organization it is today. Guests were also invited to view the newly installed Avow history walls.

Photo caption: Annie Huber, Glenna Hayhoe, Gisela Rowley, and Shelley Kotovic enjoy conversation at the 35th anniversary reception.

Frances Georgeson Hospice House
15th Anniversary Celebration

Avow Foundation staff members held an open house in October to mark the 15th year of Georgeson House’s service to our patients. Peter and Frances Georgeson attended, along with other supporters who played important roles in bringing this unique facility to Collier County. Georgeson House remains the only freestanding hospice house in the county, ready to offer intensive care to those of our patients who are experiencing a significant challenge that cannot be managed at home.
Generosity Heals Both

Generosity of heart, spirit, and resources helps us do what matters most, not what is reimbursed. At Avow, we like to think of generosity as not simply “more money,” but the way we make the unattainable possible.

Our deepest desire as humans is to contribute. We want to matter, to make a difference. We never outlive our intrinsic urge to nurture something, to make the world better.

Giving to Avow is a way for others to meet their needs for healing in their own lives, and to change the course of life for so many others who are in need.

Gulfshore Insurance’s “Soak the Sales Reps”

Each quarter, the Gulfshore Insurance Humanitarian Foundation chooses a community charity to support with donations from its employees. Avow was the fortunate charity in June, when Gulfshore hosted a “Soak the Sales Reps” event on their Naples campus. Gulfshore employees donated in honor of their favorite member of the sales team to receive a royal soaking. The fun event raised more than $8,000 for Avow!

Waterside Shops “Coins for a Cause”

Upscale shopping center Waterside Shops in Naples generously donated all coins pitched into its fountains to Avow in 2018. Thank you, Waterside Shops and shoppers!

Naples Players Teens Benefit Musical

In August, the enthusiastic teen troupe of the Naples Players donated a portion of the proceeds of a performance of “Chicago” to benefit Avow. The young thespians took to the stage of the Sugden Theater in downtown Naples to entertain audiences in this musical satire about 1920s crime in the Windy City.
**SUPPORT FOR ALL**

**BEREAVEMENT SUPPORT PROGRAMS**

**CHILDREN’S PROGRAM**

- **Counseling Sessions**
  - 1,259 provided
  - 1259 attended
  - Individual and group combined

- **Day and Two-Night Bereavement Camps**
  - 97 attended

- **Groups**
  - 427

- **In-Person Visits**
  - 615

- **Adults Benefitted from Grief Support**
  - 2,937

- **Had a Family Member in Hospice Care at Avow**
  - 77%

**COMPLEMENTARY THERAPY VISITS**

- **Music Therapy**
  - 1,098

- **Massage Therapy**
  - 1,574

- **Reiki Energy Treatments**
  - 492

- **Art Therapy**
  - 404

- **Manual Lymph Drainage**
  - 1,574

- **Caregiver Education**
  - 77%

- **Community Grief Support**

- **Children’s Camps**

**FROM THE HEART**

**PHILANTHROPIC SUPPORT**

**Hospice and Bereavement Services**

- Individual Giving: 60.76%
- Foundation Giving: 36.66%
- Corporate & Organization Giving: 2.58%

**Palliative Care**

- Individual Giving: 99.03%
- Corporate & Organization Giving: 0.9%

**The following services for children and adults could not exist without donor support.**

- Music Therapy
- Massage Therapy
- Reiki Energy Treatments
- Art Therapy
- Community Grief Support
- Caregiver Education
- Children’s Camps
HOSPICE CARE PROGRAM

- Patients Admitted: 1,884
- Average Daily Census: 341
- Average Length of Stay: 64.2 days

WHERE WE SPENT OUR FUNDS
- Hospice Care 95.1%
- Community Programs 4.9%

FUNDING SOURCES
- Medicare/Medicaid/Insurance: 94.5%
- Donations: 3.4%
- Treasures Resale Shop: 9.2%
- Investment Earnings: -7.4%

WHERE CARE TAKES PLACE
- At Home: 59%
- Avow Campus: 34%
- SNF/ALF: 7%
- TOTAL: 100%

TOP 5 ADMITTING DIAGNOSES:
1. Cancer: 34%
2. Cerebrovascular disease: 21.4%
3. Heart disease: 16.1%
4. Alzheimer's/dementia: 6.4%
5. Lung disease: 7.4%

UNFUNDED COMMUNITY PROGRAMS
- Partners in Care/Together for Kids: $55,247
- Complementary Therapies: $538,009
- Ispiri Community Center: $161,298
- Adult Bereavement: $113,365
- Children's Bereavement: $342,460
- Veterans Program: $28,805
- TOTAL: $1,239,184

PALLIATIVE CARE PROGRAM

- Total Patients Seen: 356
- Total Number of Visits: 1,298

FUNDING SOURCES
- Medicare/Medicaid/Insurance/Self Pay: $146,301
- Investment Principle/Investment Earnings/Donations: $414,140
- TOTAL: $560,441

WHERE CARE TAKES PLACE
- Home Care Agencies: 3%
- Hospitals: 4%
- Long Term Care Facilities: 18.7%
- Other Community Organizations, Friends, Family: 73%
- Internal Medicine, General Practitioners, Orthopedics, ENPs, Others: 1.3%
- TOTAL: 100%
COMMUNITY CARING FOR COMMUNITY

“If nature has made you for a giver, your hands are born open, and so is your heart.” We think Frances Hodgson Burnett must have foreseen the generosity of our donors and community when she wrote these words.

Thank you on behalf of our patients and their families for your generous support of Avow. You are an instrument in relieving tremendous suffering and creating peace of mind.

IT’S MORE THAN A PROMISE
IT’S AVOW
Our mission: We create peace of mind by providing compassionate care and support to those who need us.