

**The Blue Foundation**  
FOR A HEALTHY FLORIDA



**Setting the Course for  
Philanthropy in Florida**

**AMC Presentation  
September 27, 2002**



## Goals of Presentation

- Gain common understanding of BCBSF's role with The Blue Foundation
- Gain common understanding of The Blue Foundation's purpose
- Provide an informational update of BCBSF's community relations programs



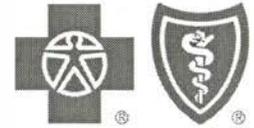
## Background

- BCBSF – A long history of helping
- Corporate responsibility to provide resources, time and talent to communities
- In 2001, the Enterprise and our employees invested more than \$4 million; our employees volunteered 10,000 hours



## Background

- Community Relations Goals:
  - Strengthen industry leadership
  - Build public support for the value of BCBSF's local presence in our communities
  - Support and complement BCBSF's Promise, Beliefs and Values
- In November 2000, BCBSF Board of Directors approved a resolution to establish a private, charitable foundation as a separate, non-profit corporation



## Background

- Filed articles of incorporation to create The Blue Foundation for a Healthy Florida, Inc. on March 12, 2001
- Appointed Susan Towler as executive director
- Named separate, independent board of directors and officers:
  - Bruce N. Bagni, President
  - Patrick McCabe, Vice President
  - Randy Kammer, Secretary
  - Deanna McDonald, Treasurer
  - Tony Jenkins
  - Russ Jollivette
  - Susan Wildes



## Relationship of Foundation to BCBSF

- BCBSF, Inc. is the sole member of the corporation, The Blue Foundation for a Healthy Florida, Inc.
- Separate foundation board from BCBSF board of directors
- Foundation has own accounting, investment and financial policies; operates as its own non-profit entity – 501(c)(3)
- \$5 million initial funding, including initial endowment, start-up costs, first year's administrative expenses and \$1 million in grants
- BCBSF annually budgets for grant awards and direct administrative costs; many services are donated



## Connection to Community Relations Programs

### Five Components:

- The Blue Foundation for a Healthy Florida
- Enterprise Community Relations and Corporate Giving
- Blue Community Champions Employee Volunteer Program
- GBU Community Relations/Local Sponsorships
- United Way Campaign

**All report to Public Affairs to allow enhanced integration, alignment and efficiencies**



## BCBSF Community Giving Examples

- March of Dimes WalkAmerica
- Volunteer Jacksonville “Dose of Caring” Award
- Florida Chamber of Commerce dues
- Komen Race for the Cure sponsorship
- Printing brochure for Healthy Start Coalition
- Romanian Book Drive
- Jaguars Ticket Promotion



## Purpose of The Blue Foundation

- Designed to be broad enough to have a significant impact on the many different health care challenges in Florida
- Primary purpose is to fund and support 501(c) (3) programs and organizations that positively impact the health and well being of uninsured and underserved (e.g., rural, at-risk, low income) Floridians
- Accomplished through a combination of grants and support for demonstration projects, research and policy initiatives, rather than directly financing the provision of health care services (reimbursement of care)



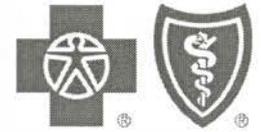
## Types of Programs Eligible for Funding

- Requesting organization must have tax-exempt status as a 501(c) (3) organization with the Internal Revenue Service
- Health care education, awareness and training programs
- Philanthropic, proactive approaches to address present and future health care issues
- Community Health Clinics
- New ways to deliver health care or increase health care access to uninsured and underserved
- Programs that are innovative or collaborative



## Groups/Programs NOT Eligible for Funding

- Individuals
  - BCBSF members who are denied coverage
- Fundraising events or celebrations
  - Tickets to galas, dinners, luncheons
  - Tickets to arts and culture activities, museums
  - Sponsorship of galas, fundraisers, golf or athletic tournaments
- Political or lobbying organizations
- Fraternal, athletic or social organizations
- Religious organizations for religious purposes
- Organizations that do not directly serve Floridians



## Grant Guidelines

- Each year, foundation plans to award up to \$1 million in charitable grants
- Requests will generally be considered for grants of all sizes from \$10,000 up to \$100,000
- Multi-year commitments may be made, depending upon the request, the need and the funds available
- Awarded first grants in December 2001, second in July 2002
- Grants will be awarded twice a year in Spring and Fall
- Completed third round of requests for grant proposals on September 3 – received 215 proposals



## **Grants Made to Date**

- Twenty-seven non-profit organizations totaling \$1.42 million in grants (see summaries in packet)
- Diverse organizations located across the state
- Prescription drug education, youth development, at-risk teens, diabetes, women's heart disease, nurse training, prenatal care, autism, physician training
- Announced at news conferences and surprise events around the state in December/January and July/August to receive publicity and build awareness



## Employee Grant Review Team

- Team consists of 16 employees from across the company
- Selection criteria included: current position, grade level, length of service, community involvement, office location, special skills and management approval
- Involving a diverse group of employees assures that the foundation is funding organizations with the greatest need and a strong connection to the foundation's purpose
- Alternating terms of service allows continuity on the team and provides other employees the opportunity to serve



## Employee Grant Review Team

- Voluntary participation with management approval
- Most meetings are held in Jacksonville
- Team members: Johanna Armendariz, Susan Brandenburg, Mary Ann Caruso, Patricia Colvin, Mike Elison, Vic Ephrem, Eric Glasnapp, Maxine Haynes, Marsha Humphries, Charlie Joseph, Renee Marsh, Beverly Michaelson, Bill O'Brien, Kathy Orr, Beverly Northey



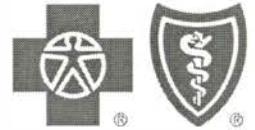
## Employee Grant Review Team

- Develop selective and evaluative criteria to determine funding recommendations
- Become aware of programs, non-profits, initiatives that relate to foundation purpose
- Become an advocate and ambassador of The Blue Foundation and BCBSF's community relations programs
- Review recommended grant proposals
- Determine final funding recommendations for grant committee
- Next opportunity to apply: November 2002



# Long-Term Goals for The Blue Foundation

- Fundraising to increase the endowment
- Implement own initiatives and programs, including annual community prize
- Appoint community representatives to board of directors
- Focus on community health clinics
- Possible incorporation of higher education strategy



## What You Can Do

- Become involved in your community
- Find ways to support BCBSF's community presence
- "Live your life so that you can say each evening that you have in some small way contributed to the good of mankind."

--Life's Little Instruction Calendar  
Volume VI