



**COMMUNITY ANNUAL REPORT**





**BlueCross BlueShield  
of Alabama**

The important work of championing health in local communities happens best when it happens with local partners. Together, Blue Cross and Blue Shield of Alabama, its employees, and community partners have been working to educate, improve and maintain health and wellness through a variety of initiatives.

As The Caring Company, Blue Cross thanks our partners who help us live out our Corporate Value, **“Give Back to the Community.”**



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## THE CARING FOUNDATION AND CORPORATE GIVING

The Caring Foundation (TCF) was established in 1991 as the charitable arm for Blue Cross and Blue Shield of Alabama. Giving back to Alabamians has always been a priority for Blue Cross, and establishing TCF channeled that desire in an intentional way. From its start, TCF has fulfilled 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 on helping children.

Sight Savers America is one of many organizations supported by TCF. This program provides vision screenings and related health services for Alabamians in need. "The Caring Foundation of Blue Cross and Blue Shield of Alabama has been instrumental in helping our organization to provide health screenings, vision screenings, and individual case managed follow-up eye care services to children in underserved parts of Alabama for the past decade," says Jeff Haddox, Founder/CEO, Sight Savers America. "Through TCF's support, more children in Alabama have the best opportunity to see well, feel well, and reach their full potential in school and in life."

*On behalf of  
Sight Savers  
America and the  
children we serve,  
THANK YOU!*

**—Jeff Haddox, Founder/CEO**



**559 ORGANIZATIONS ASSISTED  
BY BLUE CROSS AND TCF**

**\$11,395,107 IN TOTAL CORPORATE  
CHARITABLE DONATIONS\***

\*Figure includes combined donations from TCF and Blue Cross.



## UNITED WAY GIVING

Blue Cross associates support United Way agencies in many ways, including the Company's annual United Way campaign, Day of Caring events, and through individual volunteer hours. Blue Cross associates also individually give their time and resources, and take part in projects as well as serve on boards and committees.

"Our theme this year 'United Starts with You' to me, signifies that it takes all of us" says Tyler Williams, Vice President, District Consumer Sales and United Way Campaign Internal Chair for 2022.

Day of Caring is one way Blue Cross comes together for United Way throughout our office locations. Employees, families and friends gather on a Saturday to take part in individual service projects. This year, close to 500 gathered to assemble a variety of care and supply kits, bicycles, and more, while others worked onsite at two agencies: Community Food Bank of Central Alabama and Hueytown Boys and Girls Club.



### 2022 UNITED WAY CAMPAIGN

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

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

# UNITED STARTS WITH YOU





# Be Healthy School Grant Program

In 2022, Blue Cross made great strides in reaching more school students through health and wellness programs by expanding the Be Healthy School Grant Program. Previously, grants were offered to schools serving kindergarten through sixth grade. This year, that was extended to schools serving through eighth grade. To date, schools in 64 of Alabama's 67 counties have received a Be Healthy School Grant. This year, 84% of the schools were first-time recipients.

"This Be Healthy School Grant was the perfect opportunity for our physical education department to invest in our students and their physical health," says Principal Jamelia Hayes of Thompson Middle School.

Blue Cross launched the Be Healthy School Grant Program in 2012 to fight childhood obesity. The grants are up to \$10,000 each and help implement school-based, health and wellness programs that emphasize increased exercise, nutrition education and parental involvement throughout the school year.

