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**Leadership Message**

*Is it just us, or is the world turning faster?* More demands for our time, increased pressures on our families – there are just not enough hours in the day.

At Florida Blue and the Florida Blue Foundation, we are moving forward rapidly to keep up with these fast-moving times. Building off our rich history of serving Floridians in their local communities, we have become even more customer-focused this past year. We are driven by the needs of our customers and work hard each day to deliver caring solutions so they can lead healthier, more productive lives.

Our community partners are also putting their customers at the center of everything they do – their clients, patients, students and families who turn to them to make sense of the complexities they face. We know that our nonprofit partners share in our mission – to help people and communities achieve better health. Working with those we serve, both Florida Blue and the Florida Blue Foundation have developed strong partnerships as we endeavor to make Florida a better health state.

During this past year, the Foundation supported its mission through investments in 400 organizations across Florida that delivered health care in a new, innovative approach; guided individuals to better understand their health status; and encouraged children to become active for a lifetime of good health.

Results of the Foundation’s philanthropic investments are best seen by the experiences of the individuals who benefit from the health and social services provided by our grantees. We feature select stories throughout this report to provide insight into the positive effect the Foundation makes in the lives of people and communities.

In addition, the Foundation hosted the 2017 Community Health Symposium and Sapphire Awards, a statewide gathering of community leaders and health care professionals that inspires discussion, partnerships, and collaboration that enable healthy communities. This event has grown in attendance every year – we hope to see you at our next symposium.

The Foundation’s work is made possible through the dedication of our staff, the generosity of Florida Blue and its leadership, and support and commitment of the Foundation’s board of directors. We thank you for your service and focus on our mission, vision and values.

We hope you take a moment out of your busy day to read about our work and the impact we are having on the health and prosperity of Floridians. We are honored to partner with each of you to continue to bring excellence, innovation and health care solutions to the at-risk populations and communities across Florida – that is our commitment, and we will continue to deliver on it with passion and enthusiasm.

*From Camille Harrison and Susan Towler*

Camille Harrison  
Chair  
Florida Blue Foundation  
Board of Directors

Susan Towler  
Vice President  
Florida Blue Foundation
When looking at our numbers, you get a sense of the magnitude of Florida Blue and the Florida Blue Foundation’s investment and impact. We are one of the largest foundations in the state focused solely on improving the health and wellness of our communities.

But what does that really mean? And what do these stats say about how we’re improving the health and well-being of the people of Florida?

Behind these numbers are people. And each of those people has a story.

Our passion is about enabling as many ‘success stories’ as possible. It’s about making better health achievable for as many Floridians as possible by providing funding to the right organizations – large and small – who work to ensure that no population goes unserved.

After all, health is local. Health is personal. And the health story of every Floridian matters.
800
Supported 800 nonprofit partners.

60,000
Our employees volunteered over 60,000 hours to make our communities better.

90%
Over 90% of our investments impacted health and human services programs.

11,849
Uninsured and underinsured Floridians served across the state.

82.1%
Amount of waste diverted from landfills due to recycling efforts.

$1 million
Amount invested for recovery related to Hurricanes Irma and Maria.

4,621,505
Number of people who benefited directly or indirectly from grants related to health and human services programs and education.

$1.5M
Our employees contributed over $1.5 million to address local community needs.

9
Number of consecutive years Florida Blue earned a score of 100 percent on the 2018 Corporate Equality Index (CEI) which measures corporate policies and practices related to lesbian, gay, bisexual and transgender workplace equality.

$413,000
Amount of money raised across Florida by employees who walked, ran or biked in activities supporting the fights against cancer, heart disease, MS or diabetes.

$413,000
Amount invested for recovery related to Hurricanes Irma and Maria.
Seniors on a Mission takes independent seniors on day-long Mission Trips to local nonprofit organizations in Jacksonville. The “mission group” – a team of 20+ seniors in their 70’s, 80’s, or 90’s – work together to make sleeping mats for homeless shelters, build info packets for community organizations, sort teachers’ supplies or fulfill any other big job that offers “good seating and air conditioning.”

Joanne Hickox, Executive Director for Seniors on a Mission, founded the organization in 1999 to help prevent isolation, loneliness and depression in seniors by bringing groups of them together to meet one another and build camaraderie around projects that offer a shared sense of purpose. The Florida Blue Foundation has supported the organization and its mission trips for 10 years.

“The quality of life for seniors can be increased dramatically by enabling them to be involved in their community,” explains Hickox. “They are an amazing asset to any community and we as a nation need to honor them more. Our organization is about making those seniors feel loved, cared for, and stronger so that they can live independently longer.”

Many seniors find themselves feeling alone or isolated after losing their spouse or close friends, which can lead to depression or feeling a lack of purpose.

The service work that the seniors do gives them the opportunity to get out of the house and ‘rally around a cause’ – offering a tremendous amount of free help to a dozen different Jacksonville nonprofits that have lots of work and limited resources. The seniors’ efforts save more than $100,000 in labor for those nonprofits, meaning that in typical ‘Greatest Generation’ style, the seniors end up giving back more in service than it actually costs to run the Mission Trip program that got them there.

“Our seniors give back more to the community in the value of their service than the cost of our ministry,” says Hickox. “That’s huge. There’s not many organizations in town that can say that they give more than what has been given to them.”

“The quality of the work that the seniors do, that’s a bonus. That’s the vehicle that we use to minister to the senior’s lives. When they do it well and they do it right, their egos just soar because they’ve done so well. And that’s what we aim for.”
“Our organization is about making those seniors feel loved, cared for, and stronger so that they can live independently longer.”

Lottie K. Jones-Mann

How It Helps Seniors
“Seniors on a Mission is important for seniors because it gives them something to look forward to…makes them happy and feel like they want to live instead of sitting at home watching TV or vegetating.”

Paying It Forward
“What I like best about it is I felt like I was doing something for some organization – for some nonprofit organization. I was helping them where they could save money, so they could use the money on other things.”

Why It Matters
“I think for Florida Blue and other organizations, I think it’s important because to me it makes seniors live longer… it gives them something to do so they don’t stay home. And I think a lot of them, it helps their health.”

Margie Hurst

Wanting to ‘Do’
“I think you reach a point where you know you can’t do what you used to do, but you also know that you want to do – that you want to be of service, you want to help, in your own limited way. That’s why I think Seniors on a Mission has been such a success. It does get you out of the house and around town.”

Making Friends
“It’s been such a joy to have the ability to meet people from all over the city – to make new friends at this age.”

Feeling Pride
“We feel like we’ve made an impact when we’re at a place and the head of the organization will come in and say, ‘You do such an excellent job. You have saved us so much by your efforts and we just are so grateful.’ And then you walk away thinking, ‘Wow I did do something…and that’s a very good feeling.’”

Betty J. Covington

Deciding to Join
“I decided that it was something I wanted to do because I’m a lonely person… this gave me something to do and it got me out of the house. And I met other seniors which has been tremendous for my mind.”

New Adventures
“I’m just wondering what is going to be the next thing for us to get into. It’s always something new that I’ve never done before. So, you know, you get excited because you’re wondering ‘what are we going to do today?’”

Getting the Word Out
“There’s a lot of lonely seniors like me – and you know we just sit there and when you get out amongst people it just picks you up and it gives you something to look forward to. I wish somehow…some other way…we could get the word out to more seniors because I believe that if they found out what it was like they would enjoy it too.”

