

# **The Blue Foundation for a Healthy Florida**

## ***Mission Statement***

The Blue Foundation for a Healthy Florida shall enhance access to quality health-related services for Floridians, particularly the uninsured and underserved. The Blue Foundation partners with community leaders to recognize and support strategies that advance the health and well-being of uninsured and underserved Floridians.

To achieve its goals, The Blue Foundation will: strategically focus grant allocations toward philanthropic, community-based solutions to improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions, foster innovation, and sustain quality; and leverage financial, human, and other resources to maximize measurable impact.

## **Guiding Principles & Priorities**

*The following core principles and priorities inform The Blue Foundation's mission and help guide its actions, including its grant decisions:*

### **Improved Access**

We value accessible quality health related services for all Floridians, with a particular emphasis on strategies that improve access to underserved and uninsured populations.

### **Focus**

We believe in enhancing the capacity of programs deemed to have lasting impact more than investing in approaches that may have high numbers served with little or no sustained impact. Similarly, we believe that it is better for an applicant to have a clear focus rather than try to use funds in numerous ways that rapidly diffuse the impact of limited financial, human and other resources.

We value programs that directly address improving the access and quality of health care for racial and ethnic minorities, and those of low-income, thereby reducing the disparity of health care reaching these populations.

We value community-based solutions, including local health clinics, public health outreach efforts, and well-defined programs that assist underserved and uninsured populations. Where it may be particularly beneficial, we seek to bring formal recognition to outstanding or highly promising programs to catalyze greater attention and leverage additional resources.

### **Impact**

We value the extent to which a program shows promise of lasting community benefit and measurable impact.

We value initiatives that seek to use our financial and other resources in ways that provide leverage, helping magnify impact and sustainability.

### **Diversity**

We value organizational approaches that are well informed about populations being served by having appropriate representation within the organization, including advisory boards, where reasonable. We view healthy diversity as including numerous elements germane to the community and the organization's mission. It involves, in part, an appropriate mix of both backgrounds and skills that maximize the organization's potential for success, including the agency's credibility in the community. Further, we recognize the value of being a good listener to members of target populations by virtue of strong and mutually respectful relationships.

**Relationships**

We value strong, respectful, and lasting relationships, between applying agencies and the institutions with which they partner in serving the community.

We respect the autonomy of the local community in taking responsibility for its future, and recognize the need to obtain the community's commitment to embrace solutions in order to achieve and sustain successful programs.

**Planning**

We respect the diligence behind well thought out written plans. Such plans articulate action steps and division of responsibilities leading to defined and measurable goals, and strategies to sustain programs.

We are keenly aware that there are often many daunting challenges that may stand in the way of success. Rather than attempt to present a "rosy" face in order to obtain support, we value plans that candidly identify possible challenges, analyze obstacles, and reasonable steps to address them, and likewise admit to limitations. We emphasize this point to assure applicants that they are helping rather than jeopardizing themselves in obtaining support by providing candid assessments.

**Leadership and Accountability**

We value quality leadership, including in part: how well the staff and organization are respected by the community and population they serve; established processes to attract, train, and sustain effective staff, board members, and program volunteers; low staff turnover to ensure program continuity and minimum frustration to the community being served (or plans to reduce turnover); succession planning that ensures programs will not be hurt if key staff members leave the organization; examples of functional partnerships with other organizations; and, transparent financial accountability for use of grant dollars and the broader budget.

**Learning**

We value programs from which we can learn and better inform other programs as well as our future grantmaking decisions. So long as programs are well documented, then even "failed" efforts will provide useful information from which to refine and improve future programs.

**Creativity**

We humbly recognize that the issues faced by those we seek to assist are often remarkably complex and vexing, and that a solution for one area or population may not be appropriate for others. Therefore, we value the creativity, thoughtfulness and diligence of applicants to make the best use of pertinent information and experience to craft novel approaches toward realizing their particular health-related goals. We ask that the information and theories behind initiatives be clearly and succinctly articulated so that we can understand the logic behind selected strategies.