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.
“Alone we can do so little; together we can do so much.”

- Helen Keller
Our team defines the role of our Community Partnerships work as helping everyday people do extraordinary good. It keeps us focused on the work we can do best: empowering people and communities who want to make a change for themselves, their families and neighbors.

There are true hearts and persistent changemakers already at work in neighborhoods, classrooms and clinics across the state. Our job is to power them up with the Cross and Shield and to do whatever we can to help them open doors to even greater possibilities.

This year, the work we invested in reached more than 2.7 million Louisianians. That figure represents the network of nearly 300 nonprofits, thousands of volunteers and dozens of communities at work. Together they are striving for a healthier, more equitable and bountiful future.

In 2019, we were honored to be selected by the Points of Light Foundation as a member of The Civic 50. From hundreds of the nation’s largest companies, Blue Cross and Blue Shield of Louisiana was chosen as one of America’s most civic-minded companies. But that honor doesn’t belong to us – it belongs to the tens of thousands of hearts and hands at work to make Louisiana an even greater place to live.

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. The photo on the cover of this book is from Operation Warm, an event where our employees distributed hundreds of coats made from sustainable materials to kids in need.

We are honored and humbled to be a part of 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,

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 2019, we invested $1.1 million of sponsorships and project funding in 228 community partners with a focus on bigger, sustainable impact, including:

**Health and Wellness**

- Providing ongoing access to wellness services through a combined total 15,073 individual health screenings, including mammograms, metabolic screenings, dental exams and mental health sessions
- Behavioral and mental health services for more than 600 families (McMains Children’s Developmental Center)
- Educational tools for healthy eating, physical activity, cholesterol control, blood pressure control, glucose control, smoking cessation and losing weight provided to more than 350,000 Louisianians (American Heart Association)
- Helping 3,500 girls across the state learn to love running and run their first 5k through community outreach programs (Girls On the Run)
- Providing ongoing cancer support services for more than 4,500 patients (Miles Perret Cancer Services and the American Cancer Society)
- Providing scholarships to 75 nurse trainees to continue their education and meet shortfalls in critical areas (Louisiana State Nurses Foundation)

**Food Insecurity**

- Team Blue volunteers preparing and packing more than 300,000 meals across the state in celebration of MLK Day of Service
- Funding an additional 123,500 hot meals across the state, as well as 45,693 pounds in produce and food staples delivered to those in need
- Providing outdoor gardening, nutrition and culinary education classes to 3,500 New Orleans-area students (FirstLine Schools/Edible School Yard New Orleans)

**Quality of Life**

- Supporting access to entrepreneurial and business skill development for 36,000 students (Junior Achievement)
- Access to visual art, music and dance programs for more than 75,000 students in the Shreveport region (Shreveport Regional Arts Council)
- Delivering 924 coats made from sustainably sourced materials to children in need (Operation Warm)
- Installing smoke alarms in more than 3,200 homes at risk of fire (American Red Cross)
- Helping 37,000 students receive college and career planning services from coaches across Louisiana (Career Compass of Louisiana)
Quick Look | 2019 SPONSORSHIP IMPACT

15,073 Health Screenings
Including mammograms, metabolic screenings, dental screenings, health risk assessments and mental/behavioral health screenings

$1 MILLION total valuation in drives, including food, school supplies, medical supplies, toys and more

$1.1 MILLION Total Sponsorships

2.7 MILLION Individuals Impacted

20,221 participants
Sponsored exercise classes

$2.6 MILLION total estimated valuation of goods and services provided by partners through sponsored events

TOP FOCUS AREAS:
1. General Health
2. Cancer Services
3. Cardiovascular Disease
4. Diabetes
Investing in Louisiana’s Health | BLUE BIKES

Whether wheeling to work, to get groceries, to meet friends or heading out to have fun, Louisianians have made the most of bike share. Blue Cross and Blue Shield of Louisiana is the lead sponsor of the state’s first bike share programs – Blue Bikes in New Orleans, which launched in December 2017, and Gotcha Bikes in Baton Rouge, which launched in July 2019.

In the first two years of Blue Bikes, riders have:
- Taken 680,000 trips and ridden more than one million miles – enough to pedal to the moon and back more than four times!
- Burned more than 46 million calories, enough to work off almost 96,000 po-boys.
- Avoided more than one million pounds of carbon emissions by riding with Blue Bikes instead of driving personal vehicles.
- During Blue Bikes’ second year, trips taken increased by 66% and riders logged 47% more miles than in the first year.
- Riders in Blue Bikes for All, the reduced-fare program that is available to riders who have a Louisiana Purchase card and qualify for Supplemental Nutritional Assistance (SNAP) or state Medicaid programs, are among the most dedicated of all Blue Bike riders. Riders in this group had an 81% increase in miles ridden and a 109% increase in trips taken in year two compared to year one.

