Community Responsibility
2016 Annual Report

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Community Responsibility

For Internal Purposes Only
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Welcome to the 2016 Community Responsibility Annual Report!

This was an exciting year of progress for the Community Responsibility team. Important strategic changes were made in how and where we target resources and efforts. We continued to implement and enhance our most successful outreach programs, while also launching new projects to address critical, emerging community needs. We worked with internal business partners across the enterprise, while also engaging community partners across the state. We added team members, and also streamlined processes. So many achievements last year truly attest to the profound impact and opportunity our area has in supporting corporate business goals. As examples:

- We united our statewide Blue Cross and Blue Care Network community departments to increase efficiency and more strategically address corporate initiatives, while continuing to support the various unique business goals of both companies;
- We assisted our Blue Cross Complete colleagues in meeting their goals as they hit the ground running to engage new membership through Medicaid Expansion;
- We continued to assertively address health disparities within diverse populations, increasing trust and strengthening relationships with Michigan's African American, Hispanic-Latino and tribal communities;
- In Flint – a media hotspot in 2016 – we nimbly and strategically responded to the many, critical, human wellness needs resulting from the water crisis;

And so much more I could mention, but I’ll allow the pages ahead to illustrate the rest of our story…

On behalf of our team, thank you for your interest in our work – we look forward to a new year of proudly representing Blue Cross within the community, strengthening key relationships, carrying our messages of healthy living, and further helping retain BCBSM’s position as Michigan’s trusted, undeniable healthcare provider of choice.

Suzanne Miller Allen, Director Community Responsibility
Blue Cross Blue Shield of Michigan's Mission Statement:
We commit to being our members’ trusted partner by providing affordable, innovative products that improve their care and health.

Cultural Beliefs:
- Act Now
- Reach Out
- Own It
- Let's Talk
- Be Radical
- Be Aligned
- Embrace Lean

Why Community Responsibility?
Community responsibilities are considered an individual’s obligations to his or her surroundings (environment and people) and include such expectations as cooperation, respect and participation. This is an unspoken understanding that people should be involved where they work and live to elevate shared interests enhancing everyone’s quality of life. It follows then that corporate community responsibility is the expectation that an organization interacts within community in ways becoming of their business, but also benefiting society at large.

BCBSM’s Community Responsibility department is in place to do just that. Through the placement of our statewide team we directly interact with members and key stakeholders advancing our corporate brands, strengthening our reputation, and addressing community needs related to health. We build strategic relationships and forge trusted partnerships, paving inroads which better help our internal business partners successfully reach their goals.

As the healthcare marketplace becomes more and more competitive, and business and consumer decisions are increasingly influenced by a company’s investment in community, BCBSM’s Community Responsibility team plays an important role in our organization’s ongoing success.

Community Responsibility Vision Statement:
Community Responsibility is the hub of Blue Cross Blue Shield of Michigan, activating strategic partnerships to help improve community health status and to position BCBSM as a community resource and provider of choice.

Community Responsibility Mission Statement:
To encourage healthy, active lifestyles at every age through strategic partnerships that leverage community resources.
Community Responsibility:
Meet our Team

Suzanne Miller Allen
Director, Community Responsibility and Northern Region

Jessica Illoff
Manager, Statewide

Jorie Wyatt
Special Events, Statewide

LaDonna Leyva
Sponsorship Fulfillment, Statewide

Sophia Pipis
Community Responsibility Intern

Cle Jackson
West Region

BJ Puchala
Mid-Michigan and Upper Peninsula

Shelley DuFort
East and Great Lakes Bay Region

Elise Salerno
BCN Community Outreach, Statewide

Christie Laster
Southeast Michigan Region

Suzanne Miller Allen
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BCN Community Outreach, Statewide

Christie Laster
Southeast Michigan Region
2014 – 2017 Community Responsibility Strategic Direction

- **Contribute to Market Position**
  Partner across the enterprise to advance the company’s brand and reputation, increase awareness of products, and contribute to business outcomes.

- **Activate BCBSM as a Community Partner and Resource**
  Develop team members, build relationships, structure community programs and advisory committees to demonstrate our competence as a “go to” partner, resource, and consultant for members and external stakeholders.

- **Improve the Health of Members and Community; Promote Healthy Lifestyles**
  Develop partnerships and implement programs that engage members and residents of all communities; encourage healthy habits including physical activity, healthy eating, prevention and management of chronic diseases, and reduction of health disparities.

- **Create a Culture of Giving and Employee Volunteerism**
  Continue to build an employee volunteer program that effectively engages employees around our social mission and commitment to core cities, strengthens our reputation in the community, and makes a positive impact on employee morale.

