

**The Blue Foundation**  
FOR A HEALTHY FLORIDA



Grant Guidelines and Application  
Fall 2001

At Blue Cross and Blue Shield of Florida, we take great pride in helping our members lead healthy, confident lives. We also believe strongly in giving back to our communities. This commitment to caring solutions for Floridians is just one reason why Blue Cross and Blue Shield of Florida has created a new philanthropic foundation, The Blue Foundation for a Healthy Florida, Inc.

The Blue Foundation for a Healthy Florida is a separate entity that will help us reach beyond our day-to-day mission and focus solely on making contributions to charitable organizations that promote better health and education in Florida.

The mission of The Blue Foundation was designed to be broad enough to have a significant impact on the many different health care challenges in Florida. The Blue Foundation will award charitable grants to 501(c)(3) programs and organizations that positively impact the health and well-being of uninsured and underserved Floridians. The foundation also will support health care education, awareness and training programs and workforce preparation initiatives that address the health care challenges facing Florida today.

The foundation will accomplish this mission through a combination of grants and support for demonstration projects, research and policy initiatives, rather than directly financing the provision of health care services. Each year, The Blue Foundation for a Healthy Florida plans to award up to \$1 million in charitable grants. Requests will generally be considered for grants of all sizes from \$5,000 up to \$150,000 annually. Multi-year commitments may be made, depending upon the request, the need and funds available.

Eligible recipients must have tax-exempt status as a 501(c)(3) organization with the Internal Revenue Service. The Blue Foundation will not award grants to individuals; fundraising events or celebrations; political or lobbying organizations; fraternal, athletic or social organizations; religious organizations for religious purposes; or to organizations that do not directly serve Floridians.

The Blue Foundation is accepting its first grant proposals in the Summer of 2001, with the first awards being announced in October. After this initial cycle, grants will be awarded twice a year in April and October.

We look forward to working with you to make a difference in the lives of our fellow Floridians.



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The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

# Grant Guidelines and Application — Fall 2001

Organizations seeking program funding can contact The Blue Foundation for a Healthy Florida office at 1-800-477-3736, x63215 for questions about this application. Applicants must provide the following information to be considered for funding.

Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_ Web site (if applicable) \_\_\_\_\_

Contact person's name, title, telephone \_\_\_\_\_  
(someone with knowledge of the initiative \_\_\_\_\_  
to be funded and responsibility for funds requested) \_\_\_\_\_

Brief description of the purpose or objective of the program or project to be funded  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How the program specifically relates to The Blue Foundation for a Healthy Florida's mission  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Requested grant amount and length of grant \_\_\_\_\_

## **Program Description**

Narrative (3-5 pages) – goals and objectives you want to achieve, activities you will undertake to achieve these goals, expected results and timeframes. Discuss your assumptions, barriers to success, resources (financial and human), how you will evaluate results (both short- and long-term), geographic area served, target population

Evaluation – one page or less – how you will measure success, tools you will use, how often you will evaluate the program and report progress, and how you will correct problems if necessary

Project Budget — detail project expenses and anticipated income sources

## Attachments

Please include copies of:

- Most recent IRS form 990
- Most recent independent audit
- Current annual operating budget
- 501(c)(3) tax exempt status letter from the IRS
- Current board of directors, including their professional affiliations
- Organization's annual report (if applicable)
- List of other major business and foundation donors

All qualified requests will receive a written response once a decision is made. Materials such as videos, reports and publications should be submitted only at our request. Appointments for presentations or on-site visits will be scheduled only at our request. Grant requests become the property of The Blue Foundation for a Healthy Florida, Inc. and will not be returned to the requestor.

Deliver six copies (one original plus five copies) of the application and attachments by close of business on Thursday, September 20, 2001 to:

The Blue Foundation for a Healthy Florida  
Blue Cross and Blue Shield of Florida  
4800 Deerwood Campus Parkway, Building 300  
Jacksonville, FL 32246  
Attention: Susan B. Towler  
904-905-6803  
Fax 904-905-6638  
E-mail [susan.towler@bcbsfl.com](mailto:susan.towler@bcbsfl.com)



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