



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

# 2020 Community Responsibility Annual Report

*Here* **For it All**



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In 2020, the COVID-19 pandemic and social and health inequities challenged us to maintain our physical and mental health. It was an unprecedented reality that impacted nearly every aspect of our lives and caused isolation, anxiety and depression.

Finding support often required new relationships with neighbors, faith leaders, emergency service responders and care providers. At Blue Cross, our Community Responsibility team grew new partnerships and strengthened existing relationships.

We led through providing timely and accurate COVID-19 information from health care officials, promoted and supported healthy lifestyles and behaviors, while supporting nonprofit partner organizations. We built collaborations with customers and communities to provide free COVID-19 testing, treatment and vaccinations as well as more access to food, transportation and health care.

Blue Cross works hard to keep earning our reputation as a trusted corporate citizen and community partner of choice. I'm proud to say we continued to keep our promises during the pandemic and demonstrated that Blue Cross is truly Here For it All.

As we work together to return to brighter days, I wish you continued strength and good health.

**Daniel J. Loepp**

*President and CEO, Blue Cross Blue Shield of Michigan*



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  -  Midland Flood Relief
  -  The Parade Company – A New Float

Credit: Tebra Chatman



## The Blue Cross Blue Shield of Michigan Community Responsibility Team:

Blue Cross was pleased to welcome **Ken Hayward** as Vice President, Community Relations and Special Assistant to the President in 2021.

- **Suzanne Miller Allen**, Senior Director, Community Responsibility and Social Mission
- **Shelley DuFort**, Senior Community Liaison East Michigan and Southeast Michigan
- **Kimberly Haggard**, Community Liaison West Michigan
- **Jessica Iloff**, Manager
- **Cle Jackson**, Senior Community Liaison West Michigan
- **Christie Laster**, Senior Community Liaison Southeast Michigan
- **LaDonna Leyva**, Administrative Assistant Sponsorship Fulfillment
- **B.J. Puchala**, Senior Community Liaison Mid-Michigan and the Upper Peninsula
- **Elise Salerno**, Senior Community Representative Blue Care Network
- **Jorie Wyatt**, Senior Community Representative Special Events Planner

### COMMUNITY ADVISORY COUNCILS (CAC)

- 1 Kalamazoo
- 2 Grand Rapids
- 3 Traverse City
- 4 Marquette
- 5 Great Lakes Bay
- 6 Greater Flint
- 7 Oakland/Macomb County
- 8 Southeast Michigan
- 9 Greater Lansing



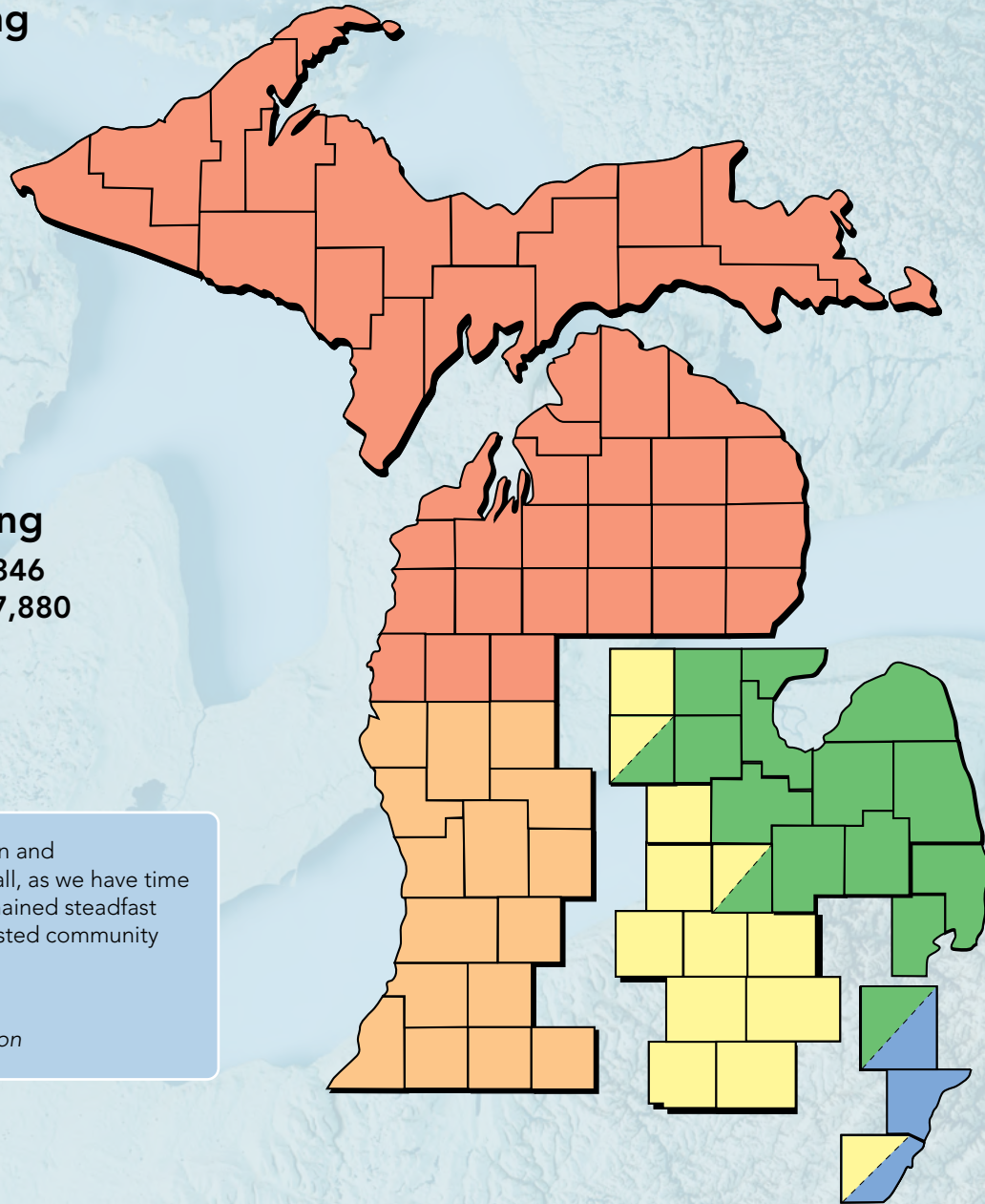
## 2020 Combined Regional Giving

To help ensure sustainability through the pandemic, Blue Cross continued our corporate contributions program whether or not partner events were able to be held.

This map shows combined 2020 giving by region, including statewide contributions through Community Responsibility, and grants made by Blue Cross' Social Mission department and the Blue Cross Blue Shield of Michigan Foundation.

## Community Responsibility Giving

**Number of contributions made in 2020: 346**  
**Total dollars contributed in 2020: \$2,877,880**



"Without a doubt, 2020 brought unforeseen and unprecedented challenges. But through it all, as we have time and again for over 80 years, Blue Cross remained steadfast in our commitment to being Michigan's trusted community partner, no matter the circumstances."

**Suzanne Miller Allen**, Senior Director,  
Community Responsibility and Social Mission



## COVID-19 Community Support



## Influenza Vaccination Campaign

# Community Partnerships and Outreach



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