

BCBSNC and the Community





Commitment

- Responsibility to our neighbors
- 75-years serving North Carolina
- Compassionate workforce

75
years





Approach

- Employee engagement
- Investing in communities
- Partnering for success
- The BCBSNC Foundation



Employee Engagement

- 27,000 annual volunteer hours
- 500 donated units of blood
- 20,000 lbs of food in hunger relief
- \$770,000 for the United Way



Community Investor

- Financial support into communities
- Statewide impact
- Local focus



Community Partner – Kid's Cafe

- Nutrition and after-school program
- 25 eastern North Carolina counties
- 110,000 meals served (2007)
- 1,300 children reached (2007)





Community Partner – Be Active NC

- Founded in 2000
- Recognized as the nation's leading statewide organization for health and physical activity





Community Partner – Million Step March

- Statewide walking campaign for physical fitness
- Asheville to Wilmington (more than 600 miles)
- Join today, visit betterhealthnc.com





BCBSNC Foundation

- Established in 2000
- Separate and independent
- **Mission:** improving the health and well-being of North Carolinians





BCBSNC Foundation Focus Areas

- Increasing access to care
- Physical activity and nutrition
- Strengthening NC nonprofits





BCBSNC Foundation

- \$33.5M invested through 245 grants
- Grants range from \$5k to \$10M
- All 100 counties reached
- Local impact
- www.bcbsncfoundation.org





Our Future

- A Foundation for change
- Blue is green
- Continued commitment