Community Responsibility strengthens BCBSM by providing the following key functions:

**Community Investment:**
Being present and making mindful contributions toward the health of Michigan communities and residents

**Community Engagement:**
Interacting with community members and stakeholders as partners in the pursuit of healthy lifestyles and healthy communities

**Community Advocacy:**
Building our brand and positive reputation through nurturing strategic, statewide relationships that transform community partners into BCBSM advocates

**Corporate Community Connection:**
Supporting internal business partners through strategic connection to trusted community partners and opportunities which can maximize business outcomes
Since its inception, Blue Cross Blue Shield of Michigan has committed to supporting Michigan citizens and communities. This is inherent to “who we are.” Community Responsibility embodies this commitment by investing in organizations, events and programs which promote healthy behaviors and lifestyles, elevate quality access to health care, address unique health needs of diverse populations and help to create healthy, sustainable communities overall.

Corporate Contributions
Possibly the most universally familiar community relations investment, corporate contributions are the financial gifts we make to organizations sharing our goals and vision of healthy communities. Blue Cross Community Responsibility administers our annual, charitable dollars through management of statewide, regional budgets.

Total number of contributions made: 513
Total number of dollars given: $2,592,977

Contributions by Program:
Access: $60,000
Business/Other: $172,600
Civic: $1,123,445
Health: $726,942
Human Services: $485,145
Quality Healthcare: $24,845

Contributions Supporting Diverse Populations
African American: $167,900
Arab American: $43,500
Asian American: $1,250
Hispanic/Latino: $37,825
Multi/Inclusive: $2,324,502
Native American: $18,000
Other (Veterans, LGBTQ, Differently-abled) $15,775
Strategic Partnerships/Signature Programs

BCBSM also invests in Michigan through implementation of several comprehensive, community-based, health and wellness “Signature Programs.” Community Responsibility is very proud of these large-scale projects, many which have been presented for multiple years to ensure sustainable outcomes within the communities they support. Our regional team members work directly with our partner organizations to develop the programs and create goals that maximize both community impact and return on Blue Cross’ investment. Many times our strategic partnerships include participation incentives for both individuals and partner agencies, while additionally offering health and wellness resources for the benefit of the public at large.

Faith In Wellness
A Blue Cross faith-based community challenge

West Michigan and Southeast Michigan

For several years, Blue Cross has worked with regional, faith-based communities promoting the health benefits of regular physical activity and good nutrition. Our signature program, the “Faith In Wellness Blues Community Challenge,” incentivizes congregations for moving more and adopting healthy living behaviors.

During 2016 Faith In Wellness was presented in the Grand Rapids and Metro Detroit areas. In GR the program ran June 13 through August 29, engaging 15 multi-ethnic/multi-faith congregations. Over 400 participants collectively logged over 107,000 miles of physical activity during the GR program.

In Metro Detroit, 25 churches participated in Faith In Wellness from June 18 through September 10. Over 800 church members likewise logged 100,000+ miles of activity during the Challenge. Both segments offered wellness events and resources for participants throughout each 12-week program.

Churches completing the Challenge are awarded wellness funding for use in their own health ministries. In 2016, Blue Cross’ Faith In Wellness contributions totalled $20,300.
Let’s Talk Health
West Michigan and SE Michigan

Blue Cross Blue Shield of Michigan in partnership with the Greater Grand Rapids NAACP presents Let’s Talk Health Week each June. Through community-based activities and conversations this program brings together local leaders, advocates, agencies, and members of faith-based organizations to discuss health disparities and empower individuals to take control of their health through lifestyle changes and preventative care.

This year’s Let’s Talk Health Week highlight was the fourth annual “Real Men Cook & Eat Healthy” contest in which local leaders competed to have their dish featured on the menu of a popular local restaurant. Pastor Troy Evans of The Edge Ministries was this year’s winning chef. Community members additionally had the opportunity to vote for a “people’s choice” entry. Joe Jones, president of the Grand Rapids Urban League and city commissioner took those honors, for which Blue Cross donated $1,000 to the Grand Rapids Urban League.

Other activities during 2016 Let’s Talk Health Week included a #MIKIdsCan Cook Healthy Snacks contest, a 5K Father/Son health walk and community health expo, and the kick-off to the annual Blue Cross Faith In Wellness Blues Community Challenge.

Live the RiverFront
Detroit’s riverfront: a premier place for recreation and physical activity

Launched in 2014 in partnership with the Detroit RiverFront Conservancy, Live the RiverFront is a three-year program designed to engage both Blue Cross employees and the downtown community in 16 weeks of healthy, fun, affordable activities on the Detroit RiverWalk.

2016 activities “stepped-off” April 29 with Blue Cross’ NationalWalk@LunchDay, where Blue Cross employees across the state take a walk during their lunch hour as a reminder of the benefits of daily physical activity. “Walk the RiverWalk Wednesdays” continued thereafter as a key program element encouraging people living and working in downtown Detroit to stay active. Registered participants walked the riverfront during lunch each Wednesday, picking up healthy living incentives along the way.

Other Live the RiverFront activities included summer Tai Chi and yoga classes and “boot camp” training sessions along the RiverWalk and Dequindre Cut.