Joanne Hickox
Founder & Executive Director
According to Dr. Maggie Labarta, President & CEO of Meridian Behavioral Health Center, outreach and prevention are the hardest things to do when you’re a community mental health center.

Put that center – and the sensitive topic of mental health and substance abuse disorders – in the middle of North Central Florida, among some of the most impoverished, rural counties in the state, and that challenge grows exponentially.

Meridian has just been awarded a Florida Blue Foundation Consumer Health grant for a massive outreach program, known as the Tri-County Rural Outreach and Prevention Program, in an effort to tackle this problem head-on over the next three years.

The aim of the program is to create a ‘hub and spoke’ type model that puts Meridian at the center of a network of smaller, local community coalitions and nonprofits – compounding their efforts to reach people in rural Dixie, Gilchrist and Levy counties with education about mental health issues and steps to take to engage with services for their prevention or treatment.

The program is heavily focused on educating kids and creating a safety-net of awareness within the adult community around them. There is a 16-week educational component to be rolled out in nine different middle schools in order to help kids understand mental health and substance abuse issues and learn about decision-making. Meridian’s Mental Health First
Aid program is the second piece and serves to arm adults and teachers with information about how to recognize mental health problems and employ intervention techniques to get someone access to treatment. The final aspect focuses on broad outreach about mental health at the community level to create greater awareness.

“The small rural communities in North Central Florida have very high rates of poverty,” explains Labarta. “These kinds of education programs around prevention and building resiliency in youth and families wouldn’t exist in some of these small rural communities. This allows us to get further out and reach far more of the people that we would like to reach than we would otherwise be able to.”

Meridian’s plan to engage local partners, like the Partnership for Strong Families’ Tri-county Community Resource Center, the Dixie County Anti-Drug Coalition, and other social and community service organizations, is two-fold. Not only does it ensure that Meridian expands its reach and is able to touch as many Levy, Dixie, and Gilchrist residents as possible through a ‘boots on the ground’ approach, but, more importantly, it’s intended to help make sure that once contact is made, that the message is as well received as possible.

Katrina Vanaernam, Executive Director for the Dixie County Anti-Drug Coalition explains what Meridian will be up against. “What makes reaching out to rural communities in the area of mental health services [so challenging] probably has to do with culture. A rural community like ours, we’re more industrial. We focus more on that kind of lifestyle – farming, timber, fishing. We don’t talk much about mental health.”

Overcoming that silence won’t be easy. “Trust is a huge component,” says Dr. Joe Munson, Meridian’s Vice President for Prevention & Community Education. “People within the community are going to trust those in the community.” Which is why Meridian has turned to its local partners for support.

By partnering with other organizations that have already established that rapport among local residents, Meridian hopes it will make it easier for people to feel comfortable enough with their team to get the help they need. “So, if we’re a presence,” says Munson, “and we’re providing people education and knowledge about what the services are and also how to be able to access those services, that’s really an important part for them to be able to actually receive them.”

The trust issue is real, according to Vanaernam. “When you have a mental health provider or expert come into your community, the barrier is the big gap between the expert provider and the consumer, or the citizens. Even to the vernacular...the kinds of words you use...how you’re dressed. People are only open to people if they feel like there’s a like-mindedness. I’m going to open up to you if I’m convinced – after being with you for a few minutes or listening to you talk – that you understand about me and what my needs are.”

As such, Vanaernam and Beverly Goodman, Manager of the Tri-county Community Resource Center for Partnership for Strong Families see themselves and their organizations as ‘ambassadors,’ Says Goodman, “It’s all about sharing resources, information, and tools. That’s where we come in as an essential piece to this puzzle. In getting the word out there. In reducing those information silos that often happen between community partners and residents. Eliminating that disconnect, if you will.”

The hope is that leveraging these grassroots social services organizations will both eliminate the stigma of seeking professional help for mental health issues and also lead to a better understanding of how to access that help within the health care system. Says Munson, “One of the biggest issues that we’re seeing is access to care...people not knowing how to access the health care system, specifically the mental health and substance abuse system. [Meridian] being one of the major providers within that area, we want to be able to educate people on how to do that...”

Vanaernam has a positive outlook. “The impact, hopefully, will be that our consumers in our community are actually utilizing services. Closing that gap. We have services – professional services like Meridian – that are reaching out to our community, but our consumers are not utilizing them. And that’s very common with poverty communities – the lack of actually being able to utilize your resources. And so, I have hopes that that’s what’s going to happen. That we’re going to close that gap. That has to happen.”
"With the support of the Foundation, the Safety Around Water program has really gained some traction in this community. As long as we can prevent drownings from happening, that’s the number one thing. There’s water everywhere in Jax, so if we can give children the skills to get to the side of the pool safely or learn to blow bubbles in the water, that’s a big thing. The kids are the future and we want to make sure we keep them safe.”

Timothy Burrows  
Winston Branch Executive Director, First Coast YMCA
“Usually on day one we have a few swimmers that are hesitant… that usually sit farther away from the pool and it takes a little bit of coaching to get them into the water. Sometimes this is the first time they’ve ever been around a pool, ever been in a YMCA, so they’re kind of shocked when they first walk in here…” says Huff.

What seems like an innocent childhood fear of water, though, is actually indicative of something much more frightening – that many children don’t know how to swim or how to take care of themselves around water.

“Drowning is the number one cause of death for children ages 1-4, and then it is the second leading cause of death for children ages 5-14. Childhood drowning is nothing to take lightly,” says Huff.

Enter the Y’s Safety Around Water program which, with Florida Blue’s support, will provide more than 800 children in the Jacksonville community with water safety classes over the next two years.

The program was designed based off drowning statistics in order to ensure that the water safety skills could help save lives. Children typically drown when they’ve taken an unexpected fall into a body of water, and usually these deaths occur when they’re within only six to ten feet away from safety.

The Safety Around Water lessons focus on helping kids learn how to jump into the water, push off the bottom of the pool, and return back to the side of the pool to grab the wall for safety. They also learn how to control their buoyancy to move across the water.

Says Huff, “By lesson number four, they’re walking in there confidently. They’re jumping in the water. They’re splashing. They’re ducking their heads up and down. They’re truly becoming more confident swimmers…which is what we want. We want them to see water and be around water and know how to stay safe in it.”

Katie Huff, Regional Aquatics Director at the First Coast YMCA loves to hear that the kids headed to her Safety Around Water classes are singing the “YMCA” song on the bus ride over. It means they’re excited to see her, they’re looking forward to getting in the pool – and that means they’re getting more and more comfortable around water.
SECOND CHANCES

Saving Soldiers at Quantum Leap Farm
Andrew Inman arrived at Quantum Leap Farm as a last resort.

“When I went through as a participant, I was pretty much on my death bed. Suicidal... slamming opiates...I was an alcoholic. I came here as a last resort. I was pushed here.”

Andrew Inman
Quantum Leap Farm, Warrior Mission: At Ease retreat
Participant & Peer Mentor

A veteran of the Iraq War, Inman is now not only an alumni of Quantum Leap Farm’s Warrior Mission: At Ease retreat, but he’s also a peer mentor helping new veterans through the program. “Going through that as a participant and being able to take what they taught and in turn kick the drugs, kick the liquor and continue to want to come back. It’s a powerful statement. You know...I mean I have to keep coming back...they saved my life.”

