

2018 Community Partnerships Report

Blue Cross and Blue Shield of Louisiana



everyday people doing extraordinary good

01CR1147 R05/19 The Blue Cross and Blue Shield of Louisiana Foundation is a non-profit 501(c)(3) subsidiary of Blue Cross and Blue Shield of Louisiana and is an independent licensee of the Blue Cross and Blue Shield Association.

Optimism

We have a great deal more kindness than is ever spoken.

Barring all the selfishness that chills like east winds the world, the whole human family is bathed with an element of love like a fine ether. How many persons we meet in houses, whom we scarcely speak to, whom yet we honor, and who honor us! How many we see in the street, or sit with in church, whom, though silently, we warmly rejoice to be with! Read the language of these wandering eyebeams.

The heart knoweth ... the emotions of benevolence ... from the highest degree of passionate love, to the lowest degree of good will, they make the sweetness of life.

Ralph Waldo Emerson



True Community

A few years ago, we started describing our work as “helping everyday people do extraordinary good.” As a Foundation and an extension of Blue Cross’ mission to improve the health and lives of Louisianians, that’s our lane — making connections, empowering others. We use the tools we have to find compassionate, talented people working for good and power them up with the Cross and Shield. We back people, we build networks, we open doors.

This year, the work we invested in impacted more than 2.5 million Louisianians. That represents the work of hundreds of thousands of hands and hearts, the kindness of our human family working every day to reshape our state into something greater, more equitable and bountiful for everyone.

Our Community Relations and Foundation teams are often in the community, but chances are you also know one or more of the thousands of Blue Cross employees who are out volunteering, serving on civic and nonprofit boards and otherwise engaged in communities where they live and work. Or you know and work with one of the hundreds of nonprofits we support throughout the year in their lifesaving work. Theirs are the stories we celebrate in these pages.

Last year, the work of our partners fed hundreds of thousands of people with healthy food, helped kids overcome obstacles and succeed in school, helped other kids find their way into meaningful careers, got hundreds of families into stable homes, provided access to critical healthcare services, delivered mental health services, supported innovation in social business, created equitable access to economic opportunity and so much more.

We are honored and humbled to be a part of, catalogue and share the work of so many dedicated and selfless neighbors. Through this report, our hope is to win new allies for their work, and to inspire you to share this news with anyone you think can contribute in any way to the nonprofits celebrated here.

Sincerely,

A handwritten signature in white ink that reads "Michael Tipton". The signature is fluid and cursive, written in a professional style.

Michael Tipton
President, Blue Cross and Blue Shield of Louisiana Foundation
Head of Community Relations

Community Relations

Through its Community Relations Department, Blue Cross and Blue Shield of Louisiana invests significant resources in the communities it serves. Blue Cross' 2,500 employees live all over Louisiana — from Barataria to Bastrop and everywhere in between. And because of that, Blue Cross employees care deeply about the state. The Community Relations Department helps Blue Cross employees give back to their friends and neighbors, while maximizing the impact of their good deeds.

Investing in Louisiana's Health

Our company has a long history of investing in Louisiana's health and fitness. Each year, we sponsor dozens of healthy living events – family fit days, races and walks, cooking demos and farmer's markets – to keep people eating right and moving more.

We also support hundreds of nonprofits providing access to care and support services across the state. In 2018, we invested in 279 community partners with a focus on bigger, sustainable impact, including:



Health and Wellness

- » Helping 128 patients living with cancer and their caretakers access transportation to treatment, medication, nutritional supplements, lodging and household bills (Louisiana Cancer Foundation for Research and Education)
- » Suicide prevention education for 1,000 middle school students in northeast Louisiana (Children's Coalition for Northeast Louisiana)
- » Diabetes education and prevention services through a summer camp experience for 250 kids (Camp Power and Camp Victory)
- » Providing EVERFI's Prescription Drug Abuse Prevention digital course to every high school in East Baton Rouge Parish (East Baton Rouge Parish School System)
- » Partnerships to develop community action plans to improve health at the grassroots level (Community Foundation of Acadiana, Beacon Community Connections' Acadiana Culture of Health Summit)
- » Providing racing chairs and outreach for over 2,000 Angel runners and athlete riders with disabilities across the state to participate in 100 competitive racing events (Ainsley's Angels of America)



