



## 2016 Community Partnerships Report

Blue Cross and Blue Shield of Louisiana Foundation

*everyday people doing extraordinary good*

“Remember, if you ever need a helping hand,  
you’ll find one at the end of your arm.  
As you grow older, you will discover  
that you have two hands:  
one for helping yourself,  
the other for helping others.”

*Sam Levenson*





## A Message from Our President

I can't imagine that much about the last year went the way anyone in Louisiana expected it to. It's probably not worth the ink to recap it all here. After all, if you're reading this, chances are that you lived it, too.

And yet, despite it all – wading through chest-high water on familiar streets or drowning in ugly politics – I'm inspired. We have all been witness to so much selfless generosity and human goodness this year that it's impossible not to look down the road and see it paved with hope.

At some point during 2016, I think each one of us lifted our heads and wondered, "How do I keep going?" There were many moments that felt bleak and overwhelming. In those moments, we found support in the outstretched hand of a neighbor or, in some cases, a stranger. Unfamiliar hands pulling us up out of the water, offering a meal, pointing the way forward.

We help everyday people do extraordinary good. It's our core belief – that the people of Louisiana are generous and kind, and that they want to live in a better world for their families, friends and neighbors. Our role is to lift them up, compounding the impact of good deeds and service.

I hope you will be inspired by some of the work detailed in this report. You'll see the hands of everyday Louisianians at work in changing the world around them. Supporting them has been some of the most inspiring, profound work in my own life. I hope that reading their stories likewise inspires you to be proud of your home and its people, and to deepen your own commitment to offering a hand to lift it up.

Michael Tipton, BCBSLA Foundation President

## Community Relations

Through its Community Relations department, Blue Cross and Blue Shield of Louisiana invests significant resources in the communities it serves. Blue Cross' 2,300 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.

## Supporting Communities | **FLOOD IMPACT**

This August, when a slow-moving storm dumped 6.9 trillion gallons of rains on southern Louisiana for more than two days, a hundred thousand homes and half a million people were flooded. Like many businesses, Blue Cross and Blue Shield of Louisiana's own employees were severely impacted, with more than a quarter of our associates affected. Within hours, the Blue Crew – an all-employee team of several hundred – went to work, seeing about food, shelter and immediate needs. As our own associates have recovered, we've expanded our horizons to include funding and assistance for community organizations and our neighbors in need of recovery. We have a long way to go – but our commitment to helping Louisiana recover and thrive endures.

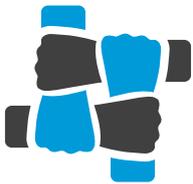


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## QUICK LOOK | FLOOD IMPACT



**Community Response** – Within hours of flooding impact, Blue Cross lifted restrictions to make accessing care easier for our 480,000 affected customers. We authorized early prescription refills, waived network restrictions for displaced patients, replaced durable medical equipment and covered tetanus shots at first dollar. We then turned our sights on recovery.



**The Blue Crew** – In addition to a recovery task force, Blue Cross also assembled the Blue Crew – a team of more than 250 employee volunteers who have given hundreds of hours of service in helping clean and restore homes of fellow employees and community members.



**Employees 1st Fund** – Our employees gave generously in support of each other in the aftermath of the flood, joined by support from our Foundation and other Blue Cross plans around the country. The Employees 1st Fund provided employees affected by flooding short-term micro-grants to help with the expenses of displacement.





**Care Connection** – Employees not directly affected by the flood each adopted up to 10 affected employees, reaching out on a regular basis to check on them, see what they needed and connect them to resources.



**Blue Trade** – We created an online “swap center” where employees in need posted requests for clothing, furniture and more, and immediately connecting them to other employees who had those items to give.



**On-Site Daycare** – Employees’ family members volunteered to run an on-site daycare for 170+ children that allowed Blue Cross associates to get back to work sooner.



**Disaster Funding** – Blue Cross has committed to supporting recovery initiatives across the state, with a focus on mental health and resiliency. In addition to the gifts of time and resources described above, Blue Cross employees also gave \$10,000 to the American Red Cross in 2016 for disaster recovery, which the company matched.



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## 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 our employees support causes they care about with more than just our dollars – they back it up with hands and hearts. We give our time and treasure because we want Louisiana to be the best it can be. After all, we live here too.



QUICK LOOK | TEAM BLUE



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## Supporting Communities | **TRAINING COMMUNITY LEADERS**

What would you do if you could change Louisiana? Blue Cross has hundreds of employees volunteering to give children access to safe play, provide health screenings where there are barriers to care and raise dollars for Louisiana's nonprofits. But what if we could do more by building a network of learned professionals who had deep ties to some of the most important nonprofits working to address Louisiana's systemic problems in a sustainable, innovative way? What could we achieve if we worked together, moving in the same direction?