A highlight of the summer activities was the “BCBSM RiverFront Run and Walk” event held on June 11. These 5K and 10K races featured courses along the Detroit riverfront and through the Dequindre Cut Greenway. Over 1,000 people participated in the Blue Cross’ RiverFront Run and Walk with the top three finishers in male and female age group receiving medals.
**MI Big Green Gym**

*Experiencing Michigan’s beautiful outdoor spaces*

MI Big Green Gym is Blue Cross’ partnership with the Michigan Department of Natural Resources and mParks, formerly the Michigan Recreation and Parks Association. Launched in 2013, MI Big Green Gym increases awareness of Michigan’s state parks and recreation areas and community parks and recreation programs – especially those providing physical activity opportunities. It also promotes Michigan’s historical centers to increase public awareness and support of treasured, cultural sites which support tourism in our state. Two main elements of the partnership are the Michigan Activity Pass and the Healthy Recreation Catalyst Awards.

**Michigan Activity Pass**

In 2016 MI Big Green Gym partners focused on modernizing the user experience for the Michigan Activity Pass to make it more consumer-friendly. For the first time MAP website visits surpassed the 1 million visit mark – a dramatic increase in traffic. In keeping with this interest, we proudly report that almost 6,300 passes to parks and cultural destinations were issued by year’s end.

**Healthy Recreation Catalyst Awards**

The MI Big Green Gym partnership additionally led to the creation of the Healthy Recreation Catalyst Awards. Launched in 2015, these awards support new programs provided by local park and recreation agencies which provide multi-generational opportunities for physical activity and exercise, take place at an existing Michigan park and recreation area, and demonstrate a strong capacity for sustainability after initial catalyst funding. In 2016, $17,150 was awarded through this partnership to the following six projects:

- **Adult Aqua Fit** –
  City of Richmond: $1,500

- **Step it Up! Walking Challenge** –
  Ottawa Department of Public Health: $2,500

- **Park-to-Preserve Hiking Trail Connector** –
  Washtenaw County: $2,500

- **Get Fit in the Park** –
  Waterford Parks and Recreation Department: $2,650

- **Healthy Trenton Bicycle Network Development** –
  City of Trenton: $4,000

- **Play on the Way** –
  Central Michigan University, Mt. Pleasant: $4,000
Winter Warm-Up Blues Community Challenge
BCBSM Community Couch-to-5K

For several years in the greater Lansing area, Blue Cross has partnered with the Community Partners in Health, Playmakers Fitness Foundation, News 10 WILX and numerous other public and private sector community partners to present a free, eight-week physical activity program to area residents during the coldest months of the year.

Designed with the intent to keep people moving during the most challenging season for physical activity, the **Winter Warm-Up** encourages people to take regular walks in local malls and similar indoor environments, and even outdoors at area parks – embracing, rather than retreating from the winter weather.

In 2016, **Winter Warm-Up** partners enhanced their program by offering training and support to prepare for a 5K run/walk. The “Community Couch-to-5K” event was born. **Winter Warm-Up** participants engaged in regular, physical activity and group fitness events mid-January and into March, preparing for the 5K on March 12. Various wellness events and training sessions were hosted by partner municipalities in Charlotte, Delhi Township, Delta Township, Dewitt Township, East Lansing, Lansing, St. Johns and Williamston.

All activities were free, and all ages and abilities were welcomed. Participants spanned the fitness spectrum from those working to walk a 5K for the first time, to veteran runners looking for a new opportunity to knock out a personal best. The **Community Couch-to-5K** attracted over 500 participants.
Tribe to Tribe Blues Community Challenge
Wellness programming engaging Michigan’s tribal communities

In 2016 Community Responsibility presented our fifth Tribe to Tribe Blues Community Challenge – a statewide, physical activity competition between Michigan’s federally recognized tribal communities.

Participating teams competed to see which could log the most miles of activity over the course of the 8-week program. Vying for a portion of a Blue Cross $13,500 wellness grant, each team completing the Challenge took home part of the total with more active teams receiving larger shares. Ten tribes brought almost 600 people to the program, collectively logging an amazing 92,579 miles of activity. Wellness grants were awarded and all teams were recognized at the annual Michigan Indian Family Olympics in Mt. Pleasant on July 22.

A highlight of the Tribe to Tribe program was the second running of the #MIKidsCan Youth Marathon. Implemented in tandem with the Tribe to Tribe Challenge, the youth marathon encouraged tribal kids to get involved by walking or running the first 25.2 miles of a marathon at home with their family. Those who then attended the Michigan Indian Family Olympics ran their last mile of the marathon together and received a marathon shirt and medal. Youth Marathoners also signed a team banner pledging to continue the healthy behaviors they adopted during the Tribe to Tribe program. Over one hundred kids participated in the youth marathon, more than doubling the field from 2015.

Blue Cross is committed to addressing health disparities in diverse populations. The Tribe to Tribe Blues Community Challenge additionally supports the company’s sales and marketing goals as participating tribal communities are or have been long-time group customers.
Blue Cross Senior Community Service Awards

Since 1990, Blue Cross has proudly presented its Senior Community Service Awards, applauding the work of individuals across the state whose professional or volunteer efforts significantly contribute to improving the lives of Michigan’s older adults.