**THIS YEAR:**  
**31** GRANTS AWARDED  
TOTALING **\$291,000**  
BENEFITING **16,000** STUDENTS

**SINCE 2012:**  
**284** GRANTS AWARDED  
TOTALING **\$2.6 MILLION**  
BENEFITING **134,000** STUDENTS





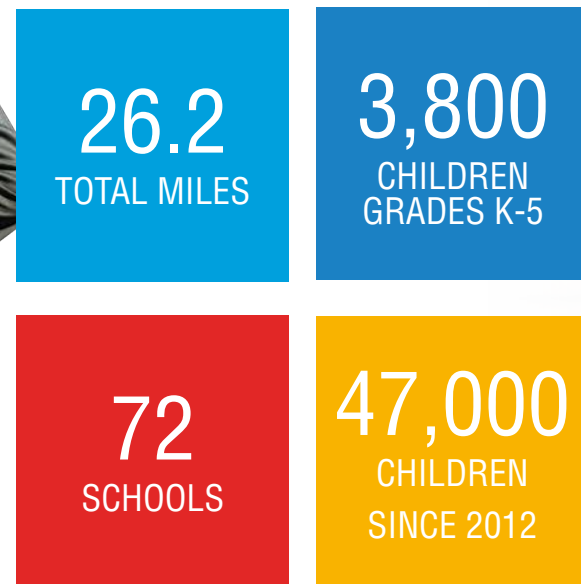


# KIDS MERCEDES-BENZ MARATHON

2022 marked 20 years of the Mercedes-Benz Marathon Weekend in Birmingham, Alabama. And it marked 10 years of the Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon (KMM). Children across Alabama, from kindergarten through fifth grade, ran 26.2 miles over the course of a five-month program with their schools. The final mile was run either with their school or using an official course in downtown Birmingham by 3,800 children.

Blue Cross became the presenting sponsor for this event in 2012 to encourage regular exercise and healthy lifestyles at an early age.

“We have been proud to support the KMM because of the way it promotes exercise, physical activity and being outdoors,” says Tim King, Manager of The Caring Foundation and Corporate Giving. “These factors improve the health and wellness of Alabamians, especially children, and that is why we have sponsored this event these many years.”



“We are proud that the KMM has become one of the nation’s largest kid’s marathons and we get great feedback from families and teachers of the value they place on this event.”

–Tim King,  
Manager of The Caring Foundation  
and Corporate Giving



## PRIMARY CARE MEDICAL SCHOLARSHIPS

In 2016, Blue Cross saw the need for access to healthcare in Alabama's rural areas. The majority of Alabama's rural counties are entirely or partially classified as primary care shortage areas according to the Alabama Rural Health Association. To address this, the Company began funding scholarships at four schools 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.

131 RECIPIENTS TOTAL

23 RECIPIENTS IN 2022

22 RECIPIENTS CURRENTLY PRACTICING IN AL



Jarrett A. Barnes

*I always knew I wanted to give back to my community. [In family medicine] you get to see people from when they're born until they have children of their own. You see the whole continuity of care. They stay with you, and you get those lasting relationships. That's what I really enjoy.*

Jarrett Barnes



Bailey A. Manning

*I grew up with my mom as a family doctor. So growing up, looking up to my mom, I just wanted to be a doctor. But then it turned into me adopting that dream, that mission of hers to care for people and grow those relationships and give back to the community.*

Bailey Manning



Alana Andrew Fortune

*Mental health is already such a stigmatized topic that you don't want to make it more difficult for patients to have access to care. So I'd like to practice in a rural community to bring that level of care that I'd want living in a big city to a smaller community.*

Alana Fortune



Amber Crenshaw

*If we can provide quality and accessible healthcare in these communities ... then that's one step closer to equity in healthcare. Why not bring that same level of care to these type of communities? They need it, even if some of these towns have such small populations.*



# GET HEALTHY



Birmingham's Get Healthy on the Railroad at Railroad Park, sponsored by Blue Cross, entered its 12th season in 2022. This makes the program the park's longest-running initiative.

This year also marked a return to the full schedule of in-person classes that ran March through October. Exercise classes included Bootcamp, Senior Fit, Hip Hop Cardio, Zumba, Yoga and Family Fit Friday. A pilot class for new and expecting parents, called Parent Power, was added in September and October. Cooking classes were held the fourth Sunday of each month, April through August. The interactive demonstrations provided taste testing, question and answer sessions, plus a take-home recipe, and free bags of produce for attendees.

