



MIAMI CHILDREN'S HOSPITAL FOUNDATION

July 7, 2005

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Ms. Dena A. Willman
AFP Miami-Dade Chapter President
c/o Mount Sinai Medical Center Foundation
4300 Alton Road, Suite 100
Miami Beach, FL 33140

Dear Ms. Willman:

As the Founding Chairman of the Julia Tuttle Award for Community Involvement and Corporate Citizenship, it is a distinct pleasure to nominate BlueCross BlueShield of Florida for this Award. The Julia Tuttle Award was originally established to recognize corporations in the community that demonstrated outstanding leadership and financial resources in social and civic affairs; that encouraged broad employee participation with community-based organizations; and that encouraged other companies to get involved with both charitable contributions as well as leadership activities.

BlueCross BlueShield (BCBS) offers an outstanding example and role model for corporate community involvement in Miami-Dade County and throughout the State of Florida. BCBS sees its mission as going beyond the traditional role of a health care company to take a leadership position in finding solutions for changing times in a multi-ethnic, multi-lingual community. BCBS uses its resources not only to serve its customers but to pursue community and public policy solutions that advance the health and well-being of all Floridians.

Since 2003, BCBS and its employees have contributed more than \$60 million in cash and in-kind donations to charitable organizations throughout Florida, in addition to volunteering more than 25,000 hours in community services (valued at \$429,750) to 150 agencies and pledging \$1.3 million to United Way organizations. In Miami-Dade County, between 2002 and 2005, BCBS has contributed 144 gifts to 77 diverse non-profit organizations, enabling recipients either to continue vital programs or to launch new initiatives. These organizations share a focus on health, education, the arts, social welfare and civic engagement.

BCBS has been a generous "star" to Miami Children's Hospital Foundation in contributions of time, money and leadership. BCBS has committed \$1,105,800 to MCHF since 2002, including a challenge grant of \$500,000 to support our Children's Brain Institute; \$500,000 in support of the Family Education Center in the Children's Brain Institute; \$100,000 as the presenting sponsor of the charity premiere of *Star Wars: Revenge of the Sith*, benefiting our Children's Brain Institute; \$5,000 for MCH's Health Village in *Zo's Block Party*; in-kind gifts for *Zo's Block Party*; and the purchase of tickets for Hall of Fame seats at our annual fundraising gala. BCBS has been an early and significant supporter of the Children's Brain Institute, not only financially, but also in terms of leadership; Shelly Spivak, BCBS Manager for Governmental and Public Relations, serves on the Institute's Steering Committee, the Board of Directors of United Way of Miami/Dade, the Coconut Grove Playhouse, and the Executive Committee of the Greater Miami Chamber of Commerce.

BCBS is one of only a few corporations nationwide with a staff dedicated to community and civic involvement. More than 20 BCBS senior executives serve in a leadership capacity on boards in Miami-Dade County, assisting non-profit service agencies with business development and strategic planning skills. In addition to the organizations named above,

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BCBS senior executives serve on the boards of the Beacon Council, the Museum of Science, the Children's Museum, St. Thomas University, and the Children's Resource Center.

BCBS currently supports 21 Miami-Dade County service organizations through volunteer activities, in-kind donations, and/or financial assistance. We are listing here only a few of the highlights. Over the past two years, BCBS has contributed \$850,000 to United Way of Miami/Dade to help fund the Early Childhood Development Center, which will be a world-class, state-of-the-art model of best practices for the early care and education of young children. In 2003, BCBS provided a \$75,000 corporate gift as well as volunteer support to the Miami Coalition for a Safe and Drug-Free Community to fund an anti-drug awareness campaign. That same year, BCBS contributed \$50,000 to Amigos Together for Kids for its capital funding campaign, and \$100,000 to the Concert Association of Florida, followed by a \$300,000 challenge grant in 2004.

To address the severe nursing shortage in Florida, in 2002 BCBS contributed \$500,000 to support the Jessie Trice Community Nursing Program. This is an innovative coalition between Florida Memorial College, St. Thomas University, and the University of Miami Nursing School designed to increase the numbers of minority students in nursing careers. Also in 2002, BCBS sponsored the Healthy Choices Mentor Toolkit with a gift of \$100,000 to Take Stock in Children, a program that provides volunteer mentors, scholarships, early intervention and long-term support to low-income children at risk of substance abuse.

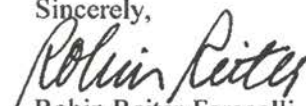
Additional Miami-Dade organizations recently benefiting from BCBS support include: the Miami Bridge Youth and Family Services, the American Heart Association, Barry University, the Belafonte-Tacolcy Center, Black Archives History and Research Foundation of South Florida, Centro Campesino, Community Partnership for the Homeless, Concert Association of Florida, Family Christian Association, the Florida International University Foundation, Girl Scouts, Florida Grand Opera, Good News Care Center, Mercy Hospital Foundation, Miami Art Museum, Miami City Ballet, League Against Cancer, Mothers' Voices, Saint La Haitian Neighborhood Center, Susan G. Komen Breast Cancer Foundation, Thelma Gibson Health Initiative, the Theodore Gibson Memorial Fund, and the University of Miami School of Medicine.

BCBS not only cares about helping its community, it cares about protecting our environment. Throughout 2003, the company and its employees recycled 1872 tons of paper, cardboard, glass, tin, aluminum and plastic, helping to save 13.1 million gallons of water, 7.7 kilowatt hours of electricity, and 31,124 trees.

In addition to the overall corporate support offered by BCBS, three years ago they established the Blue Foundation, which provides charitable contributions in the areas of health and well-being, throughout the State of Florida. This Foundation, coupled with their active corporate presence, has made BCBS of Florida a leader in philanthropic initiatives in this community.

BCBS has been and continues to be an outstanding leader and corporate role model in serving and giving back to our community. We are fortunate to have this dedicated corporate citizen as a part of our Miami-Dade community.

Sincerely,


Robin Reiter-Faragalli
President