Food Insecurity

- » Team Blue volunteers preparing and packing more than 300,000 meals across the state in celebration of MLK Day of Service and the New Orleans Tricentennial Volunteer Challenge
- » Funding 10,000 hot meals in the Baton Rouge area and supporting a dining room that provides meals for people facing food insecurity 365 days a year (St. Vincent de Paul)
- » Delivering 200 lunch meals for seniors in northwest Louisiana (Caddo Council on Aging)



Quality of Life

- » Supporting wetlands conservation education for hundreds of children (Friends of South Louisiana Wetlands Discovery Foundation)
- » Supporting social biking through enhancing crosswalks, improving transit and protecting bikeways (Bike Easy New Orleans)
- » Delivering 500 coats made from sustainably sourced materials to children in need (Operation Warm)
- » Five renovation projects and Safe at Home efforts for 50 families (Rebuilding Together New Orleans)
- » Helping students continue a college education interrupted by financial hardship (UNCF)



Investing in Louisiana's Health | **BLUE BIKES**

Whether wheeling to work, to get groceries, to meet friends or heading out to have fun, New Orleanians have made the most of Blue Bikes in its maiden inaugural voyage year.

Blue Bikes, the first bike share program in New Orleans, launched Dec. 6, 2017, with hundreds of bikes and dozens of stations placed throughout the city. Blue Bikes offers a healthy, affordable, green way to experience New Orleans without the hassles of fighting traffic and finding parking.

And, locals have loved it – in the first year, Blue Bikes riders have:

- › Taken 293,485 trips and ridden more than 572,000 miles – that's equal to more than two trips from Earth to the moon!
- › Burned nearly 23 million calories
- › Eliminated 504,402 pounds of carbon offset – saving the equivalent of more than 25,000 gallons of gasoline



BIKE SHARE is coming to Baton Rouge!

Gotcha, our bike share partner has announced Baton Rouge's bike share program, which will launch in 2019. The system will introduce 500 GPS-enabled e-bikes across 50 mobility hubs throughout the city, including the downtown area, Louisiana State University and Southern University.

Riders will be able to use the Gotcha app to locate bikes at mobility hubs within the city. They will be able to use a variety of payment options to ride on a daily, monthly or annual basis. The bike share program will expand to 800 e-bikes and 80 mobility hubs over the next two years.

Sponsors and Partners of the Baton Rouge bike share program include:

- › Presenting Sponsor: Blue Cross and Blue Shield of Louisiana
- › Docking Sponsor: Baton Rouge General
- › City of Baton Rouge, Parish of East Baton Rouge
- › Department of Transportation and Development (DOTD)
- › Baton Rouge Area Foundation (BRAAF)
- › Louisiana State University (LSU)
- › Southern University (SU)
- › The Recreation and Park Commission for the Parish of East Baton Rouge (BREC)
- › Downtown Development District (DDD)
- › The Charles Lamar Foundation

Investing in Louisiana's Health | **INNOVATIVE APPROACHES TO HEALTH**

New Orleans Health Innovators Challenge

In 2018, Blue Cross partnered with the New Orleans Business Alliance and Ochsner Health System to launch the New Orleans Health Innovators Challenge. The Challenge is a nationwide call for digital health startups to offer solutions to leading healthcare problems and showcase New Orleans as a solid location for bio-innovation companies to do business.

The spring 2018 inaugural New Orleans Health Innovators Challenge brought health technology startups to New Orleans to participate in pitch competitions for cash prizes, opportunities to pilot their technology with the largest healthcare providers in the state and access to startup resources in New Orleans. The International Economic Development Council presented New Orleans Business Alliance with a Gold Award in recognition of the inaugural challenge's success.

The winner of the 2018 challenge on Diabetes Care, Alertyg, has been working in New Orleans over the past year to develop a stick-free, real-time digital monitoring solution for blood sugar, allowing diabetic patients to track changes in their glucose levels without having to prick their fingers. Alertyg's founder and CEO is Marc Rippen, who was inspired to create Alertyg in response to his family's first-hand experience with diabetes.