Based on the success of the first two years, Blue Bikes is doubling from 700 to 1,400 bikes in 2020, expanding the service area to include more neighborhoods and university campuses in New Orleans, and upgrading the fleet to electric, pedal-assist bikes to let more riders of differing abilities experience the benefits of bike share.

Gotcha Bikes, which launched in July 2019, is also off to a promising start, with 400 bikes at 51 hubs in downtown Baton Rouge and on LSU and Southern campuses. In its first five months, riders made 16,632 total trips, rode 7,656 miles and burned more than 1 million calories. Gotcha also plans to place more bikes and more hubs around Baton Rouge in 2020.
In 2017, Blue Cross partnered with the New Orleans Business Alliance and Ochsner Health System to launch the New Orleans Health Innovators Challenge. Now in its third year, 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. This annual event brings 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 winners of the 2018 Diabetes Care Challenge and 2019 Social Determinants of Health Challenge have both been working in New Orleans toward bringing their products to market. In March 2020, three finalists will pitch solutions for a Social Isolation in Older Adults Challenge. Finalists for all challenges were selected from a nationwide pool of applicants.

“Through our partnership with Ochsner Health System and New Orleans Business Alliance, we’ve been able to discover emerging ideas and technology that have the potential to improve the services we offer our members, as well as bring more innovation to the healthcare industry in our state.” — Darrell Langlois, Blue Cross chief strategy and innovation officer.
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.
2019 Food Challenge Winners

*First Place* - **Cajun Fire Brewery**, the first black-owned brewery in the U.S. South, took home the $5,000 award for First Place in Food. Founder Jon Renthrope will use financing to increase food and beverage tourism, expand economic growth, and create jobs in New Orleans East through the creation of local, commercial products.

*Runner Up* - **Vaucresson’s Sausage**, a third generation Creole sausage business working to bring its brick-and-mortar location back to the rapidly gentrifying 7th Ward area.

2019 Health Challenge Winners

*First Place* - **Louisiana Re-entry Mediation Project** trains formerly incarcerated people as paid mediators in correctional facilities, decreasing incarceration and recidivism.

*Runner Up* - **Domango Training** provides a holistic approach to healthy lifestyles, building a community around physical fitness, nutrition and mental health.

*The Audience Favorite Award* - **Dignity Rescue Project**, a collaborative initiative between No Hunger NOLA and Crescent City Café that will open a community café and full-service restaurant where anyone can eat regardless of need, and produce is rescued, processed and made affordable for all.
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

11,189
Team Blue Volunteer Time-Off (VTO) hours used
↑ 79% increase since 2018

718
volunteer events
↑ 49% increase since 2018

36,540+
employee volunteer hours
↑ 65% increase since 2018

$1.13 MILLION
Total valuation of volunteer hours*
↑ 67% increase since 2018
$929,212 – General volunteering
$205,000 – Skilled pro bono evaluation

$1.1 MILLION
in reported employee giving

2,710,837
people impacted
↑ 9.5% increase since 2017

*Valuation calculated using data from Independent Sector, Taproot Foundation and the Committee Encouraging Corporate Philanthropy
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 2019, we supported nine projects with more than 1,300 hours of service, including:

» New human resources policies, procedures and training for the Baton Rouge Gallery
» Marketing plans and support for the Louisiana Nurses Foundation
» Communications planning, video services and executive coaching for the New Orleans BioInnovation Center
» Spanish language translation services for The Life of a Single Mom
» Accounting and finance support for Youth Oasis
» Data collection and analysis for the Louisiana Center for Children’s Rights
» Video services and social media planning for Youth Services Bureau of St. Tammany Parish
» Design and branding services for Junior Achievement of Greater New Orleans
» Marketing planning, design and other services for Keep Louisiana Beautiful

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 $205,000.

Finally, Blue Cross and Blue Shield of Louisiana offers in-kind printing services from its in-house print shops to nonprofits across the state. Our print shop teams provided more than $50,000 of printing services (excluding labor) to dozens of nonprofits in 2019.
The Blue Cross and Blue Shield of Louisiana Foundation is a separate 501(c)(3) nonprofit organization that invests in the health and well-being of Louisianans 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 well-being 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.
» Arts Council of Greater Baton Rouge— heART Trails Project
This 5k heART Trail is designed in the shape of a heart and includes artistic components that serve as way-finding stations, installations that celebrate local “Trailblazers,” and highlights of existing business, historic landmarks, and green spaces in identified areas of the city.

