



# Collaborating to Create Healthier Communities

# Collaborative Discussion Questions

1. Looking at statistics/data from today's presentations and considering your professional experiences, **what are the greatest needs in this region?**
2. What would a **healthy community** look like?
3. What is working here or elsewhere? Other Bright Spots?
4. What are **1 or 2 ideas** for improving health outcomes in this region?
5. **What/who is needed** to make these ideas happen?



# Louisiana Blue Resources



# Community Relations: Corporate Giving



## Corporate Sponsorships

Dollars to support nonprofit events, special programs and events for health and wellness.



## Employee Volunteering

Connecting employees to hands-on, skill-based and board-level volunteering.



## Employee Giving

Amplifying the impact of employee charitable giving through fundraising and matching.

# Corporate Sponsorships



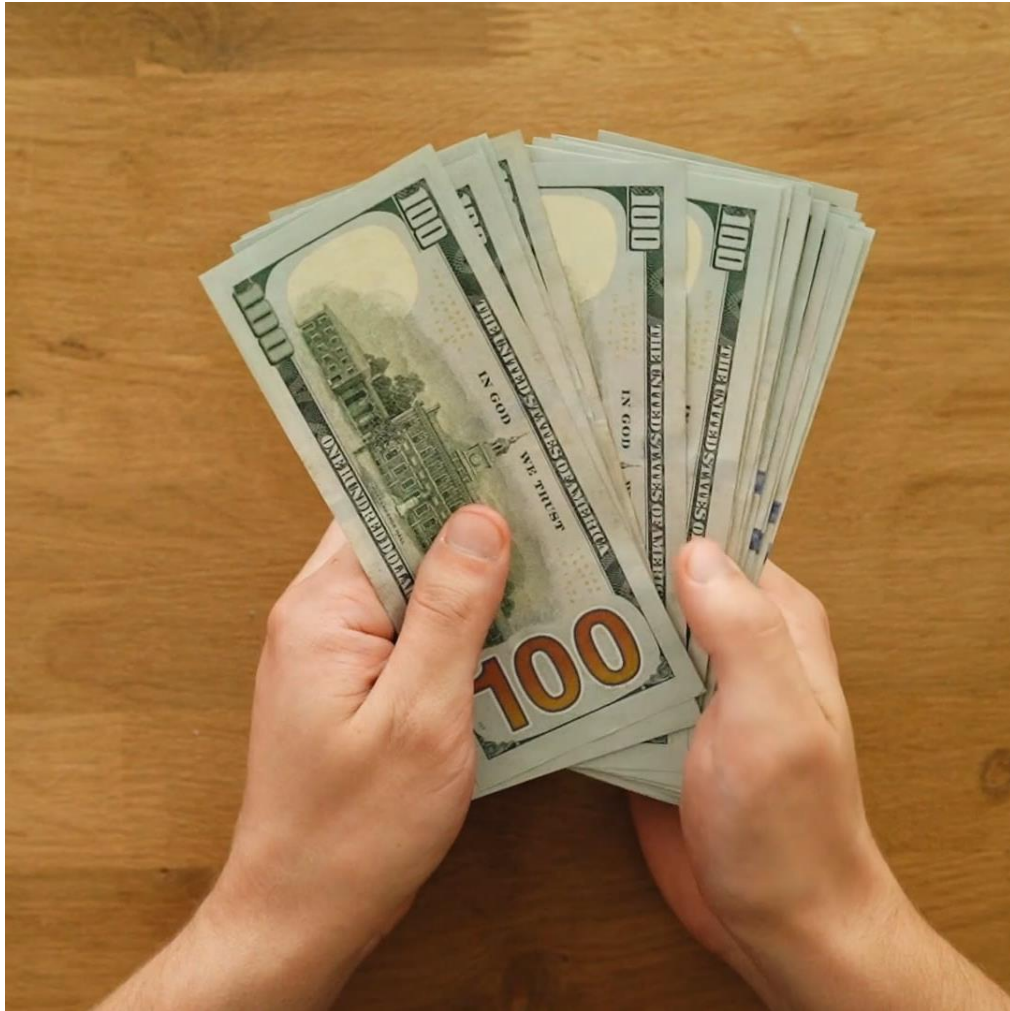
- **Purpose** - Blue Cross invests dollars to support nonprofit events, fundraisers, and health/wellness programs. We are proud to sponsor Louisiana organizations that improve quality of life in our state while improving awareness of the Blue Cross and Blue Shield brand.
- **Amount** - Up to \$10,000
- **When to Apply** - Six months in advance



## Taproot Plus for Louisiana

Get free volunteer consultant support from professions working in marketing, human resources, technology, strategy, finance, and more.

