

# 2022

## Community Outreach Annual Report

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### WELCOME

A letter from the  
President and CEO

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### COMMUNITY RESPONSIBILITY OUTREACH

Partnering to create  
healthy communities

### SOCIAL MISSION GRANTMAKING

Helping Michigan  
communities thrive

# WELCOME

## Blue Cross Blue Shield of Michigan

has been ready to help our members and communities address their needs for more than 83 years. We've made a fundamental commitment to Michiganders, which is central to our historic social mission. With the guidance of our **Community Responsibility** and **Social Mission** teams, our employees have worked hard to help Blue Cross earn its reputation as a trusted corporate citizen.

Blue Cross collaborates with organizations across the state to help families and communities thrive. Through these alliances, we promote healthy communities, provide access to health care, support access to safe spaces for physical activity through neighborhood and school-based programs, and help mitigate the impacts of social determinants of health.

The pandemic increased the national spotlight on the challenges faced by vulnerable populations. We responded by increasing our focus on access to care, addressing mental well-being, food insecurity and the health and wellness of our state's most vulnerable residents — our seniors and children.

This year, Blue Cross also devoted time and funding to promote education and prevention of child abuse and neglect. We're proud of our work to help Children Trust Michigan achieve record-setting fundraising and raise awareness across the state.

Blue Cross, with our workforce, also stepped up to address urgent needs outside Michigan through support for the people of Ukraine as well as those affected by the devastation wrought in Florida by Hurricane Ian in September.

In many ways, we have affected many lives. With great pride and gratitude for our teams and partners, I welcome you to Blue Cross Blue Shield of Michigan's 2022 Community Outreach Annual Report and hope you enjoy highlights of our work from the past year.



# READY TO HELP

## Daniel J. Loepp

President and CEO  
Blue Cross Blue Shield  
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**Suzanne Miller Allen**  
Senior Director  
Community Responsibility  
and Social Mission

“Blue Cross’ annual community health focuses have made notable, positive impacts on the health and wellness of people and communities throughout our state. This year’s partnership with Children Trust Michigan and child abuse prevention significantly raised both awareness and critical funding, which will help other Michigan organizations working in this space protect and nurture our most vulnerable — our children.”



**Ken Hayward**  
Vice President and Special  
Assistant to the President  
for Community Relations

“Each year, Blue Cross’ community outreach teams work diligently to improve Michigan’s health in collaborative, intentional ways. This was especially significant in 2022 as critical community work returned to more personalized, face-to-face interaction following the many months of remote work and social distancing. Working with our partners is where our Community Responsibility and Social Mission teams excel — what each does best every day. This is our commitment to Michigan communities — to always be ready to help.”



**Pam Yager**  
Director  
Social Mission

“Blue Cross’ social mission is the way we do business. The grant programs facilitated by the Social Mission team provide much needed support each year to many statewide partners working to address complex health needs in several diverse populations. Blue Cross’ grant funding underscores our ongoing commitment to improving the health of Michigan citizens and helping make affordable, high-quality health care accessible to everyone in Michigan.”

## COMMUNITY RESPONSIBILITY

Corporate Giving

Signature Health Focus 2022 –  
Child Abuse Prevention

Mental Health Awareness

Detroit Neighborhood Initiative

Supporting Michigan’s Seniors

Regional Events

[VIEW >](#)

### Our Mission

We commit to being our members’ trusted partner by providing affordable, innovative products that improve their care and health.

### Our Customer Commitment

We aspire to be clear and simple, to help you make the right choices, to offer valuable coverage and help you get quality health care for you and those you love.

### Our Commitment to our Social Mission

- Increasing access to affordable health care
- Improving the health of Michigan’s citizens and communities
- Enhancing the quality of care patients receive

## SOCIAL MISSION

Building Healthy Communities

Strengthening the Safety Net

Food Pantries Support

Black-Led Mental Health Pilot

Maternal Health Initiatives

Creating Connections and Spaces for Older Adults

UP Recovery Community

Housing for Health Equity

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Corporate Giving

Signature Health  
Focus 2022 –  
Child Abuse Prevention

Mental Health Awareness

Detroit Neighborhood  
Initiative

Supporting  
Michigan's Seniors

Regional Events

Blue Cross' **Community Responsibility** team works arm-in-arm with nonprofit organizations that share our goals of improving individual and community health and wellness, and helping ensure access to quality health care for all Michigan residents. Through these relationships, we proudly demonstrate our commitment to being a trusted community partner, and always ready to help.



