

\$50 Million National Fund Established at E4E Relief, a Subsidiary of FFTC, to Support Families of Fallen Healthcare Workers Who Lose their Lives to COVID-19

Fund launched by New York Life Foundation and Cigna Foundation with \$25 million each; aim to grow fund to \$100 million+

220 North Tryon Street
Charlotte, NC 28202

Phone: 704.973.4500
Toll Free: 800.973.7244
Fax: 704.973.4599

www.fftc.org

CHARLOTTE – E4E Relief, a subsidiary of Foundation For The Carolinas, has announced a \$50 million fund to support families of fallen healthcare workers who lose their lives to COVID-19. The Brave of Heart Fund was launched with initial contributions of \$25 million each from the New York Life Foundation and the Cigna Foundation.

The Fund will provide charitable grants to surviving families of healthcare workers and volunteers who lose their lives while caring for others during the COVID-19 pandemic. It will be administered by E4E Relief, the nation's leading provider of charitable employee relief funds and a wholly owned subsidiary of Foundation For The Carolinas.

New York Life and Cigna aim to grow the Fund to more than \$100 million through additional individual and corporate donations. The New York Life Foundation will also provide up to another \$25 million as a dollar-for-dollar match for donations received from individuals, and Cigna will also provide free emotional and behavioral health services for surviving family members. Charitable donations from individuals and corporations to the Fund are tax-deductible to the extent permitted by law, and can be made at www.BraveofHeartFund.com.

Family members of fallen healthcare workers who died from COVID-19 and who are experiencing a financial impact – such as loss of income, funeral expenses or medical bills – are encouraged to apply for charitable grants beginning in May 2020 at BraveofHeartFund.com. Visit the [website](http://www.BraveofHeartFund.com) for full eligibility requirements, as well as information regarding Cigna's emotional and behavioral health services.

“When tragedy strikes, large or small, people want to help. The Brave of Heart Fund is an overwhelming example of this, with New York Life and Cigna rising to the occasion to support fallen healthcare workers,” said E4E Relief CEO Holly Welch Stubbing. “In addition to this vital effort, E4E Relief provides employers of all sizes the ability to support employees impacted by the pandemic and other catastrophic disasters.”

“Healthcare workers are truly on the frontlines of this pandemic,” said Michael Marsicano, president and CEO of Foundation For The Carolinas. “Through the Brave of Heart Fund, the generosity of New York Life and Cigna, and the efforts of our E4E Relief team, we hope to honor these fallen heroes and provide much-needed support to their families across the nation.”

Foundation For The Carolinas initially began offering employee assistance programs after the attacks of 9/11. Companies nationwide steadily began opening funds at FFTC to support their employees during times of unexpected hardships, such as catastrophic illnesses and natural disasters. E4E Relief became a wholly owned subsidiary of FFTC in 2014 and now serves more than 4 million employees across the globe.

E4E Relief anticipates awarding more than \$125 million in charitable grants on behalf of its clients throughout the nation to help workers affected by the pandemic. A number of companies

have established new employee relief funds in recent weeks, including Petco and the Cincinnati Reds, among others.

“In tough times, true heroes are revealed. The heroes today are not only the courageous and selfless frontline healthcare workers and volunteers who, without hesitation and without question, have put themselves in harm’s way to help those who desperately need it, but also their families who are living with the anxiety and fear of what may happen to their loved ones in the days ahead,” said Ted Mathas, Chairman and CEO of New York Life Insurance Company. “The Brave of Heart Fund is our way to honor these heroes by doing what New York Life and Cigna do best – supporting these individuals and their families with financial and emotional support and being there when we are needed most.”

“As we’ve seen in the past, trying times bring out the best in us, as individuals and communities. Our nation’s healthcare workers and volunteers are embodying this every day, as they answer the call of duty with bravery and selflessness,” said David M. Cordani, Cigna President and Chief Executive Officer. “We are proud to partner with New York Life to support the families of these American heroes who give so much while treating others. Through the Brave of Heart Fund, we will bring greater peace of mind to these families, by helping to relieve the emotional and financial burdens they will face in the aftermath of this health crisis.”

To learn more, visit BraveofHeartFund.com.

About Foundation For The Carolinas

Founded in 1958, Foundation For The Carolinas is the sixth-largest nonprofit community foundation in the country, serving donors and a broad range of charitable purposes in North and South Carolina. With assets of \$2.6 billion, FFTC’s mission is to inspire philanthropy and empower individuals to create a better community. Visit www.fftcc.org.

About E4E Relief

For 20 years, E4E Relief has been the leading provider of charitable employee relief funds, rapidly responding to employee disaster and hardships on behalf of corporations. As an independent third-party public charity, E4E Relief empowers global companies and employees to provide, and receive, meaningful financial relief when it’s needed most, creating a strong sense of engagement and community. A subsidiary of Foundation For The Carolinas, in the past five years E4E Relief has received more than \$200 million in donations and awarded more than \$90 million in charitable grants, supporting relief efforts for 4 million people worldwide. Visit www.e4erelief.org.

Media Contact:

Tara Keener, 704.973.4570 or tkeener@fftcc.org