» One Up.Fit—One Up Fun Fitness For All
One Up.Fit focuses on fall prevention for senior adults and has created and piloted a real-life based approach to prevent falls. Most current programs are based on lab trials only and show marginal results; this pilot tests whether there are locally adaptive ways to engage with seniors to prevent falls – one of the leading causes of hospitalization among this population.

» Heritage Ranch—Studying the Effectiveness of Heritage Ranch
Starting as a dream in the early 2000s, the organization now has a campus in Zachary serving a number of the highest needs children in the region. As they look to grow, Heritage Ranch wants to evaluate their work to remove what isn’t working and align better to what is working for its model. Grant funds will provide a means to partner with the LSU Social Research and Evaluation Center (SREC) to serve as an external evaluator to assess the effectiveness of the Heritage Ranch intervention.

» The Greater New Orleans Foundation— Baby’s First Years Study: Supporting Family Income to Improve Health
This study is a pilot initiative in New Orleans leveraging national resources to support mothers in poverty with additional resources and to understand the ways in which those resources can improve the health of parents, children and the overall family. Grant funds were used to engage local practitioners in the study’s work. They key goals include feedback, interpretation and translation of the science as well as findings as they emerge in the context of the local communities.
» **The Split Second Foundation, Inc.—Mental Health Case Management**

The Split Second Foundation focuses on individuals who have suffered a traumatic injury that left them neurologically and/or physically impaired. Through this grant, the organization will create and pilot tools to support individuals in navigating this transition, ideally preventing re-admissions for subsequent injuries or complications, which are common with this population. This initiative will couple case managers and psychologists to engage patients at an early stage in recovery and provide grief counseling and critical guidance, leading them through the transition from the hospital back into society.

» **Youth Run Nola—Leadership Councils**

Youth Run NOLA creates opportunities for area young people to develop healthier lifestyles and build a more interconnected community. Funding from the New Horizons grant will support the growth and development of youth and family leadership councils that will produce a series of safe walking/running maps in lower-middle income neighborhoods on top of other efforts to leverage existing resources to improve local health outcomes. Through these efforts Youth Run NOLA anticipates increasing youth activism around health and physical activity and overall participation rates in health activities at a community level.

» **B22—B22 Rock Steady Boxing**

B22 Rock Steady Boxing started when a local Dry Prong gym noticed that several members were suffering from Parkinson’s Disease. One member’s physician told them about the Rock Steady Boxing program and its effects on Parkinson’s patients. However, the closest facility with similar programming was over 70 miles away thus leading to the creation of B22 Rock Steady. The program uses boxing training to reverse and delay Parkinson’s Disease in rural communities in Central Louisiana. Funding from the New Horizons grant will support the growth of programming in addition to data collection around its effectiveness on Parkinson’s symptoms and program implementation in a more rural setting.
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 Louisianans. 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 Louisianans in need.

Projects may focus on any number of issues that affect Louisiana’s health and well-being, 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 | 2019
SPECIAL PROJECTS GRANTS

» Administrators of Tulane Educational Fund—Tulane Building Early Relationships Support & Services (TBEARS): NOLA STRONG (Strengthening Resources for Nurturing and Growth) for Moms
TBEARS provides counseling and family support of low-income mothers and families. Initial programs have shown remarkable results at heading off childhood and maternal health issues and strong long-term results in terms of child health and educational outcomes. Funds will expand supports for low-income mothers combining two family support delivery mechanisms to improve maternal and child outcomes: home-visitation (Fussy Baby Network model) and parenting groups (Mom Power model).

» Communities in Schools of the Gulf South, Inc.—Improving Health and Education Outcomes for Low-Income Students and Families with CIS Integrated Student Supports in Iberia Parish Public Schools
CIS Gulf South addresses the negative health, education and social outcomes associated with child poverty. The CIS model of Integrated Student Supports (ISS) has been rigorously evaluated and found to be effective in improving outcomes for low-income youth by providing wrap around services within schools. Funds will allow CIS Gulf South to expand services to implement the ISS model to fidelity in five schools in Iberia Parish. CIS will replicate the work that they have done in Greater New Orleans and achieve similar results in the five expansion schools in Iberia Parish.