**Jessica Iloff**  
Manager



**Morgan Brown**  
Intern



**Elise Duff**  
Senior Community Representative



**Kimberly Haggard**  
Community Representative



**Cle Jackson** (retired)  
Senior Community Liaison



**LaDonna Leyva**  
Administrative Assistant  
Sponsorship Fulfillment



**Jorie Wyatt**  
Senior Community Representative  
and Special Events Planner

[Click names to view the  
corresponding regions on the map.](#)

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## Corporate Giving

Blue Cross Community Responsibility makes corporate contributions to Michigan-based, nonprofit partner organizations seeking to improve the health and wellness of people in our state's many diverse communities. We also support efforts to increase access to quality health care and those that address barriers which may exist due to health and health care disparities.

In 2022, we donated **\$3,030,869** to **380** nonprofit organizations.

Multiregional total: **\$218,650**

Out-of-state total: **\$69,250**

[Click the areas on the map to view the regional dollars spent.](#)

**Employee Giving** [\(Click to view\)](#)

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**Our Signature Health Focus –  
Child Abuse Prevention**

In February, Blue Cross announced we'd be activating a statewide awareness campaign in support of child abuse prevention. Recognizing child abuse and neglect as an urgent, national public health issue, we named this our 2022 signature health focus and chose Children Trust Michigan as our charitable partner. We are proud of the tremendous impact of this year-long activation and are pleased to share these highlights of our work in support of Michigan's children.

[Child Abuse Prevention](#) (Click to view)

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### Mental Health Awareness

Mental Health continued in 2022 as an overall, community health focus for Blue Cross. Several areas of the corporation addressed a variety of increased needs for mental wellness support for people of all backgrounds. Community Responsibility's outreach had three components this year: corporate contributions to nonprofit, mental health partners; observance of National Mental Health Awareness month in May; and related activities and partnering in support of Suicide Prevention Awareness month in September. During National Mental Health Awareness week, May 9 through 13, Blue Cross additionally lit several of our corporate facilities green — the nationally-recognized color of mental health awareness.

[Mental Health Awareness](#) (Click to view)

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## Detroit Neighborhood Initiative

In 2018, Blue Cross and six other organizations joined the City of Detroit to help revitalize specific areas of the city. As part of the **Detroit Neighborhood Initiative**, Blue Cross contributed **\$5 million** over the last five years to Detroit's Strategic Neighborhood Fund and has worked to help bring inclusive community development to our partnership neighborhood located between East Warren and Cadieux Streets.

Since that time, Blue Cross' Community Responsibility team has collaborated with many organizations in the East English Village, Cornerstone and Morningside neighborhoods to build relationships, bring needed resources and help reestablish a healthy, thriving community. Some of the activities and programs we supported in 2022 are highlighted here.



**Detroit Neighborhood Partnership** [\(Click to view\)](#)

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## Supporting Michigan's Seniors

Blue Cross believes that fitness, activity and good health don't have to diminish as we age. Our support of related events shows current and prospective members that we care about the well-being of older adults in Michigan and are committed to providing opportunities for them to be their healthiest. Blue Cross Community Responsibility and the Medicare Advantage teams worked closely throughout 2022 to bring several opportunities and resources to our seniors.



[Supporting Michigan's Seniors](#) (Click to view)

