Grant, Sponsorship & Volunteer Programs

2023 Updates
Introduction

Michael Tipton

President, BCBSLA Foundation

Head of Community Relations
Foundation: Grants for Health

Grantmaking
Grants ranging from $25,000 to $1 million to improve the health and well-being of Louisianans.

The Angel Award
Honoring everyday Louisianans doing extraordinary good for Louisiana's kids.

Shaping Public Health
Facilitation and shared insights to make an impact on Louisiana's public health outcomes.
Measures Impacting a State's Rank

See which measures have the most impact on Louisiana's ranking and how Louisiana ranks on all measures.

Louisiana's Annual Report Ranking: #50

<table>
<thead>
<tr>
<th>Top Positive Impact</th>
<th>Measure</th>
<th>2022 Value</th>
<th>2022 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Residential Segregation - Black/White</td>
<td>Social and Economic Factors *</td>
<td>-1.151</td>
<td>50</td>
</tr>
<tr>
<td>2. Premature Death Racial Disparity</td>
<td>Physical Environment *</td>
<td>-0.509</td>
<td>48</td>
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<tr>
<td>3. Housing With Lead Risk</td>
<td>Clinical Care *</td>
<td>-0.705</td>
<td>42</td>
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<tr>
<td>4. Severe Housing Problems</td>
<td>Behaviors *</td>
<td>-1.469</td>
<td>50</td>
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<tr>
<td>5. Uninsured</td>
<td>Health Outcomes *</td>
<td>-1.109</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Overall - Annual *</td>
<td>-1.073</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Demographics - Annual *</td>
<td>-</td>
<td></td>
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</table>

* Not included in the overall score

- DataUnavailable

<table>
<thead>
<tr>
<th>Negative Impact</th>
<th></th>
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<tr>
<td>47. Adverse Childhood Experiences</td>
<td></td>
</tr>
<tr>
<td>48. High-risk HIV Behaviors</td>
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Grant Programs

New Horizons

Purpose - New Horizons Grants support innovative approaches that either solve or more effectively address existing issues related to health or community well-being.

Amount - Up to $25,000

Length - One year
Grant Programs

Special Projects

**Purpose** - Special Project Grants support scaling up successful projects that have either been funded by the Foundation before or demonstrate clear evidence of need.

**Amount** - Up to $100,000

**Length** - One year
Grant Programs

Collective Impact

**Purpose** - Collective Impact Grants support community-wide efforts addressing complex issues in Louisiana. Proposals may cover a wide range of issues in health or well-being to meet the unique needs of each community.

**Amount** - Up to $1 Million

**Length** - Up to three years
Grant Programs

Community Crisis & Disaster Response

**Purpose** - Unrestricted funds in support of organizations meeting short- and long-term needs after a natural disaster or community destabilizing event (e.g. COVID-19).

**Amount** - Varies per event

**Length** - One year
# Grant Program Examples

## New Horizons
1. **St. Vincent De Paul** - Free Community Dental Clinic to reduce emergency room visits.
2. **Family Road Centering Pregnancy Program** - Innovative care for high-risk, minority mothers.
3. **100 Black Men** – Curriculum designed to support mental health while experiencing institutional racism.
4. **UREC** - Certified Nursing Aide program for low-income high school students.

## Special Projects
1. **LSUA Special Program for Young People with Developmental Disabilities** - Establish a post-secondary educational option in CENLA for students with developmental disabilities.
2. **BR Early Childhood Education Collaborative** - Home Start Early Childhood Home visiting program for residents of public housing.

## Collective Impact
1. **Fletcher Technical Community College Foundation Bayou Region Nursing Faculty Project** - Increase the number of RNs and LPNs in the Bayou Region.
2. **LSU Eunice RN Weekend/Evening Cohort** - Expansion to increase the number of RNs in Acadiana.
Apply for funding on

SmartSimple

- Go to bcbsla.smartsimple.org

- Click either REGISTER or LOG IN

- Click FUNDING OPPORTUNITIES
The Angel Award

Honoring everyday people doing extraordinary good for Louisiana’s children.

Nominate a community member, volunteer, board member, or staff member who has gone above and beyond. Blue Cross employees who volunteer can be nominated for the Blue Angel Award.

Amount - $25,000 ($10,000 for Blue Angel)

To Nominate - BCBSLAFoundation.org/nominate

Online Jan. 31, 2023
Community Relations: Corporate Giving

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

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

Employee Giving
Amplifying the impact of employee charitable giving through fundraising and matching.
Corporate Giving

Corporate Sponsorships

**Purpose** - Blue Cross invests dollars to support nonprofit events, fundraisers, and health/wellness programs. 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.

**Amount** - Up to $10,000

**When to Apply** - Six months in advance
Employee Giving

Matching Gifts

**Purpose** - Matching full-time employee, retiree and board member gifts to eligible 501(c)(3) Louisiana nonprofits.

**Amount** - Between $100 and $5,000

**How to Apply** - Employee donor makes request after making a gift.
Employee Volunteering

Team Blue

Purpose - Employees get 16 paid hours per year to volunteer during normal business hours. Team Blue events are for organizations in need of groups of employees to serve as extra hands.

When to Apply - Six weeks in advance
Employee Volunteering

Dollars for Doers

Purpose - Blue Cross will donate a minimum of $15 per volunteer hour in a calendar year by any full-time employee, retiree and board member (as long as company funds allow) to a Louisiana nonprofit.

When to Apply - Employees will report hours in SmartSimple. Checks will be issued the beginning of the following year.
Request Team Blue on

SmartSimple
- Go to bcbsla.smartsimple.org
- Click EVENTS
- Click the TEAM BLUE VOLUNTEER LOGO
Employee Volunteering

Taproot Plus

Purpose - Employees virtually volunteer business skills in marketing, HR, IT, finance and more for nonprofits in need of pro bono services.

How to Apply - Sign up and submit a project at louisiana.taprootplus.org
Ready to sign up?

It's easy.

- Go to louisiana.taprootplus.org
- Click SIGN UP
- Click FOR NONPROFITS
Our Team

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Thank you!

Sign up for our mailing list:

www.BCBSLAFoundation.org