» Louisiana Primary Care Association (LPCA)—Statewide Community Health Worker (CHW) and Patient Navigator (PN) Program
LPCA will use Special Project funding to implement regional Community Health Worker and Patient Navigators to assist the Federally Qualified Health Centers of the Southwest and Houma regions with care management of patients with chronic diseases such as high blood pressure, diabetes, morbid obesity and cancer. The additions of the CHW and PN staff will build community capacity and services as well as provide referrals to appropriate points of care and assist patients with resolving barriers to accessing care, medication compliance, transportation and other social service needs.
Many Youth Baseball and Softball Inc.—Town of Many—Many Fairgrounds Playground
The City of Many will use funding to construct a community park focused on health and physical activity. The park sits near other municipal facilities and is targeted at the physical activity of children and their parents. Local volunteers will construct the park adding to the community investment in this healthy initiative.

Ouachita Outreach—Community Health Park
Ouachita Outreach, the Living Well Foundation, City of West Monroe and the Ouachita Parish School Board joined efforts in helping shape a healthier Louisiana by developing a Community Health Park in West Monroe. Grant funds will be utilized to build the park which will include an outdoor fitness track, fitness stations, lighting, and benches to improve physical fitness and to develop a healthy regimen. The park will serve a neighborhood and school community with some of the most negative health outcomes in the region and serve as a base for community activity and health intervention.

Community Initiatives Foundation—Take Care
The mission of Community Initiatives Foundation (CIF) is to identify, research and address selected, unmet needs in the North Baton Rouge community. TakeCare is an initiative of CIF to decrease maternal and infant health disparities and improve early childhood success in a high-poverty neighborhood. Funds will allow the initiative to expand home visiting, childcare and counseling for new and expecting low-income mothers.

Collegiate Academies—Mental Health Intervention Program
Collegiate Academies will expand the pilot work from its New Horizons grant to create a more diverse range of mental health approaches to individualize treatment plans that accelerate students’ growth. Funds will allow expert staff to research, design and pilot components of a more comprehensive and inclusive mental health program model that can be replicated in all school settings. The goal is to ensure that the most at-risk children are not being expelled but are kept in school and provided the appropriate interventions they need.

Bayou District Foundation—Place-Based Health Navigator
The Bayou District Foundation is the work of former Blue Cross Angel Award honoree Gerry Barousse. Barousse and the foundation have redeveloped the St. Bernard housing projects to now include new housing, a health clinic, a school and various other resources. With those changes, they’ve seen dramatic decreases in crime and other neighborhood health measures and are beginning to show increases in education outcomes. Funds will allow the organization to extend initial success to achieve health change for both residents and the surrounding area through the addition of a place-based environmental health navigator. The Place-Based Environmental Health Navigator program will provide comprehensive navigation.
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.
» Southern University at Shreveport Community Development Corporation—Milam Street Kitchen Incubator and Community Kitchen (MS KICK)
The Milam Street Kitchen Incubator and Community Kitchen (MS KICK) aims to reduce economic disparities and provide for the overall health and wellbeing of citizens by providing services addressing the root challenges of public health issues - access to nutrition and quality healthcare. The Kitchen Incubator component will provide training and business mentorship to budding chefs allowing them to create jobs while contributing healthy meals to the community. The Community Kitchen component will include a Community Café, Culinary Medicine Center and general health and wellness services. Residents and community members will join chefs, healthcare professionals, and medical and agriculture students in hands-on cooking classes. Youth will also be able to learn about healthy foods while growing their own vegetables in the Urban Garden.

» University of Louisiana-Monroe Foundation—Screening for Life
The ULM College of Health Sciences (COHS), College of Pharmacy (COP) and LSU Medical Center are working toward decreasing the number of premature death rates in the Louisiana Delta area by conducting healthcare screenings and education events for low-income individuals throughout the region. When individuals at these screenings are identified as at-risk or in need of additional education to manage a previously diagnosed condition, they will be referred to their original provider, a local provider and/or a Federally Qualified Health Center. Local parishioners will also be trained by the ULM faculty to serve as Community Health Workers (CHWs). These CHWs will educate others about their health and with ongoing support, will eventually lead the screening and education activities at beauty shops, barbershops, churches and other places where parishioners assemble.

