

Blue Cross and Blue Shield of Florida

2010 United Way Campaign – Give Today, Change Tomorrow

Give Today, Change Tomorrow. This message, the theme of the 2010 Blue Cross and Blue Shield of Florida (BCBSF) United Way campaign, motivated more than 700 BCBSF employees to use their passion and creativity to support the work of United Way.

The team staged an on-site volunteer event where it created 2,000 holiday cards for women, children and seniors in shelters; produced 3,000 bookmarks for at-risk students; assembled 3,000 Angels Kits for struggling families, children and seniors; assisted with a 20,000-piece holiday fundraising mailing; created 200 bookmarks, 100 homemade toys and 150 folder games for preschoolers; made 500 scented sachets for first-time homeowners; and designed 50 costume masks.

A key to the campaign's success was to ensure every BCBSF employee was introduced to the United Way message, history, presence in the community, information about the recipients of the funds raised and how to volunteer and/or donate. BCBSF employees showed their Blue spirit, with 66 percent of employees participating.



Volunteer Event Welcome Sign.

Employees created holiday cards for those in shelters.

Blue Cross and Blue Shield of Florida Foundation

Expanding Health Philanthropy in Florida



SAPPHIRE
AWARD

The Blue Cross and Blue Shield of Florida Foundation, formerly The Blue Foundation for a Healthy Florida, recently celebrated a decade of successful strategic grant making and community partnerships by expanding the Foundation's reach, reviewing its mission and changing the name to address Florida's evolving health care needs.

Its new mission is to improve the health and well-being of Floridians and their communities by:

1. Improving access to health care: Provide support through the Improving Access to Health Care grants program, IMPACT, to nonprofit health care organizations that provide access to quality health-related services and address health care disparities.
2. Improving consumer health: Work with communities to address pressing health concerns, including reducing and preventing childhood obesity.
3. Improving the quality and safety of patient care: Partner with The Robert Wood Johnson Foundation and the Florida Center for Nursing to enhance nurse education through simulation training.
4. Improving quality of life. Improve human and social services; community development and diversity; education and literacy; arts and culture; and disaster preparedness and relief.
5. Improving the health care system. Recognize programs that demonstrate excellence in serving community health needs and encourage replication of these success models through the Sapphire Award.



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