



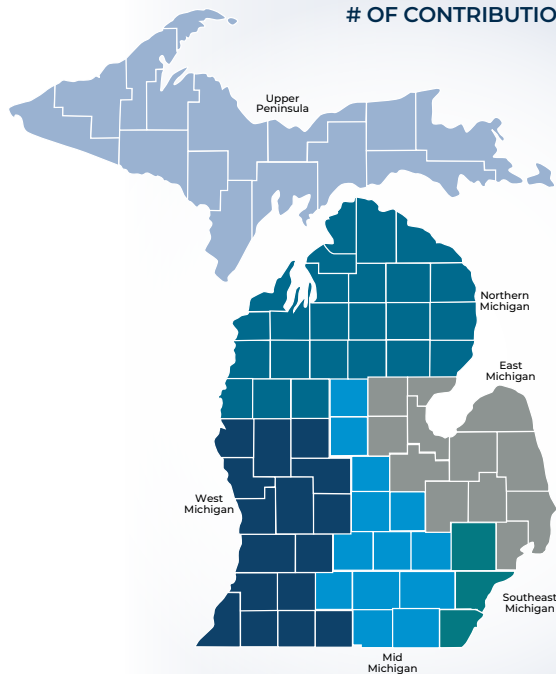
Community Outreach

BLUE CROSS BLUE SHIELD OF MICHIGAN ANNUAL REPORT



Corporate Contributions

2024 TOTAL: \$3,662,400
OF CONTRIBUTIONS MADE: 429



Upper Peninsula:
 \$95,650

Northern MI:
 \$50,500

West MI:
 \$398,995

Mid MI:
 \$311,171

East MI:
 \$122,160

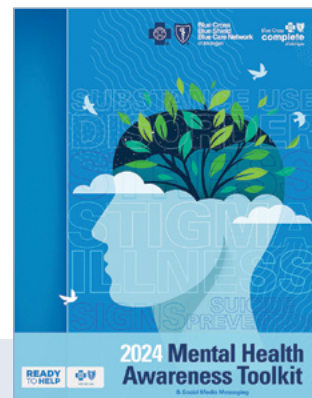
Southeast MI:
 \$2,403,704

Outstate:
 \$42,849

Statewide:
 \$237,371

Mental Health Toolkit

Continuing our focus on mental health, in 2024 Blue Cross created a **Mental Health Toolkit** for community distribution. Released in mid-April to align with May as Mental Health Awareness month, the toolkit was shared with our many statewide nonprofit and chamber partners as a resource for their clientele and members to raise awareness and connect people with community programs and services, dedicated agencies and trained mental health professionals throughout Michigan. The toolkit features five targeted, weekly messages for partners to use in their own outreach and includes shareable article links and graphics focused on normalizing the conversation around mental health, eliminating stigma, and prioritizing and caring for one's mental wellness as we do physical health.



Flu Vaccination Awareness

With influenza on the rise, Blue Cross enacted an awareness campaign in 2024 to help prepare the community for the coming flu season. We developed a digital toolkit for this as well, providing five comprehensive awareness messages with downloadable images to share individually or as a series of articles. We additionally designed and printed flu info cards and table tents and offered both to our partners at no cost to assist in promoting local community clinics and increase awareness at other events. Messages share flu statistics and the health benefits of getting a flu shot and encourage individuals to easily "check the flu shot off their list" through available services, such as visiting a participating pharmacy, finding nearby vaccine sites, scheduling an appointment with their primary care provider or visiting one of the many statewide clinics that offer free flu shots.



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Blue Cross brings “A Better State of Health” to America’s Thanksgiving Parade

Blue Cross is a long-time partner and sponsor of **The Parade Company** and America’s Thanksgiving Parade. In 2024 we premiered a brand-new float: “A Better State of Health.” This float features both Blue Cross buildings and characters representing Blue Cross’ statewide presence and our ongoing commitment to helping create healthier Michigan residents and healthy communities. Twenty-five Blue Cross employees walked alongside the float in costumes portraying the Blue Cross insurance card. Additionally, Blue Cross President and CEO Daniel J. Loepp served as a grand marshal of the parade, alongside national sportscaster Mike Tirico and U.S. Senator Debbie Stabenow.



Regional Highlights

Upper Peninsula

Superior Health Foundation

Blue Cross Blue Shield of Michigan is committed to helping increase access to quality health care for all Michiganders. We’ve been a long-time supporter of the **Superior Health Foundation** in Michigan’s Upper Peninsula, which works in support of the unmet health care needs of its region’s under and uninsured. In 2024, Blue Cross sponsored SHF’s annual gala, which raises critical funding each year for a selected UP nonprofit partner. Last year’s beneficiary was Marquette’s **Northern Lights Child Advocacy Center**, which serves children and their families through comprehensive, high-quality intervention for child maltreatment and abuse. Gala proceeds went toward creating a state-of-the-art forensic interview room for client intake, crisis counseling, case coordination services and community prevention education.