» Workforce Development Board SDA-83 Inc. (WDB-83)—NELA Nursing Adjunct Faculty Project
A unique collaboration of universities, hospitals and partners in Northeast Louisiana led by the local workforce board discovered that universities were turning away nursing applicants while hospitals were straining to identify nurses to hire. Through a grant from the Blue Cross Foundation and from the Living Well Foundation, new course hours, adjunct faculty availability and data sharing are clearing this training logjam, leading to 180+ new nurses in the coming years, serving thousands of additional patients. The model is so innovative and promising that the national journal covering workforce development recently highlighted it as an innovation to watch nationally.
»**Loyola University—Increasing Preceptor Capacity in Louisiana**

Loyola University New Orleans’ College of Nursing and Health is committed to partnering with healthcare clinics to link students with preceptors in order to improve Louisiana’s health professional shortage by graduating well-trained nurse practitioners and college-educated nurses in both rural and urban areas across the state. Currently, nursing students’ greatest barrier to graduation is a lack of motivated preceptors to conduct students’ practicum requirement. In order to complete this requirement, students are required to find a preceptor who will act as a mentor while they complete their practicum. Unfortunately, many students are unable to find a qualified preceptor to work with to fulfill the practicum requirement of their education. This project will create partnerships with health professionals in both rural and urban areas of Louisiana who can act as preceptors to students, increasing nursing preceptors by 15% in Health Provider Shortage Areas across the state, therefore increasing the number of nursing school graduates.

»**Mary Bird Perkins Cancer Center (MBPCC)—LA Delta Cancer Screening**

MBPCC provides free screenings for medically underserved adults using mobile clinics that drive into high need communities. The program includes cancer education, cancer screening, patient navigation for those with an abnormal finding and follow-up diagnostics until the abnormal finding is resolved. Funding from the Blue Cross Foundation will allow this initiative to expand the early detection and prevention program to the Delta Region, where residents have high cancer risk/mortality rates and low cancer screening rates. Cancer prevention and early detection screening programs will include colorectal, breast, prostate, skin and oral cavity to address the need in the service area.

»**Catholic Charities—HIPPY Expansion**

Catholic Charities of the Diocese of Baton Rouge will utilize funds to expand HIPPY, a proven program, to St. Helena and Pointe Coupee Parishes, both under-resourced rural communities. HIPPY is a national home-based school readiness program for at-risk children and families, serving low-income families typically headed by single parents with limited formal education.
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.

In recognition of the 25th year of The Angel Award, the Foundation also launched the “Angels of Change” grant program, a fund of $2.5 million for groups of past honorees working together to solve problems for Louisiana’s children.
» Pamela Allen of Ruston
Executive director of the Louisiana Center for the Blind, a nationally recognized leader and advocate for creating opportunity-rich futures for blind children in Louisiana.

» Destiny Adams Cooper of Baton Rouge
One of the founders of the Humanities Amped program, which empowers students to become critical readers, writers and thinkers by addressing real-world issues through the humanities.

» O’Neil Curtis of Baton Rouge
Barber and entrepreneur in Baton Rouge who co-created Line4Line, which has brought reading and mentorship to thousands of young men.

» Yolanda Green of Shreveport
Registered nurse who works in the school-based health center at Linwood Public Charter School, where she is known for her innovative approaches to improving the health and quality of life for students.

» Melissa Juneau of Baton Rouge
Speech-language pathologist and the recently retired CEO of The Emerge Center for Communication, Behavior and Development, which saw dramatic growth in its services for children with special needs under her leadership.

» K.C. Kilpatrick of Shreveport
Foster parent and founder of Geaux 4 Kids, Inc., a nonprofit that provides Geaux Bags of necessary items for a child’s first night in foster care, allowing children and families to begin journeys of healing at a moment’s notice.
» **Sarah Omojola of New Orleans**
Former director of The Welcoming Project, which supports young people who have been involved with the criminal justice system by filling gaps, providing solutions and teaching skills to get them back on the path to achievement.

» **Anna Palmer of New Orleans**
Foster parent and the founder of Crossroads NOLA, which helps recruit and train foster families, and also leads training in Trust-Based Relational Intervention to bring hope and healing to children in foster care.