PitchNOLA Health and Food Challenge

PitchNOLA is a pitch competition that awards \$30,000+ in prizes each year to emerging and developing entrepreneurs who tackle social and environmental disparities in the Greater New Orleans area. Each competition in the series focuses on a key system, challenging the entrepreneurs and audience to imagine a more equitable future for our city. Blue Cross has been the title sponsor of the Health and Food Challenge since 2016.

At each PitchNOLA challenge, entrepreneurs pitch to a judging panel of industry leaders, from c-suite executives to impact investors. Great minds deliver keynotes on the state of the city and opportunities for innovation. Common issues unite diverse New Orleanians, including entrepreneurs and elected officials, community organizers, neighbors and businesses.

Over the past decade, PitchNOLA has awarded over \$200,000 in total financing to entrepreneurs. PitchNOLA winners have expanded their businesses, hit over \$1 million in annual revenue, and received notable attention in the Washington Post, The Guardian, the Times-Picayune, The Advocate, WWNO and WWL-TV.





The winners of the 2018 Health and Food Challenge were:

Okra Abbey is a sacred space for recreation of the spirit - a giving garden growing food to support our neighbors in need.



Gienetix provides innovative products that remove harmful plaque and bacteria to tackle periodontal disease and the systemic health issues they cause. Following PitchNOLA, Gienetix was accepted to Propeller's Startup Accelerator, where they worked to develop a go-to-market strategy for b2c and b2b products, collected customer discovery data through informational interviews and surveys from oral health industry professionals, and refined their financial projections for their company. Following PitchNOLA, Gienetix was accepted to Propeller's Startup Accelerator, where they raised \$20K to meet their fundraising goal for the program, developed a donation and individual giving strategy and process, and developed a financial plan and budget to begin drawing a salary in March 2019.



RePurpose Food Co. rescues food waste to create healthy baby food for low-income communities of color. Founder Shani Christopher was profiled in Gambit Weekly.



Saul's Light Foundation helps New Orleans families navigate the neonatal intensive care unit (NICU) journey by providing non-medical, financial assistance and supports them through the trauma of infant loss by offering mental health-based services. Saul's Light Foundation also received the Audience Favorite Award of \$500.

Supporting Communities | **TEAM BLUE**

Improving the health and lives of Louisianians means more than just paying claims on time. It's a commitment that we make to each and every one of our friends, families and neighbors to use our might for right.

Our employees live this commitment by giving their time, talent and financial resources to Louisiana's nonprofits through Team Blue, our volunteer force. We believe that connecting our employees to causes they care about makes us real to our customers, builds community trust and opens up a new dimension of our company's mission for the people who work here. Most importantly, it shows that our employees support the causes they care about with more than just our dollars – they back it up with hands and hearts.



Quick Look | **TEAM BLUE**



8,914

Team Blue hours
↑ 43% increase since 2017



355

volunteer events
↑ 31% increase since 2017



24,000+

employee volunteer hours

↑ 23% increase since 2017



\$763,855

Total valuation
of volunteer hours*

\$602,855 – General volunteering

\$161,000 – Skilled pro bono evaluation

*Valuation calculated using data from Independent Sector,
Taproot Foundation and the Committee Encouraging
Corporate Philanthropy



\$200,000

company match
↑ 43% increase since 2017



2,553,993

people impacted
↑ 60% increase since 2017

Supporting Communities | **BLUE CORPS PRO BONO**

Through our Blue Corps Pro Bono program, we match nonprofit partners with high-performing Blue Cross employees to work on high-impact projects that can move nonprofit partners forward.

Pro bono publico, or “for the public good,” is a way for our talented employees to use their professional skills in legal, marketing, IT, financial planning and other areas to benefit a cause they care about.

In 2018, we supported eight projects with 1,065 hours of service, including:

- » A marketing plan for Alzheimer’s Services of the Capital Area
- » IT and risk management planning for Covenant House New Orleans
- » Building a new website for Families Helping Families of the Crossroads
- » Communications planning for the Food Bank of Northwest Louisiana
- » Helping to build a performance management process for the Good Work Network in New Orleans
- » Marketing support for I AM THAT GIRL across the state
- » Market assessment for Opera Louisiane in Baton Rouge
- » Earned-income strategy for the Red Stick Project in Baton Rouge

Using research-based tools from the Taproot Foundation and the Committee Encouraging Corporate Philanthropy, we calculate the total value of those hours of employee service at \$161,000.



