

The Blue Foundation

FOR A HEALTHY FLORIDA



NEWS RELEASE

FOR IMMEDIATE RELEASE
August 6, 2002

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The Blue Foundation for a Healthy Florida Awards Philanthropic Grants *Eleven Florida Non-profits Receive \$497,480*

Jacksonville, Fla. -- The Blue Foundation for a Healthy Florida awarded \$497,480 to 11 non-profit Florida organizations to serve uninsured and underserved individuals. The funded programs, ranging from prenatal health education for pregnant adolescents to dementia caregiver training, were chosen from 257 proposals submitted to The Blue Foundation during the Spring 2002 grant cycle.

"These 11 grants represent the significant positive impact The Blue Foundation is having on the many health care challenges we face in Florida," said Susan Towler, executive director of The Blue Foundation. "We are accomplishing our goal of providing caring solutions through grants that will educate, train and improve the lives of individuals and families throughout Florida."

The Spring 2002 grant recipients are listed below with the dollar amounts of their grants. Grants are for one year, unless otherwise specified:

- Mission House, Inc., Jacksonville Beach, \$14,513
- Northeast Florida Pediatric Society, Jacksonville, \$72,128 over three years
- Alachua County for Rural Needs, Brooker, \$52,350
- Pleasant Place, Gainesville, \$56,004 over two years
- Experience Works, Ocala, \$62,108

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- Columbia County Senior Services, Lake City, \$70,128 over two years
- Elderly Interest Fund, Ft. Lauderdale, \$25,000
- Hispanic Health Initiatives, Orlando, \$57,000
- Senior Friendship Centers, Sarasota, \$47,100 over two years
- Neighborhood Health Clinic, Naples, \$23,700
- Hillsborough Community College, Tampa, \$17,500

The new grants mark \$1.4 million in contributions The Blue Foundation for a Healthy Florida has provided to Florida non-profits since the foundation's inception in March 2001. The impact of these grants touches all of Florida's shores and meets the diverse health care needs of Floridians living in the many communities in between.

"The Blue Foundation looks for innovative programs that advance the health and well-being of uninsured and underserved Floridians," Towler said. "These programs meet a variety of needs in our communities, reflecting the cultural and ethnic diversity of our state."

In Marion County, Experience Works, Inc. will train 40 low-income seniors to be home health care aides to provide care to other seniors who require homebound care. "The peer-to-peer caring services will help alleviate the critical shortage of certified health care workers in Florida and help maintain the independence of seniors," said Madeline Simpson, director of Experience Works, Inc.

In Central Florida, more than 750 Hispanics will be educated about the risks of type-2 diabetes. Hispanic Health Initiatives will create a culturally sensitive outreach program that includes a Hispanic diabetes support group.

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In South Florida, the uninsured aging in Broward County will receive free health care and prescription drugs through a mobile medical clinic. MediVan, run by Elderly Interest Fund, takes the doctor to the patient and helps to diagnose diseases before they become public health risks.

The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), provides grants to support programs that positively impact the health and well-being of uninsured and underserved Floridians. The Blue Foundation awards up to \$1 million in grants per year. The grant applications for the Fall 2002 cycle are due Sept. 3, 2002. For more information on the proposal process, please call 1-800-477-3736 ext.63215.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. The Blue Foundation received its 501(c)(3) status by the Internal Revenue Service in May 2002. For more information concerning The Blue Foundation for a Healthy Florida, please visit its Web site at www.bcbsfl.com.

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