



You and Avow
Changing moments, changing lives.

Avow cares. You make the difference.

Keep the momentum moving forward by supporting the *Avow Promise 2 Give Campaign*. Gifts to the campaign will help Avow grow its palliative care services to reach more adults and begin serving children, sustain high quality hospice care and build a new facility to house a free-standing palliative care clinic, bereavement support spaces and more.



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For more information about services provided by Avow, contact us at: 1095 Whippoorwill Lane, Naples, FL 34105 or call 239-261-4404 or visit avowcares.org.

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 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.



2014 Community Impact Report

Last year, you gave to
make someone's life better.

On behalf of the thousands
you helped us care for,
thank you.

Every day we change moments and change lives for the better... because of you. Your generosity transforms care and improves quality of life and wellbeing for thousands in our community.

In 2014, \$4 of every \$5 donated to Avow supported patient care. Your gifts helped Avow:

- Care for more people at end-of-life
- Guide the grieving on a pathway to healing
- Bring a new kind of service to our community
- Move our mission forward through passion-filled giving and support

We invite you to discover and celebrate the impact of your gifts...



Charles F. Hoffman
Board Chairman, 2014



Karen Rollins
President & CEO, 2014



In 2014, *You and Avow...* **Cared for more people at end of life**

More people in our community are using hospice care at end of life. **Among them, 73% choose Avow.**

In 2014, Avow embraced **2,060** hospice patients



On any given day

Avow hospice teams cared for:

117 people in their **homes**

135 people in assisted living and nursing **facilities**

14 people at our Frances Georgeson **Hospice House** inpatient facility



In any given week

Our complementary therapies staff comforted hospice patients through:

32 music therapy treatments

30 massage therapy treatments

18 Reiki energy treatments



2,060

You helped bridge the gap

Contributions in 2014 helped us meet...

18% of hospice **medical care** costs

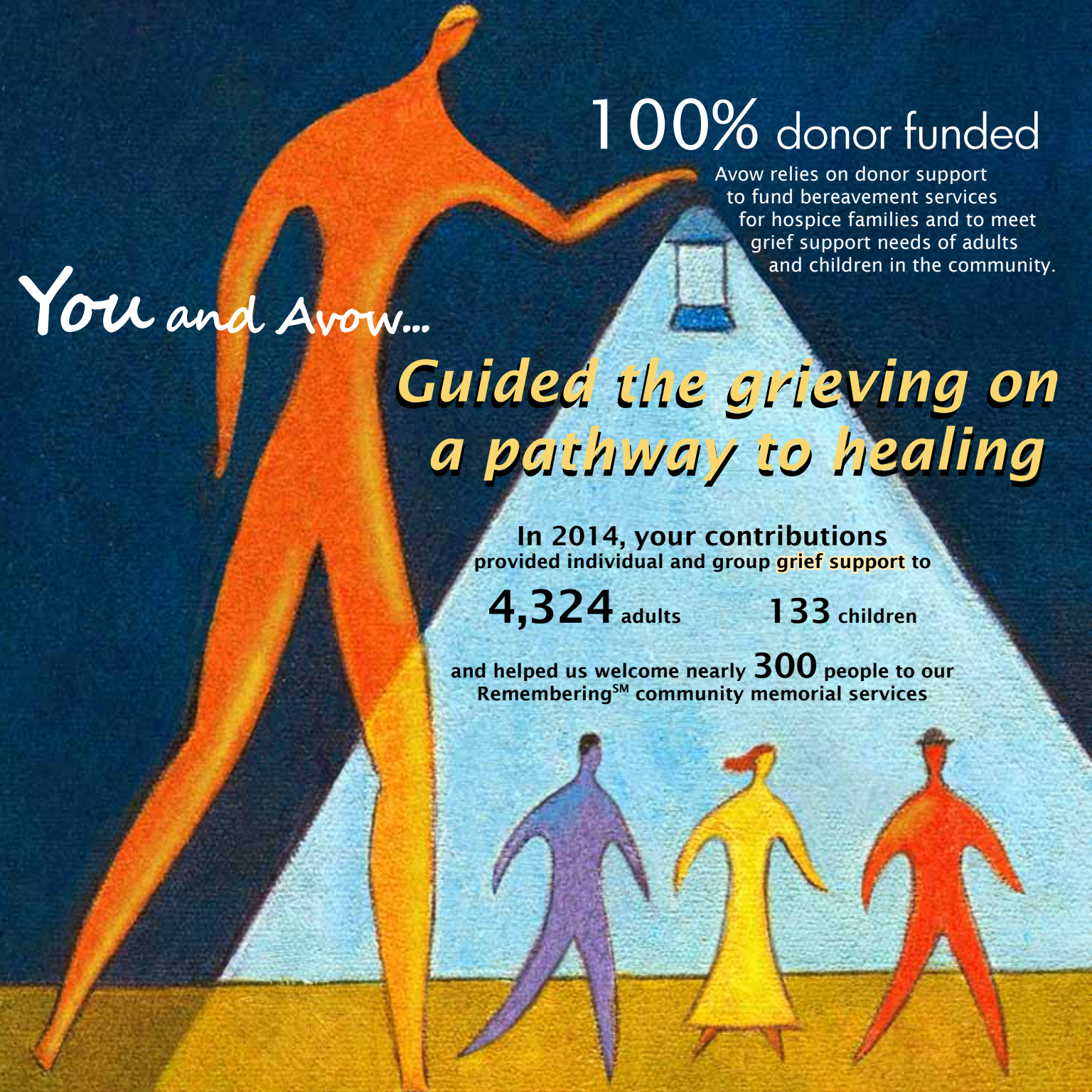
100% of **music & massage** therapy costs

