



BlueCross BlueShield
of Alabama

COMMUNITY ANNUAL REPORT





**BlueCross BlueShield
of Alabama**

At Blue Cross and Blue Shield of Alabama, we are committed to serving our communities in a tangible way. **“Give Back to the Community”**

is one of our Corporate Values as a reminder to our associates and the Company as a whole of that commitment. We are excited to share about our communities and those we have been honored to serve.

**COVID-19
RELIEF
EFFORTS**



**BE HEALTHY
SCHOOL
GRANTS**



**KIDS
MERCEDES-BENZ
MARATHON**



**MEDICAL
SCHOLARSHIPS**



**GET HEALTHY
ON THE
RAILROAD**



**THE CARING
FOUNDATION &
CORPORATE
GIVING**



**UNITED
WAY
GIVING**



**THE
WORLD
GAMES**



COVID-19 RELIEF EFFORTS

No discussion about giving back to our communities would be complete without including our relief efforts related to the COVID-19 pandemic. As new variants of COVID-19 began to spread across the state in 2021, Blue Cross and The Caring Foundation, Blue Cross' charitable arm, gave donations and support to community organizations across the state to provide:

- COVID-19 treatment, copays, testing and vaccines
- COVID-19 antibody testing
- Ride United Program transportation for COVID testing, treatment and vaccines
- Childcare for healthcare workers
- Meals for senior adults, children and healthcare workers
- Personal protective equipment for healthcare workers
- Food for Alabama food banks and other charitable organizations
- Small business loans
- Economic assistance with rent, utilities and essentials for communities in need



Lindsay Gray, Executive Director
Bundles of Hope Diaper Bank

“2021 was a HUGE year for our organization as we continued to see the rise in physical, emotional, and financial needs of families in our care due to the pandemic. In April, we established The Changing Station, an independent facility where we focus on improving the quality of life for Alabama families by providing much-needed essential items like diapers, wipes, and feminine products. Because of the tremendous support of The Caring Foundation over the years, in 2021 alone we distributed 1,016,591 diapers covering 20,332 babies!! Thanks so much for partnering with us, your generosity is greatly impacting the lives of women and children in our state by meeting their most basic needs.”



BE HEALTHY SCHOOL GRANTS



This year:

26 grants awarded

Totaling **\$252,000**

Benefiting **12,200** students

Since 2012:

253 grants awarded

Totaling **\$2.3 million +**

Benefiting more than **119,000** students

Blue Cross launched the Be Healthy School Grant Program to fight childhood obesity in 2012. This program awards grants of up to \$10,000 to Alabama schools that serve kindergarten through sixth grade. Grants are used to implement school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement throughout the school year.


“We continue to see firsthand excellent results in schools across our state that are benefitting from the Be Healthy School Grant Program,” says Tim King, Manager Community Relations, The Caring Foundation and Corporate Giving, Blue Cross and Blue Shield of Alabama. “We are proud to make this investment in Alabama’s children in an ongoing effort to help them lead the healthiest lives possible, now and long-term.”

BLUE CROSS AND BLUE SHIELD OF ALABAMA KIDS MERCEDES-BENZ MARATHON

The 2021 Mercedes-Benz Marathon Weekend was postponed until 2022 due to COVID-19 concerns.

However, that didn't stop children across Alabama from participating in the Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon. Children from kindergarten through fifth grade ran 26.2 miles over the course of a five-month program at their schools. The final mile, which is usually run on the race weekend, was run at home or at their school by 2,500 children.

Blue Cross became the presenting sponsor for this event in 2012 to encourage regular exercise and healthy lifestyles at an early age. "Blue Cross recognizes the importance of supporting events like the Kids Mercedes Marathon," says Tim King, Manager, Community Relations, The Caring Foundation and Corporate Giving for Blue Cross. "Teaching healthy habits at a young age will help make a difference in the long-term health of Alabama's children."



