



Building a healthier Louisiana

The mission of Blue Cross and Blue Shield of Louisiana is to improve the lives of Louisianians, and a key part of that mission is the Blue Cross and Blue Shield of Louisiana Foundation. Through community outreach and charitable giving, the Foundation is enabling more people in Louisiana to access healthcare.

In fact, Blue Cross and Blue Shield of Louisiana, as a locally operated company, is the only health insurer in the state with a foundation focused exclusively on Louisiana.

Health and education

The Blue Cross Foundation, a 501(c)(3) nonprofit organization, is committed to improving health and education in Louisiana communities. We do it through charitable giving and two signature programs for Louisiana children:

- **Grants to nonprofit organizations.** The Foundation provides about \$2 million a year to about 200 organizations statewide, from charities to school programs to community agencies. Together, we're improving Louisianians' access to healthcare and educational resources.
- **Fighting childhood obesity.** Through an award-winning program called Smart Bodies, the Blue Cross Foundation is teaching elementary school children and their families about healthy eating. In partnership with the LSU AgCenter, the program combines classroom activities and hands-on learning to teach the importance of nutrition and physical activity.
- **Helping at-risk children.** Since 1995, the Blue Cross Foundation has presented the annual Angel Award® to outstanding volunteers throughout the state who improve the quality of life for Louisiana's children. Each award includes a \$20,000 grant for honorees' charities, including such programs as after-school enrichment, grief counseling, safe houses and shelters, and drug and alcohol outreach.

Building a healthier Louisiana



Community relations

The Foundation isn't the only way Blue Cross and Blue Shield of Louisiana gives back to communities. The company also supports Louisiana in other exciting ways:

- **Employee volunteerism.** Giving back to the community is part of the culture at Blue Cross. That's why we coordinate a league of enthusiastic employee volunteers, called Team Blue, who donate their time and talents to nonprofits, charities and schools across the state. Need support for your next community project? Our employees want to help.
- **Employee giving.** In addition to giving time, Blue Cross employees give money and supplies to help Louisiana communities, and the company even matches some donations dollar-for-dollar. Blue Cross employees have raised hundreds of thousands of dollars for the United Way and local disaster recovery.
- **Louisiana 2 Step.** Blue Cross recognizes that nutrition and exercise play a key role in reducing adult obesity in Louisiana. So we partnered with Pennington Biomedical Research Center on a fun, free, motivational program that encourages two simple steps toward better health: eat right and move more. At www.Louisiana2Step.com, participants can access healthy recipes, exercise suggestions, restaurant recommendations and more. **2 Step 4 Kids.** We also developed a similar program for children age 5 to 12 at www.2step4kids.com, which provides fun tools and tips for children, parents and teachers.
- **Community wellness.** In addition to the Louisiana 2 Step program, Blue Cross sponsors numerous health fairs, health literacy seminars, and charity runs and walks to encourage wellness in Louisiana communities.

More information

For more information about corporate social responsibility at Blue Cross, please contact the Blue Cross and Blue Shield of Louisiana Foundation at 225.298.7979 or foundation@bcbsla.com.