Northern Michigan

Norte Youth Cycling

Blue Cross has been a proud partner of **Norte Youth Cycling** since 2016 supporting the agency in its annual events and programs that encourage active, healthy lifestyles, foster connections and provide area youth impactful bicycle safety education. Norte shares Blue Cross’ vision of creating happy, healthy and strong communities, and seeks to empower and encourage individuals of all ages and abilities to stay active and socially connected. Through their programs, people from across northern Michigan and beyond are gaining confidence and independence, developing lifelong healthy habits, exploring their communities and making friends — all while enjoying time outdoors on their bikes.

Mid-Michigan

The Izzo Legacy 5th Annual Izzo Run/Walk/Roll

Blue Cross continued our partnership with **The Izzo Legacy**, sponsoring the nonprofit’s 5th Annual Izzo Run/Walk/Roll 5K on the campus of Michigan State University. The April event seeks to connect the University with the community in a positive celebration of Coach Tom Izzo’s legacy, focusing on fitness, fun, family, Spartan spirit and charitable giving. Blue Cross, in collaboration with the AF Group, sponsors the event’s Kids’ Races, offering complimentary registrations to encourage youth participation and spark their interest in becoming future MSU students. Proceeds support The Izzo Legacy, a foundation that helps fund several local nonprofits, including Cristo Rey Community Center, the Davies Project and Ele’s Place.





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Regional Highlights



East Michigan

Walk for Hope

Blue Cross also returned in 2024 as a key sponsor of the **Barb Smith Suicide Resource and Response Network's 22nd Walk for Hope**. Held at Saginaw Valley State University each August, the event raises awareness and critical funding to provide training and resources for mental health and suicide prevention services in the Great Lakes Bay Region and throughout Michigan. In addition to a timed 5K and resource fair, this event brings suicide survivors together to honor those they've lost and support those currently struggling with depressive illness. With suicide accounting for more Michigan deaths than traffic accidents and homicides combined, awareness and prevention skills training are crucial to saving lives. SRRN's work aligns with Blue Cross' shared goals of normalizing the conversation around mental health and eliminating the stigma.

Southeast Michigan

Bringing the Draft to Balduck Park

On April 20, in anticipation of Detroit's 2024 NFL Draft, Blue Cross partnered with the **Lomas Brown Jr. Foundation** and **Nate Schwarze and Eagle Sports Club** to present a free, community, youth football clinic at Balduck Park on Detroit's east side. Balduck Park is a historic, 56-acre sports and recreation greenspace in the Cornerstone Village neighborhood of the East Warren Corridor. Over 325 local youth participated in the event, learning football skills and drills led by Detroit Lions alumni celebrity coaches. Player participants included Blue Cross' mental health advocacy partner and former quarterback Eric Hipple, and former kicker Eddie Murray, as well as former lineman Lomas Brown. Blue Cross' own Shawn Smith, an NFL referee, also shared his time and expertise with the kids, demonstrating how officiating is another way to participate in sports and reach for their dreams.



West Michigan

Sickle Cell Disease Awareness

In September, **National Sickle Cell Awareness Month**, Blue Cross engaged in several initiatives to raise awareness and support those affected by sickle cell disease, including holding a series of employee blood drives across our enterprise resulting in the donation of 82 units of blood. In West Michigan we supported a lunch-and-learn at Grand Valley State University, titled "Behind the Pain: The Silent Struggle of Sickle Cell Disease" to bring the discussion to the forefront of both the university and community and to foster more conversation and understanding of the many challenges faced by individuals with this condition. We also partnered with Dr. Wanda Whitten-Shurney, CEO and medical director of the Sickle Cell Disease Association of America, Michigan Chapter, and supported their 2024 Sickle Cell Matters Awareness Walk in southeast Michigan to additionally help increase community awareness.



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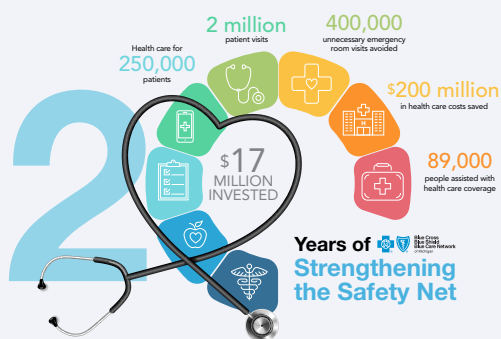