Blue Cross and Blue Shield of Louisiana Foundation

The Blue Cross and Blue Shield of Louisiana Foundation is a separate 501(c)(3) that invests in the health and well-being of Louisianians by supporting health- and education-related programs. The Foundation is also a leader in building community partnerships that deepen the impact of the work everyday people are doing to improve the state.

Funding Innovation

Through its New Horizons grantmaking program, the Blue Cross Foundation is fostering innovation as a means of improving health and wellbeing in Louisiana. Through this program, we hope to encourage a research-based and scientific approach to philanthropy through testing ideas and seeing what works. The first step in that process is challenging the status quo with new ideas.

Our goal is to find exciting, emerging ideas and social startups that have the potential to disrupt negative trends in health, education and other issues that directly impact quality of life for Louisianians. A successful New Horizons project may make changes in policies, norms, practices and social supports; it may also be a new pilot intervention, plan or approach.



Funding Innovation | 2018 **NEW HORIZONS GRANTS**



» **Acadiana Food Hub – Acadiana Food Market**

In partnership with WAITR, the Acadiana Food Hub will support a virtual grocery store to strengthen food security and access, particularly for people living without easy access to fresh produce and locally sourced ingredients. Users can shop online for healthy food from local farmers and specialty providers at affordable prices. WAITR delivers the food at no cost.



» **CASA New Orleans – Fostering Leadership**

CASA will increase the quality of foster care services through recruiting and hiring former foster youth to refine existing programming, identify and create new services and develop foster care leadership from those who have experience. This leadership is essential as the state works to expand foster care services past age 18.



» **Collegiate Academies – Innovating Trauma-Informed Classrooms**

Collegiate’s Journey Program (JP) serves students with disabilities who have the most intensive social-emotional needs. This project will introduce neurofeedback therapy as an additional intervention to target student needs. This intervention uses sensors that offer feedback on brain patterns and bodily functions, such as heart and respiratory rates and provides intervention techniques for students. With practice, students can master and apply these techniques to their everyday lives, ultimately transforming their educational experience.



» **Educare New Orleans – Building Job Skills to Build Thriving Families**

In order for children to thrive, their families must thrive. For low-income families, the biggest “game changer” is access to higher paying jobs. In order to be an agent for change for our students’ families, Educare will provide the knowledge and training needed for parents to pursue their own career and financial goals. The program is a series of evening and weekend job training workshops at Educare for parents to attend.

» **Families Helping Families of Southeast Louisiana – Computer Coding for Young People with Autism**

Building upon their extensive experience in career counseling, FHF will pilot a program to identify a selected cohort of young people with autism and train them to learn computer coding. This will provide them with jobs skills or education needed to enter into well-paying careers in the high-demand tech industry.



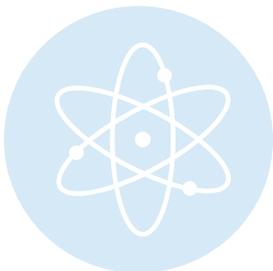
» **Launch - Launch Sensory Garden**

This proposal aims to create a sensory garden that aligns with a local community garden to be utilized in speech, occupational and physical therapies in order to increase exposure to fresh produce and for that produce to be used in children's feeding, swallowing and sensory integration therapies. This garden can also be assessed to address other speech, language, sensory and motor therapies.



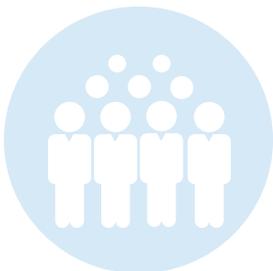
» **Second Harvest Food Bank of Greater New Orleans and Acadiana - Therapeutic Food Pantry**

In an effort to address food insecurity and malnutrition among cancer patients, Second Harvest and UMC will launch the Therapeutic Food Pantry at the Cancer Center to provide nutritious food as well as other wrap-around services that improve quality of life, serving 700 patients. Patients will be screened upon intake, and those at risk for malnutrition, food insecurity or both will be referred to the Therapeutic Food Pantry with a food prescription from the Cancer Center's dieticians.



