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Avow Remembers Founder Glenna Hayhoe, A Visionary in Hospice Care

Naples, Fla. (October 31, 2025) — Avow announces with deep sadness the passing of Glenna Hayhoe, founder of Hospice of Naples, known today as Avow Hospice, at the age of 94. Hayhoe passed peacefully under the care of the Avow Hospice team, surrounded by the love of her family and the organization she helped build from the ground up.

In 1983, Glenna and her late husband, Bruce, established Hospice of Naples, introducing hospice care to Collier County at a time when the concept was new and not widely understood. Starting with a dream and no funding, she gathered volunteers, raised community support, and ensured that every person at the end of life would be treated with dignity, compassion, and respect.

“Glenna not only started Collier County’s only nonprofit hospice with a dream and no funding, but she also continued to volunteer regularly,” said Jaysen Roa, President & CEO of Avow. “She epitomized the heart of hospice and inspired our staff and volunteers every day. Her vision created a culture of compassion that still defines Avow today.”

Glenna’s lifelong commitment to caregiving extended well beyond her founding years. Over the decades, she was recognized with numerous honors, including Collier County Woman of the Year (1984), Woman of Initiative by the Women’s Foundation of Collier County (2022), and designation as one of Naples’ Five Pioneers for her contributions to the betterment of the Southwest Florida community.

Even into her 90s, Glenna remained a volunteer—continuing to serve Avow up until six months before her passing.

She is survived by her children Bruce Hayhoe Jr. (Karen), Elizabeth Mc Nichols (Joe), Jane Hodgin (Derek), and Julie Johnson.

A date has not been determined for a memorial or funeral service at this time. Details will follow when the family has made those determinations.

At the request of the family, you are invited to celebrate Glenna's life and lasting impact by making a gift to Avow — the organization to which she dedicated herself. Your contribution helps carry forward the care and compassion she inspired. Visit avowcares.org.

About Avow:

Founded in 1983 as Southwest Florida's original nonprofit hospice, Avow has grown to serve the community through a broad range of care and support services. Today, Avow's family of nonprofit companies provides palliative care for those living with chronic or serious illness, compassionate hospice care, bereavement support for children and adults, and Medicare-certified home health care. To learn more, call 239-261-4404 or visit www.avowcares.org.