Community Responsibility facilitates the nomination and presentation of these awards, managing both the intake and judging processes, as well as coordinating the senior partnership event at which the actual awards are given each year.

- **Claude S. Pepper Award**: given to two, outstanding senior citizen advocates whose work or volunteer activities positively affect the lives of older adults
- **Senior Advocate Award**: given to one, exceptional, community-based organization which consistently provides older adults with health or social services enabling them to live healthier, more meaningful lives

In 2016 Blue Cross presented these awards on August 12 during the opening ceremony of the Michigan Senior Olympics in Rochester. A corporate contribution of $1,000 was made to three, charitable, non-profit organizations on behalf of the following honorees:

**2016 Claude S. Pepper Award Recipients:**

- **Denise Hubbard of Waterford, MI**: Denise devotes hundreds of volunteer hours each year to improving the lives of seniors. She travels to various senior centers and provides free health and physical education classes. Hubbard directed her award contribution to the Michigan Senior Olympics.

- **Raymond Mills of Bellaire, MI**: Raymond has been an active member of the Bellaire senior community for more than 19 years. He works tirelessly to ensure his community has senior-friendly educational, recreational and healthy living programs. Mills serves on the Advisory Board of the Northwest Area Agency on Aging and was recently elected its incoming board president. Mills directed his award contribution to Area Seniors Inc.

**2016 Senior Advocate Award:**

- **Community Social Services of Wayne County**: Community Social Services was established in 1946 for the purpose of providing family social services, and has since evolved in scope. The organization runs three, exemplary, volunteer programs for seniors throughout Detroit and Wayne County: one-on-one tutoring for exceptional and special needs children; nursing home visits and an organized neighborhood watch; and care for older adult and homebound seniors.
Strategic Sponsorships

Community Responsibility also facilitates the company’s strategic sponsorships. Strategic Sponsorships provide us added visibility in the community, promote our key wellness messages, and showcase our commitment to sustainable, core cities. Many provide volunteer or participation opportunities for our employees and sometimes family members. Here are some of our favorites from 2016:

America’s Thanksgiving Parade
Southeast Michigan

Thousands gathered in Detroit this past November to welcome the holiday season at the 90th America’s Thanksgiving Parade. The Blue Cross float celebrated its fourth run this year down Woodward Avenue, accompanied by 39 Blue Cross employee ambassadors.

Parade watchers were introduced to 12-year-old Gavin DeVore of Middleville, Mich., who presided over the float. DeVore won the Blue Cross #MIKidsCan Turkey Day VIP Sweepstakes, awarding him top honor of bearing the gameday football to Ford Field to personally “hand-off” to the Detroit Lions. Gavin and family then enjoyed Thanksgiving dinner in a Ford Field suite while taking in the holiday game.

Blue Cross is committed to supporting the sustainability of key cities throughout the state and is a proud, long-standing partner of the Parade Company. BCBSM President and CEO Daniel J. Loepp is the current chair of the Michigan Thanksgiving Parade board.

Man Up! For Better Health
100 Black Men of Greater Detroit, Inc.

2016 marked the sixth year Blue Cross has partnered with 100 Black Men of Greater Detroit to present their Man Up! For Better Health event – an annual health expo encouraging African American men to adopt healthy living habits.

More than 300 men attended the August 6 event at Wayne County Community College learning about the benefits of keeping routine physical check-ups, getting important health screenings, eating better, moving more, and stopping high-risk behaviors such as smoking. Thirty-one employees from Blue Cross’ Service Operations division volunteered at the event.

Metro Detroit Youth Day

Presented each year in July by the Michigan Food and Beverage Association, this year’s event treated thousands of youth ages 8 to 15 to a free day of fun. More than 3,000 youth from across the area participated in Metro Detroit Youth Day, where through fun activities they were encouraged to develop healthy nutritional habits, exercise regularly, and advocate against bullying. The goals of the event are to inspire young people to use leisure time wisely and to promote healthy behaviors.

The Michigan Food and Beverage Association is one of Blue Cross’ largest group customers. In support of this relationship, Blue Cross’ Special Markets team members make a point each year to volunteer at Metro Detroit Youth Day to personally interact with the kids who attend. Last year over 140 Blue Caring Crew employee volunteers supported the event staffing registration and resource tables, activities and concession stands.
24th Grand Rapids Turkey Trot
BCN encourages physical activity during the holidays

An annual sponsorship for Blue Care Network, the Turkey Trot benefits Grand Rapids public schools’ athletic programs. During the event, over 40 BCN employees and family members shared wellness information promoting the health benefits associated with keeping active every day of the year.

Proclaiming “Use your feet before you eat” our volunteers encouraged event goers to be physically active throughout the holiday season. More than 3,200 runners and walkers took part in this Grand Rapids tradition, easily breaking the previous record of 2,400 participants.