» **University of Louisiana at Monroe Foundation - Study of Persons with Autism and Their Caregivers**

The Autism Center at University of Louisiana-Monroe (AC-ULM) proposes to conduct a survey study of families who have at least one member with ASD and live in a rural and impoverished environment. The study would review current literature regarding factors such as time demand, access to support services, unique situations regarding access to services, follow-up for recommendations, and input regarding effective strategies and resources that can be implemented.



» **Volunteers of America of Greater New Orleans - Birth Mother Outreach**

VOASELA operates a licensed adoption agency. The organization will survey and study birth mothers to understand the experiences and motivations of mothers who choose out-of-state adoption agencies and support services. With this data, VOASELA can improve tools and services helping women in crisis and providing better environments for them and their children at birth.

Funding Programs with Proven Results

Special Projects - The Blue Cross and Blue Shield of Louisiana Foundation is committed to making ongoing investments in the work of partners who have made a demonstrated impact on the health and wellbeing of Louisianians. That's why we're inviting past Foundation grantees to submit applications for Special Project Grants. These grants will help our established partners further their important work on behalf of Louisianians in need.

Projects may focus on any number of issues that affect Louisiana's health and wellbeing, including community health, education and child welfare. We give preference to projects pursuing innovative ideas, as well as projects that reach new and diverse communities. The ideal project will naturally reflect and communicate the values and impact of our Foundation.

Funding Programs with Proven Results | 2018 **SPECIAL PROJECTS GRANTS**

» **Center for Resilience**

After transitioning to a nonprofit model, the Center for Resilience has an aggressive statewide expansion plan to ensure children ages birth to 22 with behavioral needs have access to a full continuum of effective mental and behavioral health supports, ranging from evidence-based and trauma-informed school experiences to adequate hospital-based residential services and including an early learning center, day treatment programming and a therapeutic group home. Through Foundation funding, the Center for Resilience plans to expand to Jefferson Parish Public Schools to serve children in grades 9-12, and complete the planning phase for a therapeutic group home.

» **Family to Family Support Network**

The Unique Families Program connects hospitals and community organizations together to create a support network and a proactive approach to offering resources to address identified needs and better health and well being outcomes for women, girls, and the children they care for. With Special Projects funding, the program will grow to include a State FFSN Liaison to serve as a bridge between community resources and the healthcare community, as well as to provide program support and outreach. Family to Family hopes to support providers and hospitals across South Louisiana.

» **Front Yard Bikes**

Front Yard Bikes operates the Terrace Street Bike Shop, which supports 225 young people living in poverty with bike ownership, mentoring, STEM skills, mechanical skills, street safety, education support, gardening and a greater belief in their own capabilities. Through Special Projects funding, the program will grow its FYB program components to the mid-city and Gardere areas, increasing bike ridership that extends the “radius of opportunity” for individuals who lack cars and access to dependable, efficient transportation for jobs, education/training, enhanced health and social connections to family and friends.

» **James Storehouse**

Based on a nationally recognized model, The Open Table partners young people with a “table,” or group, of volunteers from the community who act as a team of life specialists, encouragers and advocates for young adults aging out of the foster care system. The table members help the young adult establish goals and accountability and develop an overall plan and implement it. Together, Open Table partners hope to keep each young person focused on higher education and help them avoid homelessness, poverty, incarceration, sexual exploitation or single-parent pregnancy.

» **Silverback Society**

Funds will help the Silverback Society triple in size to reach 780+ young men in 26 elementary schools while supporting a concurrent program for young women. The Silverback Society will also codify “The Silverback Way,” its program of mentorship and education, and create a curriculum that can be implemented outside of New Orleans. Silverback will also collaborate with partner schools and other organizations to reduce the number of children pushed out to “alternative” schools or completely separated from education by developing a training model and support system to help teachers and administrators more effectively work with and de-escalate situations involving kids having a bad day.

Bringing Together Communities for Change

Following the success of our first collective impact grant program – *Challenge for a Healthier Louisiana* – we know that grassroots coalitions are the key to making long-term changes in the trends of Louisiana’s overall health. That’s why we’re challenging communities across Louisiana to build effective teams to tackle their most pressing health problems.

Each community’s top health challenges are different, and Collective Impact grant proposals may cover a wide range of issues in healthcare. In some places, addressing obesity, heart disease or diabetes may be the most pressing need in community health. In others, greater challenges may lie in mental health or disparities in access, quality or cost.