The health and well-being of returning service men and women is of growing concern. The population is among the highest at-risk groups for suicide, with a staggering 22 veterans taking their own lives each day. Florida is home to more than 1.5 million veterans – the third largest veteran population in the nation.

“Going through that as a participant and being able to take what they taught and in turn kick the drugs, kick the liquor and continue to want to come back. It’s a powerful statement. You know...I mean I have to keep coming back...they saved my life.”

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The Florida Blue Foundation awarded Quantum Leap Farm a grant to support the farm’s programs, including these special, free retreats aimed at veterans.

“FLORIDA IS HOME TO

1.5 MILLION VETERANS

“A lot of military individuals that come back from overseas or come back from military experience have a very difficult time integrating themselves back into civilian life,” explains Alexis Lopez, the Farm’s Occupational Therapist and Director of Operations. “The Warrior Mission: At Ease retreats aim at specific outcomes such as psychosocial behavior, community awareness, family orientation, being able to tell their story...really just integrating back into the community.”

“It’s different from any other therapy,” explains Inman.
“It’s not you sitting in a room with a bunch of veterans, talking about your problems. It’s more a one-on-one. It’s you and a therapist…let’s be friends, let’s talk about it, let’s work through these problems – and then they integrate the horses into it.”

The horses are what really make the Warrior Mission: At Ease retreats stand out. Called ‘equine-assisted therapy,’ the horses are integrated into a medical model that includes accelerated resolution therapy, neurofeedback and craniosacral massage. At the peak of the retreat, each participant is asked to lead a horse through an obstacle course of their own design – a living metaphor for communicating and working together with family and friends who have their own agendas and priorities.

The retreat lasts five days and is tailored to active duty service members and veterans who are dealing with combat post-traumatic stress, mild traumatic brain injury, chronic pain and military sexual trauma. The entire experience is supported with grant funding in order to be offered free to participants – and the impact is significant.

“Some of the outcomes that we see from the [retreats] are better mood and affect…they have a lot less physical pain,” explains Edie Dopking, the farm’s Founder and Executive Director. “I think the craniosacral massage… the activity of being in the arena with the horses and moving around and letting go of some of that emotional load…they report better sleep and less episodes of traumatic memory. So that tends to help decrease their PTSD symptoms as well. We’ve actually had people tell us that five days of therapy here at this retreat has done them more good than five years of therapy through the VA.”

Inman can personally attest to the impact the program has had on helping him heal the invisible wounds of war. He credits Quantum Leap Farm with giving him his voice back.

“To be able to tell your story to an animal that can’t talk back to you – it’s empowering because that just helps you talk to someone that will, in turn, respond. So, learning to talk to the horses in turn teaches you to walk through life and be able to talk to a human…versus seven retreats ago when I would just sit and not talk to anybody.”

For Inman, the program worked so well that he went back for a buddy, Russell Smith, who served alongside him in Iraq. Now both are peer mentors in the program, eager to give back and help other veterans improve their health and well-being.

“Add Inman, “For donors like Florida Blue to donate money to programs like this… it means that another veteran is going to get the help they need. All too often we’re pushed away. And here…we have a voice. And to be able to speak out…it’s an amazing thing.”
“...it was life changing – and lifesaving”
Jessie Trice Community Health System has been a trusted health care provider and educator in South Florida for over 50 years. Through a Florida Blue Foundation Consumer Health grant, their Get in Control Program, now in its second year, focuses on building health literacy – helping teach Miami-Dade’s culturally diverse, multilingual population about how they can better use the health care system to improve their own health outcomes.

Linda Lott, Program Coordinator for the Jessie Trice Community Health System’s Outreach and Affordable Healthcare program, works directly with people enrolling for health insurance.

Dr. Fabian Thurston, EVP/Chief Operating Officer, Jessie Trice Community Health System, praises Florida Blue Foundation support. “We cannot accomplish anything as an organization if we don’t have partnerships and collaboration like we have with Florida Blue [Foundation].”
Get in Control! addresses issues about how and where to get care, what kinds of questions should be asked during doctor’s visits, and even what normal blood pressure, cholesterol, and glucose levels should be. It also provides grassroots support out in the community to help people navigate the health insurance marketplace and understand how to enroll in plans subsidized by the Affordable Care Act.

Why was it important for Jessie Trice to take on the role of ‘educator’ and focus on helping build health literacy in South Florida?

LOTT: We’re the heartbeat of this community. We’ve been serving this community for 50 years now so everyone knows Jessie Trice – they feel comfortable coming to us. We serve everyone from all walks of life, whether you have insurance or don’t have insurance. Whatever culture you’re from. We serve everyone. We take you whether you’re documented or not. We’re like the heartbeat of South Florida.

What need does the Get in Control program fulfill?

THURSTON: This specific project really has helped us to narrow in on those individuals who have no clue about how the health system works. Get in Control helps to improve their health literacy, helps to prepare them so when they go to their doctor’s visit they get the most out of that visit. A lot of individuals in our community don’t seek medical care unless they go to the emergency room. Get in Control helps to educate them, helps to get them the tools that they need so that when they go to seek care they will know how to navigate the health system.

How does it address the financial side of making health care more accessible?

LOTT: A lot of people don’t go to the doctor because they don’t have the funds. We educate them on what the Affordable Care Act is – educate them on how to use that insurance. Some people just got insurance – they didn’t have insurance before – and they don’t know how to use it. We enrolled over 700 people in health insurance plans this year. We educated at least 1,500 people. We’re looking to do more.

How has this been impacting the quality of care that someone in the community receives?

THURSTON: People find ways to get the health care that they need if they need it – and it’s usually the emergency room. It’s a one-time thing where I’m hurting, I’m in pain, I’m going to go and get help from the ER. And there’s no continuity there. There’s no prevention education. Basically, they are just acting out of a crisis. What we offer to our community is a continuing relationship with a provider. We offer a health home, we offer a medical home, to our community. We have the whole gamut of services that helps an individual to stay healthy.

After more than 50 years and countless programs, how do you know you’re making a difference?

LOTT: When we see generation after generation come through us, that’s when you know you’re making a difference. We have grandmothers where their child came in, now their grandchildren are coming in… I don’t think they would keep coming back to us if we weren’t making a difference.
After being awarded a three-year Florida Blue Foundation Innovation grant, the Miami Lighthouse for the Blind launched a truly revolutionary community program to help low-income seniors with low vision.

Rather than rely on apps or slick technologies often synonymous with the idea of ‘innovation,’ the program is unique in the bold and forward-thinking approach it takes to helping an underserved population – in this case, low-income seniors – get access to care and simple devices that can maximize their remaining vision, improve their well-being and mental health, and extend their ability to live independently.

The Lighthouse assembled a team centered around an optometrist and an occupational therapist specialized in diagnosing and treating low vision patients and hit the road.

They conducted seminars around Miami-Dade County to educate more than 1,400 low-income seniors about their vision, providing functional assessments to 280 of those seniors in order to quickly identify those most in need of care.