100% of **Reiki energy** treatment costs

100% of **spiritual care** costs

100% of hospice care costs for patients **who did not qualify** for Medicare or Medicaid and had **no** insurance





100% donor funded

Avow relies on donor support to fund bereavement services for hospice families and to meet grief support needs of adults and children in the community.

You and Avow...

Guided the grieving on a pathway to healing

In 2014, your contributions provided individual and group grief support to

4,324 adults 133 children

and helped us welcome nearly 300 people to our RememberingSM community memorial services

"They treat me, not just my disease."



Thirty-seven year old Linda Dillon was born with kidney and bladder defects and has lived a lifetime of surgeries. Riddled with pain, emotional angst and dependent on dialysis, Linda was referred to Avow for an outpatient palliative care consultation in December 2014. Since that time, Avow's palliative care director, social worker and chaplain have helped Linda manage the physical, emotional and spiritual dimensions of her pain.

In a recent conversation with Avow, Linda said, "In all my years of dealing with my illness, I've never experienced a program or the kind of care Avow offers. Avow comes to me. They look at me as a whole person. They treat me, not just my disease. They give me dignity."

Left: Linda Dillon and her brother Scott



You and Avow...

Brought a new kind of service to our community

In 2014 Avow began offering palliative care consultations outside the hospital setting through our new outpatient program.



Your contributions...

Helped grow our team

- + program director
- + social worker
- + chaplain

Improved quality of life for 63 people suffering from chronic and life-limiting illnesses and helped ease their families' concerns



You bridged the gap in reimbursement by covering...

15% to 25% of initial clinical consultations for Medicare-eligible patients

100% of spiritual care

100% of initial clinical consultations and follow-up for patients who did not qualify for Medicare or Medicaid and had no insurance

Innovating together: Avow is the first, and only, organization in Collier County to offer outpatient palliative care. This is possible only because of your generosity.

