



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

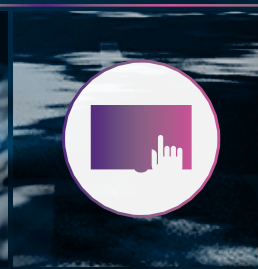
# 2021 Community Responsibility ANNUAL REPORT



**FORWARD.**  
*together.*



WELCOME



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RESPONSIBILITY



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OUTREACH

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For 83 years, Blue Cross has been a trusted partner of the communities we serve. Our commitment never wavers, and it touches lives of all ages, in all areas of Michigan and beyond.

Last year, amid the ongoing challenges of the pandemic, our enterprise worked harder than ever to provide support for health and wellness, community sustainability and individual peace of mind.

In partnership with many statewide organizations, our Community Responsibility team regularly engages in projects to help people and communities thrive. Guided by our corporate social mission, we focus on expanding access to education, healthy food, safe places for physical activity and quality, affordable health care. Understanding the importance of sustainability — especially during difficult times — we facilitated hundreds of corporate contributions, in-kind donations and outreach efforts to help give much-needed support to Michigan’s people and communities.

This past year, Blue Cross proudly continued to support our partners in Detroit’s East Warren/Cadieux neighborhood, adding vibrancy to the community by enhancing parks and greenways, supporting local economic growth, providing multiple on-site flu and COVID-19 vaccine clinics and increasing access to health care. Recognizing the toll of the pandemic, we actively sought partners to help address and support the emerging mental and physical health needs of people of all ages and backgrounds.

These are just a few of many examples that fill me with pride. I invite you to review our 2021 report to learn more about our outreach. These efforts reflect our company’s dedication to our communities at all times, including during a public health crisis.

Community Responsibility will always be essential to our company. We are proud of our legacy, proud to be a trusted partner, and look forward to continually seeking and embracing opportunities to make a difference.

DANIEL J. LOEPP, PRESIDENT AND CEO

*Blue Cross Blue Shield of Michigan*

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1Q *winter*      3Q *summer*  
2Q *spring*      4Q *fall*





# Community Responsibility Team

Click on the names below to see the corresponding areas on the map.

## Ken Hayward

Vice President, Community Relations  
and Special Assistant to the President

## Jessica Iloff

Manager

## Elise Duff

Senior Community Representative, Blue Care Network

## Jorie Wyatt

Senior Community Representative, Special Events Planner

## LaDonna Leyva

Administrative Assistant, Sponsorship Fulfillment

## COMMUNITY ADVISORY COUNCILS

- 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 Lansing

# Community Advisory Councils

Building strong stakeholder relationships and supporting community needs are inherent goals of the Community Responsibility team. At the forefront of our relationship-building are our nine regional Community Advisory Councils, or CACs, and Senior Advisory Committee, or SAC. These groups of community leaders and advocates meet three to four times a year to discuss community concerns and opportunities to collaborate. Our CACs began meeting in October of 2005; SAC dates back to 1975.

Community Responsibility liaisons oversee these groups and facilitate the meetings. CAC meetings convene representatives of national and grassroots nonprofits, faith-based organizations, cultural and neighborhood community centers, health-related agencies, educational systems and local government, and groups serving diverse populations such as youths, seniors, differently-abled and gender-specific. The SAC is comprised of leaders and experts who work in support of the unique needs of older adults throughout Michigan.

Our CACs and SAC not only help us build solid community relationships, they also provide excellent opportunities for open dialogue with our stakeholders.



*"Blue Cross' community commitment is rooted by our corporate mission to improve the overall well-being of Michigan's residents, and the strong, lasting relationships our Community Responsibility team builds are excellent examples of this corporate value. Last year's many outreach initiatives — executed throughout a very challenging time for everyone — contributed greatly to our partner organizations' programming impact, aptly demonstrating yet again why Blue Cross continues to be a trusted corporate partner."*



**Ken Hayward**

Vice President, Community Relations and Special Assistant to the President

- ➔ In June 2021, we brought all nine Community Advisory Councils together for the first time. Our inaugural, virtual, **Statewide Community Advisory Council Meeting** hosted 135 individuals, including CAC representatives, other community partners, and several internal Blue Cross colleagues. Speakers included Dr. James Grant, Blue Cross chief medical officer; Dr. Amy McKenzie, Blue Cross vice president clinical partnerships and associate chief medical officer; Myra Tetteh, senior program officer of the BCBSM Foundation; and Eric Hipple, former NFL quarterback, author, speaker, and mental well-being advocate. The format was so well-received, Blue Cross Community Responsibility intends to incorporate at least one statewide meeting each year going forward.





