FOR IMMEDIATE RELEASE

WILDFLOWER ANNOUNCES THE

CYNDI JONES SCHOLARSHIP FUND

A Lasting Tribute to the Vision, Compassion, and Leadership of Wildflower's Founder and Board Chair

Needham, MA — There are rare individuals whose vision, heart, and relentless dedication change the world around them — quietly, profoundly, and permanently. Cyndi Jones is one of those people. Today, Wildflower is proud and honored to announce the establishment of the **Cyndi Jones Scholarship Fund**, a named scholarship created to celebrate the remarkable woman whose love, courage, and compassion gave Wildflower its very soul.

A Woman Who Turned Her Own Pain into a Gift for Others

In 1989, Cyndi Jones faced the sudden loss of her husband, leaving her alone to raise three young children. Where others might have turned inward, Cyndi turned outward. She took the generosity that had been shown to her family — the promise of healing camp summers for her children — and she dreamed of something bigger: a world where no bereaved child would be left behind. That dream became Wildflower.

When Cyndi remarried, in a gesture as generous as the organization she would build, she asked her wedding guests to forgo gifts and donate instead to launch a nonprofit for grieving children. From that singular act of selflessness, Wildflower was born and began to improve the lives of local bereaved families. With each year, Wildflower's served population grew exponentially; the hurting needs of local bereaved children were finally beginning to be met thanks to the visionary leadership of one woman.

Twenty-Plus Years of Showing Up

For more than two decades, Cyndi has been the heart, the conscience, and the driving force behind Wildflower. As Founder and Board Chair, she has shepherded the organization from a simple idea into a thriving and respected nonprofit that has transformed the lives of hundreds of children and families. Her vision is instilled with every program, every partnership, every child who has arrived at camp carrying grief and left carrying joy.

Cyndi has led with an open heart and an unshakable belief that every child deserves to feel whole again. With the establishment of this Fund, Wildflower will continue to impart Cyndi's ultimate hopes – ensuring that healing summer experiences are accessible to the families who need them.

A Legacy That Will Outlast Us All

The Cyndi Jones Scholarship Fund began as the brainchild of one generous donor who strongly desired to implement a lasting gift, ensuring that our Founder's legacy is woven permanently into

the fabric of Wildflower's mission. All donations to this fund, no matter the size, will be directed to pay for camp and other enriching experiences. And every scholarship awarded in Cyndi's name will carry forward her belief that the gift of camp — of friendship, of nature, of belonging — should never be out of reach for a child who needs it most.

"Cyndi's story *is* Wildflower's story," said a member of the Wildflower Staff. "She didn't just found this organization — she *is* this organization. This fund is our way of saying: what you built matters, what you sacrificed matters, and who you are matters — now and forever."

About Wildflower

Wildflower is a Needham, Massachusetts-based nonprofit organization whose mission is to help kids rediscover life after loss. Since 2004, Wildflower has partnered with camps, families, and community supporters to provide summer camp scholarships to children who have lost a parent. Wildflower is guided by the values of integrity, compassion, resilience, collaboration, and dignity.

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