# Matching Gifts



- **Purpose** - Matching full-time employee, retiree and board member gifts to eligible 501(c)(3) Louisiana nonprofits.
- **Amount** - Between \$100 and \$5,000
- **How to Apply** - Employee donor makes request after making a gift.



# Team Blue



- **Purpose** - Employees get 16 paid hours per year to volunteer during normal business hours. Team Blue events are for organizations in need of groups of employees to serve as extra hands.
- **When to Apply** - Six weeks in advance



# Dollars for Doers



- **Purpose** - Blue Cross will donate a minimum of \$15 per volunteer hour in a calendar year by any full-time employee, retiree and board member (as long as company funds allow) to a Louisiana nonprofit.
- **When to Apply** - Employees will report hours in SmartSimple. Checks will be issued the beginning of the following year.

# Request Funding and Team Blue help on SmartSimple

- Go to:  
**bcbsla.smartsimple.com**

- Click EVENTS  
- Click the TEAM BLUE  
VOLUNTEER LOGO

The screenshot shows a web browser window with the URL [https://bcbsla.smartsimple.com/s\\_Login.jsp](https://bcbsla.smartsimple.com/s_Login.jsp). The page features the Louisiana Blue Cross and Blue Shield logos at the top. The main content area is titled "Blue Cross and Blue Shield of Louisiana" and contains a login form with fields for "Email" and "Password", a "Log In" button, and a "Forgot Password?" link. Below the login form, there is a "New to the System?" section with a "Register" button and a note about Internet Explorer compatibility. A link for "Employee Authentication" is also present. To the right of the login form, there is a section titled "We believe in Louisiana and its people." which contains text about the organization's history and mission. The background of the page shows a blurred image of two people fishing.

LOUISIANA BLUE CROSS AND BLUE SHIELD OF LOUISIANA

LOUISIANA BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION

## Blue Cross and Blue Shield of Louisiana

Email

Password

Log In

Forgot Password?

New to the System?

Register

If you are using Internet Explorer, please ensure Compatibility Mode is **turned off**.

[Employee Authentication](#)

### We believe in Louisiana and its people.

Founded in New Orleans in 1934, Blue Cross and Blue Shield of Louisiana has worked for over 80 years to improve the health and lives of Louisianians. The company is operated by Louisiana people and is mutually held. In other words, everyday policy-holding customers own Blue Cross.

The Blue Cross and Blue Shield of Louisiana Foundation is a separate 501(c)(3) nonprofit organization, also completely operated by Louisianians. Together, the company and the Foundation invest around \$3 million in the nonprofits that serve Louisiana's people and communities.

Real change for Louisiana comes when regular people make a commitment to improving the lives of their friends, families and neighbors. Through our grants and support, we empower everyday people to do extraordinary good.

We connect people to resources. We support new ideas. Most importantly, we build partnerships. We know how to work with other nonprofit organizations, community leaders, legislators and healthcare decision-makers to make Louisiana a better place.

Because when it comes to the health of Louisiana, we're all in it together. We

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# Foundation: Grants for Health



## Grantmaking

Grants ranging from \$25,000 to \$1 million to improve the health and wellbeing of Louisianians.



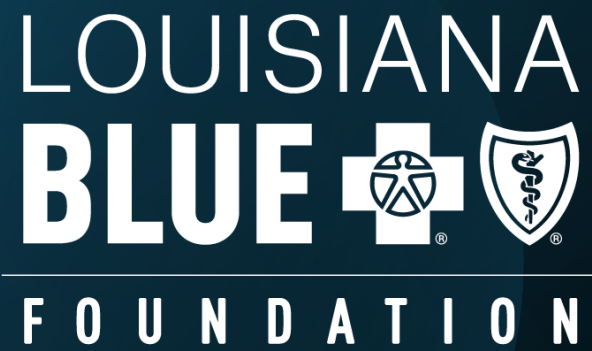
## The Angel Award

Honoring everyday Louisianians doing extraordinary good for Louisiana's kids.



## Convening Leaders

Creating spaces and opportunities for leaders to exchange ideas and build partnerships.



## Focus Areas

Healthcare Workforce

Maternal & Child Health

- Childhood Immunizations

Chronic Disease

Behavioral Health

Healthy Communities

Food Insecurity



2024-2028

# LA State Health Improvement Plan



## BEHAVIORAL HEALTH GOALS & OBJECTIVES

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The following **behavioral health** objectives are targeted for completion by 2028 unless otherwise stated.

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### Reduce Barriers to Behavioral Health Services

- Increase the number of trained **Recognized Peer Support Specialists** in areas of the state identified as having a shortage by a minimum of 10 annually.
- Increase the number of Louisianans trained in **mental health first aid** from 5,647 per 100,000 in 2023 to 7,147 per 100,000.
- Improve the ratio of **mental health providers** in the state from 507 people per provider in 2023 to 477 people per provider.

