Give Back to the Community. As one of the Corporate Values for Blue Cross and Blue Shield of Alabama, we take seriously the responsibility to use our corporate strengths and resources to positively impact our communities around us. We are excited to share about our associates who give and the people we have been honored to serve.

The Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon

Blue Cross became the presenting sponsor of the Kids Mercedes-Benz Marathon in 2012 to encourage regular exercise and healthy lifestyles at an early age. Blue Cross associates volunteer and make the day special for the children when they run the program’s final mile during the Mercedes-Benz Marathon Weekend.

- 26.2 total miles
- 5,400 children k-5 in 2018
- 32,063 children since 2012
Day of Caring

For the seventh annual Day of Caring, more than 420 Blue Cross associates and their families contributed 1,260 volunteer hours to benefit various United Way agencies.

BIRMINGHAM CORPORATE OFFICE PROVIDED:
- 10 bicycles for United Way’s bicycle program.
- 30 volunteers at Shelby Emergency Assistance.
- 30 volunteers at SafeHouse.
- 250 care kits for United Way Area Agency on Aging.
- 600 activity kits for Success by 6 Pre-K Program.
- 3,000 silverware kits for Meals on Wheels.
- 300 painted canvases for Senior Programs.
- 500 snack packs for Ronald McDonald House guests.
- 200 school pouch kits for Girls, Inc.
- 250 care kits for Firehouse Ministries homeless shelter.

DISTRICT OFFICES:
- Mobile assembled care kits for Lifelines Counseling Services, Inc.
- Montgomery collected supplies and hosted a baby shower for women in the Inmate Mothers Program.
- Huntsville volunteered at food bank at Manna House.
Be Healthy School Grants

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

**2018 - 2019 SCHOOL YEAR:**
- **27** schools received grants
- **$261,000** awarded through grants
- **11,174** students impacted

**SINCE 2012**
- **$1.5 million +** awarded through grants
- **81,043** students impacted
Bike Share Programs

In October 2015, Blue Cross joined with Regions Bank, Alabama Power and REV Birmingham to begin ZYP BikeShare in Birmingham, AL. With 400 bikes located at 40 docking stations charged by solar panels, the program has seen a total of 221,171 miles traveled around the city. In 2018, the program had 10,319 users who rode a total of 49,000 miles, with the average ride lasting 1.2 miles. The bikes were also used in over 21 community events. Since its inception, 178,111 trips have been taken by 38,577 occasional members and 1,732 annual and quarterly members.

The Company expanded the bike share program to Huntsville in March 2017. Downtown Huntsville BlueBikes has 100 cruiser bikes at 16 docking stations around the city. Currently, the average trip duration is 37 minutes.
Primary Care Medical Scholarships

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 help combat that shortage, Blue Cross is investing in the state’s Primary Care Physician Network by funding scholarships to students at the Alabama College of Osteopathic Medicine, the University of Alabama at Birmingham School of Medicine and the University of South Alabama College of Medicine. In 2018, 30 students received scholarships. A combined total of $7.8 million will be distributed among the three schools over a period of five years. These scholarships are awarded to medical students who agree to practice for three years as primary care or behavioral health physicians in an underserved area of Alabama upon graduation.
National Walk@Lunch Day

For 12 years, Blue Cross has sponsored National Walk@Lunch Day to encourage Alabamians to take a walk on their lunch break. This program impacts companies nationwide. Beginning in 2015, the Company added Alabama Walk@School Day, which works with schools to encourage healthier lifestyles for young students. In 2018, over 15,000 people chose to walk on their breaks, and over 61,000 students and teachers got up and got moving.

Walking for the health of it.
Get Healthy on the Railroad

Blue Cross has partnered with Railroad Park since 2011 to sponsor healthy living opportunities in downtown Birmingham. These have included free exercise classes that are offered five days per week, March through October, and free healthy cooking classes. In 2018, over 6,100 people attended the exercise classes, and 546 attended the cooking classes. A total of 48,433 have attended the exercise classes since 2011.

Scale Back Alabama

Since 2006, Blue Cross has sponsored Scale Back Alabama. This statewide initiative encourages participants to have fun while losing weight with a reward-based, team approach. In 2018, there were 18,380 participants who lost a total of 60,689 pounds.