Over the last ten years, we've invested millions of dollars in building up Louisiana's social sector – nonprofit businesses working in health, education and community development. Our employees have given tens of thousands of hours as board members, hands-on volunteers and professional resources for nonprofits.

Through our Community Leadership programs, we help Blue Cross employees find their cause and become knowledgeable champions and leaders who are ready to support Louisiana's nonprofits through governance and fundraising.



QUICK LOOK | **TRAINING COMMUNITY LEADERS**



**Community Leaders** – This spring, we partnered with the Louisiana Association of Nonprofit Organizations (LANO) to train 20 Blue Cross employees in best practices, sound board governance and fundraising. Our nonprofit partners are in dire need of trained, competent governors who are more than just volunteers. Our Community Leaders students learned to focus on strategy, navigate governance and cultivate financial resources.

Many graduates went on to join hundreds of Blue Cross employees serving on 512 boards in health, education, economic development, community service, children’s and family services, sports, arts and culture, and professional organizations around Louisiana.



**Community Fellows** – In late 2016, we launched our Community Fellows program, which matches skilled Blue Cross employees with Louisiana nonprofits in need of pro bono services to move their organizations forward. In 2017, our goal is to support 10 pro bono projects with 500 hours of highly skilled professional services in communications/marketing, financial and legal assistance, technology, strategic planning and leadership coaching.



**512**

Community organizations represented by Blue Cross board members



**209**

Blue Cross employees serving on community boards

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## Supporting Access to Care

Blue Cross and Blue Shield of Louisiana supports dozens of nonprofits providing access to care for the underserved across Louisiana. In 2016, we doubled down on our commitment to one of Louisiana's most pressing public health issues, breast cancer, through our partnership with Susan G. Komen affiliates across Louisiana.

According to information from the CDC, as of 2013, Louisiana has one of the highest death rates from female breast cancer, largely because of poor access to care and breast health awareness. We've invested in Susan G. Komen, and its bold goal of reducing the number of breast cancer deaths by half within 10 years, for our mothers, daughters and sisters.

**Mobile Breast Health Unit** - Through a grant from Blue Cross and Blue Shield of Louisiana, Susan G. Komen North Louisiana held 12 breast cancer community pop-ups throughout northwest Louisiana in 2016. These events provided participants with educational breast cancer awareness materials, one-on-one outreach and linked each attendee with onsite, same-day, screening services if they qualified.

Komen held pop-ups in Ringgold, Springhill, Minden, Homer, Ruston and Natchitoches. For each event, Komen North Louisiana collaborated with Partners in Wellness, St. Luke's Mobile Medical Ministry and Martin Luther King Health Center to provide patient services. The mobile medical vans set up in parking lots of grocery stores, discount stores and library branches. More than 80 low-income women received no-cost clinical breast exams, and 63 received mammograms on-site.

**Race for the Cure** - In 2016, Blue Cross became the inaugural statewide sponsor for Susan G. Komen's Race for the Cure. We have put our dollars behind more than 30,000 Louisianians walking to raise dollars in support of finding a cure for breast cancer.

But Komen dollars do so much more than breast cancer research. Most of the money provides access to breast health services for Louisiana women who live too far away from care centers or can't afford the cost of mammograms and ongoing breast cancer treatment. Most importantly, Komen helps women with breast cancer navigate the care system, providing guidance, support and community.

We are proud partners of Susan G. Komen, and are committed to helping them reverse the trend of breast cancer deaths in our state.

Supporting Health and Fitness | **THE LOUISIANA MARATHON/  
AINSLEY'S ANGELS**

We believe that wellness can prevent two thirds of chronic diseases and bring communities together. Each year, we sponsor dozens of fitness events – family fit days, races and walks, cooking demos and farmers markets – to keep people eating right and moving more.

We kicked off 2016 with the Louisiana Marathon, a nationally recognized, family-friendly race that attracts more than 20,000 runners to Baton Rouge for a weekend of healthy fun. Our partnership with the Marathon is built on more than just promoting physical activity – we support this event because it embraces people of all ability levels. The diverse race courses allow walkers and runners of all ages to participate. And the marathon has close ties with Ainsley's Angels, an organization that provides running chairs for disabled participants.

