



BlueCross BlueShield
of Alabama

2016 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.

+ 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 that invest primarily in health, wellness and education initiatives, with an interest in assisting children.

CORPORATE AND TCF GIVING

506 Organizations assisted by
Blue Cross and TCF

\$6,086,782 In total corporate
charitable donations*

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

+ Day of Caring

Blue Cross' fifth annual Day of Caring was held April 9, 2016, with 450 employees and their families coming together to serve.



Volunteers grabbed their tools and got creative to help Community Food Bank of Central Alabama, Glenwood Autism and Behavioral Health Center, Priority Veterans, Ronald McDonald House, A. G. Gaston Boys and Girls Club, Meals on Wheels, Veterans' Affairs (VA) Hospital, Pathways, Better Basics as well as local United Way agencies in Mobile and Montgomery and the Red Cross in Huntsville.

+ Blue Cross Kids Mercedes Marathon

Blue Cross and Blue Shield of Alabama is dedicated to help prevent childhood obesity and encourage healthy lifestyles at an early age. The Company was the presenting sponsor of the Kids Mercedes Marathon for the fifth year in 2016, and will do so again in 2017. Over 4,800 children ran in 2016, bringing the total number of children participating since 2012 to 21,813.

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.



4,815 children participated in the 2016 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 trend. During the 2016-2017 school year, 28 Alabama schools received grants, reaching 14,523 students total.

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 \$1 million in grants to help a total of 57,581 students.

+ 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.



2016 UNITED WAY CAMPAIGN

17

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

+ 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 - a walk run course. In 2016, 7,634 people exercised with Get Healthy on the Railroad, and 35,599 people have participated since the program began. Blue Cross also added Healthy Cooking Classes in 2016. The classes had a total of 301 people attend.



National Walk@Lunch Day

At the end of April 2016, Blue Cross marked 10 years of sponsoring National Walk@Lunch Day. More than 37,677 people participated. Walks were held in Birmingham, Huntsville, Montgomery and Mobile. Several Alabama schools and employers nationwide also held walks.



Scale Back Alabama

Scale Back Alabama is a statewide initiative that focuses on a reward-based, team approach to weight loss. Sponsored by Blue Cross, the contest has been encouraging Alabamians to have fun getting healthy since 2006. In 2016 — its 10th year — there were 22,652 participants with 76,485 pounds lost statewide.



Zyp Bikeshare

Blue Cross joined with Regions Bank, Alabama Power and REV Birmingham to bring Zyp Bikeshare to Birmingham in October 2015. The program has an app through which riders can buy time on a bike, unlock it and chart their course. The 400 bikes located at 39 docking stations around the city are charged fully by solar panels. By its first anniversary, the program had 63,051 bike rides; 81,000 miles traveled; and 11,687 occasional members, including daily and weekly pass buyers.



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