

The Blue Foundation

FOR A HEALTHY FLORIDA



INFORMATIONAL UPDATE

Corporate Strategy Committee

October 30, 2001



Goals of Presentation

- Provide an informational update of The Blue Foundation's results and budget
- Introduce “Caring Solutions in our Communities” video
- Discuss connections to Public Confidence Strategy



Purpose of The Blue Foundation

- Primary purpose is to fund and support 501(c) (3) programs and organizations that positively impact the health and well being of uninsured and underserved (e.g., rural, at-risk, low income) Floridians
- Accomplished through a combination of grants and support for demonstration projects, research and policy initiatives, rather than directly financing the provision of health care services



Results to Date

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Elected Board of Directors	X								
Board Meetings		X			X		X	X	X
Established Financing							X		
Established Investment Policy							X		
Filed for Non-Profit 501(c)(3) Exemption status with IRS						X			
Received BCBSA affiliate licensure			X						
Developed collateral & informational materials				X	X				
Developed guidelines for grant application					X				



Results to Date

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Launched internal communications	X				X		X		
Received 52 Employee Review Team Applications						X			
Chose 16 Employee Review Team Members							X		
Launched media campaign & announced grant applications					X				
Conducted interviews with 20 reporters						X	X		
Stories appeared in 18+ media outlets						X	X		
Mailed 1,300 brochures & grant applications to non-profit organizations					X				



Results to Date

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Increased visits to BCBSF internet website						X	X		
Handled 500+ incoming telephone calls						X	X		
Responded to 50+ emails						X	X		
Received 195 grant applications						X			
Consulting with The Community Foundation for grantmaking recommendations							X	X	



Employee Review Team

- Team consists of 16 employees from across the company
- Selection criteria included: current position, grade level, length of service, community involvement, office location, special skills and management approval
- Voluntary participation with management approval
- BCBSF policies and procedures will apply to the activities of the Employee Grant Review Team and its members



Employee Review Team

- Develop selective and evaluative criteria to determine funding recommendations
- Become an advocate and ambassador of The Blue Foundation and BCBSF's community relations programs
- Determine final funding recommendations for grant committee
- Self-dealing concerns

The Blue Foundation Employee Review Team – Fall 2001

Term Length	Employee Name	Job Title	Group	Location	Ext.	Manager	Ext.
18 months	Johanna Armendariz	Personal Service Representative	Technical Support Unit (M&B) Ops	FC1-2 Jax	X34062	Karen Crawford	X34916
Two years	Susan Brandenburg	Secretary B	Marketing/HCP	DCC3-3 Jax	X55846	Victoria Bloodworth	X54057
Two years	Mary Ann Caruso	Manager, Case Mgmt	NGBU Care Dept	CAR 04 Jax	X45773	Michael Baxley	X45835
18 months	Patricia Colvin	Financial Analyst II	IT/PMO Capability Development	NAS 3 Jax	X35526	Carolin Skordas	X35709
One year	Michael Elison	Project Control Manager	IT/Enterprise PMO	JMA Jax	X35066	John Graham	X35889
Two years	Vic Ephrem	Director	Finance	DCC1-6 Jax	X50064	Deanna McDonald	X54095
Two years	Eric Glasnapp	Sr. Project Consultant	SGBU Business Analysis	MIA-2 SGBU	X17524	Ron Schutzen	X17203
Two years	Maxine Haynes	Supervisor	Business Ops NGBU	Tampa NGBU	X27629	Tommy May	X45786
18 months	Marsha Humphries	Manager	Operations Training – Ops	DCC1-2 Jax	X52354	George Cross	X50102
18 months	Charlie Joseph	Vice President	Legal Affairs	DCC1-7 Jax	X56156	Bruce Bagni	X58116
One year	Renee Marsh	Operations Analyst	FCSO Ops	ROC 12T Jax	X16488	Ethel Miranda	X16487
One year	Beverly Michaelson	Project Analyst	Care/Network Management SGBU	FTL SGBU	X43695	Tom Riggs	X17326
18 months	William M. O'Brien	Business Analyst	IT/CD	DCC6-6 Jax	X53172	Chuck Frierson	X56125
One year	Kathy Orr	Principal	Navigy	JMA 100 Jax	X35367	Nick Stam	X35487
One year	Beverly Russell	Director	National Business Unit	DCC3-5 Jax	X53154	Tony Hubbard	X51373
18 months	Tony Suszczynski	Employment Specialist	Human Svcs Group	DCC1-4 Jax	X50195	Linda Witsell	X54619

The Blue Foundation Board of Directors

Bruce N. Bagni, President
 Patrick McCabe, Vice President
 Randy Kammer, Secretary
 Deanna McDonald, Treasurer
 Tony Jenkins
 Susan Wildes

Charitable Foundation
2001 Budget to Actual - September 2001

	<u>Budget</u>	<u>(2) Actual</u>
REVENUE:		
Contributions (endowment and start-up costs)	\$ 4,500,000	\$ 4,500,000
Investment income (net of investment exp. and taxes)	9,800	(3,267)
Donated services	(1) 162,000	56,201.00
Realized gains on investments	-	-
Unrealized gains on investments	200,000	0
	<u>\$ 4,871,800</u>	<u>\$ 4,552,934</u>
EXPENSES:		
Program grants	\$ 1,000,000	-
Management and general expenses		
Salaries and benefits (BC employees)	(1) 155,000	20,616
Facilities (rent/phone/computer/EDP)	(1) 7,000	-
Office supplies (letterhead, forms, booklets, etc.)	15,000	14,278
Audit fees	10,000	-
Foundation board travel	4,000	-
Director travel, ongoing (hotels, conferences, airline tickets, business meals)	5,000	1,797
Consulting	10,000	610
Outside services (brochure design, etc.)	5,000	-
Dues and Subscriptions (Council on Foundations, Association)	3,000	326
Advertising	5,000	8,539
Board Administration Services	-	3,040
Other	-	130
	<u>1,219,000</u>	<u>49,336</u>
Start-up costs		
Legal, Accounting, PR	6,000	3,598
Outside legal counsel	50,000	-
Workgroup costs in 2000	-	-
State filing fees	1,000	-
IRS filing fees	1,000	-
Set up of bank/broker accounts	2,000	-
Finance's setup cost	10,000	-
PWC review/consulting	2,000	-
	<u>72,000</u>	<u>3,598</u>
	<u>1,291,000</u>	<u>52,934</u>
Revenues in excess of expenses	<u>\$ 3,580,800</u>	<u>\$ 4,500,000</u>

(1) These expenses are donated by BCBSF. The expenses appear on the Foundation Statement of Activities and donated services revenue is also recorded on this statement.

(2) Currently, all expenses of the Foundation are donated by BCBSF as the investment/checking account has not been funded.



Charity vs. Philanthropy

CHARITY

VS.

PHILANTHROPY

Responds

Anticipates

Solves

Prevents

General

Specific

Income-Driven

Asset-Driven

Operations

Research, Development

Crises, Needs, Problem

Opportunities, Values

Short-term

Long-term

Focus is on TODAY

Focus is on TOMORROW



Long-Term Goals for The Blue Foundation

- Fundraising to increase the endowment
- Implement own initiatives and programs
- Appoint community representatives to board of directors



Conclusion

- Caring Solutions Video
- Public Confidence Strategy connection
- Thank you for your commitment and support
- “Live your life so that you can say each evening that you have in some small way contributed to the good of mankind.”

--Life's Little Instruction Calendar
Volume VI