# Community Contributions

## 2021 Community Support

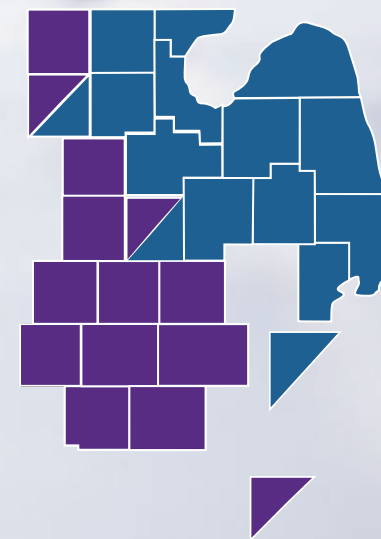
Despite looming pandemic challenges, Michigan community organizations moved forward in 2021 with renewed outreach plans seeking sustainability for their programs. Several fundraisers cancelled in 2021 due to the pandemic were reestablished, and programs were updated to meet the many new needs of Michigan residents. Blue Cross Blue Shield of Michigan continued our Corporate Community Giving throughout 2020, and is pleased to again report the hundreds of corporate contributions and in-kind donations we made in 2021:

**Number of contributions made in 2021: 360**

**Total dollars contributed in 2021: \$2,689,616**

**Total value in-kind donations in 2021: \$246,083**

*Click the areas on the map to view the regional dollars spent.*



*"One of the main goals of the Blue Cross Community Responsibility team is to cultivate opportunities to address the need for affordable, accessible health care. Working together with our diverse network of statewide partners, we continue to have great impact in this effort, even during these most challenging of times."*



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

# Community Responsibility In-kind Donations Program

*"Habitat for Humanity Detroit is so grateful for the generosity of Blue Cross Blue Shield of Michigan. Through their donation of high-quality office furniture, we were able to not only help serve our mission but also pay it forward by sharing some of the donated items with other local affiliates. Habitat Detroit knows that health and housing often intersect and we are so pleased to have such an outstanding partner like Blue Cross who also understands how safe housing impacts the health of our community members."*

Stephanie Osterland, CEO  
Habitat for Humanity, Detroit



*"The Michigan Heroes Museum is very grateful for the support we've received over the years from Blue Cross Blue Shield of Michigan. The donations of furniture and in-kind printing services have allowed us to expand exhibits at the museum and keep administrative costs down while ensuring that current and future generations will continue to learn to Honor, Respect, and Remember the stories of Michigan's military and space heroes. Partners like BCBSM make it much easier to focus on our mission."*

John H. Ryder, Executive Director  
Michigan Heroes Museum,  
Michigan State Chairperson,  
State Funeral for WWII Veterans



## 2021 In-kind Donations

In addition to monetary contributions, Blue Cross Blue Shield of Michigan impacts many communities through our **In-kind Donations Program**. Through this outreach, Community Responsibility places corporate assets we no longer need with nonprofit partners across the state who do have need. Items include furniture, office equipment, facility items, and even artwork. We also donate surplus and targeted promotional items as part of our support of various, community sponsorships. And, having a full-scale, in-house printing shop, we also offer in-kind printing services. These opportunities provide items and services that our nonprofit partners would otherwise have to purchase. In 2021, the value of the donations made through this program totaled **\$246,083**.