Bringing Together Communities for Change | 2018 COLLECTIVE IMPACT GRANTS



» **AHECs for a Healthy Louisiana (AHL) – Oral Health and Primary Care**

AHL has committed to fighting oral health disparities in partnership with The Health Enrichment Network and other providers, who have formed a coalition to provide screenings and services across the state to more than 41,000 students living in Louisiana's most rural corridors. Together, they will set up on-site "sealant clinics," where students in the first, second and sixth grades will receive a dental screening and fluoride varnish and sealants as needed. Students will also learn about oral health from professionals and will receive toothbrushes and toothpaste.



» **Health and Education Alliance of Louisiana (HEAL) – Whole Child Model**

HEAL will expand its successful "Whole Child" model into schools across the greater New Orleans region and, over three years, the entire state. Whole Child programming supports schools by providing healthcare expertise for students in need. Much of HEAL's work involves providing health screenings, such as vision screenings to determine if students are in need of glasses. HEAL then works with schools to create plans to meet student education and health needs. In schools where HEAL supports students, GPAs rise between 25 and 60 percent. To date, the program has screened 45,000 children in Orleans and Tangipahoa Parishes.



» **The Mayor's Healthy City Initiative (Baton Rouge) – Geaux Get Healthy**

Building upon their success of implementing the Fresh Beginnings program funded in partnership with the Blue Cross and Blue Shield of Louisiana Foundation, the Healthy City Initiative will work in the ZIP codes with the highest rates of food insecurity and health disparities by providing numerous access points for purchasing fresh food at an affordable price and educational programming to increase consumption of fresh food. In partnership with the Humana Foundation, the program will include mobile markets, a Top Box program that uses bulk buying to make fresh foods affordable, an outdoor community space for events and an urban youth farm.



» **United Way of Central Louisiana – Strong Neighborhoods Project**

The United Way will bring together neighborhoods living in poverty to build a stronger community while paying particular attention to the six pillars that were created to accomplish the ultimate goal. The program will reach over 6,000 residents in Pineville to improve child well being, economics, quality food and more.

The Angel Award[®]

To live healthy lives, children need safe places to live, learn and play. They need access to healthy food, guidance and educational opportunity. Across Louisiana, there are thousands of children without access to the support they need to thrive. Thankfully, there are also thousands of everyday people working to make a difference in the lives of children.

The Angel Award[®] honors everyday people doing extraordinary good to meet the physical, emotional, creative or spiritual needs of Louisiana's kids. Since 1995, the Foundation has recognized more than 200 of these outstanding individuals. Each Angel Award also provides much-needed resources — a \$25,000 grant for each Angel's nonprofit charity.

The work of the 2018 class of Angels includes domestic violence intervention, ending human trafficking, career readiness and much more.





The Angel Award[®] | 2018 Angels



» **Luis Arocha, Jr. of Gretna**

Executive director of Café Hope, a New Orleans-based nonprofit that trains profoundly underserved young people with skills to begin work in the restaurant and hospitality industries



» **Fr. M Jeffery Bayhi of Zachary**

Founder of Metanoia Manor, a safe place where the female victims of human sex trafficking can live and heal with a goal of rejoining society.



» **Kaci Edwards and Julie Scott of Baton Rouge**

Co-founders of Career Compass, a thriving nonprofit with more than 80 coaches working to remove obstacles between school students and their dreams of obtaining postsecondary education or a high-quality credential.



» **Abram Freeman of Lafayette**

Pastor and founder of Acts of Love, Inc., that helps children with incarcerated parents complete school, pursue higher education and start a career.



» **Carlyne Hoyt of Alexandria**

Founder of NextSTEP of Central Louisiana, a leading model of anti-violence education that has reached more than 18,000 middle and high school students.



» **Tanya McGee of Lake Charles**

Lifelong advocate for people with disabilities and vice president of Ainsley's Angels, which provides opportunities for children with disabilities to participate in outdoor, physical endurance activities, such as walks, runs and marathons.

The Angel Award[®] | 2018 Angels



» **Caleb Seney of Ruston**

Executive director of Med Camps of Louisiana, a nonprofit that provides week-long summer camps to children living with chronic illnesses and disabilities.