This year, we partnered with Ainsley's Angels to support Team Mitch – which gave one of our employees, Mitch Bourgeois, the experience of a lifetime in achieving his dream of running a marathon. Since Mitch's big day, we've continued to support Ainsley's Angels by donating our racing chair and sponsoring their activities across the state.



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## Supporting Health and Fitness | **DRUG TAKEBACK**

According to experts, the United States' prescription opioid epidemic is largely enabled by easy access to leftover painkillers that were legitimately prescribed, but not properly disposed of. Blue Cross plans across the country are working directly with doctors, hospitals and law enforcement to fight prescription painkiller abuse.

In early 2016, we partnered with the National Association of Drug Diversion Investigators to take the first step in reducing the number of painkillers available: we installed 30 secure drug takeback boxes in law enforcement agencies across the state. These boxes are available any time day or night – and officers follow strict protocol in incinerating and disposing of dangerous pills.

For a first step, the results have been dramatic. Officers collected more than two tons of painkillers in 2016.



### Supporting Innovation

If necessity is the mother of invention, then Louisiana's health challenges make it the most likely place for producing incredible innovations in public health. Over the last year, we've forged deep partnerships with nonprofits that are building and supporting the infrastructure to bring incredible new ideas in research, life sciences and population health to life.

**New Orleans BioInnovation Center** – Our partners at the New Orleans BioInnovation Center (NOBIC) are the most powerful agents in nurturing innovative life sciences research from Louisiana's universities towards the goal of becoming thriving new businesses.

NOBIC provides coaching, laboratory support and training to startups developing innovative new medical devices, therapeutics, diagnostics, digital health platforms, clean technologies and more. These technologies range from cancer and diabetes treatments to urban farming and water remediation solutions. All promise to improve global health.

Our investment helps NOBIC support more than 90 startups, 300 STEM-based jobs and has helped attract over \$90 million in support of commercialization for Louisiana-based businesses.

**Propeller, Inc.** – In 2016, we joined with Propeller, Inc. to support social entrepreneurship in health. Propeller is an accelerator program that has helped more than 100 local ventures – everyday people who want to make service to others their life's work.

In addition to our support, Blue Cross employees provide ongoing mentoring to Propeller startups, guiding them through the process of commercialization and connecting bold new ideas with opportunity and resources.

To date, Propeller's ventures have created 270+ full and part-time jobs, generated \$62 million in external financing and revenue and seeded more than \$100,000 to ventures through PitchNOLA competitions.



## **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.

## Challenge for a Healthier Louisiana

Over the last three years, the Blue Cross and Blue Shield of Louisiana Foundation has invested \$10.2 million in 12 public-private partnerships as part of the Challenge for a Healthier Louisiana grant program.

### OUR GOAL

*to reverse devastating trends in Louisiana's health through innovative, locally driven projects that build communities that eat right and move more, with a special emphasis on high risk, low income areas.*

Our partners – from the City of New Orleans (population 1.1 million) to the Town of Tullos (population 419) – forged alliances with 180 local agencies and raised an additional \$16.8 million in funding. We've spent thousands of hours together listening, dreaming, scheming and rolling out wildly ambitious plans.

In late 2015, we wrapped up the Challenge Grants. Over the last year, we've spent time with our research partner, Pennington Biomedical Research Center, to analyze the data, extract lessons and best practices and form the foundation of our new grant programs.

Pennington tracked our progress every step of the way – and their reporting indicates public-philanthropic partnerships are the key to turning the tide on obesity. In our Challenge Grant communities, participants are now twice as likely to exercise regularly and 2.5 times as likely to eat more vegetables.

The Challenge Grants were a steep learning curve and have informed our future grantmaking programs. We believe in the collective impact model and are building on it to make a bigger impact on Louisiana's quality of life.

QUICK LOOK | CHALLENGE FOR A HEALTHIER LOUISIANA



## Funding Louisiana's Future

In 2016, we launched three new grant programs to build on the work of Challenge for a Healthier Louisiana. Our goal is to support a funding ecosystem that cultivates bold new ideas and nurtures the best of them into major public initiatives.

**New Horizons** – The Foundation recognizes the need to foster 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.

**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.

**Collective Impact** – 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. Collective Impact grants will help Louisiana communities reshape their environments to support healthy living and improve wellbeing for all.

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## 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 170 of these outstanding individuals. Each Angel Award also provides much-needed resources — a \$20,000 grant for each Angel's nonprofit charity.

The work of the 2016 class of Angels ranges from supporting Louisiana's foster children to community development and education. And while each has had a profound effect on the lives of children, he or she started out by making a simple decision to do good for just one child — an important theme to the Angel Award.



