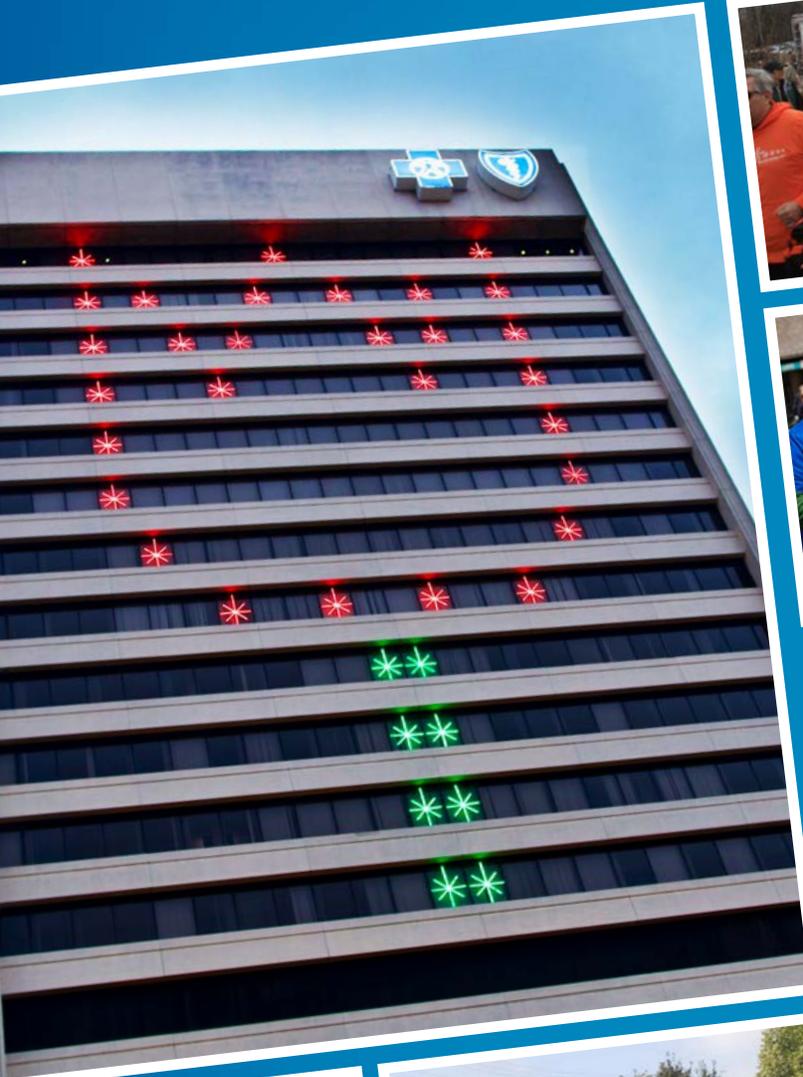


# 80 YEARS of COMMUNITY PARTNERSHIP

## 2019 Community Responsibility Annual Report



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

# Welcome To Our 2019 Community Responsibility Annual Report

In 2019, Blue Cross Blue Shield of Michigan celebrated 80 years of increasing access to affordable health care, enhancing patient care and improving the health of Michigan citizens and communities. We proudly present these highlights of our community outreach in continued support of our longstanding corporate mission and commitment to partnering for a healthier Michigan.

## 2019 Signature Partnerships

### Parkinson's Awareness

In 2019, Blue Cross, the Kirk Gibson Foundation for Parkinson's and the Michigan Parkinson Foundation joined forces to raise funds and awareness for those living with Parkinson's disease. Activities spanned the state throughout the year, culminating with the Everyone vs. Parkinson's Gala, October 19 at MotorCity Casino, Detroit. The partners raised \$1.5 million for the two foundations.



Blue Cross CEO Daniel J. Loepp and wife Amy, (right) with Kirk and JoAnn Gibson at the EVP gala. The Loepps were honorary chairs of the event.

### Detroit Neighborhood Initiative

In September 2019, Blue Cross and the City of Detroit announced a partnership supporting the neighborhoods of Morningside, Cornerstone and East English Village, activating the city's revitalization vision to restore vibrancy in several of its communities, including Detroit's eastside. Blue Cross organized outreach work with nonprofits and businesses in the target area, and have plans for several more projects in the coming year.



Blue Cross volunteers cleaned the campus of Marquette Elementary-Middle School in the Cornerstone neighborhood.