» **Deirdre Barfield, M.D. of Shreveport (Blue Angel)**
Longtime volunteer at the Martin Luther King Health Center and Pharmacy, where she provides high quality family medicine services for people who cannot afford to pay for healthcare. Dr. Barfield also mentors students from area colleges who aspire to healthcare careers.
Organizations Supported | 2019

100 Black Men of Metropolitan Baton Rouge
A Door of Hope
Acadiana Association of Health Underwriters
Acadiana Center for the Arts
Acadiana Symphony Association
Ainsley’s Angels of America
Alliance for a Healthier Generation Inc
Alzheimer’s Disease and Related Disorders Association, Inc
Alzheimer’s Services of the Capital Area
American Cancer Society Inc
American Diabetes Association Inc
American Heart Association Inc
American National Red Cross
American Rose Society
Amyotrophic Lateral Sclerosis Association
Angel’s Place Inc
Arthritis Foundation, Inc
Arts Council of Greater Baton Rouge Inc
Audubon Nature Institute Inc
Autism Services of Southwest Louisiana
B22 Rock Steady Boxing
Baton Rouge Amateur Athletic Association Inc
Baton Rouge Area Foundation
Baton Rouge Association of Health Underwriters
Baton Rouge Ballet Theatre Inc
Baton Rouge Child Advocacy Center
Baton Rouge Crime Stoppers Inc
Baton Rouge Epicurean Society LLC
Baton Rouge Gallery
Baton Rouge Speech and Hearing Foundation Inc
Baton Rouge Wheelchair Tennis Association
Baton Rouge Youth Coalition Inc
Bayou Country Childrens Museum
Bayou District Foundation
Beacon Community Connections
Bella Bowman Foundation
Ben Meyer Foundation Inc
Big Brothers Big Sisters of Southwest Louisiana Inc
Big Buddy Program
Big River Economic and Agricultural Development Alliance
Blue Star Mothers of America Inc
Boy Scouts of America
Boys & Girls Clubs of Acadiana Inc
Boys & Girls Clubs of Greater Baton Rouge Inc
Brave Heart - Children in Need
BREC Foundation
Brothers of the Sacred Heart
Caddo Career & Technology Center Foundation
Caddo Council on Aging
Cajun Road Runners Club of America
Calcasieu Area Council - Boy Scouts of America
Cancer Services of Greater Baton Rouge
Capital Area Agency on Aging-District II, Inc
Capital Area Casa Association
Capital Area United Way
Capital City Rotary Foundation Inc
Career Compass of Louisiana
Cat Haven Inc
Catholic Charities
Centenary College of Louisiana
Center for Planning Excellence Inc
Central Louisiana AIDS Support Services Inc
Cerebral Palsy Association of Greater Baton Rouge Inc
Children’s Coalition for Northeast Louisiana
Collegiate Academies
Communities in Schools of the Gulf South
Community Foundation of Acadiana
Community Foundation of North Louisiana
Community Foundation of Southwest Louisiana
Community Initiatives Foundation
| Covenant House New Orleans                        | Girls on the Run of New Orleans                      |
| Crohns & Colitis Foundation of America           | Girls on the Run South Louisiana                     |
| Cystic Fibrosis Foundation Headquarters          | Giving Hope Inc                                      |
| Dancing Grounds                                   | Greater Baton Rouge Economic Partnership Inc         |
| Daughters of Charity Services of New Orleans     | Greater Baton Rouge Food Bank Inc                   |
| David Raines Community Health Center Inc         | Greater Baton Rouge Learning Disabilities Coalition  |
| David Toms Charitable Foundation                 | Greater New Orleans Educational Television Foundation|
| Dillard University                                | Greater New Orleans Sports Foundation                |
| Douglas Manship Sr Theater                       | Habitat for Humanity St Tammany West                 |
| East Baton Rouge Parish School Board             | Hannah’s Klozet                                      |
| Easter Seals Louisiana Inc                       | Health & Education Alliance of Louisiana             |
| Educare New Orleans                              | Heritage Ranch                                       |
| Empower 225                                      | Hispanic Chamber of Commerce of Louisiana Foundation|
| Episcopal School of Baton Rouge                  | Holy Angels Residential Facility                     |
| Eunice Community Health Center                    | Hope Charities                                        |
| Evergreen Foundation                             | Hope for Opelousas, Inc                             |
| Evergreen Presbyterian Ministries Inc            | Innocence Project New Orleans                        |
| Families Helping Families of Greater Baton Rouge  | International Mountain Bicycling Association - Colorado|
| Family and Youth Counseling Agency               | JDRF International                                   |
| FBIAA Memorial College Fund                       | Jefferson Chamber Foundation                          |
| Festigals                                        | Junior Achievement of Greater Baton Rouge & Acadiana Inc|
| Festival International de Louisiane              | Junior Achievement of Greater New Orleans Inc       |
| FirstLine Schools Inc                            | Junior League of Baton Rouge Inc                    |
| Fit Families for Cenla Inc                        | Keep Louisiana Beautiful Inc                         |
| Fit for Life Ministries Inc                       | Kiwanis Club of Thibodaux Foundation                 |
| Fore!Kids Foundation                             | Knock Knock Childrens Museum Inc                     |
| Foundation for a Better Louisiana Fidelity National Bank Building | Lafayette Education Foundation                      |
| Franciscan Missionaries of Our Lady University   | LCTCS Foundation                                     |
| Friends in Need Foundation                        | Leadership Institute of Acadiana Inc                 |
| Friends of Louisiana Public Broadcasting Inc     | Leukemia & Lymphoma Society Inc                      |
| Friends of LSU Agcenter Botanic Gardens at Burden| Life of a Single Mom                                 |
| Friends of the Baton Rouge Zoo                    | Links Foundation Inc                                 |
| Friends of WWOZ Inc                              | Living Well Foundation                               |
| Gaitway Therapeutic Horsemanship                  |                                                      |
| Girls on the Run Central Louisiana               |                                                      |
Livingston Parish Public Schools
LMS Animal Rescue Foundation
Local Heart Foundation
Louisiana 4-H Foundation
Louisiana 4-H Foundation Network Association Incorporated
Louisiana Art and Science Museum Inc
Louisiana Association of Nonprofit Organizations Inc
Louisiana Association of United Ways, Inc
Louisiana Center for Children’s Rights
Louisiana Mens Health Organization Inc
Louisiana Nurses Foundation Inc
Louisiana Open, Inc
Louisiana Partnership for Children and Families
Louisiana Pediatric Cardiology Foundation
Louisiana Primary Care Association
Louisiana Sports Hall of Fame Foundation
Louisiana Superintendents Academy
Louisiana Symphony Association
Louisiana Technology Park, a wholly owned subsidiary of Research Park Corporation
Louisiana Veterans Museum Foundation
Louisiana Youth Seminar
Lourdes Foundation, Inc
Loyola University
LSU Alumni Association
LSU Foundation
LSU Health Foundation New Orleans
LSU Health Sciences Foundation In Shreveport
LSU Medical Alumni Association Committee of 100
Many Youth Baseball and Softball
Martin Luther King Health Center
Mary Bird Perkins Cancer Center
Mayors Healthy City Initiative
McNeese State University Foundation
Metanoia, Inc
Metropolitan Community Church of Baton Rouge
Mid City Redevelopment Alliance
Miles Perret Center Cancer Services for Acadiana
Muscular Dystrophy Association