*"As a rapidly growing nonprofit, being able to rely on Blue Cross Blue Shield of Michigan for a portion of our printing needs throughout the year has enabled us to direct as many dollars as possible to funding pediatric brain cancer research, with an emphasis on the most lethal type, DIPG. Keeping our administrative costs as low as possible is a high priority for us, and Blue Cross' printing services enable us to share our mission and create even greater awareness so we can continue to work toward finding a cure."*

Amy Lepore, Director of Events  
ChadTough Defeat DIPG Foundation



*"We are grateful to Blue Cross Blue Shield of Michigan for their generosity. By providing their print services we were able to raise even more money for our special needs community through our annual fund drive. Thank you for all you do for FAR."*

Pamela Ayres, President  
FAR Therapeutic Arts and Recreation



*"In October 2021 our organization expanded its services to the five counties of the thumb region. Through these amazing opportunities, we received much of the furniture needed for our two new office locations. Blue Cross was instrumental in our offices opening so quickly allowing us to provide needed services to the community. Thank you BCBSM for being a valued partner and helping us promote inclusion for all by breaking down barriers and opening paths towards independence and personal choice. We appreciate you!"*

Kelly Winn, Executive Director  
Disability Network Eastern Michigan



*"Blue Cross Blue Shield of Michigan has been a very real partner for the entire community of Clio, providing printing, furniture and other in-kind services to the Clio Human Services Fund and for four other non-profit organizations who profit from the Clio/BCBSM Can-Do Series of three Walk/Races for good health. Everyone knows Blue Cross is a good friend of the community."*

Nate Jonker, Secretary and Treasurer  
Clio Human Services and Clio Can-Do Race Series





# Community Health Focuses

Click buttons to view

Community Responsibility ANNUAL REPORT



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Health Focuses



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Partnerships & Outreach

1Q

2Q

3Q

4Q



# Regional Community Partnerships & Outreach

**1Q** *winter*  
Click buttons to view

*"No winter lasts forever; no spring skips its turn."  
Hal Borland*



# Regional Community Partnerships & Outreach

**2Q**spring  
Click buttons to view

*"Spring will come and so will happiness. Hold on.  
Life will get warmer."*

*Anita Krizzan*



# Regional Community Partnerships & Outreach

**3Q** summer  
Click buttons to view

*"Summer said in shades of blue, 'Let me be young a few days more.'  
'Walk forward,' Autumn whispered. 'There's a colorful horizon to explore.'"*

*Angie Wieland Crosby*



# Regional Community Partnerships & Outreach

4Q fall  
Click buttons to view

*"Live each season as it passes; breathe the air, drink the drink, taste the fruit, and resign yourself to the influences of each."*

*Henry David Thoreau*



# Regional Community Partnerships & Outreach

## Focus: HOPE

**Focus: HOPE —**  
*Southeast Michigan*

This organization works to overcome racism, poverty and injustice through early childhood learning programs, youth development programs, job training, food packages and more.



**Capuchin Soup Kitchen —**  
*Southeast Michigan*

Capuchin tends to people's basic needs, which includes serving full-course, nutritious meals to hundreds of men, women and children each day.



**Detroit Public Schools, DPS Angel program —**  
*Southeast Michigan*

Donations will go toward winter items such as coats, hats and gloves, and police scout cars will be equipped with these items for officers to give to students they see walking to and from school.



**Baxter Community Center —**  
*West Michigan*

Donations go toward their child development center, which operates on a sliding fee scale; their Marketplace food and clothing pantry; and their Wholistic Health Center, which offers affordable, high-quality medical and dental care.



**Other Way Ministries —**  
*West Michigan*

This Grand Rapids-based organization works alongside urban families as they strive to grow spiritually, relationally and economically — offering services, programs and leadership development.



**Greater Lansing Food Bank —**  
*Mid Michigan*

Every dollar donated may provide up to three meals for children, families, seniors, veterans, and many others in the community who are facing hunger.



**Salvation Army —**  
*Northern Michigan*

This branch helps those in the Traverse City area who are facing difficult challenges to feel safe, warm and fed this holiday season and beyond.



**Bay Cliff Health Camp —**  
*Upper Peninsula*

Bay Cliff is a year-round, nonprofit therapy and wellness center for children and adults with physical disabilities.





# FORWARD. *together.*

We dedicate our 2021 annual report to our internal and external partners who've joined us this past year and so many others to help Michigan communities go forward, together.

– Blue Cross Blue Shield of Michigan Community Responsibility

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