LaughFest
Seriously Funny Family Adventure Challenge

LaughFest is a self-proclaimed 10-day “festival of laughter.” Held in March, the festival has become a popular community event in the city, focused on “celebrating laughter for the health of it.” LaughFest raises money for the free, emotional health programs offered by Gilda’s Club of Grand Rapids.

Festival activities include stand-up and improv comedians, funny film showcases, as well as the “Seriously Funny Family Adventure Challenge” sponsored by Blue Cross and Blue Care Network. The Adventure Challenge is a timed race through Grand Rapids, in which community teams dress up in their funniest attire to navigate a series of silly obstacles such as Twister and rubber chicken relays while competing to “catch” the most smiles along the way. Fifty teams took part in the Challenge this year.

Blue Cross and BCN also sponsored a series of blood drives that raised funds for LaughFest’s “High Five” campaign supporting the agency’s programs and school-support for children living with cancer and grief.
UP Superior Dome Walking Program

Increasing access to daily physical activity

No strangers to weathering their annual, extended winter weather season, staying physically-active during the coldest months of the year presents an ongoing challenge to most residents throughout Michigan’s Upper Peninsula.

To provide a solution, Blue Cross Blue Shield of Michigan, Northern Michigan University and UP Health System-Marquette launched a partnership in 2010 making an indoor walking program at NMU’s Superior Dome available to the public. The largest, wooden sports dome in the world, the facility has a diameter of 536 feet and the ability to withstand heavy snowfall and excessively high winds. Inside, the Superior Dome features a soft, level track and indoor turf field, making it a perfect fit for indoor exercise and recreation needs.

Blue Cross, the university and the health system split the annual $20,000 cost of staffing and operating the Dome, allowing free access to area residents in the evenings. Through this continuing partnership hundreds of people are able to spend thousands of hours staying active each winter.

Marquette Marathon

Supporting healthy lifestyles in Michigan’s Upper Peninsula

In September 2016, Blue Cross sponsored the half marathon in the 2016 Marquette Marathon race series. These races brought people from 27 states and Canada to the popular, Upper Peninsula city. This is a unique, Strategic Sponsorship for Blue Cross as it not only supports healthy lifestyles, it draws people to the area’s hotels and restaurants further supporting the sustainability of the city and surrounding areas.

Following courses highlighting the iron mining towns of Ishpeming and Negaunee, the Iron Ore Heritage Trail, Presque Isle State Park and the scenic campus of Northern Michigan University, both the marathon and half marathon ended in historic, downtown Marquette.

A portion of all proceeds benefit the Noquemanon Trail Network which works to preserve quiet spaces for recreation and physical activity. The events also support local service groups and athletic teams that staff aid stations throughout the course. Race coordinators strive to keep the races a predominantly UP effort, fulfilling most needs using area vendors and businesses to keep dollars local.
ADVOCACY:
Community Support

An advocate is an individual or entity which supports you or your cause ethically through shared values and goals. In Community Responsibility this translates to the trusted partners we work with annually who share Blue Cross’ vision and goals of adopting healthy lifestyles and working together to create a culture of wellness. These interactions build our brand, our reputation in the community, and also strengthen stakeholder relationships.

Corporate Sponsored Events

Each year Blue Cross selects various organizations to partner with on specific, key initiatives. Community Responsibility facilitates these projects by leveraging our employee-base, brand and statewide presence to promote and drive participation in partner initiatives, thereby increasing overall impact. Corporate Sponsored Events often provide great opportunities for employees and their families to take part in, likewise supporting employee morale.

Go Red For Women
The American Heart Association

Blue Cross Blue Shield of Michigan has long supported the American Heart Association’s mission to encourage women (and men) to adopt healthy lifestyles such as committing to regular, physical activity and healthy eating habits in addition to scheduling routine health screenings for cardiac disease.

Each February, the American Heart Association promotes National Go Red for Women Day to remind women – and those who love them – that prevention is the best defense against heart disease. Community Responsibility coordinates an internal, statewide awareness campaign to encourage employees to participate and wear red to spread understanding of the importance of heart health. Blue Cross’ Detroit Tower and Grand Rapids Steketees building are also lit with lights in the shape of a heart throughout the month.
Bowl For Kids' Sake
Big Brothers Big Sisters of Michigan

Since 2001, BCBSM, BCN and the UAW have collaborated to sponsor Big Brothers Big Sisters of Michigan’s Bowl for Kids’ Sake, in support of the organization’s youth mentoring programs.

Blue Cross and BCN employees renewed their support in 2016 by participating at Bowl For Kids’ Sake events in Ann Arbor, Detroit, Flint, Grand Rapids, Lansing, Livingston County, Marquette and Traverse City. In addition to corporate contributions made to Big Brothers Big Sisters, statewide employee fundraising raised our giving in 2016 to over $110,000.

NationalWalk@LunchDay®

As an extension of the Blue Cross Blue Shield Association’s WalkingWorks™ program, Blue Cross and Blue Care Network employees observe NationalWalk@LunchDay each year as a reminder to increase their daily, physical activity levels by simple lifestyle changes – such as walking during their lunch hour.