» **Audry Bernard Spencer of Crowley**

Retired school teacher who used her own money to start Empowering the Community for Excellence, a rapidly growing free community-based after-school tutoring program housed in a 5,000 sq. ft. center with nine classrooms and a computer lab.



» **Phyllis M. Broussard of Baton Rouge (Blue Angel)**

Employee of Blue Cross and Blue Shield of Louisiana who has shown extraordinary commitment to children over a decade of serving as a Court Appointed Special Advocate (CASA).

BCBSLA Foundation Grant Programs

NEW HORIZONS GRANTS

- Purpose** » New Horizons grants are made to innovative, new projects to improve the health and wellbeing of Louisianians
- Eligibility** » Only Louisiana-based 501(c)(3) nonprofit organizations may apply
- Amount** » Grants are up to \$10,000 in support of projects that take less than one year to complete
- Applying** » Applications are made through a Letter of Intent, submitted online at bcbslafoundation.org
- Deadlines** » 4:30 p.m. on March 1, June 1, September 1, December 1

SPECIAL PROJECTS GRANTS

- Purpose** » Special Projects grants are made to organizations that are making substantial contributions to improving the health and wellbeing of Louisianians
- Eligibility** » Special Projects grants are only made to Louisiana-based, 501(c)(3) nonprofit organizations with whom the Foundation has a past granting history; all other applicants are by invitation only
- Amount** » Grant awards are up to \$100,000 per year
- Applying** » Applications are made through a Letter of Intent, submitted online at bcbslafoundation.org
- Deadlines** » 4:30 p.m. on June 1 and December 1

COLLECTIVE IMPACT GRANTS

- Purpose** » Collective Impact grants are made to community coalitions working together to address major public health concerns
- Eligibility** » Only Louisiana-based 501(c)(3) nonprofit organizations may apply; projects must have at least a 1:1 match (may come from multiple sources and half may be in-kind)
- Amount** » Grants range from \$250,000 to \$1 million over three years
- Applying** » Applications are made through a Letter of Intent, submitted online at bcbslafoundation.org
- Deadlines** » 4:30 p.m. on March 1 and September 1

Community Relations Programs

TEAM BLUE

About » Each year, Blue Cross employees volunteer thousands of hours of time with Louisiana nonprofits. Need support for your event? Request Team Blue's help today!

Your organization is eligible for Team Blue support if:

- › Your programs serve an area in Louisiana
- › Your organization is a nonprofit, a registered charity or a school with a tax exemption
- › Your organization is not a private foundation, an individual, a political organization or a religious organization (including churches, temples or seminaries)
- › Your organization does not have unlawful employment practices or discriminatory services

Applying » To request Team Blue at your event, download the application online at bcbslafoundation.org/our-programs/volunteers/ and return it at least six weeks before your event. You may also request an application by emailing Paula.Neck@bcbsla.com

CORPORATE SPONSORSHIPS

About » Blue Cross invests dollars to support nonprofit events and fundraisers, health and wellness programs and innovation. All of the company's investments are fully tax-deductible and are made to improve the health and lives of Louisianians. We are proud to sponsor Louisiana organizations that improve quality of life in our state while improving awareness of the Blue Cross and Blue Shield brand.

Eligibility » Only Louisiana-based 501(c)(3) nonprofit organizations may apply (full eligibility rules are online at bcbslafoundation.org)

Amount » Corporate Sponsorships up to \$10,000

Applying » Applications are made through our corporate sponsorship form, online at bcbslafoundation.org

Deadlines » 4:30 p.m. on January 1, April 1, July 1 and October 1

ANGEL AWARDS

About » The Angel Award® honors everyday people doing extraordinary good to meet the physical, emotional, creative or spiritual needs of Louisiana's kids. Since 1995, the Foundation has recognized more than 160 of these outstanding individuals.

Eligibility » Individuals working to better the lives of children in Louisiana through paid or volunteer work. Nonprofit charities receiving the grant must be a Louisiana-based 501(c)(3).

Amount » \$25,000 grant awarded to the Angel's nonprofit charity.

Applying » Nominations can be made online at www.bcbslafoundation.org

Deadlines » Spring 2020

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Peggy Scott – Past President

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