



BlueCross BlueShield  
of Alabama

# 2019

COMMUNITY  
ANNUAL  
REPORT





**BlueCross BlueShield  
of Alabama**

At Blue Cross and Blue Shield of Alabama, we are committed to using our corporate strengths and resources to impact our communities. “Give Back to the Community” is one of our Corporate Values, and this is a reminder to us on both the individual and corporate level to serve others. We are excited to share about our associates who give and those 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 in Birmingham each February.

**26.2**  
total miles

**4,730**  
children grades  
k-5 in 2019

**36,815**  
children since  
2012





## Day of Caring

For the eighth annual Day of Caring on a Saturday in May, more than **500** Blue Cross associates and their families contributed over **1,450** volunteer hours to benefit various United Way agencies.

### BIRMINGHAM CORPORATE OFFICE:

- 50** cleaned and organized the Fairfield and Center Point Senior Centers.
- 30** painted, organized and cleaned at Grace House Ministries.
- 20** bicycles for United Way's bike safety program.
- 600** care kits for senior centers.
- 325** activity kits for Success by 6 Pre-K Program.
- 4,000** silverware kits for Meals on Wheels.
- 300** painted canvases for senior programs.
- 500** snack packs for Ronald McDonald House and Area Agency on Aging.
- 300** school pouch kits for Girls, Inc.
- 500** care kits for Firehouse Ministries and Pathways homeless shelters, veterans and local senior centers.

### DISTRICT OFFICES:

- Mobile** prepared counselors' bags for Lifelines Counseling Services, Inc.
- Montgomery** worked on-site at Children's Advocacy Center.
- Huntsville** volunteered at The Manna House food bank.





## 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.

### 2019 SCHOOL YEAR:

**33** schools received grants

**\$324,200** awarded through grants

**15,004** students impacted

### SINCE 2012

**\$1.8 million +**  
awarded in 200 grants

**96,047**  
students impacted





## Bike Share Programs

In late 2019, Blue Cross expanded its bike share partnerships by working with the City of Montgomery, Baptist Health and Wind Creek Hospitality to bring Pace Montgomery bike stations throughout the city center. The program has 55 bikes at 11 stations. This brings the total number of bike sharing programs in Alabama to three cities: Birmingham, Montgomery and Huntsville.

Birmingham launched bike sharing in the state with Zyp BikeShare in 2015. The program grew to 400 bikes and 40 stations from 2015 to December 2019. More than 43,000 users logged more than 253,000 miles over the course of over 218,000 rides. It was also the first city in North America to offer electrically assisted bikes to riders. Although the Zyp program ended in December 2019, it paved the way for other shared mobility options coming in 2020.

Huntsville established Pace Huntsville in March 2017, providing 100 cruiser bikes at 14 docking stations. Since its beginning, users have logged 7,539 miles.





## Primary Care Medical Scholarships

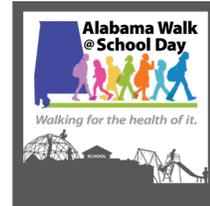
The majority of Alabama's rural counties are entirely or partially classified as primary care shortage areas, according to the Alabama Rural Health Association. To help combat that shortage, Blue Cross is investing in the state's Primary Care Physician Network by funding scholarships to students at the Alabama College of Osteopathic Medicine in Dothan, the Edward Via College of Osteopathic Medicine at Auburn University, the University of Alabama at Birmingham School of Medicine and the University of South Alabama College of Medicine in Mobile. Of the 56 students participating in the scholarship program, 24 students received scholarships in 2019. A combined total of **\$11 million** will be distributed among the four schools over a period of six 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 13 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 2019, **over 7,000 people** chose to walk on their breaks, and **over 52,000 students and teachers** got up and got moving.