### [Gerard Barousse, Jr. of New Orleans](#)

Gerard Barousse, Jr. is founder and Chairman of the Bayou District Foundation, the lead organization in the planning and development of Columbia Parc in New Orleans.



### [Sonya Brown of Harvey](#)

Brown is a dedicated social worker who has become a nationally recognized advocate for young people in foster care, particularly those who are "aging out" of the system. She founded Project18.



### [Loren Carriere of Opelousas](#)

Carriere founded Hope for Opelousas, a ministry that is focused on community development, educational support, neighborhood outreach and intentional, positive relationships.



**Keith "Keif" Hester of West Monroe**

Hester is a physical therapy technician who goes above and beyond to help children to overcome seemingly impossible odds on the road to self-sufficiency.



**Teri Hrabovsky of Jefferson**

Hrabovsky and her husband, Brian, have fostered over 50 kids and built One Heart NOLA, a network of volunteers and donors who are ready to provide necessities for foster families at a moment's notice.



**John Lombardo of Thibodaux**

One of the youngest Angels, Lombardo has rigorously pursued a life of service to children through the Thibodaux Kiwanis Club and as a Court Appointed Special Advocate for children.



**Dr. Ruby C. Scroggins of Shreveport**

Dr. Scroggins is the principal of J.S. Clark elementary school, where she has worked to break down the educational barriers created by poverty by establishing reliable access to food for her students and their families.



**John Wondergem of Covington**

Wondergem and his wife, Julie, have fostered dozens of children and opened Louisiana's first Royal Family Kids' Camp, which provides a summer camp experience just for wards of the state.



**Billie Jean Davis-Lomas and Glenda Chappell**

Over the last decade, Davis-Lomas and Chappell (both Blue Cross employees), have provided hands-on training, mentoring and career development to Baton Rouge youth through the local chapter of Black Data Processing Associates (BDPA).

# 2016 Organizations Supported

A Door of Hope  
Administrators of Tulane Educational Fund  
Adult Literacy Advocates  
Ainsley's Angels of America  
Alzheimer's Disease and Related Disorders Association, Inc.  
Alzheimer's Services of the Capital Area  
American Cancer Society  
American Diabetes Association  
American Heart Association  
American Heart Association of Northwest Louisiana  
American National Red Cross - Louisiana Capital Area Chapter  
Angels' Place  
Archbishop Chapelle High School  
Baton Rouge Amateur Athletic Association  
Baton Rouge Area Foundation  
Baton Rouge Ballet Theatre  
Baton Rouge Blues Foundation  
Baton Rouge Children's Advocacy Center  
Baton Rouge International School  
Baton Rouge Soccer Association  
Baton Rouge Symphony Orchestra  
Baton Rouge Wheelchair Tennis Association  
Bayou Country Children's Museum  
Bayou District Foundation  
Big Buddy Program  
Black Data Processing Associates  
Blue Star Mothers of Louisiana - Chapter 1  
Bossier Innovates Foundation  
Brain Research Foundation  
Brave Heart - Children in Need  
BREADA  
Cancer Services of Greater Baton Rouge  
Capital Area CASA Association  
Capital Area Family Violence Intervention dba Iris Domestic  
Violence Center  
Capital Area United Way  
Capital City Rotary Foundation, Inc.  
Cat Haven  
Catholic Community Radio  
Catholic High School  
Center for Planning Excellence  
Central Louisiana AIDS Support Services, Inc.  
Central Louisiana Economic Development Alliance  
Cerebral Palsy Association of Greater Baton Rouge  
CHADD, Inc. - Children & Adults With Attention-Deficit  
Hyperactivity Disorder  
City Year, Inc. - Baton Rouge  
Coalition to Restore Coastal Louisiana  
Community Renewal International  
Council on Alcohol and Drug Abuse for Greater New Orleans  
Covenant House New Orleans  
Crohn's & Colitis Foundation of America -  
Louisiana/Mississippi Chapter  
Cystic Fibrosis Foundation - Baton Rouge  
Down Syndrome Awareness Group  
Easter Seals Louisiana  
Echad Awakening  
Environment and Health Council of Louisiana  
Epilepsy Foundation of Louisiana  
Episcopal High School  
Excel Dance Co. "Structure Program", Inc.  
Families Helping Families of Greater Baton Rouge  
Family & Youth Counseling Agency  
FBI Agent's Association Memorial College Fund  
Festival International De Louisiane  
FitLot, Inc.  
Food Bank of Northwest Louisiana  
Forum 35, Inc.  
Foundation for a Better Louisiana  
Foundation for Woman's Hospital  
Friends of Louisiana Public Broadcasting  
Friends of Open Air Ministries  
George Rodrigue Foundation, Inc.  
Girls on the Run of Greater Baton Rouge  
Girls on the Run of New Orleans  
Greater Baton Rouge Economic Partnership, Inc.  
Greater Baton Rouge Food Bank  
Greater New Orleans Miracle League, Inc.  
Green Light New Orleans  
Habitat for Humanity Calcasieu Area, Inc.  
Hindu Vedic Society of Baton Rouge  
Hope for Opelousas, Inc.  
Jesuit High School of New Orleans  
InspireNOLA Charter Schools  
Ivy Foundation, Inc.  
Junior Achievement of Greater Baton Rouge & Acadiana, Inc.  
Juvenile Diabetes Research Foundation  
Karing Is Doing Something  
Kiwanis Club of Thibodaux Foundation  
Lauren Savoy Olinde Foundation  
LSU Alumni Association  
LSU Foundation Louis Infant Crisis Center  
LSU School of Medicine  
LSU School of Veterinary Medicine  
Louisiana 4-H Foundation  
Louisiana Assistive Technology Access Network  
Louisiana Association of Nonprofit Organizations  
Louisiana Men's Health Organization, Inc.  
Louisiana Nurses Foundation Inc. on behalf of  
Louisiana Action Coalition  
Louisiana Pediatric Cardiology Foundation  
Louisiana Pulmonary Disease Camp, Inc.  
Louisiana Purchase Council Boy Scouts of America  
Louisiana State University and Agricultural &  
Mechanical College