### Community Responsibility

**Suzanne Miller Allen**  
Director

**Jessica Iloff**  
Manager

**Shelley DuFort**  
East and Southeast MI

**Kimberly Haggard**  
West MI

**Cle Jackson**  
West MI

**Christie Laster**  
Southeast MI

**LaDonna Leyva**  
Corporate Sponsorships

**Sophia Pipis/Jessica Rotzoll**  
Interns

**BJ Puchala**  
Mid MI and Upper Peninsula

**Elise Salerno**  
Blue Care Network

**Jorie Wyatt**  
Corporate Events

## 2019 Charitable Support by the Numbers

Each year, Blue Cross and our statewide workforce support the needs and programs of community organizations throughout Michigan. We do this through corporate contributions, corporate volunteerism and employee drives. Our annual giving initiatives provide a rich variety of financial, in-kind and direct interaction in the communities we serve. Below is a sampling of our 2019 support:



### Corporate Contributions

Number of contributions made in 2019:	504
Total dollars contributed in 2019:	\$2,696,908*



### Employee Volunteerism

Total statewide volunteer shifts:	6,002
Total statewide volunteer hours:	18,273
2019 value of volunteer hours:	\$464,682**



### Summer Cereal Drive

Total breakfast items donated:	6,373
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### 2019 Holiday Drives

Total hats, mittens donated:	2,208
Total coats donated:	346
Total food items donated:	11,075
Total school supplies donated:	593

\*Statewide community budgets are separate from grants made by Blue Cross' Social Mission or the BCBSM Foundation.

\*\* Value derived by Independent Sector 2019 determinant of \$25.43 as dollar equivalent of a volunteer hour.



### In-Kind Donations

#### BlueSpace Office Donations Special Project

Each year, Blue Cross make hundreds of in-kind donations to organizations across the state. These include assets such as office equipment and furniture, design and print services, parking and conference room space, and general items as available.

In 2019, the company transitioned numerous employees to home and mobile offices, resulting in a surplus of gently-used office items. As a result, we donated more than 350 boxes of assorted office items and almost 1,000 larger pieces of office furniture such as filing cabinets, cafe tables and a variety of chairs to over 70 community partners.

A partnership message from President and CEO Daniel J. Loepp:

[www.mibluesperspectives.com/2019/12/17/80-years-of-partnership-to-serve-michigan](http://www.mibluesperspectives.com/2019/12/17/80-years-of-partnership-to-serve-michigan)

Learn more about our community outreach throughout Michigan:

<https://www.bcbsm.com/index/about-us/why-choose-us/grants-and-contributions/community-contributions.html>

# 2019 Statewide Community Outreach

Blue Cross Community Responsibility works with like-minded nonprofit organizations to promote healthy lifestyles and behaviors, and address health disparities and health care access needs in communities throughout Michigan.



## Easter Seals' Miracle League

In 2019, nearly 80 Blue Cross and Blue Care Network employees volunteered to be part of the Miracle League's "buddy" system – pairing each ball player with an able-bodied friend to assist them on and off the field during a two inning game. Serving over 400 children and young adults annually, Easter Seals' Miracle League of Michigan provides children with disabilities an opportunity to play baseball in an organized league.

## Summer Cereal Drive

Last spring, collaborating with our customer partners at the Kellogg organization, Blue Cross implemented an internal workforce drive for food items supporting the significant statewide need for breakfast for youth over summer break. Efforts supplied several regional food banks with a variety of breakfast items. In total, 6,373 were donated by Blue Cross and Blue Care Network employees.



## Real Men Cook and Eat Healthy (Let's Talk Health Week)

Our Real Men Cook and Eat Healthy competition is the signature event of Blue Cross' "Let's Talk Health Week" in Grand Rapids. In 2019, local male celebrities tested their culinary skills by creating the most popular, healthy meal. They were judged in two categories: Judge's Choice and People's Choice. The winner received \$1,000 to donate to his chosen charity. This year's honors went to Kent County Commissioner Jim Talen who donated his winnings to The Coalition to End Homelessness.

## Community Service Awards

Each year, Blue Cross presents our annual Community Service Awards to two individuals and one organization that stand out in their communities through their service and support to Michigan's senior population. This year's winners were Satrice Coleman-Betts of the St. Patrick's Senior Center in Detroit, and Dean Snider of the Fowlerville Senior Center in Fowlerville.



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Nonprofit corporations and independent licensees  
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