*Having classes outside is both physically and mentally rewarding. The fresh air, the skyline, the sun setting, and meeting people from other parts of the Birmingham Metro area left me feeling a level of relaxation I never expected.*

—Get Healthy on the Railroad Participant

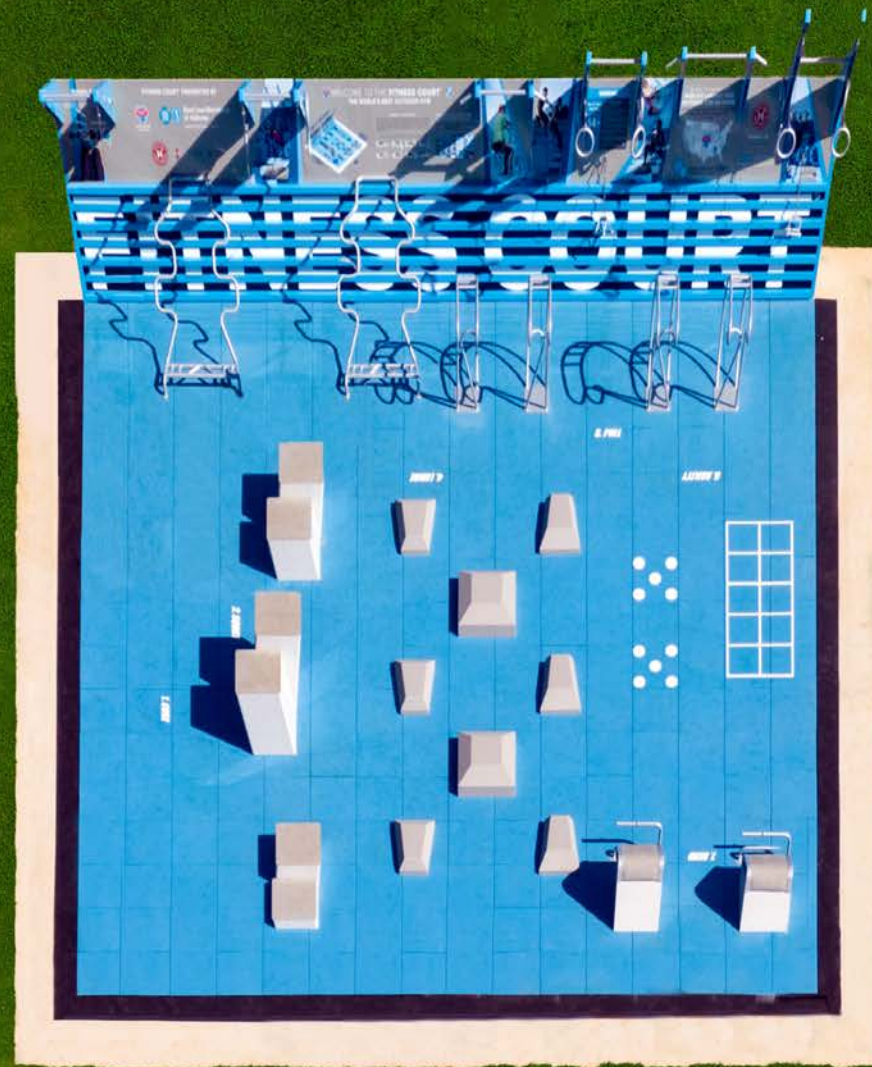
**3,087 TOTAL**  
ATTENDED EXERCISES CLASSES

**223 TOTAL**  
ATTENDED COOKING CLASSES

**63,000+**  
REACHED OVER THE LIFE  
OF THE PROGRAM







**CURRENT CITIES:**

- Prattville
- Saraland
- Hartselle
- Decatur
- Athens
- Leeds
- Prichard
- Daphne

*Town Center Park will have something to engage the whole community in outdoor activities ... This campaign ... is giving us the cutting edge on community wellness.*

*—Ashley-Nicole Flowers, Saraland Director of Parks and Recreation*

**FITNESS COURTS**

Breaking down barriers to access is key to discovering healthy practices and changing habits. In 2022, Blue Cross partnered with the National Fitness Campaign (NFC) and began a systematic approach towards improving access to fitness for all.