Louisiana Superintendents Academy  
Louisiana Technology Park, a wholly owned subsidiary  
of Research Park Corporation  
Louisiana United Methodist Children and Family Services,  
Inc.  
LSU Health Sciences Center - Shreveport  
March of Dimes  
McMains Children's Development Center  
McNeese State University Foundation  
Metro Bicycle Coalition of New Orleans dba Bike Easy  
Metropolitan Community Church of Baton Rouge  
Miles Perret Cancer Services  
Mission Renew  
Multiple Sclerosis Foundation  
Muscular Dystrophy Association - Baton Rouge  
National Kidney Foundation of Louisiana  
National Multiple Sclerosis Society  
New Orleans BioInnovation Center, Inc.  
New Schools for Baton Rouge  
Northshore Community Foundation/Kickin' Parkinson's  
Fund  
Nu Gamma Omega  
Old State Capitol Foundation  
One Great River  
One Heart NOLA  
Our Lady of the Lake College  
Pancreatic Action Network  
Pennington Biomedical Research Foundation  
Prevent Child Abuse Louisiana  
Public Affairs Research Council of Louisiana, Inc.  
Red River Association of Health Underwriters  
Restoration Foundation Ministries  
Second Harvest Food Bank of Greater New Orleans and  
Acadiana  
Sexual Trauma Awareness & Response Center  
Society of St. Vincent de Paul - Particular Council of St.  
Vincent de Paul of BR, LA  
Souls Harbor Worship Center  
Southeastern Development Foundation  
Southeastern Louisiana University  
Southern University System Foundation  
SOWELA Technical Community College Foundation  
St. Aloysius Catholic School  
St. Andrew's Village  
St. Elizabeth Foundation  
St. Joseph Academy Foundation  
St. Joseph Seminary College  
St. Pius Elementary School  
St. Thomas More Catholic High School Foundation  
St. Vincent de Paul

Sulphur Christian Community Coalition  
Susan G. Komen Breast Cancer Foundation  
SWLA Law Center  
Swine Palace  
Teach for America  
The ALS Association  
The Bridge Center Baton Rouge  
The Brighton School  
The Foundation for the LSU Health Sciences Center  
The Gleason Initiative Foundation  
The Idea Village  
The JL Foundation  
The Leukemia & Lymphoma Society - MS/LA Chapter  
The Leukemia & Lymphoma Society - New Orleans  
The Life of a Single Mom Ministries  
The Orchard Foundation  
The Salvation Army  
The Walker Project for Project 18  
Thrive Baton Rouge Charter School  
United Negro College Fund  
United Way of Northwest Louisiana  
United Way of Southeast Louisiana  
Volunteers of America, Greater Baton Rouge, Inc.  
West Monroe Civitan Club, Inc.  
YMCA of Greater New Orleans  
YMCA Paula Manship Branch  
YWCA of Greater Baton Rouge  
Young Leadership Council Foundation  
Youth Service Bureau of St. Tammany



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