### Reduce Deaths from Drug Misuse

- Decrease the rate of **opioid poisoning deaths** from 29.2 per 100,000 to 19.2 per 100,000.

### Address Adverse Childhood Experiences (ACEs)

- Increase the percentage of children ages 0-17 who have experienced **zero ACEs** from 40.6% to 50% by 2028.

Measurable  
Health Outcomes

# Innovation Grants



- **Purpose** - Innovation grants are made to innovative, new projects to improve the health and wellbeing of Louisianians
- **Amount** - Up to \$25,000
- **Length** - One year

# Impact Grants



- **Purpose** - Impact grants are intended to help non-profit partners expand their impact to further improve the health and wellbeing of Louisianians or to address the immediate community needs after a disaster or crisis.
- **Amount** - Up to \$100,000
- **Length** - One year

# Community Health Improvement Grants



- **Purpose** - Community Health Improvement grants are made to community coalitions working together to address major public health concerns
- **Amount** - \$250,000 to \$1 million  
**Length** - Up to three years



# Other Good Ideas to Spread

- Together Louisiana: Community Lighthouses
- Health & Education Alliance of Louisiana
- LSU School of Social Work
- HealthCare Career Central
- BRYC: Health Fellows
- Groceries to Geaux: Second Harvest's Home Delivery Program for Seniors



FEATURED STORY

Grant Partners **Making a Difference**



**Learn how partners across Louisiana are closing the nursing gap.**

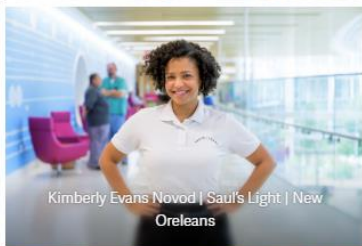
Since 2018, the Blue Cross Foundation has facilitated funding, coalition-building, and advocacy work to create and share collaborative models that graduate more qualified nurses. [Read our case study and learn more about our partners.](#)

[bcbslafoundation.org](https://bcbslafoundation.org)

# What We Do Not Support:

1. All organizations we fund (both company and foundation) need to be **in good standing with the IRS and Louisiana Secretary of State.** In almost all cases these need to be 501c3s.
2. Research and development of medicines and medical devices, including trials and therapeutic related efforts
3. Medicine or Medical Device Clinical Trials, Individuals or fundraisers, or For-profit operations – see c3 mention above
4. **General operating/programmatic requests:** Foundation grants don't fund this, since our grants are designed to be short term in nature. If you are looking for general operating support, pursuing volunteers and sponsorships is our best recommendation.

# The Angel Award

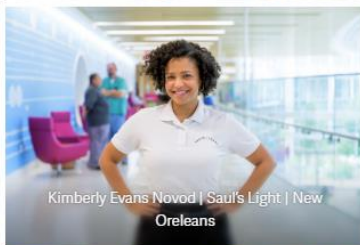


**Do you know someone doing extraordinary good work for Louisiana's children?**

Nominate them for The Angel Award and a \$30,000 grant to the nonprofit of their choice.



# The Angel Award: due 3/6



Nominate online:

[www.BCBSLAFoundation.org/nominate](http://www.BCBSLAFoundation.org/nominate)



SCAN ME



# Health Fellows

- [BCBSLAFoundation@lablue.com](mailto:BCBSLAFoundation@lablue.com)
- Monthly Learning Series
- Statewide

# FUNDER REFLECTIONS



Provide one-on-one consultation appointments prior to submissions



Edited LOI & Applications to only most useful review questions



Streamlined reporting requirements: Less written, more verbal



Share real examples of previously awarded grants



# Capacity Building Supports

# Institute for Nonprofit Administration and Research

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Institute for Nonprofit Administration & Research





## JOIN THE ALLIANCE TODAY!

From networking events to professional development opportunities, we're here to support your mission every step of the way. And the best part? Becoming an official member organization of The Alliance is just \$100/year!

**BECOME A MEMBER TODAY!**



# *Dream Manager*

HOW DO YOU WANT YOUR LIFE TO BE  
DIFFERENT ONE YEAR FROM NOW?



SCAN CODE FOR MORE INFORMATION AND TO APPLY TO BE A PART OF OUR LOUISIANA NONPROFIT  
DREAM MANAGER PROGRAM. TOGETHER, LET'S MAKE 2025 THE YEAR YOU REDISCOVER YOUR DREAMS  
AND TAKE BOLD STEPS TOWARD MAKING THEM A REALITY.

# NEXT STEPS

- Corporate Sponsorship Requests: March 1
- Grant LOI Deadline: March
- Angel Nominations: March 6
- Let's chat about your ideas!

# Wrapping Up: THANK YOU!

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Key takeaways from the day?

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Please help us out by completing the survey→