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2024

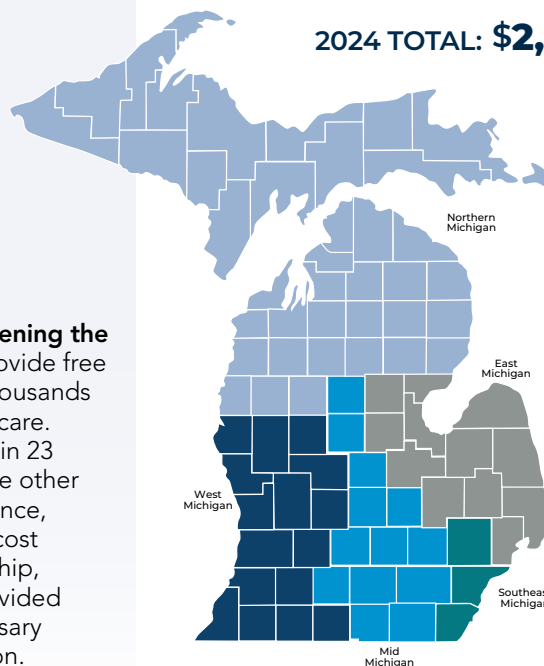


Strengthening the Safety Net Grants

In 2024, Blue Cross celebrated 20 years of support for the **Strengthening the Safety Net** grant program, which invests in Michigan clinics that provide free or low-cost medical, dental and behavioral health care to tens of thousands of Michigani-ans — many of whom would otherwise have to forego care. This year we awarded grants totaling \$914,000 to 48 clinics located in 23 Michigan counties. Strengthening the Safety Net clinics also provide other services, such as pharmaceutical assistance, plan enrollment assistance, referrals to community partners for social services, and free or low-cost diagnostic testing and specialty care. Through our 20-year partnership, our grantee partners have served 250,000 low-income patients, provided over two million office visits, prevented more than 400,000 unnecessary emergency room visits and reduced health care costs by \$200 million.

Social Mission Grants

2024 TOTAL: **\$2,048,246**



Healthy Safety Net 2024: A Blue Cross Blue Shield of Michigan Symposium

On September 5, over 200 safety net health care leaders and advocates joined Blue Cross for our 14th annual symposium, **Healthy Safety Net 2024: A Blue Cross Blue Shield of Michigan Symposium**. Held at the Kellogg Center in East Lansing and featuring a theme of “Strong Foundations to Bold Action,” the yearly event builds and nurtures partnerships while fostering conversations around topics such as increasing access to high-quality care and improving the overall health and well-being of safety net patients. Topics this year included presentations on behavioral health, caring for people with disabilities, and supporting people impacted by homelessness and addiction.





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Building Healthy Communities

Blue Cross also continued our partnership with the state of Michigan and other leading health and wellness organizations to focus on creating healthy school environments to help reduce childhood obesity, prevent chronic disease, improve academic achievement, and address mental health and well-being. Since 2009, the **Building Healthy Communities** program has impacted 1,400 Michigan schools and the lives of more than a half million Michigan students. This past school year, 135 K-12 schools across Michigan that reach more than 57,000 students, were selected to participate in the BHC program. Of the 135 participating schools, 78% are in low-income communities in areas of greatest need across the state. These grants provide resources to the schools to support healthy eating, physical activity and mental health and well-being.



Food Pantry Grants

In 2024, Blue Cross, the United Dairy Industry of Michigan, Blue Cross Complete of Michigan and the BCBSM Foundation announced \$242,000 in funding through the **Food Pantry Grant Program**. This program seeks to increase the capacity of local food pantries to provide nutrient-rich, fresh food options that require refrigeration, thereby increasing access to healthy food options like milk, cheese, fruit, vegetables, yogurt and cottage cheese. Thirty-three food pantries received a refrigeration unit valued up to \$7,000, plus personalized technical assistance to enhance food pantry operations, nutrition education support and \$250 to purchase dairy food for their pantry. Those receiving grants this year represented 21 Michigan counties and serve over 16,000 Michigan residents each month. This year's grants added pantries in six new counties: Bay, Iosco, Lapeer, Manistee, Midland and Montcalm. Since inception in 2022, the program has supported pantries in 54 counties and positively impacts more than 64,000 people each month.

By the numbers



**MORE THAN
250,000**
patients served
by safety
net clinics
supported by the
Strengthening
the Safety Net
program



64,000
Michiganians
supported
through food
pantry grants



**OVER
500,000**
Michigan
students
supported
through the
Building Healthy
Communities
program



\$5,710,646
total dollars
contributed to
communities
in 2024



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Maternal Health Grants

In September 2024, Blue Cross and the BCBSM Foundation announced \$300,000 in grant awards to eight organizations through the **Advancing Maternal Health** grant program. The program accepted applications from Regional Perinatal Quality Collaboratives and Michigan-based nonprofit organizations across the state. These organizations provided innovative and evidence-based plans to improve maternal and infant health and reduce the risk of maternal mortality and severe maternal morbidity. An additional partnership with the **Kalamazoo Community Foundation** also supported an organization in the Kalamazoo community.



Exhale Caregiver Initiative

In 2024, Blue Cross joined several other Southeast Michigan funders in supporting innovative projects to reimagine respite and increase opportunities for family caregivers of older adults. Family caregivers are essential to providing older adults the extra support and compassion they need but, to effectively fill this role, caregivers must also care for themselves. Through **Exhale – The Family Caregiver Initiative**, nearly \$2.2 million in funding supported collaborative projects and other innovative solutions that will provide family caregivers more time for self-care, leading to better health, better social-emotional outcomes and will even help lower health care costs. Grants were awarded to 11 organizations in Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne counties that are partnering with other local agencies on initiatives that increase access to respite services. Projects include support groups, educational workshops, respite expos and community engagement. In addition to Blue Cross, funders include the BCBSM Foundation, Ralph C. Wilson, Jr. Foundation, Michigan Health Endowment Fund and Community Foundation for Southeast Michigan.



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