



BlueCross BlueShield
of Florida

An Independent Licensee of the
Blue Cross and Blue Shield Association

Investing in Our Communities



OUR COMMITMENT TO COMMUNITY

Blue Cross and Blue Shield of Florida (BCBSF) is committed to improving the quality, accessibility and efficiency of health care for all Floridians. To this end, our corporate mission compels us to find real, meaningful solutions to some of the most critical social issues that face our state. By investing in our communities, we are able to translate our mission into action to address these issues and provide vital assistance to those in need.

To have the greatest impact on the most Floridians, BCBSF community investments are strategically focused on four main areas: the uninsured and underserved; the nursing shortage; literacy; and health and wellness. Support for these areas is provided by our employee volunteers, the Blue Community Champions; our signature program, Generation RNSM; BCBSF corporate contributions; and grants from our philanthropic affiliate, The Blue Foundation for a Healthy Florida.

BCBSF community investments are tailored to address the specific needs of local communities across our state, maximize the impact of our charitable resources and harness the passion of our employees. Driven by our corporate values, our community investments also promote innovative, collaborative approaches to issues; enhance diversity and multicultural awareness; and demonstrate positive, measurable impacts on the health and well-being of all Floridians.



FOCUSING OUR INVESTMENTS

In order to have the greatest impact on the most Floridians, Blue Cross and Blue Shield of Florida concentrates its support on four main areas related to enhancing health:

The Uninsured and Underserved

Access to quality health care services is vital for a community's well-being. We support programs that provide and expand access to health care for Florida's uninsured and underserved.

The Nursing Shortage

Nurses are an essential component in the delivery of quality health care. BCBSF is addressing Florida's nursing shortage to improve the quality of our health care system and to be better prepared to meet the needs of our growing elderly population.

Literacy

Those who are more literate are more likely to have health screenings, follow medical regimens and seek help in the course of a disease. We are committed to improving literacy skills by focusing our community investments on family and health literacy programs.

Health and Wellness

Increased physical activity and healthy diets enable people to live longer, be healthier and prevent the onset of chronic conditions such as obesity, diabetes and heart disease. We support programs that promote healthy lifestyles through physical fitness and proper nutrition.



The mission of The Blue Foundation for a Healthy Florida, BCBSF's philanthropic affiliate, is to enhance access to quality health-related services for Floridians, with a particular focus on the uninsured and underserved. To achieve its goals, The Blue Foundation strategically focuses on community-based solutions to improve program capacity and reduce barriers to access; nurtures community health leadership to reinforce local solutions, foster innovation and sustain quality; and leverages financial, human and other resources to maximize measurable impact. Much of this support is awarded to community-based health clinics and outreach services.

The Blue Foundation awards grants via a competitive application process during two proposal cycles (summer and winter). Since 2001, more than 100 grants, rich in diversity, have been awarded to groups throughout our state.



The Blue Foundation presents The Sapphire Award to recognize excellence in community health programs that create a significant, positive impact on health-related outcomes for the state's at-risk population and communities. Up to three nonprofit winners are selected to receive financial awards to use for their health-related programs. An independent nomination process is used to identify and select Sapphire Award recipients.



An extreme nursing shortage in Florida is impacting the quality and availability of health care. In response, BCBSF initiated Generation RNSM, a public/private partnership of health care providers, colleges and universities, and other community organizations, focused on boosting the number and cultural diversity of the nursing workforce.

Through endowments to two- and four-year colleges and universities, the program provides an everlasting funding source for student scholarships, classroom and lab space, and teachers. The program also supports today's nurses through the sponsorship of continuing education programs and career development seminars. The initiative lays a foundation for sustained growth in nursing into the future, as Florida's population increases and as the percentage of elderly residents rises.

Generation RNSM has impacted each of Florida's 67 counties and given support to virtually every nursing program across the state.

The program is recognized as a model for public/private partnership in addressing the nursing shortage. Recent awards include the 2006 American Business Award for Best Corporate Social Responsibility Program, the 2006 Workforce Champion Award from Workforce Florida and the Agency for Workforce Innovation, and the 2007 Corporate Citizen Award from the American Association of Colleges of Nursing.



Blue Community Champions

dedicated to providing caring solutions...

Blue Community Champions is our employee volunteer program focused on helping mobilize volunteers, providing leadership, raising awareness and funds, and challenging others to get involved in making our communities better places to live and work.

BCBSF is dedicated to providing caring solutions and the Blue Community Champions program is committed to enhancing the quality of life in our communities. Our employees provide more than 30,000 volunteer hours annually, serving in leadership roles on nonprofit boards and committees, mentoring children and teens, building homes, feeding the hungry, walking miles to raise funds and much more.

Requests for volunteer support are guided by an application process and reviewed monthly on an individual basis.

United Way

Our Blue Community Champions are also leaders in employee giving. For more than 40 years, BCBSF employees have had a tradition of supporting the United Way. The company, with the generous support of our employees, consistently ranks as one of the top corporate donors to local United Ways throughout the state.



CORPORATE CONTRIBUTIONS

BCBSF's corporate contributions provide us with a strategic opportunity to address needs and issues unique to local communities throughout the state. Monetary and in-kind support is provided to nonprofit organizations that make a meaningful impact on all Floridians.

BCBSF provides corporate contributions to local organizations that:

- possess exemption by the Internal Revenue Service under section 501(c)(3) of the tax code;
- are located in Florida and serve Floridians
- address one or more of our four focus areas
- do not duplicate the efforts of other groups already supported by the company.

BCBSF does not provide funding to:

- individuals
- for-profit entities
- political groups or individuals running for elected office
- civic, fraternal or labor organizations
- groups that discriminate based on age, sex, race, religion, creed, sexual orientation or marital status
- parent-teacher associations
- religious groups if funds are used to benefit a specific denomination or congregation.

Requests for support and the awarding of corporate contributions are guided by a competitive application process and reviewed monthly.

HOW CAN BLUE HELP YOU?

To learn more about our community investment programs and download applications for support, please visit the "About Our Company" section of our web site at www.bcbsfl.com, contact your local BCBSF representative or simply e-mail the individual programs directly.

The Blue Foundation for a Healthy Florida

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Blue Community Champions

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Corporate Contributions

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