



HELPING KIDS REDISCOVER LIFE AFTER LOSS

Message from Audrey Loria, Executive Director

Dear Members of the Wildflower Community,

As some of you know, in September 2009, my sister experienced the loss of her husband suddenly at a young age. She was devastated and concerned for her daughter, who was 12 years old at the time. I did my best to help her in the immediate days following his death, but I lived in the Boston area with two young children, and she lived in California. It was a difficult time for our family, yet I soon realized the magic of friends and family who can provide support under such stressful circumstances.

In October that same year, I responded to an ad for a job with an organization called Wildflower. I really couldn't believe that I had stumbled upon this organization, whose mission is to support children and their widowed parents following parental loss. What an incredible coincidence! I interviewed and the rest was history.

After nearly 14 years with Wildflower, witnessing its growth and changes, all intended to provide long-lasting support to families living with loss, I have decided to leave my role as Executive Director. It has been my privilege to help transition Wildflower from a volunteer-led, homegrown organization operating out of our founder's home office many years ago to a well-respected and recognized resource for bereaved children and families in the Boston area.

It has been my honor to meet Wildflower families over the years and play a small role in easing some of their burdens. I have appreciated the small staff that over the years has taken on bigger tasks and increased workload. I have always respected the vision of our founder, Cyndi Jones, and the support of the Wildflower Board. I look forward to closely following Wildflower's progress for years to come, and I will continue to support this organization that has meant so much to me for such a long time.

I hope that you will continue your support of Wildflower—the journey forward for children living with loss can be a long one. With your help, though, Wildflower will continue to provide the services which can make a real impact on their lives, year after year.

My husband Michael and I have relocated to The Pinehills in Plymouth, although I will continue in my role as Wildflower seeks a new Executive Director. Once that transition takes place, we look forward to a less hectic lifestyle, travels, spending more time with our adult children and our cat, and pursuing interests that often took a backseat to our careers. We also eagerly anticipate visits from friends and family—don't hesitate to reach out if you'd like to explore Plymouth with us!

In the meantime, though, please know that I will reflect fondly on the opportunity I had to make a difference in the lives of families living with loss.

Audrey Loria, Executive Director

Message from Cyndi Jones, Wildflower Founder and Board Chair

As you can all imagine, I had mixed emotions when I heard from Audrey recently that she intended to retire. She has partnered with me, the staff, Board, volunteers, and donors for 14 years to grow Wildflower to what it is today. Audrey has been a vital part of Wildflower's heart and soul as she advocated for our families as our first Program Director and then as our first Executive Director. It is an understatement to say that all of us at Wildflower will miss her. I am so grateful to her for her monumental contributions to Wildflower and our families.

As Executive Director, Audrey has worked diligently to continue to grow and formalize Wildflower toward our goal of creating a permanent resource for grieving children and families in need of support after the staggering death of a young parent. She has built a strong and dedicated team that will continue to build the organization's capacity to meet the need in the community. At the helm during the pandemic, Audrey masterfully steered the organization to both address the impact of this crisis and develop an expanded program with a sensitivity to the vulnerability and risks our single parent families face.

Please join me in thanking Audrey for bridging our organization's transition from founder to Executive Director and preparing the organization to become a more sustainable organization well into the future. She has positioned the organization perfectly to find a new, strategically creative, and inspired individual to again take us to another level. Our Board and Search Committee are actively involved with a recruitment firm, Eos Transitions, to find a new leader. For more information, contact John Tarvin, at jtarvin@eostransitions.com.

On behalf of Wildflower's Board of Directors, I would like to wish Audrey the very best as she embarks on this next chapter. This next step in Audrey's life is so well deserved, so right, and so exciting. This is her time, and I am glad that she is grabbing the moment.

Sincerely,



Cyndi Jones, Founder and Board Chair

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