National Kidney Foundation Inc
National Multiple Sclerosis Society
New Orleans Bioinnovation Center Inc
New Orleans Council on Aging
New Orleans Pride
New Orleans Regional Leadership Institute
New Orleans Women & Childrens Shelter Inc
New Schools for Baton Rouge
NOLA Business Alliance
NORBC Inc
Northeast Louisiana Green Team
Northwest Louisiana Food Bank
Ode to Our Warriors
of Moving Colors Productions
Old Metairie Irish Festival Inc
one Up.Fit
Opera Louisiane Inc
Operation Warm Inc
Opportunity Machine Inc
Options, Inc
Ouachita Outreach
Our Lady of Mercy School
Our Lady Queen of Heaven School
Particular Council of St Vincent de Paul of Baton Rouge Louisiana
Pelican Center for Children and Families
Pelican Educational Foundation Inc
Pennington Biomedical Research Foundation
Pilots for Patients
Policy Institute for the Children of Louisiana, Inc
Preservation Alliance of New Orleans Incorporated
Propeller, Inc
Public Affairs Research Council of Louisiana Inc
Public Radio Inc
Quota International of Baton Rouge Charitable Trust (We Share Foundation)
Raintree Services Inc
Reentry Alliance for Louisiana
Restoration Foundation Ministries
Road Runners Club of America
Ronald McDonald House Charities of South Louisiana Inc
S J A Foundation of Baton Rouge Inc
Shreveport Regional Arts Council
Sight Savers America Inc
Silence is Violence
Social Entrepreneurs of New Orleans, Inc
Society for the Prevention of Cruelty to Animals
Son of a Saint
Southeastern Development Foundation Inc
Southern University and A&M College
Southern University at Shreveport
Special Olympics Louisiana Inc
St. Andrews Village Inc
St. Vincent DePaul Community Pharmacy Inc
St. Aloysius School
St. Alphonsus Catholic School
St. Joan of Arc Catholic School
St. Pius Elementary School
St. Thomas More Catholic High School Foundation
St. Thomas More School
St. Peter & Paul Catholic Elementary School
Susan G Komen Breast Cancer Foundation
Susan G. Komen for the Cure Breast Cancer Foundation
SWLA Center for Health Services
Teach For America Inc
Terrebonne Children's Advocacy Center, Girls on the Run-Bayou Region
Terrebonne Foundation for Academic Excellence in Public Education
The Administrators of the Tulane Educational Fund
The ARC of Greater New Orleans
The Brighton School
The Greater New Orleans Foundation
The Idea Village
The Institute for Global Outreach
The JL Foundation
The Louisiana Hospitality Foundation
The Mental Health Association for Greater Baton Rouge
The Orchard Foundation
The Pack Shack
The Pit Stop Rescue
The Rotary Club of Baton Rouge Inc Foundation
The Salvation Army
The Split Second Foundation
The Walls Project
The Womens Commission of Southwest Louisiana
The Young Leadership Council Foundation
Thrive Foundation
Travail 6:33 Inc
Trinity Outdoors Disabled Adventures, LLC
Tulane University
United Negro College Fund Inc
United Way of Acadiana Inc
University of Holy Cross
University of Louisiana at Lafayette Foundation
University of Louisiana Monroe Foundation
University of New Orleans Foundation
Urban League of Greater New Orleans
Volunteer Louisiana Foundation
Volunteers of America Inc
Wallace Center at Winrock International
Woman's Hospital Foundation
Workforce Development Board 83
Wounded War Heroes of America
Xavier University of Louisiana
YMCA Baton Rouge - Paula G. Manship Branch
YMCA of Greater New Orleans
Young Audiences Charter Association
Youth Oasis
Youth Run NOLA
Youth Service Bureau of St. Tammany
YouthForce NOLA
BCBSLA Foundation Grant Programs

