



FOR IMMEDIATE RELEASE

More Than \$37,700 Raised to Fund Grief and Loss Support for Children in SWFL

Avow Foundation Exceeds Fundraising Goal with Matching Campaign

NAPLES, Fla. (Feb. 26, 2024) – Avow raised funds throughout January as part of a matching gift campaign with St. John’s Episcopal Church, resulting in more than \$37,700 donated in support of the Avow Kids program. St. John’s Episcopal Church pledged to match dollar-for-dollar up to \$17,350 for children’s grief and loss support, a goal Avow achieved well before the end of the month. Donors who gave gifts during this matching campaign helped Avow generate approximately 10% of the entire Avow Kids 2024 budget. With the support of St. John's Episcopal Church, donors doubled their impact with their donations and ensured the continued availability and growth of Avow Kids services.

“We’re so thankful for the generosity of St. John’s Episcopal Church. The funds raised through this matching campaign will have a huge impact on Avow Kids,” says Avow Manager of Supportive Care Lea Pascotto. “We feel fortunate to be able to provide care and support to grieving children in the community who have experienced loss and grief in a variety of ways. This funding ensures that participants receive the right support at the right time, without the burden of cost.”

Support and companionship are available for children ages 5-17 through the Avow Kids program, which assists children in learning and implementing effective coping skills to help them navigate their feelings of grief or loss. Loss can stem from a variety of circumstances in life, not just from the death of a loved one. To meet the numerous needs of children in the

community, 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 and teens in Southwest Florida, and online groups are open to children and teens worldwide. Children participating in Avow Kids programs are encouraged to express their emotions through art, music, movement, and group discussion, allowing them to understand their grief better and grow through their healing process. The dedicated team of Avow Kids staff includes board-certified music therapists and highly credentialed child bereavement counselors, who use their expertise in the field to provide children with a wide range of programs, events, camps, and workshops.

Even though the campaign is complete, continued donor support is essential. Avow Kids relies on grants and donations to support the programs and services provided to children in Southwest Florida. Avow believes there should never be a cost for support through grief and is committed to keeping its bereavement programs available to all participants at no cost for care. To support Avow Kids, gifts can be given online by visiting www.avowcares.org/donate or contact Avow Foundation at (239) 649-3683.

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.

About St. John's Episcopal Church:

St. John's Episcopal Church offers in-person and live stream sermons every Sunday, as well as small groups throughout the week. St. John's Outreach Committee is responsible for researching and interviewing charities, and awards grants based on detailed criteria. All funds distributed through grants were generated by purchases made at St. John's Shoppe, one of the parishes' largest ministries. Learn more at www.stjohnsnaples.com.

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