This group then received simple devices – like polarized sunglasses or illuminated magnifiers – along with coaching on tips and tricks aimed at making their daily life easier to navigate despite their failing vision. To date, 99% of program participants have indicated that they have improved functional vision because of the Lighthouse’s low vision services.
My Story: Herb Klein

A fashion designer who started his career working in Coco Chanel’s atelier, Klein is one of the seniors who came to Miami Lighthouse for the Blind through the low-vision screening program. Legally blind in one eye and losing his sight in the other, Klein recounts his experience at Miami Lighthouse for the Blind.

I thought my life had ended because I couldn’t draw anymore. And because I couldn’t work, I had a lot of problems with finances. I thought that there was nothing that I could do and I was going to end it. I was directed to Miami Lighthouse for the Blind. I came here and I got a low vision exam…

For the first month or two I was very depressed, but when you lose your vision – it’s like losing a family member – and in the beginning we don’t want to believe it. It’s not going to happen to us. We’re in denial. And once we go through that stage, then we grieve the loss of our vision like you would grieve the loss of a family member. Then you understand what has happened to you. And after you understand it, and accept it, then the world is your oyster.

In the beginning I went through something called independent living which taught me how to do the daily things I need to do. Whether it was how to fold my money so I wouldn’t give a cashier the wrong bill, or the equipment that they gave me…or Raquel [my occupational therapist] put tactile tape on my cell phone so I would know where the numbers were and I memorized those.

Then I went to Social Group Activities. And they handed me a pad and something called a 20/20 pen, which is like a magic marker, basically. I started drawing again. It’s very interesting when you have a talent – you don’t lose it. You don’t. And fast forward – in December – I had a piece of my artwork at Art Basel.

If you had told me a year ago that that was going to happen, I would have said that you were crazy. I can’t begin to tell you how the Miami Lighthouse for the Blind has changed my life because…I have faith and when you have faith, you have hope and with hope anything is possible.

“Coming here has been a joy for me because it’s like a breath of life. I feel alive when I come here. I feel productive. I feel like I’m making a difference and that’s very, very, very important for everybody.”

Virginia Jacko
President and Chief Executive Officer

The best feedback that I like to hear – because to me it’s almost like a miracle – is when someone exclaims, ‘oh I can read now!’ When individuals have low vision, frequently they lose their central vision and with their central vision they read, they watch television. If they learn how to adjust with different devices – different techniques – they can continue to read, they can continue to watch television, they can be independent in their own homes. That changes lives.

Raquel Vanderbeest
Occupational therapist

“When a senior goes to the regular eye exam to get a correction for their vision, many times they hear from the doctor, ‘there is nothing I can do for you.’ And that is when they become depressed. They think that’s the end of their life. What has happened is the doctor wants to correct their vision, and there is no more correction. In that moment, the senior becomes a low vision client or patient. What I do here at the Lighthouse with our low vision optometrist is to compensate that vision loss – and that’s not common to find. So right there they are so grateful that someone is telling them there is hope.”
HEBNI
NUTRITION

Take Charge of Your Health
When you look at social determinants of health, it’s all about health equity and bringing those who don’t have access a leg up,”

explains Roniece Weaver, founder of Hebni Nutrition Consultants. “We bring that balance to social determinants of health by being in the neighborhood, being in the community...being a place where people can come and open up and have these discussions about ‘I gotta do better, but I don’t know how.’”

Weaver founded Hebni – which stands for ‘Health Education through Behavioral and Nutritional Initiatives’ to provide underserved African-American communities in Central Florida with access to a registered dietitian and culturally relevant nutrition education.

“The organization works to get people to reduce their reliance on fast foods and processed foods – and to increase their consumption of fresh fruits and vegetables – in an effort to curtail nutrition-related illnesses such as cardiovascular disease, diabetes, hypertension, stroke, obesity, and childhood obesity.

A long time partner of the Florida Blue Foundation, here are four ways Hebni is making nutrition ‘know-how’ accessible and relevant to the community it serves in Central Florida.

Audrey Alexander, one of Hebni’s success stories who has lost enough weight to drop three dress sizes as a result of Hebni’s programs, takes that knowledge gap back into her childhood, making a strong point that the lack of understanding is perpetuated across generations. “My parents, they didn’t know any better. And everything they ate, I ate. They had no idea that they were literally killing themselves.” Neither of Alexander’s parents lived past 70, and she lost her sister at age 58 – all due to heart disease.

In Hebni, Alexander found the simple kind of guidance she was seeking. “It taught me: Before you put food on your plate or before you put the fork in your mouth, you need to think – is this going to help me or is this going to hurt me? People just need guidance. Somebody who won’t judge, somebody who will walk beside them and teach them a better way.”

“I think for this community [Hebni] is literally a godsend. They’ve helped me. They’ve helped other people in the community. It’s not just about living a healthy life...it’s about quality of life. I want to live longer than my mom and my dad...my dad was 68, my mother was 65, my sister was 58. My goal is to reach 80. Hebni has given me the opportunity to have that quality and that vibrancy and that love.”

Audrey Alexander
Program Participant
Make it Relevant
Where Hebni has gone further with its nutrition education is in its push to make the information resonate with its audience. Weaver explains: “When we first formed our nonprofit organization, we were focused on being culturally relevant. We wanted to create educational materials and tools that engaged communities of color. We wanted to see them in print and see words that reflected their culture, their history and the fabric of the foods they ate.”

The innovations that resulted were remarkable: the Soul Food Pyramid, then the Soul Food Plate, which put a relevant context around eating nutritiously each day; thousands of traditional African-American recipes rewritten to replace unhealthy ingredients with less ‘dangerous’ alternatives; the Fresh Start bus (see below) and, now, the first-ever cookbook for African-Americans with diabetes, published by the American Diabetes Association.

How important is the context of culture when it comes to difficult conversations about health? Alexander recalls how she first came to Hebni. “I got involved with them because I found out that they were really involved in making sure that people who look like me can live a healthy life. I could connect with them because they talk the way I talk. And they just literally get in your face. They don’t talk above you with terms you don’t understand. They talk to you literally like you’re a ‘sister girl’ and just put it straight on the line.”

Mobilize
Rather than wait for the community to come to Hebni, Hebni goes out into the community with more than just a message about healthy eating – they actually head out with fresh produce.

“The Fresh Stop Mobile Market Bus is a farmers market on wheels,” explains Glen Providence, Hebni’s Director of Business Development. “We took a retired city transportation bus and gutted it – took out all the seats and replaced them with shelves, so that it resembles the shopping aisles of the produce section of a grocery store. We go through ‘food desert’ neighborhoods in Orlando, Monday through Friday, and sell nothing but fresh fruit and vegetables at a reduced cost. People literally get on the bus, grab a shopping basket and walk down the aisle and shop for nothing but fresh produce.”

A novelty, a curiosity, and a truly brilliant strategy for helping spread their ethos about eating well, Hebni’s Fresh Stop Bus makes it possible to reach a demographic that has truly limited access to fresh produce because of the lack of grocery stores in the neighborhood.

In addition to making access to this food more convenient, the bus makes it more budget-friendly as well. The big offer is their “famous” Five-Dollar Fill It Bag. “You get on the bus, you get a Five-Dollar Fill It Bag and whatever can fit in that bag – even if it’s bursting through the seams – we cash you out, you pay five dollars, and you’re on your way.”

The low-price of the fresh produce is a necessary complement to the convenience of the Fresh Stop Mobile Market – thereby eliminating two of the most common problems that often keeps these foods out of people’s shopping baskets. “If we can put a tomato, carrots, broccoli in the hands of people,” explains
Providence, “we know we’re doing something because the alternative is going through a drive-thru or microwaving a meal, and we’re trying to reduce that consumption of those processed foods.”