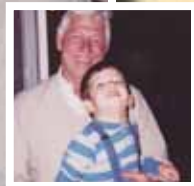
You and others like you... Moved our mission forward through passion-filled giving and support



■ In 2014 the **Ivan Bowen Family Foundation** made a significant pledge to support our new palliative care outpatient program. Hazel Bowen, foundation trustee and daughter of the late Ivan Bowen, told Avow she and her family were inspired to support the palliative care initiative after a brief encounter with Avow during the final days of her father's life. "The short time my father spent with Avow brought him immeasurable comfort from the emotional distress he was experiencing," Hazel said.

"Supporting palliative care just makes sense," Hazel explained. "People living with serious illness need more than physical care. Patients and their families can greatly benefit from the emotional and spiritual support palliative care offers." Hazel also informed us that among her father's last wishes was a recommendation for the foundation to continue its support of Avow.

Top left: Hazel and Ivan
Left: Ivan with grandson Evan Pierson



■ "I want to thank everyone at Avow for the care of my mother during the last months of her life. Special thanks to her hospice nurse who was so knowledgeable and caring, and who **helped both Mom and me experience her passing as a peaceful sunset on a long and happy life.** Also thanks to her social worker, who always let me know how Mom was doing when she visited her. And thanks to the music and massage therapists who were there for Mom's last day and gave her (and me) the lovely parting gifts of their talents. It was so appreciated." ~ Mary Lee Zink

Right: Mary Lee with her mother Lois Thieman and daughter Alexandra Voruchek



■ Each March, nearly 1,000 people gather in Cambier Park for Avow's annual Butterfly Release. Step inside the butterfly tent and you will see butterflies alighting on the shoulders, heads and hands of visitors. Each butterfly symbolizes a cherished loved one whose name is read aloud during the ceremony. Thanks to an **endowment from the Gorlach Family**, the unique healing experience offered by the Avow Butterfly Release will continue for years to come.

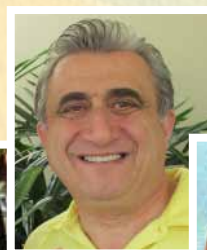
The Butterfly Release, Butterfly Ball and other events hosted on behalf of Avow remind our community to celebrate life. Individuals and corporate partners who support these activities help raise visibility, build awareness of services and grow support for Avow.

■ "Helping people live the last chapter of their lives in peace, in comfort, surrounded by love, is fulfilling. **You bring patients courage in fear and compassion in sorrow. You become part of a person's life, dreams and hopes. As the wheel of life completes its circle you realize you, the volunteer, are a vital part of it.**"

~ George Merritt, Avow Supporter & Volunteer

In 2014, the efforts of nearly 400 volunteers, age 14 to 94, **saved Avow \$14,000** in patient care-related costs. They also worked at our Treasures Resale Shop which **raised nearly \$160,000 in sales proceeds.** Volunteers assisted with fundraising events and personally contributed to Avow.

Right: Avow volunteers Sharon Gary, Jason DiPalma and George Merritt, and PAWS dog Maggie.



■ Avow patient Fadi Rabil gathered his friends, colleagues and the community to raise support for Avow through an event held at his family-owned restaurant. Fadi also raised awareness of Avow by talking about his personal hospice experience at the event and in interviews on radio and in the Naples Daily News. He said, "I'm happy to be able to support a company I believe in. Without Avow I wouldn't be here enjoying this day. **With Avow's care you feel comfortable. You don't fear anything.**"

■ At age 5, the year he lost his mother to cancer, climbing the highest mountain in Africa never occurred to Nick Ballo. But as a young adult, Nick felt compelled to set course on a climb to honor his mother and to benefit the Avow children's bereavement program.

"Without the help I received from Avow's children's grief support services, my life might have taken a serious dive to a dark place," Nick shared during an interview. "Instead, **I had a place to go and people to support me:** a place to escape the sadness and someone I could share my feelings with; someone not personally affected by our family's loss."

Nick not only reached the summit of Mt. Kilimanjaro in 2014, he also brought awareness to Avow through news interviews, on social media and raised nearly \$8,000 for our children's bereavement program!

Independent fundraising events like Fadi's and Nick's **raised over \$123,000** for Avow in 2014.

