



Blue Cross and Blue Shield of Alabama is dedicated to responding to the needs of the community and making a difference. Giving back to the community is one of the core values of our Company, and our employees consistently play active roles in helping on the individual level as well. We will continue to enhance the community through our health initiatives, health education and support of various charities and other community initiatives.

United Way

For more than 50 years, Blue Cross has conducted a United Way campaign to encourage employees to change lives in the community by advocating for those in need and donating their time and money to United Way agencies.

2013 United Way Campaign

14

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

More than
\$3 million

Amount donated
by employees to
United Way.



4,100 children participated in the 2013 Blue Cross and Blue Shield of Alabama Kids' Mercedes Marathon.

Kids' Mercedes Marathon

In an ongoing effort to help prevent childhood obesity and encourage healthy lifestyles at an early age, Blue Cross and Blue Shield of Alabama was the presenting sponsor of the Kids' Mercedes Marathon for the second year in 2013, and will do so again in 2014. More than 4,100 children participated in 2013, bringing the total number of children involved since 2012 to more than 8,100.

This program is designed for children in kindergarten through fifth grade. Participants run the distance of a full marathon (26.2 miles) over the course of the five-month program.

To achieve this goal, children run a total of 25.2 miles in increments from September to January. Participants then run the final mile during the Mercedes Marathon weekend and receive a Blue Cross Kids' Mercedes Marathon medal celebrating their accomplishment.



Day of Caring

In June 2013, more than 200 employees and their families donated nearly 1,000 hours of service on a Saturday to help the community by participating in Blue Cross' second annual Day of Caring.

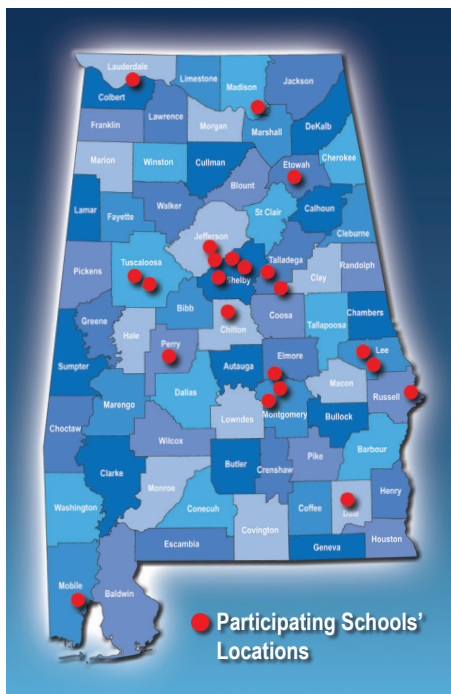
Volunteers pulled out their paintbrushes, grabbed their tools, and tapped into their creative sides to help Habitat for Humanity, West Brownville Neighborhood, Grace House Ministries, Workshops Inc., Positive Maturity, Hands on Birmingham, Children's of Alabama, Trips for Kids, Veterans' Affairs Hospital, as well as various homeless shelters and senior centers.



Be Healthy School Grant Program

For the past three decades, childhood obesity rates in America have tripled. Nearly one in three children in America is overweight or obese. In 2012, Blue Cross decided to fight this alarming trend through beginning the Be Healthy School Grant Program. During the 2013-2014 school year, the program awarded \$203,300 to 22 Alabama schools. These grants are for the implementation of school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement during the school year. Participating schools receive a grant of up to \$10,000 to encourage children in kindergarten through sixth grade to make healthy choices. In two years, the program has awarded over \$270,000 in grants to 30 schools and reached more than 12,700 children.

**\$203,300
to 22
Alabama
schools**



The Caring Foundation and Corporate Giving The Caring Foundation (TCF) serves as Blue Cross' charitable arm for philanthropic needs across Alabama. Blue Cross and TCF focus on improving the health and well-being of Alabamians by supporting charitable organizations. The foundation and Blue Cross invest primarily in health, wellness and education initiatives, with a special interest in assisting children.

Corporate and TCF Giving

435 Organizations assisted by Blue Cross and TCF

\$5,210,197 In total corporate charitable donations*



*Note: Figure includes combined donations from TCF and Blue Cross.

Community Health Initiatives

Get Healthy on the Railroad



Since 2011, Blue Cross has sponsored Railroad Park's free exercise classes five days a week, from March to October in downtown Birmingham. Classes include Crunk Fitness, Zumba®, Bootcamp, Yoga and Happy Feet, a walking class. More than 5,500 people exercised with Get Healthy on the Railroad in 2013!

National Walk@Lunch Day

On April 18, 2013, Blue Cross Plans across the country sponsored the seventh annual National Walk@Lunch Day. Events in central Alabama included a Blue Cross employee event for 725 employees and another event at Birmingham's Linn Park that included 2,000 participants.



Scale Back Alabama



Now in its eighth year, Scale Back Alabama is a statewide initiative that focuses on a reward-based and team approach toward weight loss. The contest is designed to encourage Alabamians to get healthy and have fun doing it. In 2013, there were 27,080 participants with 129,528 pounds lost statewide.



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

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**BlueCross BlueShield
of Alabama**

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