Start Young
Nutrition is something that belongs to the whole family at Hebni, and schools are the front-line for getting kids excited about eating healthy and exercising.

For the past three years, Hebni has visited a different Title 1 school each month and, in partnership with a local food bank, has delivered 3,000-5,000 pounds of fresh produce to that school for students and their families to take home for free. The produce comes with hands-on education that makes fruits and veggies more fun – think sessions on how carrots grow, or how to make your own Lunchable.

Hebni has also recently partnered with ArtReach Orlando, the University of Central Florida, the United States Tennis Association, and others to focus on building an afterschool and summer program that targets childhood obesity by teaching kids how to eat healthy and how to stay physically active by playing tennis. The KYDS (or Keeping Your Diet Straight) program includes a kid-friendly Nutrition Toolkit, tennis lessons, and other initiatives to get kids engaged in building healthy habits at a young age. The program targets the relationship between diet, exercise, body image, and their impact on children’s physical and mental health.

“There is no hiding that the rates of diabetes are expected to escalate. As a matter of fact, some studies claim that 1 in 3 people will be diabetic by 2050,” says Providence. “What can we do to curb that and reduce certain incidences of it? We need to be able to stay ahead of the game so that this younger generation that’s coming up, we’re making an impact in alleviating some of these issues that they’re going to be plagued with.”

“We bring that balance to social determinants of health by being in the neighborhood, being in the community…”

Roniece Weaver
Move60 is a free ‘get fit challenge’ launched by Florida Hospital and Healthy Central Florida to encourage people to get more physical activity into their daily life. The program was put in place to help improve the health of target communities in Orlando – in this case the Maitland, Eatonville and Winter Park neighborhoods – where more than half of all adults are overweight or obese and there is high incidence of diabetes.

PREVALENCE OF OVERWEIGHT/OBESE:

- Eatonville - 76%
- Maitland - 56%
- Winter Park - 51.6%
Move60 challenges people to be more active by increasing their physical activity for 60 days. People join in as individuals or as teams through their workplace, church, or neighborhood group. As they complete activities like organized walks or take yoga classes, go biking, swimming or dancing, they post their activities for the chance to win prizes. Jill Hamilton-Buss of Healthy Central Florida explains why encouraging more movement is so important for our health: “We were designed to move and Americans have become very sedentary. We drive everywhere. We have riding lawn mowers. We have escalators and elevators. We don’t move. We don’t walk. The Move60 was designed to help us get moving again.”

Encouragement from Florida Hospital helps as well. “We want folks to be healthier, explains Shannon Gavitt, Vice President of Public Affairs for Florida Hospital. “We want them to make a real investment in their own wellness. Through the support of Florida Blue, and grants such as this for Move60, we’re able to really magnify our focus on health and wellness. You have to be creative; you have to think outside the box in getting folks energized about their health. What a wonderful way – with a partner like Florida Blue – to come into our communities and teach folks about staying healthy and well throughout their entire life.”

Support from Florida Blue helps with incentives that keep people engaged during the 60 days of the challenge or, in some cases, inspires them to sign up in the first place. Says Hamilton-Buss, “I think it’s really important for Florida Blue [to support programs like these] because it meets people right where they are. It meets them in their neighborhoods. It meets them in their schools. It meets them in their workplaces.”

PREVALENCE OF DIABETES:

Eatonville - 22.9%
Maitland - 12.4%
Winter Park - 9.4%

WOULD LIKE TO BE MORE ACTIVE:

Eatonville – 64.8%
Maitland – 57.7%
Winter Park – 60.1%
The Community Health Symposium provides professional development opportunities and workshops on a variety of health and health-related topics for professionals and staff.

“...discussions on how communities can work to overcome hunger, poverty, crimes and drug addiction.”
Held annually, the Florida Blue Foundation Community Health Symposium and Sapphire Awards serves to showcase best-in-class thinking, strategy, and accomplishment in community health improvement.

The Foundation leverages more than a decade’s worth of expertise and experience providing leadership, technical assistance, and strategic grantmaking to nonprofits in all 67 of Florida’s counties. The Symposium brings together those sharing equal commitment to improving the health and well-being of the people of Florida.

For nonprofit organizations, associations, universities and others, the Community Health Symposium provides professional development opportunities and health-related sessions on big issues in health and the health care system. The program is delivered by thought leaders from around the country as well as local and regional experts who weigh in on the unique challenges and opportunities across the state.

A highlight of the two-day event is the Sapphire Awards, which recognize excellence and innovation among organizations, programs and individuals that have made a significant, positive impact on health-related outcomes for Florida’s at-risk people and communities. Honors are bestowed at the individual, programmatic, and organizational levels for work that is distinguished by leadership, innovation and achievements in community health. Since its inception in 2005, the Foundation has honored 24 individuals and 74 programs/organizations, and invested well over $4.5M in grants to the Sapphire honorees.
**Individual Category**

**Winner**
Edward J. Shahady, MD  
President and Medical Director,  
Diabetes Master Clinician Program;  
Jacksonville

**Runner-Up**
Colleen Gonzalez  
Founder/President/Volunteer, GROW  
Central Florida; Maitland

**Runner-Up**
Michael L. Cunningham  
CEO, Florida Keys Area Health Education Center; Marathon

**Honorable Mention**
Butch McKay  
Executive Director, Okaloosa AIDS Support and Informational Services;  
Fort Walton Beach

**Honorable Mention**
Teddy Floyd  
Deputy Sheriff, Indian River County Sheriff’s Office; Vero Beach

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**Program Category**

**Winner**
Miami-Dade Parks, Recreation and Open Spaces

**Runner-Up**
Fit2Play™ – Parks Foundation of Miami-Dade County

**Runner-Up**
DBWPC

**Runner-Up**
Girl Matters® – Delores Barr Weaver Policy Center; Jacksonville

**Runner-Up**
Healthy Mothers, Healthy Babies Coalition of Broward

**Honorable Mention**
Direct on Scene Education, Healthy Mothers, Healthy Babies Coalition of Broward County; Lauderhill

**Honorable Mention**
Hebni Nutrition Consultants

**Honorable Mention**
Fresh Stop Bus, Hebni Nutrition Consultants; Orlando

**Honorable Mention**
Boys & Girls Clubs of Broward County

**Honorable Mention**
Healthy Lifestyles Initiative – Boys & Girls Clubs of Broward County; Fort Lauderdale

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**Organizational Category**

**Winner**
FoundCare; West Palm Beach

**Runner-Up**
Florence Fuller Child Development Centers; Boca Raton

**Runner-Up**
Jewish Family and Community Services; Jacksonville

**Runner-Up**
DLC Nurse & Learn; Jacksonville

**Honorable Mention**
BASIC NWFL; Panama City
SAPPHIRE AWARDS REVIEW TEAM

Henrie M. Treadwell, PHD
Founding Director and Senior Advisor, Community Voices, Healthcare for the Underserved, and Research Professor, Community Health and Preventive Medicine, Morehouse School of Medicine; Atlanta, Georgia