Working with partner cities strategically chosen for maximum reach to Alabama's population centers, Blue Cross and NFC built eight Outdoor Fitness Courts in 2022, with more planned for coming years. These courts are free to use, and are within a 10-minute bike radius from the city centers. Local fitness instructors are recruited to lead classes at the courts and a free app houses videos, challenges and tracking for users.

"This innovative platform will help encourage communities to lead a healthy and active lifestyle at no cost to their residents," Says Sophie Martin, Director, Corporate Communications and Community Relations for Blue Cross.

"This Fitness Court definitely adds to the opportunities for better health and fitness for all the citizens of Hartselle. We want to make Hartselle bigger, better and healthier," says Randy Garrison, Mayor of Hartselle.







## THE WORLD GAMES

Audiences worldwide turned their gaze to Birmingham, Alabama, as The World Games 2022 (TWG) took place July 7-17. Blue Cross was proud to be a Foundation Partner of this historic event, as well as the title sponsor of TWG’s education program “Live Healthy, Play Global.” This initiative was developed by educators and tested in Alabama before being released online. The toolkit covered various countries, their sports and sports that would be present at TWG.

Blue Cross associates were involved in a variety of ways. Many attended the games, showing their support for new or favorite sports. Others were official volunteers.

As a Foundation Partner, the company welcomed athletes and spectators alike at a tent in TWG Plaza at Birmingham’s brand new City Walk. The tent hosted an interactive display that encouraged visitors to leave their mark on the world by putting thumbprints on a world map. Associates volunteered their time and effort to make the tent experience welcoming and fun.

Some of the artwork on display in the tent was created through an art contest held by schools in Jefferson and Shelby counties, as well as a sister school in Cardiff, Wales. Students were able to learn about other cultures and share their art. A total of 18 murals were made, and the winners were recognized for their efforts.

“It was an opportunity for us to educate our students here in Alabama about things that happen around the world,” says Emily Benson, The Caring Foundation and Blue Cross Corporate Giving Coordinator. “It was great to be able to showcase what the children of Alabama can do.”



### THE WORLD GAMES

**10** DAYS

**34** SPORTS

**3,600** ATHLETES FROM **106** NATIONS

**223** EVENTS AT **23** VENUES

**12** TV STATIONS COVERED THE GAMES,

REACHING **80** COUNTRIES

**100** BLUE CROSS ASSOCIATE VOLUNTEERS

### LIVE HEALTHY, PLAY GLOBAL

**97** CITIES IN **8** COUNTRIES

**68** ORGANIZATIONS IMPLEMENTED CURRICULUM

**117** SCHOOLS IMPLEMENTED CURRICULUM

**244** TOOLKITS DOWNLOADED

**66,000+** PEOPLE REACHED





## PEPPER PLACE

Since 2016, Blue Cross has partnered with The Market at Pepper Place. This certified farmer's market provides fresh produce for the Birmingham community. In 2022, Blue Cross sponsored The Market Kitchen, which featured 24 weekly chef demonstrations from May through October. Blue Cross associates also volunteered their time at four Wellness Days that encouraged visitors to eat better and live healthier. In the fall, Sales Representatives answered visitors' questions about open enrollment during the October Wellness Day.

"At The Market at Pepper Place we love our partnership with Blue Cross," says Leigh Sloss-Corra, executive director of The Market. "Thanks to this partnership, we're able to bring fresh food from all over the state to shoppers in downtown Birmingham, which is building a local food ecosystem that will endure. Collaboration on special Wellness Days throughout the year helps promote the countless valuable and fun ways people in our community can take simple steps to eat better and lead happier, healthier lives."



***Together, we educate people how to cook with and enjoy fresh food; how eating seasonal, locally-grown food leads to better health and wellness; and how to build a stronger community.***

**–Leigh Sloss-Corra, Executive Director,  
The Market at Pepper Place**





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

Corporate Communications & Community Relations

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[alabamablue.com](http://alabamablue.com)