WalkingWorks™ was implemented by BCBSA in 2003 as a campaign to get Americans moving to help them understand the connection between regular exercise, good health and health care costs.

In 2016, in partnership with our UAW/Joint Programs team, Community Responsibility coordinated statewide NW@LD activities at BCBSM offices on Friday, April 29. Hundreds of employees and corporate and union leaders enjoyed walking during their lunch hour along paths near Blue Cross facilities.
Blue Care Network Community Outreach

Blue Care Network as an organization has a strategic objective to increase their workforce’s active, employee engagement within the community. BCN’s community outreach focuses on employee volunteerism and increasing brand awareness in key markets.

BCN Ambassadors Program
Southeast Michigan’s Faith In Wellness Blues Community Challenge

In 2016 BCN employees continued their volunteer outreach as "ambassadors" to the churches participating in the southeast Michigan Faith In Wellness Blues Community Challenge. (See related article on page 6.) The volunteer ambassador’s role helps to establish relationships which connect BCN to the faith community of Metro Detroit, position BCN as a resource for health-related or health coverage information, and advance the BCN brand while building trust and loyalty of partners.

Michigan Senior Olympics
Supporting Michigan’s seniors in staying active

Blue Care Network is a proud supporter of the Michigan Senior Olympics (MSO). Since 1979 MSO has provided athletic seniors the chance to participate and compete in both summer and winter sports.

In 2016, BCN sponsored MSO’s Summer Games, which were positioned as a qualifier for the 2017 National Senior Games. The Opening Ceremony took place August 12 at Rochester Municipal Park. Joining in BCN’s support, Community Responsibility presented their annual Community Service Awards as part of opening day activities.

The summer games began the next day at various locations around Oakland County and continued through the following week. As the official Volunteer Sponsor of the Olympics, BCN coordinated volunteer participation of several Blue Cross and BCN employees at most of the events.

Lathrup Village Farmers Market
Passport to Flavors and Fun

Blue Care Network also partnered with the Lathrup Village Farmers Market this year to introduce Passport to Flavors and Fun; an innovative program to motivate children to explore fresh fruits and vegetables in a fun and rewarding way.

Launching at the market on June 22, the weekly program encouraged children to try produce in both raw and cooked forms. Children were provided a passport by BCN to collect a stamp for each featured fruit or vegetable they sampled. Kids who sampled all of the featured produce in a week received a raffle ticket for a drawing at the end of the program for three, new bicycles provided by BCN. Youth frequenting the market during the program could earn additional tickets for the drawing by continuing to try new fruits and vegetables. The program concluded on August 10.
Martian Marathon Invasion of Races

Kids’ Martian Marathon

Also in 2016, BCN and the Running Fit Events Company teamed up to motivate schools and other community groups to live healthier by training and participating in the 2016 Martian Invasion of Races April 9 at Ford Field Park in Dearborn.

Leading up to the event, BCN and Running Fit hosted “Martian Assemblies” in elementary and middle schools throughout Southeast Michigan. These assemblies promoted the race, Kids’ Martian Marathon and also taught kids about the BCBSA Good Health Club.

Metro Detroit and Dearborn-area schools competed to see which could register the largest team of participants for the Kids’ Martian Marathon. The winning school received a Martian Victory banner to display, as well as a Flying Saucer Pancake Party provided by BCN. Students were challenged to train independently and log the first 25 miles of their “Martian Marathon” prior to the Invasion of Races.

On race day over 2,500 children assembled at the starting line to complete the last 1.2 miles of their full marathon. Participants received incentives for joining as well as for keeping personal activity logs. Kids completing the entire Kids’ Martian Marathon program received the same marathon medal as adults who ran the full 26.2 mile race.

In-kind Donations

Blue Cross additionally contributes to the community by donating items and services each year in-kind. Community Responsibility is the conduit for this function working directly with departments having items to donate, then finding interest and need within the community through our many stakeholder relationships.

In 2016 the Community Responsibility team facilitated thousands of charitable gifts, including items such as give-aways, local farmer’s market vouchers, printing and design services, meeting space, office equipment, office supplies, office furniture, clothing items and corporate event tickets.

Recipient organizations included but were not limited to:

- American Indian Health and Family Services
- Bay Area Women’s Center
- Delta Township Parks and Recreation
- Catholic Charities of Genesee and Shiawassee Counties
- City Year
- Fallen and Wounded Soldiers Fund
- Food Bank of Eastern Michigan
- Gerald R. Ford Job Corps Center
- Hurley Foundation/Hurley Medical Center
- Latinos United for Flint
- Little Traverse Bay Band of Odawa Indians
- MSU Extension
- One Macomb
- Pulse 3 Foundation
- Room at the Warming Center (Marquette)
- Saginaw YMCA
- St. Mary’s Center of Hope (Saginaw)
Employee Giving

Blue Cross and Blue Care Network are proud of the generosity of our employee workforce. Throughout each year employees give generously supporting the various needs of communities throughout the State of Michigan. Community Responsibility manages these opportunities offering events which support a variety of causes. Here are highlights of some employee-based giving projects of 2016:

Employee Volunteerism - the Blue Caring Crew

This year our employees once more dedicated their time and efforts to volunteering. Statewide, the BCBSM community had a total of 1,328 employees fulfill 1,722 volunteer opportunities. BCN had 471 employees volunteer for 711 opportunities.