26.2
total miles

2,500
children grades
k-5 in 2020

43,415
children since
2012

PRIMARY CARE MEDICAL SCHOLARSHIPS

Growing up in Webb, Alabama, Dr. Whitney Richard experienced firsthand the lack of close access to healthcare. Driving a few towns over to Headland or Dothan for primary care was a regular occurrence. She enrolled in the Alabama College of Osteopathic Medicine in Dothan with the goal of one day working in areas like her hometown to provide easy access to care. When she received a medical scholarship in 2016, that dream became a reality.



I've seen the need for good healthcare and good providers. So to provide that for these people who need good healthcare has been a dream come true.

Dr. Whitney Richard
2016 Scholarship Recipient

For many like Dr. Richard, the burden of school loans makes working in large cities attractive, as the salaries offered by practices there typically mean quicker and easier repayment of school loans. But the majority of Alabama's rural counties are entirely or partially classified as primary care shortage areas according to the Alabama Rural Health Association.

So in 2016, Blue Cross began making it easier for students like Dr. Richard to choose to work in areas with limited healthcare access by funding scholarships for medical students who agree to practice for three years as primary care or behavioral health physicians in an underserved area of Alabama upon graduation. These scholarships help relieve the stress of paying off student loans and the resulting pressure to work in communities where practices offer higher compensation. A combined total of \$11 million will be distributed among four schools over a period of six years.

27 students received scholarships
totaling over **\$1.8M** in 2021



GET HEALTHY ON THE RAILROAD

Birmingham's Get Healthy on the Railroad at Railroad Park, sponsored by Blue Cross, held classes in-person and online during 2021. This flexible approach allowed the program to be responsive to COVID-19 concerns while continuing to offer its quality exercise classes and cooking programming for an 11th season.

For online participants, the program collaborated with Chews Wisely Alabama to produce three cooking videos and provide recipes and infographics about healthy foods and eating. Nine exercise videos featuring a variety of classes were also shared.

Outdoor visitors to Railroad Park continued to enjoy the Walking Workout along the 1st Avenue South portion of the park, as well as in-person exercise and cooking classes.

1,401
attended exercises classes

100+
attended cooking classes





THE CARING FOUNDATION AND CORPORATE GIVING

The Caring Foundation (TCF) is the charitable arm for Blue Cross and Blue Shield of Alabama, fulfilling philanthropic needs across Alabama. The mission of TCF and Blue Cross' corporate giving is to support charitable organizations that invest in health, wellness and education initiatives for Alabamians, with an emphasis in helping children.

579 Organizations assisted
by Blue Cross and TCF

\$10,411,638 In total corporate
charitable donations*

*Figure includes combined donations from TCF and Blue Cross.



UNITED WAY GIVING

One way Blue Cross employees give back is by supporting United Way agencies. Their contributions plus those from our company make Blue Cross one of the largest corporate givers to United Way of Central Alabama. Blue Cross employees also support and advocate for those in need in their communities through donating time and other resources.