LaRon E. Nelson, PHD, RN, FNP, FNAP
Dean’s Endowed Fellow in Health Disparities, Assistant Professor, School of Nursing, University of Rochester, and Associate Director of International Research, Center for AIDS Research, University of Rochester Medical Center; Rochester, New York

Terry J. Rhodes, DMIN
Director of Research, Evaluation and Systems, Ounce of Prevention Fund of Florida; Tallahassee, Florida

Caroline Y. Hepburn
Executive Director, Tampa Bay Healthcare Collaborative; Dunedin, Florida

SAPPHIRE AWARDS SELECTION COMMITTEE

R. Paul Duncan, PHD
Associate Dean, The Graduate School, University of Florida; Gainesville, Florida

Curtis Holloman, MA, MBA
Senior Director of Grants and Programs, Foundation for a Healthy St. Petersburg; St. Petersburg, Florida

Margaret D. Larkins-Pettigrew, MD, MED, MPPM, FACOG
Assistant Professor and Director, Global Health, Department of Obstetrics and Gynecology and Reproductive Biology, Macdonald Women’s Hospital, Case Western University School of Medicine; Cleveland, Ohio

Geeta Nayyar, MD, MBA
Chief Healthcare & Innovation Officer, Femwell Group Health, Inc.; Miami, Florida

David Odahowski, ESQUIRE
President & CEO, Edyth Bush Charitable Foundation, Inc.; Winter Park, Florida

Penny Ralston, PHD
Professor, Dean Emeritus and Director, Center on Better Health and Life for Underserved Populations, Florida State University; Tallahassee, Florida

Anthony C. Speights, MD
Family Medicine and Rural Health, College of Medicine, Florida State University; Tallahassee, Florida
Through Lift, the company provided $1 million to ensure that the lives of our affected employees could return to normal as soon as possible.

Employees of GuideWell and its family of companies, including Florida Blue, are people who live and work in Florida. Like other members of the Florida community, Florida Blue supports the health and well-being of our colleagues through Lift by GuideWell, our employee relief fund. Designed to be a lifeline for employees in true need, Lift provides cash grants to support employees’ expenses for basic life necessities during times of unforeseen catastrophe.

In 2017, Hurricane Irma had a devastating impact on many employees across the GuideWell family. Through Lift, the company provided $1 million to ensure that the lives of our affected employees could return to normal as soon as possible. Additional support for the more than 1,200 grants that have been awarded through Lift came from the generous support of GuideWell employees. More than 1,690 employees contributed over $310,000 to the Lift program in 2017, including over $75,000 in donations during the company’s annual PTO Cash Out program which lets employees ‘return’ their unused paid time off to the company for cash equivalent.

More than 1,690 employees contributed over $310,000 to the Lift program in 2017.

$310,000
Florida Blue Volunteers

Florida Blue provides its employees a vehicle for contributing directly to the company’s mission of helping people and communities achieve better health.

The company organizes volunteer opportunities, coordinates company-wide drives to collect toys, food, and school supplies for the underprivileged, and spearheads the collective efforts of the organization as it seeks to make a difference in the lives of Floridians.

Each year, Florida Blue offers every employee eight hours of paid time off to ‘give back’ to the community via volunteer work. Known as ‘VTO’ or Volunteer Time Off, the efforts of the Florida Blue Volunteers have made an incredible impact and have helped further Florida Blue’s reach.

60,000 Hours

Employees collectively devoted more than 60,000 hours to feed the hungry, mentor youths, donate blood, or ‘walk, run or ride’ for charity in an effort to make our communities better places to live and work.
During 2017 | 2018, Florida Blue and the Florida Blue Foundation awarded more than $21 million in new grants and contributions to nonprofit organizations across Florida. Listed are the organizations that received grants and contributions.

**GRANTS AWARDED**

**Advance Innovation and Promote Solutions in the Health Care System**
- Caridad Center
  - Palm Beach County
- Crisis Center of Tampa Bay
  - Hillsborough County
- Gateway Community Services
  - Duval County
- Halifax Medical Center Foundation dba Halifax Health Foundation
  - Volusia County
- Lee Memorial Health System Foundation dba Lee Health Foundation
  - Lee County
- Memorial Foundation
  - Broward County

**Improve Consumer Health**
- Center for Child Counseling
  - Palm Beach County
- Haitian Neighborhood Center, Sant La
  - Miami-Dade County
- Hebni Nutrition Consultants
  - Orange County
- Kristi House
  - Miami-Dade County

**Improve Quality and Safety of Patient Care**
- Pine Castle
  - Duval County
- University of Central Florida Research Foundation - Florida Center for Nursing
  - Orange County
- University of Florida Foundation
  - Alachua County

**Mid-Florida Area Agency on Aging**
- Alachua County

**Pasco Kids First**
- Pasco County

**Tallahassee Senior Citizens Foundation**
- Leon County

**The Way Free Medical Clinic**
- Clay County

*Grants were awarded April 1, 2017 to March 31, 2018.*
Healthy Care System

BASIC NWFL
Bay County

Boys and Girls Clubs of Broward County
Broward County

Delores Barr Weaver Policy Center
Duval County

Diabetes Master Clinician Program INC
Nassau County

DLC Nurse and Learn
Duval County

Florence Fuller Child Development Centers
Palm Beach County

Florida International University Foundation
Miami-Dade County

Florida Keys Area Health Education Center Program
Monroe County

Florida Nonprofit Alliance
Statewide

Florida State University Foundation - College of Medicine
Leon County

FoundCare
Palm Beach County

Grace Medical Home
Orange County

Grow Central Florida
Seminole County

Haile’s Angels Pet Rescue
Alachua County

Healthy Mothers, Healthy Babies Coalition Of Broward Co
Broward County

Hebni Nutrition Consultants
Orange County

Indian River County Sheriff’s Office
Indian River County

Jewish Family and Community Services
Duval County

Lift Orlando
Orange County

Okaloosa AIDS Support & Informational Services (OASIS)
Okaloosa County

Parks Foundation of Miami-Dade
Miami-Dade County

The Nonprofit Center of Northeast Florida
Duval County

A Kids Place of Tampa Bay
Hillsborough County

Academy of Medicine Jacksonville Florida
Duval County

Academy Prep Center of Tampa
Hillsborough County

Achivia Foundation Corporation
Pinellas County

Admiral Farragut Academy
Pinellas County

Adopt-A-Family of The Palm Beaches
Palm Beach County

Agape Community Health Network
Duval County

All American Air Charitable Foundation
St. Johns County

All Faiths Food Bank
Sarasota County

Alpha Phi Alpha Foundation of Manasota
Manatee County

American Cancer Society - Doral Office
Miami-Dade County

American Cancer Society - Pensacola
Escambia County

American Cancer Society - Tampa
Hillsborough County

American Cancer Society - Atlanta
Out of State

American Cancer Society - First Coast Area
Duval County

American Cancer Society - North Central Florida
Orange County

American Cancer Society - Tallahassee
Leon County

American Diabetes Association - Maitland
Orange County

American Heart and Stroke Association - The Greater Southeast Affiliate
Duval County

American Heart Association
Leon County

American Heart Association - Greater Southeast Affiliate
Orange County

American Heart Association - Hollywood
Miami-Dade County

American Heart Association - Pensacola
Escambia County

American Heart Association - St. Petersburg
Pinellas County

American Heart Association The Greater Southeast Affiliate
Orange County

American Lung Association in Florida
Orange County
American Public Transportation Foundation
Out of State