- 15% of all BCBSM employees volunteered
- 35% of all BCN employees volunteered
- 71% of BCN volunteers came from the Southeast region, second was West Michigan with 16%
- 84% of BCBSM volunteers came from the Detroit area, second was Grand Rapids with 8%

Holiday Drives

In addition to corporate, in-kind donations Community Responsibility organizes annual, statewide, employee winter drives to support those in need during the holidays. This year employees broke records with their generosity, donating an abundance of cold weather clothing and food items that were delivered to community partners across the state.

- Almost 900 new or slightly used winter coats
- More than 9,000 hats, mittens, gloves and scarves
- Over 17,500 food items – an increase of over 20% from 2015

Statewide recipient organizations included:

Boys and Girls Club of Grand Rapids, Holland Rescue Mission, Kalamazoo Gospel Mission, Boys and Girls Club of Lansing, Marquette’s Women and Children’s Center, Traverse City’s St. Vincent De Paul, A Gift of Hope in Metro Detroit, the Washtenaw County Education Program, Catholic Charities of Shiawassee and Genesee Counties, and regional Food Banks throughout the state.
United Way Campaign

For decades Blue Cross Blue Shield of Michigan has partnered with United Way to help support people across the state facing health, educational, and financial challenges. In partnership with our UAW/Joint Programs areas, Community Responsibility facilitated our annual campaign through the month of November.

More than 2,400 employees reached deep into their pockets and contributed $565,559 — exceeding the corporate goal of $565,000. Blue Cross retirees additionally contributed $4,570.

Employee generosity, combined with a corporate match of $35,247 made to forty-three statewide agencies, as well as a corporate contribution of $140,000 made directly to United Way, brought the 2016 support total to over $745,000.

2016 Flint Relief

In early 2016 the City of Flint’s water crisis reached a tipping point. Blue Cross responded immediately, sending employee volunteer teams to Flint throughout the year to support residents during this time of need.

Working through the Food Bank of Eastern Michigan, and with several partner organizations throughout the city, employees from Blue Cross, BCN, Blue Cross Complete and the AF Group travelled to Flint to help distribute bottled water and much-needed nutrient-rich food to residents.

Through the year, 921 employees and family members assisted at 63 water and food distribution events. By year end they had logged an amazing 1,717 volunteer hours directly in support of Flint citizens. Blues employees also personally donated an additional $5,609.75 to FBEM last year in support of their continued water and fresh food distribution programs.

Blue Cross’ Public Policy and Social Mission teams volunteer in March at a Flint water distribution event at Catholic Charities.

BCBSM Provider Outreach was one of several departments who volunteered at a Flint Mobile Nutrition Distribution. This Food Bank program was activated during 2016 specifically to provide Flint residents with nutrient-rich foods that help combat lead absorption after drinking contaminated water.
A key element of Community Responsibility is that of relationship-building. In addition to investing in healthy community programs and events, it is likewise important we cultivate strong, trusted relationships with influential community stakeholders and members. A key aspect of this approach is ensuring we actively engage and listen to our community stakeholders. This is one of the Community Responsibility team’s top priorities.

**Community Advisory Councils**

In 2016 the Community Responsibility team convened nine, active, *Community Advisory Councils (CAC)* throughout Michigan. These Councils bring together community leaders and advocates to discuss emerging community concerns, areas of need, opportunities for collaboration, and provide our Blue Cross community team with important feedback which helps us best direct our resources to address community needs.

Each Council meets three times a year, hosting representatives from community areas such as the faith-base, cultural and community centers, business, non-profit and grass-root organizations, local government, health systems, multi-generational services, education and human services, to name a few. Current CACs are based in the following markets:

- Grand Rapids
- Great Lakes Bay (Saginaw, Bay, Midland counties)
- Greater Flint
- Greater Lansing
- Kalamazoo
- Macomb County
- Marquette
- Traverse City
- Southeast Michigan

**Senior Advisory Committee**

Community Responsibility also facilitates *Blue Cross Blue Shield of Michigan’s Senior Advisory Committee (SAC)*. This group operates as a management-level advisory council to the BCBSM Board of Directors with the goal to constructively enhance relationships between Blue Cross and Michigan’s seniors. In 2016 the SAC was comprised of two, Blue Cross board liaisons and 15 members representing the following organizations:

