BlueCross BlueShield of Alabama

# 2015 Community Report

**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.

### 2015 UNITED WAY CAMPAIGN

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

MORE THAN **$3.5 million** Amount donated by employees to United Way

## Day of Caring

In June 2015, employees and their families donated nearly 1,600 hours of service on a Saturday to help the community by participating in Blue Cross' fourth annual Day of Caring.

Volunteers pulled out their paintbrushes, grabbed their tools, and tapped into their creative sides to help A.G. Gaston Boys & Girls Club; Glenwood Autism and Behavioral Health Center; Positive Maturity's Shepherd Center; Priority Veteran; SafeHouse of Shelby County; Meals on Wheels; YWCA's My Sister's Closet; and Salvation Army centers in Mobile, Huntsville and Montgomery.

## Blue Cross 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 fourth year in 2015, and will do so again in 2016. More than 5,000 children ran in 2015, bringing the total number of children participating since 2012 to 17,046.

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.

*5,022 children participated in the 2015 Blue Cross and Blue Shield of Alabama Kids' Mercedes Marathon.*

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 to celebrate 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 2015-2016 school year, the program awarded $250,000 in grants 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. Since its inception, the program has awarded more than $769,000 in grants to 86 schools and reached more than 43,000 students.

## 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

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

**$5,347,837** 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 Jazzercise, Zumba®, Bootcamp, Yoga and Happy Feet. In 2015, 6,593 people exercised with Get Healthy on the Railroad, and 27,965 people have participated in the free classes since the program began.

### National Walk@Lunch Day

On May 13, 2015, Blue Cross sponsored the ninth annual National Walk@Lunch Day. Over 14,466 people participated statewide. Events were held at Birmingham's Linn Park, four sites in Mobile, Alabama businesses, and for the first year, students and their teachers walked at 27 Alabama schools.

### Scale Back Alabama

Scale Back Alabama is a statewide initiative that focuses on a reward-based and team approach toward weight loss. Sponsored by Blue Cross, the contest has been encouraging Alabamians to get healthy and have fun doing it since 2006. In 2015 — its ninth year — there were 28,576 participants with 79,942 pounds lost statewide.

### Zyp Bikeshare

Blue Cross joined with Regions Bank, Alabama Power and REV Birmingham to bring Zyp Bikeshare to the city. The program launched in October 2015 with 400 bikes located at 40 docking stations throughout the city, giving residents and visitors alike the chance to exercise while seeing Birmingham. One hundred of the bikes are electric pedal assist bikes — the first of their kind in North and South America. By the end of 2015, the program had **20,012** check outs, **397** annual memberships, **2,714** occasional use memberships and **17,262** miles traveled.

BlueCross BlueShield of Alabama
An Independent Licensee of the Blue Cross and Blue Shield Association

For additional information about these and other programs we support, please contact:
Corporate Communications & Community Relations
Blue Cross and Blue Shield of Alabama
450 Riverchase Parkway East • Birmingham, AL 35244
Email: corpcomm@bcbsal.org