

2019 Community Partnerships Report

Blue Cross and Blue Shield of Louisiana



Louisiana

everyday people doing extraordinary good

01CR1147 R03/20 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*



True Community

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,

A handwritten signature in white ink that reads "Michael Tipton".

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

TOP FOCUS AREAS:

1. General Health
2. Cancer Services
3. Cardiovascular Disease
4. Diabetes

20,221

participants

Sponsored exercise classes

\$2.6 MILLION

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

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.



Investing in Louisiana's Health | **INNOVATIVE APPROACHES TO HEALTH**

New Orleans Health Innovators Challenge

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.

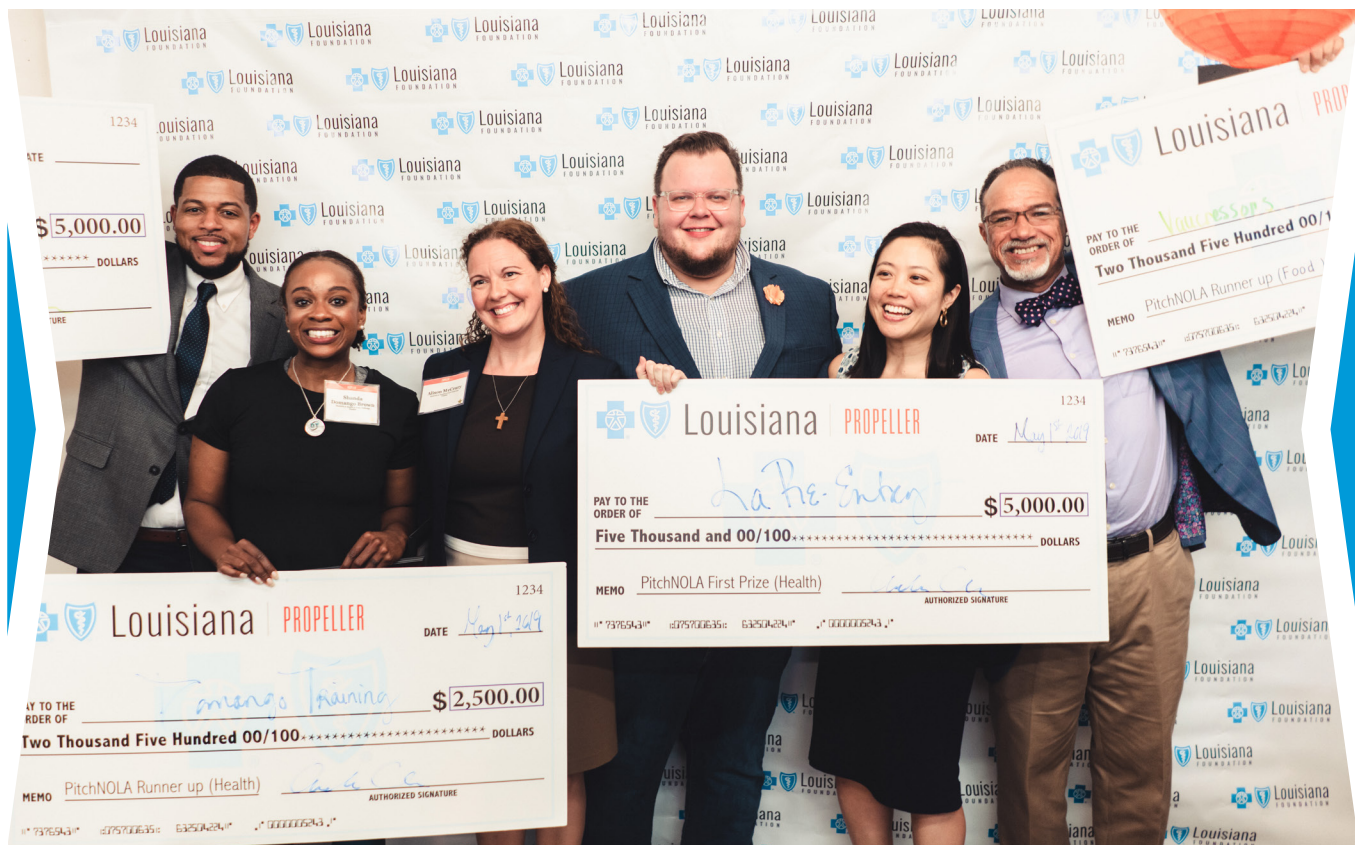
Runner Up - Vaucresson's Sausage, a third generation Creole sausage business working to bring its brick-and-mortar location back to the rapidly gentrifying 7th Ward area.

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.



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 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



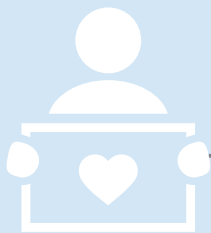
718

volunteer events
↑ 49% increase since 2018



**\$1.1
MILLION**

in reported
employee giving



**\$1.13
MILLION**

Total valuation
of volunteer hours*
↑ 67% increase since 2018

\$929,212 – General volunteering

\$205,000 – Skilled pro bono evaluation

*Valuation calculated using data from
Independent Sector, Taproot Foundation
and the Committee Encouraging Corporate
Philanthropy



2,710,837

people impacted
↑ 9.5% increase since 2017

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.



Blue Cross and Blue Shield of Louisiana Foundation

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 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.

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.



Funding Innovation | 2019

NEW HORIZONS GRANTS



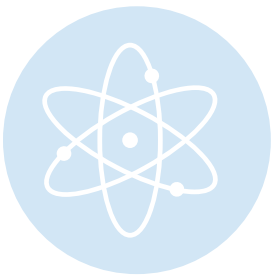
» Arts Council of Greater Baton Rouge— heART Trails Project

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 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 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.