2021 UNITED WAY CAMPAIGN

22 The number of years Blue Cross and Blue Shield of Alabama has been a Pacesetter Company

Over **\$4 million** Amount donated by employees to United Way



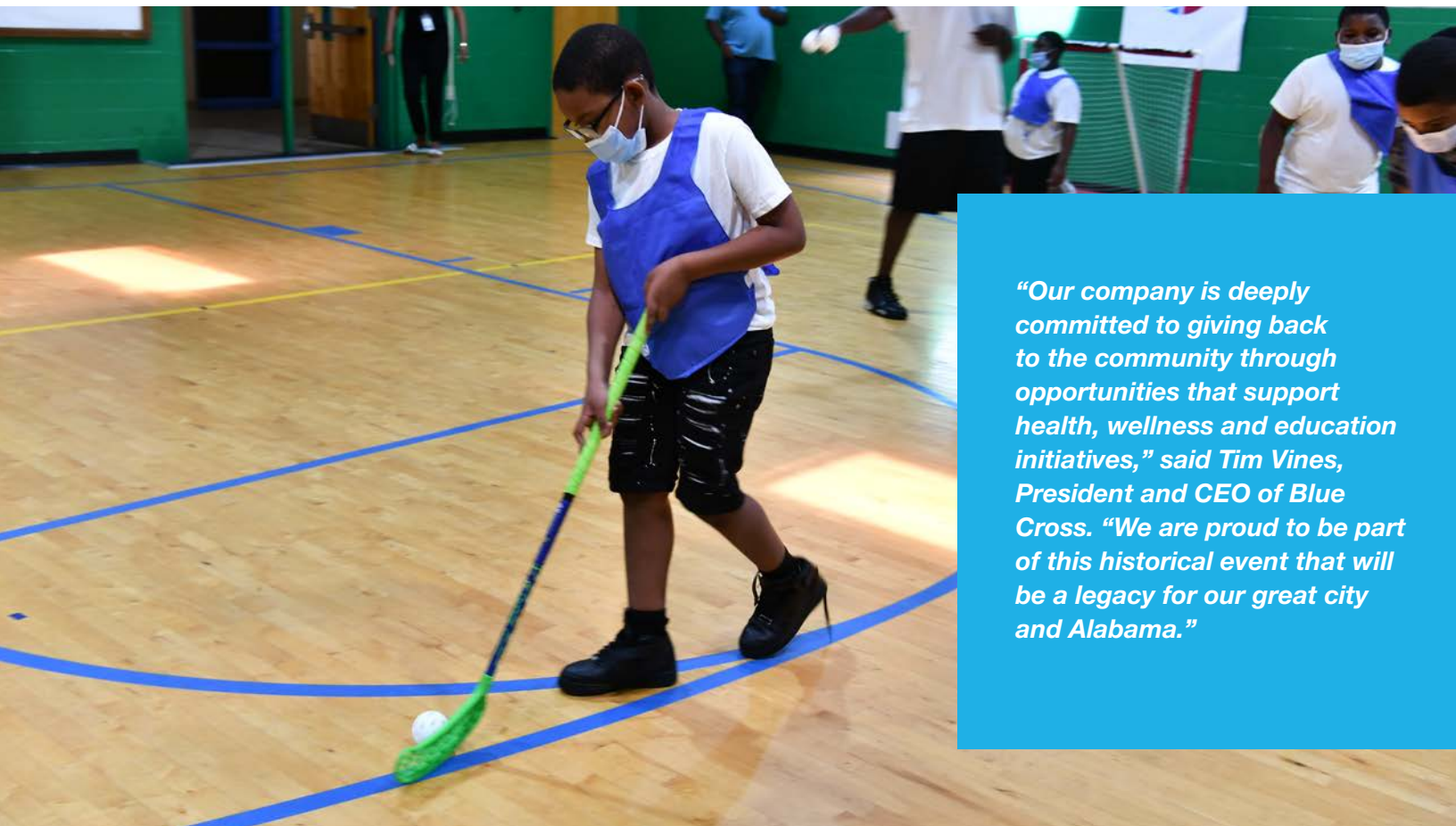


THE WORLD GAMES 2022 SCHOOL TOOLKIT



Blue Cross and Blue Shield of Alabama is a Foundation Partner of The World Games 2022 (TWG). As part of this partnership, the company is also the title sponsor of TWG's education program "Live Healthy, Play Global." This initiative was tested in Birmingham City Schools and then rolled out to schools statewide.

As part of the lead-up to the 2022 event, students were able to play sports featured in TWG through a partnership with the "Let's Move" initiative. Sports offerings included korfball, floorball and flying disc, with an emphasis on the importance of traditional sports values such as teamwork. Students also connected with a global mindset in the classroom through an enhanced social studies curriculum, and educators were offered professional development opportunities.



"Our company is deeply committed to giving back to the community through opportunities that support health, wellness and education initiatives," said Tim Vines, President and CEO of Blue Cross. "We are proud to be part of this historical event that will be a legacy for our great city and Alabama."



**BlueCross BlueShield
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An Independent Licensee of the Blue Cross and Blue Shield Association

For additional information about these and other programs we support, please contact:

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