



Community Report 2014

GIVING BACK to our communities....

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.

2014 UNITED WAY CAMPAIGN

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

More than **\$3.4 million** Amount donated by employees to United Way.



DAY OF CARING



In June 2014, employees and their families donated nearly 1,500 hours of service on a Saturday to help the community by participating in Blue Cross' third annual Day of Caring.

Volunteers pulled out their paintbrushes, grabbed their tools, and tapped into their creative sides to help the Community Food Bank of Central AL; Glenwood Autism and Behavioral Health Center; American Red Cross in Birmingham, Huntsville, and Montgomery; YWCA; Jefferson County DHR; The Hope Lodge; Children's of AL; Pathways Homeless Shelter; Brookside Boys & Girls Club; Veteran's Hospital; and Positive Maturity.

BLUE CROSS KIDS' MERCEDES MARATHON



4,700 children participated in the 2014 Blue Cross and Blue Shield of Alabama 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 third year in 2014, and will do so again in 2015. More than 4,700 children ran in 2014, bringing the total number of children participating since 2012 to nearly 12,000.

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 a 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 Blue Cross Kids' Mercedes Marathon and receive a medal celebrating their accomplishments.

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 launched the Be Healthy School Grant Program to fight this alarming trend. During the 2014-2015 school year, the program awarded \$249,513 to 28 Alabama schools across the state.

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 three years, the program has awarded over \$519,813 in grants to 58 schools and reached more than 27,935 children.

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

445 Organizations assisted by Blue Cross and TCF

\$4,682,716 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 held five days a week, from March to October in downtown Birmingham. Classes include Crunk

Fitness, Zumba®, Bootcamp, Yoga and Happy Feet. In 2014, 7,485 people exercised with Get Healthy on the Railroad. Since 2011, 21,372 have participated in Blue Cross' free exercise classes at Railroad Park.

NATIONAL WALK@LUNCH DAY

On April 30, 2014, Blue Cross Plans across the country sponsored the seventh annual National Walk@Lunch Day. Over 2,700 people participated statewide which included a Blue Cross employee event, an event at Birmingham's Linn Park, and individuals walking throughout the state.



Walking for the health of it.

SCALE BACK ALABAMA



Now in its ninth year, Scale Back Alabama is a statewide initiative that focuses on a reward-based and team approach toward weight loss. Sponsored by Blue Cross and Blue Shield of Alabama, the contest is designed to encourage Alabamians to get healthy and have fun doing it. In 2014, there were 25,352 participants with 114,511 pounds lost statewide.

MAYOR'S WALKING CHALLENGE - HUNTSVILLE, AL

In October 2014, Blue Cross and Blue Shield of Alabama partnered with Huntsville Mayor Tommy Battle and Healthy Huntsville for the Mayor's Walking Challenge. More than 1,000 people participated, and those who completed at least 25 miles or more were entered in a drawing for fitbits and other prizes.

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

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BlueCross BlueShield of Alabama

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