American Red Cross - Northeast Florida
Statewide

America’s Second Harvest of the Big Bend
Leon County

AMIKIDS
Hillsborough County

Andrew Red Harris Foundation
Palm Beach County

Angelwood
Duval County

Animal Refuge Center
Lee County

Archdiocese of Miami Development Corporation
Miami-Dade County

Area Agency on Aging for North Florida
Leon County

Art Republic
Duval County

Ave Maria School Of Law
Collier County

Balance Tampa Bay
Hillsborough County

Baptist Health Care Foundation
Escambia County

Baptist Health South Florida Foundation
Miami-Dade County

Baptist Health System Foundation
Duval County

Barnabas Center
Nassau County

Bay Area Advisors
Pinellas County

Bay Education Foundation
Bay County

Beaches Emergency Assistance Ministry
Duval County

Beat NB Cancer Foundation
Hillsborough County

Bethel Baptist Institutional Church
Duval County

Bethune Cookman University
Volusia County

Big Bend Cares
Leon County

Big Brothers Big Sisters Association of Florida - Brandon Chapter
Statewide

Big Brothers Big Sisters of America
Statewide

Big Brothers Big Sisters of Northeast Florida
Duval County

Big Brothers Big Sisters of Northwest Florida
Escambia County

Big Brothers Big Sisters of the Sun Coast
Sarasota County

Blessings in a Backpack
Duval County

Bluewater Outriggers Inshore Offshore Charity Classic DBA Forgotten Coast Warrior Weekend
Gulf County

Boley Foundation
Pinellas County

Boy Scouts of America, Central Florida Council
Seminole County

Boys and Girls Clubs of Central Florida
Orange County

Boys and Girls Clubs of Collier County
Collier County

Boys and Girls Clubs of Miami
Miami-Dade County

Boys and Girls Clubs of Northeast Florida
Duval County

Boys and Girls Clubs of Tampa Bay
Hillsborough County

Boys and Girls Clubs of The Emerald Coast
Escambia County

Branches
Miami-Dade County

Breton Institute for Family Services
Leon County

Bright Minds Youth Development
Duval County

Brooks Debartolo Collegiate High School Booster Club
Hillsborough County

Brooksville Kiwanis Foundation
Hernando County

Broward Education Foundation
Broward County

Buffalo Soldiers Historical Society
Statewide

Camillus House
Miami-Dade County

Capstone Adaptive Learning and Therapy Centers
Escambia County

Cathedral Arts Project
Duval County

Catholic Charities Bureau, Jacksonville Regional Office
Duval County

Catholic Charities of Northwest Florida
Escambia County

Center For Family And Child Enrichment
Miami-Dade County

Central Florida Foundation
Orange County

Central Florida Urban League
Orange County

Chapman Partnership
Miami-Dade County

Child Advocacy Center
Alachua County
Children First
Sarasota County

Childrens Advocacy Center of Southwest Florida
Lee County

Children’s Bereavement Center
Miami-Dade County

Children’s Christmas Party of Jacksonville
Duval County

Children’s Dream Fund
Pinellas County

Children’s Harbor
Broward County

Children’s Home Network
Hillsborough County

Children’s Home Society of Florida
Orange County

Children’s Home Society of Florida, Northeast
Duval County

Children’s Resources Fund
Miami-Dade County

CHS Healthcare Foundation
Collier County

City of Jacksonville, Office of Special Events
Duval County

City of Tallahassee
Leon County

City of Tampa Mayor’s Hispanic Advisory Council
Hillsborough County

City Year Jacksonville
Duval County

Clay County Council On Aging
Clay County

Clay County Dental Care
Clay County

Commission for Jewish Education of the Palm Beaches Inc
Palm Beach County

Common Threads - Austin Chapter
Duval County

Communities in Schools of Florida
Leon County

Communities In Schools of Jacksonville
Duval County

Community Action Stops Abuse
Pinellas County

Community Drug and Alcohol Council
Escambia County

Community Foundation For Palm Beach & Martin Counties
Palm Beach County

Community Foundation of Broward
Broward County

Community Foundation of Collier County
Collier County

Community Foundation of Greater Jacksonville
Duval County

Community Foundation of Tampa Bay
Hillsborough County

Community Involvement Targeting Youth
Orange County

Community Vision
Osceola County

Consumer Credit Counseling Inc
Orange County

Corporation to Develop Communities of Tampa
Hillsborough County

Council for Educational Change
Statewide

Council on Aging of Volusia County
Volusia County

Council on Aging of West Florida
Escambia County

Council on Foundations
Out of State

Covenant Care
Escambia County

Crisis Center of Tampa Bay
Hillsborough County

Crockett Foundation
Broward County

Crossroads Corral
Seminole County

Cuban American National Council
Miami-Dade County

Cultural Council of Greater Jacksonville
Duval County

Current of Tampa Bay
Hillsborough County

Cystic Fibrosis Foundation, South Florida Office
Broward County

Daniel Memorial
Duval County

Dave’s House
Orange County

Decide
Orange County

Deetee Holden Cummer Museum Foundation
Duval County

Delores Barr Weaver Policy Center
Duval County

DominoUSA
Orange County

Dont Miss a Beat
Duval County

Douglas Anderson School of the Arts
Duval County

Downtown Arts District
Orange County

Dr. Phillips Center for the Performing Arts
Orange County

Dreams Come True of Jacksonville
Duval County

Duval County Public Schools
Duval County
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<td>Florida Atlantic University Foundation Inc</td>
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<td>Early Childhood Initiative</td>
<td>Exchange Club Ctr For Prevention Of Child Abuse Of Treasure Coast</td>
<td>Palm Beach County</td>
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<td>Early Learning Coalition of Orange County</td>
<td>St. Lucie County</td>
<td>Florida Chamber of Commerce Foundation</td>
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<td>Orange County</td>
<td>Florida Citrus Sports Events</td>
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<td>Eckerd Youth Alternatives</td>
<td>Family Central</td>
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<td>Pinellas County</td>
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<td>Statewide</td>
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<td>Education Foundation of Sarasota County</td>
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<td>Edward Waters College</td>
<td>Family Support Services of North Florida</td>
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<td>Duval County</td>
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<td>Elder Care Services</td>
<td>Fast Start Management</td>
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<td>Florida Education Foundation</td>
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<td>Florida Guardian Ad Litem Foundation Inc</td>
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<td>Florida House on Capitol Hill</td>
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Foundation for Building Community
Orange County

Foundation For Healthy Floridians
Leon County

Foundation for Orange County Public Schools
Orange County

Foundation for Seminole County Public Schools
Seminole County

Foundation of Associated Industries of Florida
Leon County

Franciscan Center Tampa Florida
Hillsborough County

Friends Of Adult Day Services Corp
Duval County

Friends Of Eldersource
Duval County

Friends Of the Christmas Parade
Marion County

Friends Of The Leon County Public Library
Leon County

Frontline Outreach
Orange County

Funk - Zitiello Foundation
St. Johns County

Gadsden School District
Gadsden County

Gainesville Fisher House Foundation
Alachua County

Gateway Community Services
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Gator Bowl Association
Duval County