- Ashley Tuomi, American Indian Health and Family Services, Southeastern Michigan
- Paul Bridgewater, Detroit Area Agency on Aging
- Bob Brown, Region VII Area Agency on Aging
- Scott Crawford, Council on Aging Serving St. Clair County
- Carolyn Cruse, BCBSM Retirees
- Juanita Hernandez, Hispanic American Advocates
- Kevin Kelley, Wayne County
- Tina Abbate Marzolf, Area Agency on Aging 1B
- Jennifer C. Mendez, PhD, Wayne State University
- Keigh Morris, Elder Law of Michigan, Inc.
- Michael Stone, International Union UAW
- Sister Augusta Stratz, North County Community Mental Health
- Amne Darwish Talab, ACCESS
- Dawne Velianoff, Michigan Veterans Affairs Agency
- Wally Riley, Board Representative, Chairman, Senior Advisory Committee
- Ed Secord, Board Representative
Executive Volunteer Program

Blue Cross’ Executive Volunteer Program is an extension of the corporate employee volunteer program, but with a specific goal of placing our senior leadership on the board of statewide non-profit organizations with whom we partner.

In addition to serving on numerous boards across the state, Blue Cross leaders are actively involved in our community work throughout the year. Here are a few in action during 2016:

Executives in Action

2016 Flint Relief

Blue Cross leaders pause for a picture while volunteering at the Food Bank of Eastern Michigan’s warehouse. From left: Dennis Proctor and Dave Westphal, both Directors of Workforce Optimization, and Suzanne Miller Allen, Director Community Responsibility.

Chris Maier, VP Claims, Enrollment and Program Management volunteers with his Workforce Optimization teams in the Food Bank of Eastern Michigan’s warehouse.

Jac Amerell, VP and Controller and Vicky Schultz, President and CEO of Catholic Charities Genee and Shiawassee Counties discuss Flint’s ongoing needs during Amerall’s team’s volunteer day with the organization.

Mike Manthey, Director Strategic Performance Management and colleagues volunteer at a Flint Mobile Nutrition Distribution last April. From left: Mike Manthey, Verneece Boaeteng, Maura Fulton, Mike Stein, and Rob Midelton.

VP Group Customer Advocate and Performance, Pam Braund (second from left) presents a donation from her Auto/UMRBT team to Food Bank of Eastern Michigan’s VP Kara Ross. Over 65 team members from her division volunteered in March. Also pictured are Shelley DuFort, Community Responsibility and Jon Fenech, Autos/UMRBT.
Holiday Drives

Lansing Capitol Avenue employees gather around their Mitten Tree during the annual holiday drives. From left: Amy Castanon, President, Amalgamated UAW Local 2256/BCBSM Unit and Statewide Recording Secretary, Lynn Soos-Van Patten, Angela Lischkge, Jordan Leaming, Phil Gillespie, VP Business and Program Development and Regional Executive, Cyndy Savage Cove and Kevin Prevost.

Executive Volunteer Program

Steve Anderson, VP Provider Contracting and Network Administration, Tricia Keith, EVP, Chief of Staff and Corporate Secretary and Jeff Rumley, VP and General Counsel are all avid, active participants of Blue Cross’ Executive Volunteer Program.

NationalWalk@LunchDay

2016 NationalWalk@LunchDay champions at opening ceremonies on the Detroit Riverfront. From left: Carlton L. King, President, Amalgamated UAW-BCBSM Local 2500; Tina Gates, President, Amalgamated UAW-BCBSM Local 1781; Laura Byars, VP, Human Performance; and William Smith, CFO, Detroit RiverFront Conservancy.

America's Thanksgiving Parade

Mike Fedrizzi, Director, Regional Sales and Lisa Barabe with the Marquette office’s contributions to the winter clothing drive this past holiday season.

Audrey Harvey, VP, and Executive Director and CEO of BCBSM Foundation shows off her Distinguished Clown Corp costume in preparation for the 2016 America’s Thanksgiving Parade.

Let’s Talk Health

"Real Men Cook Healthy"

Carl Siebers, VP Claims Operations (right) helped judge Community Responsibility's Let's Talk Health “Real Men Cook Healthy” competition last June in Grand Rapids. Also pictured are Eddie Tadlock, Assistant General Manager for SM G DeVos Place and Lewis Williams, manager of Linc Café Grand Rapids.
It’s all about connecting-the-dots: in strategy, in vision, in relationship-building, in presence.

While “doing good” is its own virtue, philanthropy and generosity are not sustainable if efforts do not strengthen the entity supporting the community.

Community Responsibility is focused on utilizing our many community-based efforts to support the overall business goals of the corporation, strategically positioning and leveraging our work goals to assist internal business partners in achieving theirs.

Throughout 2016 we partnered and integrated community efforts with the following Blue Cross business units and subsidiaries:

- Blue Care Network
- AF Group
- Blue Cross Complete
- BCBSM Foundation
- BCBSM Internal Units included:
  - Commercial Business
  - Corporate Communications (#MIKicsCan campaign, Beyond the Card, ahealthiermichigan.org, miblueperspective.org)
  - Diversity and Inclusion
  - Individual Business Unit
  - Medicare and Senior Markets
  - Pharmacy Services
  - Social Mission and Public Policy
  - Special Markets (Chambers and Associations)
  - Value Partnerships
  - Wellness Care Management
Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association