



BlueCross BlueShield
of Alabama

2018

COMMUNITY
ANNUAL
REPORT





**BlueCross BlueShield
of Alabama**

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





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.

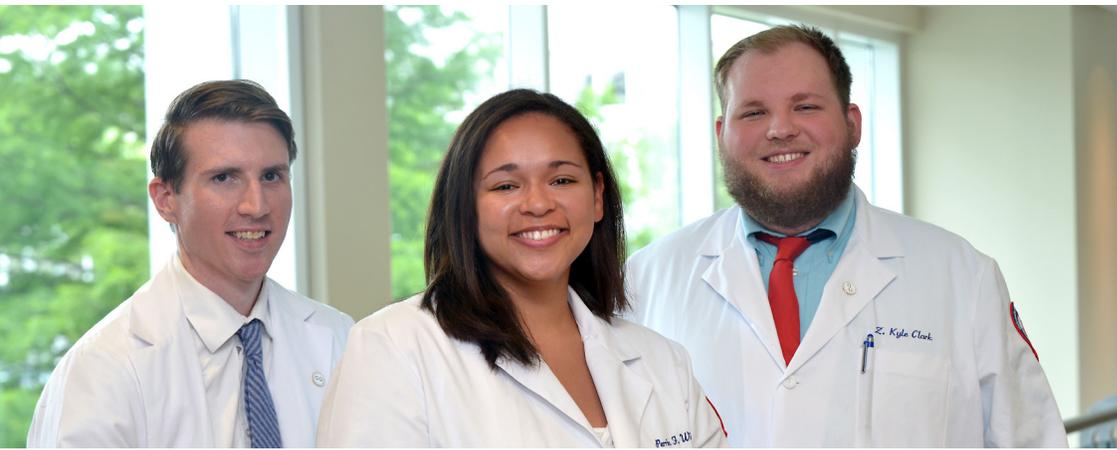
Bike Share Programs

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.



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.



UNIVERSITY OF
SOUTH ALABAMA

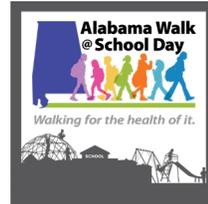


UAB
SCHOOL OF
MEDICINE

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.



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.



2018 UNITED WAY CAMPAIGN

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

Nearly **\$3.6 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.

566

Organizations assisted by Blue Cross and TCF

\$7,611,548

In total corporate charitable donations*

*Figure includes combined donations from TCF and Blue Cross.



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**.



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

alabamablue.com/about