

ETERNEVA ASSEMBLES INDUSTRY COALITION WITH GOOD GRIEF, NFDA AND FUNERAL SERVICE FOUNDATION TO RAISE FUNDS FOR DEATH CARE PROFESSIONALS



The COVID-19 Pandemic has affected all industries including death care community members who are currently working with dwindling PPE supplies like surgical masks and N95

Austin, TX April 14, 2020 - In the wake of COVID-19, grief-wellness company Eterneva is organizing a GoFundMe for death care professionals who are in dire need of PPE and N95 masks. Eterneva is partnering with the NFDA, Good Grief, the Funeral Service Foundation, and the SoGal Foundation to raise the funds necessary to get these essential workers the protection they need in order to continue serving families who have lost loved ones. Every funeral professional who receives a mask will also receive toolkits and grief resources on how to build resilience in children and families during and following this pandemic.

With a goal of \$200,000, which can supply approximately 50,000 N95 masks, all masks will be given directly to funeral homes most affected by COVID-19.

“This is undoubtedly a dark and difficult time for our country, yet we are inspired by what we’ve seen. So many people have come together to serve and celebrate our first responders and while we are so thankful for each of them, we would also like to acknowledge our last responders,” says Adelle Archer, co-founder and CEO of Eterneva. “We know how important this is because we’ve already donated 500 masks to our partnered funeral homes and have seen how necessary they were and how quickly they were used.”

While providing PPE to funeral professionals is the financial focus of this GoFundMe, Good Grief’s CEO, Joe Primo, says, “We need a multifaceted approach to address the practical needs for both professional safety and supporting families and communities. We are proud to provide grief resources for the families and communities that funeral professionals serve so that no child or family is left to grieve alone during this unprecedented and chaotic time.”

A lead contribution to this GoFundMe has already been made by the Funeral Service Foundation, through its COVID-19 Crisis Response Fund.

“The Funeral Service Foundation is pleased to support this worthy project through our COVID-19 Crisis Response Fund. As the National Funeral Directors Association's charitable arm, the Foundation applauds this collaboration among funeral service professional associations, industry partners and the grief community to source desperately needed PPE for our professionals in the field,” says Lee Wiensch, Funeral Service Foundation Executive Director.

SoGal Foundation is the largest global platform for the education & empowerment of diverse entrepreneurs, with the mission to close the diversity gap in entrepreneurship and venture capital.

Most of the 40 million people in the U.S. acting as caregivers for aging family members identify as women, and more and more women are moving into death care professional careers. The SoGal Foundation sees this PPE fundraiser as crucial to supporting those women changing the death care industry for the better. As a registered 501(c)(3) non-profit, all donations to this effort are tax deductible.

Supporting those who are putting their lives at risk by helping families who are grieving during uncertain times is crucial.

If you or your funeral home is in need, please go to <https://share.hsforms.com/2620022/8c815755-bcbb-4b96-bdd1-68c9bb71d22a> to submit your request. To donate to the cause, please visit <https://www.gofundme.com/f/ppe-supplies-needed-for-funeral-homes>.