BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION

ANNUAL CONVENING

Introduction

Louisiana FOUNDATION

WHAT WE DO:

We work to improve the health and lives of Louisianians by empowering ***everyday people*** to do ***extraordinary good.***

We back our employees' & partners good work across Louisiana by supporting volunteerism, making grants and working collaborative to improve the health of our state.

Our Team:

BCBSLA FOUNDATION

1 THE ANGEL AWARD

Honoring everyday Louisianians doing extraordinary good for Louisiana's children

2 GRANT-MAKING

Making investments in health, education and innovation across Louisiana

3 SHAPING PUBLIC HEALTH

Large-scale programs to make an impact on Louisiana's public health outcomes

Our Team:

COMMUNITY RELATIONS

1 SPONSORSHIPS

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

2 EMPLOYEE VOLUNTEERING

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

3 EMPLOYEE GIVING

Amplifying the impact of employee charitable giving through fundraising and matching

The Power of Blue

Nationwide, Blue Plans give more to the communities we serve than any of our competitors.

The Power of Blue

Nationwide, Blue Plans invest more in nonprofits than America's largest companies.

Louisiana Giving

- Each year, Blue Cross makes $500,000 - $1.5 million in fully tax-deductible investments in Louisiana's nonprofits.
- Employees raise and give between $200,000 - $300,000 each year.
- The Foundation gives another $3+ million in grants.
- Nonprofits can apply for funding online at **BCBSLAfoundation.org**

Louisiana faces big & consistent challenges

Rank Based On: Weighted sum of the number of standard deviations each core measure is from the national average.

Lowest Core Measures

41% Louisiana has a deviation of -.5 or more in 41% of major health indicators measured by AHR.

… and just spending more money isn't solving this

Over the last 20 years, the amount of money flowing into Louisiana's nonprofits has tripled.

But outcomes in health and education remain consistently low, with Louisiana ranking 50th out of 50 for health outcomes year after year.

Currently:

49th out of 50

in health outcomes

-America's Health Rankings

Change Barriers Reinforce Themselves

Visible Change Barriers

Little money for change

Innovation is a risky prospect built on iteration and learning from failure. Unrealistic funder expectations mean little money for experimentation.

Management crisis

Up to a third of dollars/impact are lost on frequent turnover and brain drain in the nonprofit sector.

Weak infrastructure

There is little infrastructure to support and catalyze new ideas even if they are built out and funded.

Nonprofit overcrowding

Redundant services and agencies exist, not always working together to solve problems collectively.

Governance crisis

Boards are not prepared/trained to function at a level that supports change.

Hidden Change Barriers

(Groundwater)

Systemic inequity

Communities of color and others face big challenges but also have to regularly work around programs and services that do not empower them.

Problematic funder behavior

Unrealistic expectations and habits that damage the agencies and people we try to help.

Assumptions About People & Communities

False assumptions prevade, even in the face of data, about the motivations and behaviors of people in poverty and other communities.

GRANTS

Currently, The Foundation makes ongoing investments of up to $3.5 million each year through three programs:

- New Horizons Fund – Supporting new ideas and innovation in health
- Special Projects – Supporting ongoing partnerships & proactive efforts
- Collective Impact – Supporting large-scale public health initiatives

Today's Convening:

- Projects that are making a difference
- Best practices and lessons-learned
- Learn from us what we'd like to see more of and fund

Louisiana FOUNDATION