

# A Report to the Northwest Florida Community



Blue Cross and Blue Shield of Florida is committed to serving customers, friends and neighbors in Pensacola and surrounding areas, and has been part of the Northwest Florida community for more than 60 years. We live, work and raise our families here. Giving back to the community is the guiding principle driving our philanthropic foundation, our community investment program and emergency relief efforts when needed. In the last three years, we've contributed nearly \$509,000 to support critical work being done by local nonprofits and another \$3.9 million to statewide programs that impact Northwest Florida. Our long-standing commitment remains steadfast and will continue for generations to come.

## The Blue Foundation for a Healthy Florida

The Blue Foundation grants totaling \$317,250 to local nonprofit organizations provide support for long-term, community-based solutions that will have a lasting effect on the health and well-being of the people in Northwest Florida. With our grants:

- Sacred Heart Health Systems implemented a prescription drug education program for the elderly and underserved African-Americans and enrolled them in a discount drug-buying program.
- St. Andrew Community Medical Center in Panama City equipped a new dental clinic for poor uninsured residents who wouldn't otherwise receive dental care.
- Nemours Children's Clinic funded home telemedicine units to improve care for critically ill Panhandle children.
- United Ministries in Pensacola launched Lifeline, a program that helps poor, uninsured residents purchase needed prescriptions.



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## Community Involvement

*Significant Blue Cross and Blue Shield of Florida resources – both financial and human – are devoted to helping meet critical needs in the community:*

- **Donations**

Recent donations totaling \$52,200 in corporate sponsorships and employee contributions to Northwest Florida nonprofit organizations help fund research and health education and improve the quality of life for the sick and afflicted. Among the recipients were March of Dimes chapters in Pensacola and Panama City, United Way of Escambia County and Ronald McDonald House in Pensacola.

- **Volunteers**

Our employees have a long history of volunteering their time, money and in-kind gifts to various causes. These Blue Community Champions have logged 1,106 volunteer hours since we began recording their efforts in 2003. From Escambia County schools to organizations like the American Red Cross and the American Diabetes Association, our employees work to make a difference in their communities.

- **Endowment**

An acute nursing shortage in the Panhandle prompted our \$100,000 contribution to the University of West Florida's nursing program. As an endowment, the contribution will provide a perpetual source of funding for the education of student nurses.



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## Hurricane Relief Efforts

*When disaster strikes, we respond quickly to relief and recovery efforts. We donated \$750,000 to hurricane disaster relief efforts statewide in 2004. In the wake of Hurricane Ivan:*

- We worked closely with providers to ensure customers hit by the hurricane would have access to quality health care and claims would be paid promptly.
- We donated \$20,000 to the American Red Cross of Northwest Florida. Another \$25,000 has been pledged to Rebuild Northwest Florida.
- We encouraged employees to donate money and volunteer time to help local relief organizations.
- Our Alliance Building Workshop is designed to target long-term recovery efforts for the community in serving the poor and underserved populations.



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