Annual Report Summaries | 2019

COLLECTIVE IMPACT GRANTS



» 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.



The Angel Award[®] | 2019 Angels



» 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.

The Angel Award[®] | 2019 Angels



» 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

Alzheimers Disease and Related Disorders Association, Inc

Alzheimers 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

Crohns & Colitis Foundation of America

Cystic Fibrosis Foundation Headquarters

Dancing Grounds

Daughters of Charity Services of New Orleans

David Raines Community Health Center Inc

David Toms Charitable Foundation

Dillard University

Douglas Manship Sr Theater

East Baton Rouge Parish School Board

Easter Seals Louisiana Inc

Educare New Orleans

Empower 225

Episcopal School of Baton Rouge

Eunice Community Health Center

Evergreen Foundation

Evergreen Presbyterian Ministries Inc

Families Helping Families of Greater Baton Rouge

Family and Youth Counseling Agency

FBIAA Memorial College Fund

Festigals

Festival International de Louisiane

FirstLine Schools Inc

Fit Families for Cenla Inc

Fit for Life Ministries Inc

Fore!Kids Foundation

Foundation for a Better Louisiana Fidelity National Bank Building

Franciscan Missionaries of Our Lady University

Friends in Need Foundation

Friends of Louisiana Public Broadcasting Inc

Friends of LSU Agcenter Botanic Gardens at Burden

Friends of the Baton Rouge Zoo

Friends of WWOZ Inc

Gaitway Therapeutic Horsemanship

Girls on the Run Central Louisiana

Girls on the Run of New Orleans

Girls on the Run South Louisiana

Giving Hope Inc

Greater Baton Rouge Economic Partnership Inc

Greater Baton Rouge Food Bank Inc

Greater Baton Rouge Learning Disabilities Coalition

Greater New Orleans Educational Television Foundation

Greater New Orleans Sports Foundation

Habitat for Humanity St Tammany West

Hannah's Klozet

Health & Education Alliance of Louisiana

Heritage Ranch

Hispanic Chamber of Commerce of Louisiana Foundation

Holy Angels Residential Facility

Hope Charities

Hope for Opelousas, Inc

Innocence Project New Orleans

International Mountain Bicycling Association - Colorado

JDRF International

Jefferson Chamber Foundation

Junior Achievement of Greater Baton Rouge & Acadiana Inc

Junior Achievement of Greater New Orleans Inc

Junior League of Baton Rouge Inc

Keep Louisiana Beautiful Inc

Kiwanis Club of Thibodaux Foundation

Knock Knock Childrens Museum Inc

Lafayette Education Foundation

LCTCS Foundation

Leadership Institute of Acadiana Inc

Leukemia & Lymphoma Society Inc

Life of a Single Mom

Links Foundation Inc

Living Well Foundation

Livingston Parish Public Schools	National Kidney Foundation Inc
LMS Animal Rescue Foundation	National Multiple Sclerosis Society
Local Heart Foundation	New Orleans Bioinnovation Center Inc
Louisiana 4-H Foundation	New Orleans Council on Aging
Louisiana Aging Network Association Incorporated	New Orleans Pride
Louisiana Art and Science Museum Inc	New Orleans Regional Leadership Institute
Louisiana Association of Nonprofit Organizations Inc	New Orleans Women & Childrens Shelter Inc
Louisiana Association of United Ways, Inc	New Schools for Baton Rouge
Louisiana Center for Children's Rights	NOLA Business Alliance
Louisiana Mens Health Organization Inc	NORBC Inc
Louisiana Nurses Foundation Inc	Northeast Louisiana Green Team
Louisiana Open, Inc	Northwest Louisiana Food Bank
Louisiana Partnership for Children and Families	Ode to Our Warriors
Louisiana Pediatric Cardiology Foundation	of Moving Colors Productions
Louisiana Primary Care Association	Old Metairie Irish Festival Inc
Louisiana Sports Hall of Fame Foundation	one Up.Fit
Louisiana Superintendents Academy	Opera Louisiane Inc
Louisiana Symphony Association	Operation Warm Inc
Louisiana Technology Park, a wholly owned subsidiary of Research Park Corporation	Opportunity Machine Inc
Louisiana Veterans Museum Foundation	Options, Inc
Louisiana Youth Seminar	Ouachita Outreach
Lourdes Foundation, Inc	Our Lady of Mercy School
Loyola University	Our Lady Queen of Heaven School
LSU Alumni Association	Particular Council of St Vincent de Paul of Baton Rouge Louisiana
LSU Foundation	Pelican Center for Children and Families
LSU Health Foundation New Orleans	Pelican Educational Foundation Inc
LSU Health Sciences Foundation In Shreveport	Pennington Biomedical Research Foundation
LSU Medical Alumni Association Committee of 100	Pilots for Patients
Many Youth Baseball and Softball	Policy Institute for the Children of Louisiana, Inc
Martin Luther King Health Center	Preservation Alliance of New Orleans Incorporated
Mary Bird Perkins Cancer Center	Propeller, Inc
Mayors Healthy City Initiative	Public Affairs Research Council of Louisiana Inc
McNeese State University Foundation	Public Radio Inc
Metanoia, Inc	Quota International of Baton Rouge Charitable Trust (We Share Foundation)
Metropolitan Community Church of Baton Rouge	Raintree Services Inc
Mid City Redevelopment Alliance	Reentry Alliance for Louisiana
Miles Perret Center Cancer Services for Acadiana	Restoration Foundation Ministries
Muscular Dystrophy Association	

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(c)(3).
- Amount** » \$25,000 grant awarded to the Angel's nonprofit charity.
- Applying** » Nominations can be made online at 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
- Deadlines** » 4:30 p.m. on January 1, April 1, July 1 and October 1



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