

The Blue Foundation for a Healthy Florida

2005 Annual Plan and Budget Goals & Strategies

Key Objectives

- Increase presence of BCBSF across the state through management and promotion of The Blue Foundation
- Build understanding of and support for The Blue Foundation's mission
- Achieve public support for the value BCBSF and The Blue Foundation create for the communities they serve
- Achieve recognition as a tangible example of BCBSF's beliefs, values and promise
- Enhance the organizational effectiveness of The Blue Foundation team and operations

Goal 1.

Improve Floridians' health outcomes, particularly the uninsured and underserved.

Strategies

- Identify and support programs that increase access and reduce barriers to quality care.
- Evaluate existing grants every six months using evaluation forms and establish Liaison Program to increase site visits.
- Publicly recognize and educate key stakeholders about The Blue Foundation and successful programs it has funded.
- Serve as a credible resource to nonprofits, funders, media and policy makers about effective health programs.
- Contribute \$1 million to nonprofits during two grant cycles.
- Integrate efforts with BCBSF public affairs strategies where appropriate.

Goal 2.
Sustain and grow established and demonstrably effective community-based health clinics and outreach programs.

Strategies

- Implement **The Sapphire Award** to systematically bring attention to new and existing community-health programs.
- Recognize and support outstanding existing programs deemed to have made an impact in increasing health outcomes for the underserved and uninsured.
- Leverage additional resources to worthy efforts by raising awareness of programs through contacts with media, other funders, and key stakeholders throughout Florida and nationally.
- Nurture program growth and impact by communicating the work of identified initiatives as worthy demonstration sites, enhancing Florida's organizational learning curve with "best practice" information made available to practitioners, funders, and program evaluators.

Goal 3.
Increase the capacity of The Blue Foundation to achieve its mission of enhancing access to quality health-related services.

Strategies

- Conduct appropriate research to ensure that any development activities do not harm the foundation or BCBSF's brand or other initiatives.
- Develop long-term resource development programs aimed at key stakeholders.
- Secure additional human and financial resources from BCBSF to implement planned development programs.
- Explore development of outside community directors for The Blue Foundation.

Goal 4.

Increase employee awareness and understanding of The Blue Foundation and its mission by 10 percent.

Strategies

- Manage the Employee Review Team and increase its visibility within BCBSF.
- Recruit additional ERT members in first quarter 2005.
- Increase ongoing communication about The Blue Foundation through established communication vehicles within BCBSF.

Goal 5.

Build positive relationships with the philanthropic community and the non-profit sector by positively influencing attitudes and actions.

Strategies

- Explore partnerships with community foundations and other interested foundations to conduct Alliance trainings statewide for non-profit organizations.
- Become actively involved in Donors Forums, Florida Philanthropic Network and other membership organizations.
- Produce 2004 annual report.

Goal 6.

Improve the organizational effectiveness of The Blue Foundation team as measured by client feedback.

Strategies

- Increase operational support and hire an assistant director.
- Provide professional management to Foundation board of directors, including investment strategy, financial policy and annual budget management.
- Increase professional development opportunities for staff and board.
- Improve use of Gifts software to track and manage proposals and grants.