*Walking for the health of it.*



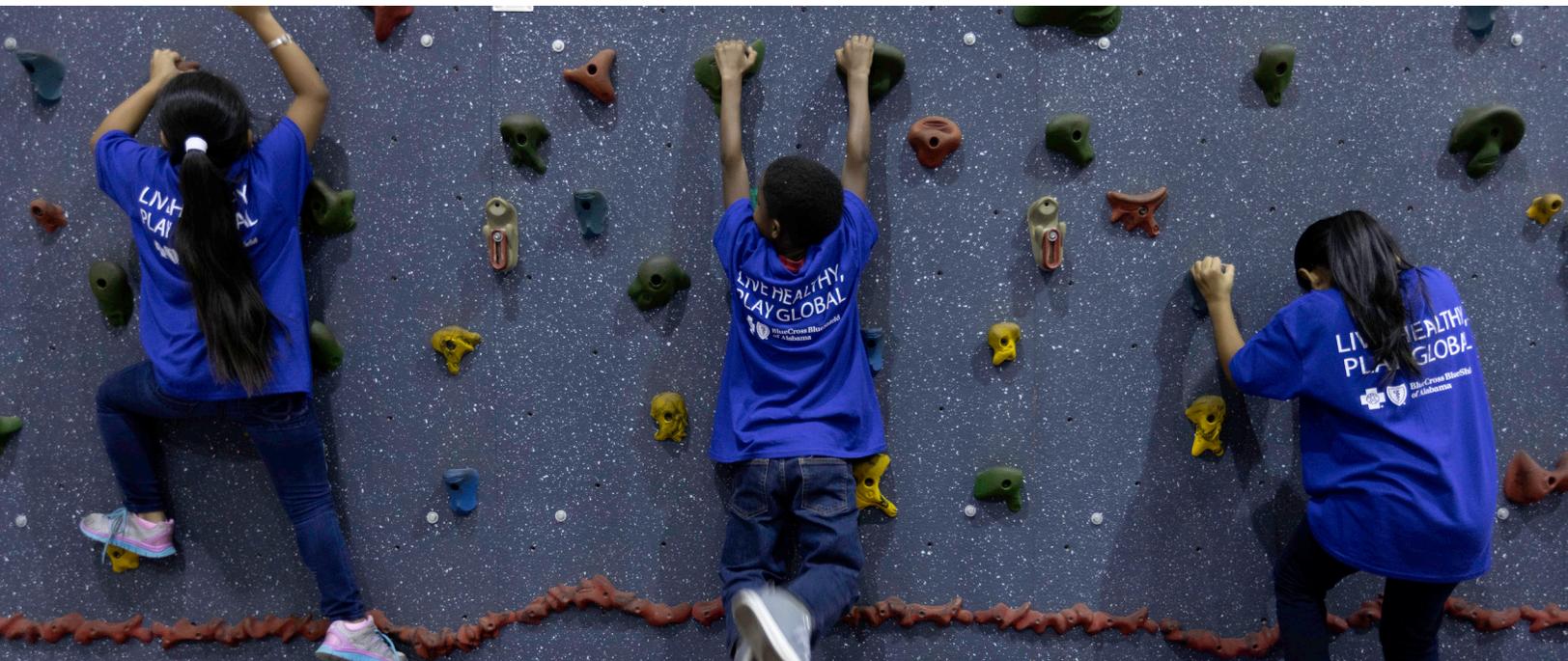


## The World Games 2021



**The World Games**  
2021 BIRMINGHAM, USA

In 2019, Blue Cross became a Foundation Partner of The World Games 2021 Birmingham event. More than **3,600 athletes** from over **100 countries** will participate in **30 multi-disciplinary sports**. In preparation, Blue Cross launched the “Live Healthy, Play Global” education program for Alabama students, to support physical activity and a global mindset. Birmingham City schools launched the pilot program during the 2019-2020 school year, which gave them the opportunity to play World Games sports such as flying disc, korfbal, floorball, rock climbing and sumo wrestling. The program will expand to other schools across the state.



## 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.



## 2019 UNITED WAY CAMPAIGN

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

Over **\$3.7 million**  
Amount donated by employees to United Way



## The Caring Foundation & Corporate Giving

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

**612**  
Organizations assisted  
by Blue Cross and TCF

**\$9,172,037**  
In total corporate  
charitable donations\*

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

# GET HEALTHY



## 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 2019, **over 7,054 people attended** the exercise classes, and **529 attended the cooking classes**. A total of 55,487 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 2019, there were **17,682 participants** who lost a total of **51,000 pounds**.



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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