NEW HORIZONS GRANTS

Purpose » New Horizons grants are made to innovative, new projects to improve the health and well-being of Louisianians

Eligibility » Only Louisiana-based 501(c)(3) nonprofit organizations may apply

Amount » Grants are up to $25,000 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 well-being of Louisianians

Eligibility » Only Louisiana-based 501(c)(3) nonprofit organizations may apply

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 March 1, June 1, September 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, June 1, September 1 and December 1

ANGELS OF CHANGE GRANTS

Purpose » Angels of Change grants are made to coalitions of previous Angel Award Honorees and their partners working together to address the systemic health and quality of life issues impacting Louisiana’s children

Eligibility » Ten (10) grants of up to $250,000 each to be implemented over one to three years. Multi-year awards will be made in yearly increments with each year increment contingent upon successful performance of previous benchmarks or grant completion.

Amount » Angels of Change grants do not require a match although matching commitments will factor favorably into calculations of project sustainability

Applying » Requests are made through a Letter of Intent, submitted online at bcbslafoundation.org

Deadlines » December 1, March 1, June 1 and September 1 until funds are exhausted
Community Relations Programs

---

**THE ANGEL AWARD**

**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 200 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©(3).

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

**Applying** »Nominations can be made online at [www.bcbslafoundation.org](http://www.bcbslafoundation.org)

**Deadlines** »March 15, 2020

---

**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](http://bcbslafoundation.org)

**Deadlines** »4:30 p.m. on January 1, April 1, July 1 and October 1
Blue Cross and Blue Shield of Louisiana Foundation Board of Directors

Dan Borné – Chairman
Kevin McCotter - Secretary/ Treasurer
Dr. C. Richard Atkins – Director
Michael Bruno – Director
Jerome “Jerry” Greig – Director
Dr. Carl Luikart - Director
Judy Miller - Director
Peggy Scott – Director
Dr. Vindell Washington - Director
Michael Tipton - Ex-Officio

Community Partnerships Staff

Michael Tipton
BCBSLA Foundation President
Head of Community Relations

Karen Bolles
Operations Manager

Kellie Duhon
Corporate Giving Manager

Tanja Foil
Foundation Initiatives Coordinator

Ben Mahoney
Communications and Special Projects Manager

Paula Neck
Employee Giving Manager

Chloé Wiley
Foundation Initiatives Manager

Eleanor Chandler
Community Relations Assistant – Shreveport

Natalie Haigler
Community Relations Assistant – Baton Rouge

Lazedrick Thompson
Community Relations Assistant – New Orleans

Contact Us

Blue Cross and Blue Shield of Louisiana Community Relations and Foundation
P.O. Box 98022
Baton Rouge, LA 70898-9022

Phone: 225-298-7979
Foundation Email: BCBSLAFoundation@bcbsla.com
Community Relations Email: CommunityRelations@bcbsla.com
Online: www.bcbslafoundation.org