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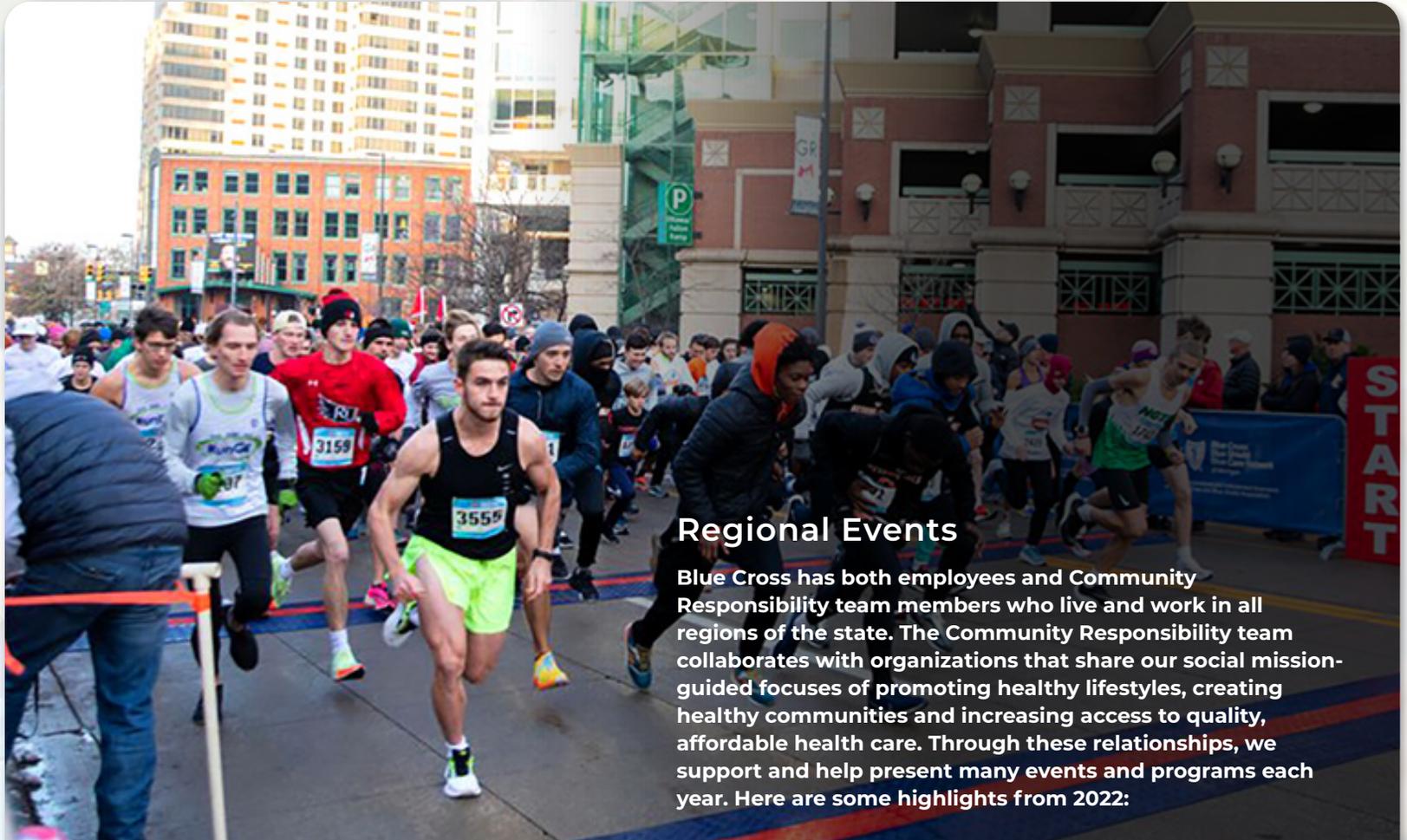
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### Regional Events

Blue Cross has both employees and Community Responsibility team members who live and work in all regions of the state. The Community Responsibility team collaborates with organizations that share our social mission-guided focuses of promoting healthy lifestyles, creating healthy communities and increasing access to quality, affordable health care. Through these relationships, we support and help present many events and programs each year. Here are some highlights from 2022:

[Events by region](#) (Click to view)

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TOTAL SPEND  
**\$2,260,500**

Blue Cross' Social Mission team invests in community health initiatives through targeted grants that improve the health and well-being of individuals and families, empower communities and help solve complex health care problems.



**Pam Yager**  
Director



**Kellie Every**  
Analyst



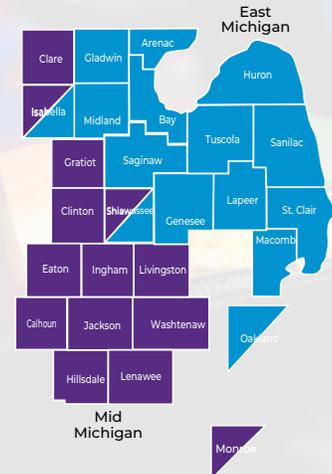
**Chai Kinney**  
Senior Health Care Analyst



**Kim Kratz**  
Senior Health Care Analyst



**Shannon Carney Oleksyk**  
Senior Health Care Analyst



**Social Mission 2022 Regional Spend Map**  
Click the areas on the map to view the regional dollars spent.

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