Generation W
Duval County

Genesis Assistance Dogs
Palm Beach County

Genesis Community Health
Palm Beach County

Genesis Health Foundation
Duval County

Girl Scouts of Gateway Council
Duval County

Girls Incorporated of Jacksonville
Duval County

Girls On The Run of The Big Bend
Leon County

Girls Place
Alachua County

Give Kids The World
Osceola County

Gloria Estefan Foundation
Miami-Dade County

Goodwill Industries Big Bend
Leon County

Grandma’s Place
Palm Beach County

Greater Boca Raton Chamber of Commerce Education Foundation
Palm Beach County

Greater Miami Jewish Federation
Miami-Dade County

Greater Naples Young Men Christian Association
Collier County

Greater Pensacola Chamber Foundation
Escambia County

GTE Federal Credit Union Charitable Trust
Hillsborough County

Guardian Ad Litem Foundation of Floridas First Coast
Duval County

Guitars Over Guns Operation
Miami-Dade County

Gulf Coast Jewish Family and Community Services
Pinellas County

Gulf Coast Kids House
Escambia County

H. Lee Moffitt Cancer Center and Research Institute Foundation
Hillsborough County

Habitat for Humanity of Pinellas County
Pinellas County

Habitat For Humanity of South Palm Beach County
Palm Beach County

Haitian Neighborhood Center, Sant La
Miami-Dade County

HandsOn Jacksonville
Duval County

Habpwa Foundation
Orange County

Hart Felt Ministries
Duval County

Haven Hospice
Alachua County

Health and Hope Clinic
Escambia County

Health Council of South Florida
Miami-Dade County

Heart of Florida United Way
Orange County

Helping Hands Foundation
Marion County

Helping Youth in Pensacola - HYPE
Escambia County

HHS Rowing Club
Hillsborough County

Highway Park Neighborhood Preservation & Enhance Dist
Highlands County

Hillsborough Organization for Progress and Equality
Hillsborough County

Hispanic Business Initiative Fund of Florida (dba Prospera)
Orange County

Hispanic Heritage Scholarship Fund of Metro Orlando
Orange County

Hispanic Unity of Florida
Broward County
Holocaust Memorial Resource and Education Center of Florida
Orange County

Homeless Coalition Of Palm Beach County
Palm Beach County

Homeless Emergency Project
Pinellas County

Hope Hospice and Community Services
Lee County

Hospice of Citrus County
Citrus County

Hospice of Marion County
Marion County

Humane Society of Marion County
Marion County

Hunger Fight
Duval County

I. M. Sulzbacher
Duval County

I’m A Star Foundation
Duval County

INDOUS Chamber of Commerce
Jacksonville FL
Duval County

Informed Families /The Florida Family Partnership
Statewide

Institute of Dance Arts
St. Johns County

Intellectual Explorers
Duval County

Interchurch Coalition for Action, Reconciliation, and Empowerment
Duval County

Iritis Foundation
Pinellas County

Jacksonville Alumni Chapter Of Kappa Alpha Psi Guide Right
Duval County

Jacksonville Area Sexual Minority Youth Network
Duval County

Jacksonville Arts and Music School
Duval County

Jacksonville Chamber Foundation
Duval County

Jacksonville Children’s Chorus
Duval County

Jacksonville Jaguars Foundation
Duval County

Jacksonville Public Education Fund
Duval County

Jacksonville Speech and Hearing Center
Duval County

Jacksonville Sports Medicine Program
Duval County

Jacksonville Tamil Mandram
Duval County

Jacksonville University
Duval County

Jacksonville Urban League
Duval County

Jacksonville Zoological Society
Duval County

Jason Taylor Foundation
Broward County

JDRF International - Jacksonville Chapter
Duval County

Jefferson Awards Foundation
Statewide

Jewish Community Alliance
Duval County

Jewish Family & Children’s Service of Sarasota-Manatee
Sarasota County

Jewish Federation of Palm Beach County
Palm Beach County

Junior Achievement Big Bend
Leon County

Junior Achievement of Central Florida
Orange County

Junior Achievement of North Florida
Duval County

Junior Achievement of Tampa Bay
Hillsborough County

Junior Leadership Manatee
Manatee County

Junior League of Gainesville
Alachua County

Junior League of Tampa
Hillsborough County

Juvenile Welfare Board of Pinellas County
Pinellas County

Key Biscayne Community Foundation
Miami-Dade County

Kids Central
Sumter County

Kids House of Seminole
Seminole County

Kids Incorporated of the Big Bend
Leon County

Ladies Learning To Lead
Leon County

Lead Homelessness Initiative
Orange County

Leadership Broward Foundation
Broward County

Leadership Florida Statewide Community Foundation
Statewide

Leadership Florida Statewide Community Foundation
Statewide

Learn To Read of Northwest Florida
Escambia County

Learning Your Function
Pasco County

Lighthouse Central Florida
Orange County

Lighthouse of the Big Bend
Leon County
Lokey Charities
Pinellas County

Lord’s Place
Palm Beach County

Lowry Park Zoological Society of Tampa
Hillsborough County

MaliVai Washington Kids Foundation
Duval County

Manatee Education Foundation
Manatee County

Manna Food Bank
Escambia County

Marathon High
Duval County

March of Dimes - Pensacola Chapter
Escambia County

March of Dimes - Jacksonville Chapter
Duval County

March of Dimes - Tallahassee Market
Leon County

Marion County Children’s Alliance
Marion County

Marion County Veterans Helping Veterans
Marion County

Martin Luther King Jr. Commission of Florida
Alachua County

Meals On Wheels Plus of Manatee
Manatee County

Mental Health Association of Central Florida
Orange County

Mercy Support Services
Clay County

Meros Academy
Duval County

Metropolitan Charities
Pinellas County

Metropolitan Ministries
Hillsborough County

Miami Children’s Health System Foundation - Nicklaus Children’s Hospital Foundation
Miami-Dade County

Miami Dade College Foundation
Miami-Dade County

Mission House
Duval County

Monique Burr Foundation for Children
Duval County

Mote Marine Laboratory
Sarasota County

Museum of Science
Miami-Dade County

Mustard Seed Ministries of Fort Pierce
St. Lucie County

My Brothers and Sisters
Escambia County

Nassau Education Foundation
Nassau County

National Association of Black Accountants, Jacksonville Chapter
Duval County

National LGBTQ Task Force
Miami-Dade County

National Multiple Sclerosis Society, North Florida Chapter
Duval County

Navy League of The United States Jacksonville Beaches Mayport Council
Duval County

Nemours Foundation - Orlando
Orange County

No Limit Health and Fitness
Seminole County

Nonprofit Leadership Center of Tampa Bay
Hillsborough County

Noonan Scholars
Out of State

North Broward Hospital District Charitable Foundation Inc/Broward Health Foundation
Broward County

North Miami Beach Kollie
Miami-Dade County

Northeast Florida AIDS Network
Duval County

Northeast Florida Medical Society Foundation
Duval County

Northside Naples Kiwanis Foundation
Collier County

Nova Southeastern University, A Day for Children
Broward County

Office Depot Foundation
Palm Beach County

Onbikes
Hillsborough County

One Positive Place
Bay County

ONE SPARK INCORPORATED
Duval County

OneBlood
Statewide

Operation New Hope
Duval County

Operation New Uniform
Duval County

Operation Par
Pinellas County

Operation Save Our Sons
Duval County

Orlando Ballet
Orange County

Orlando Repertory Theatre
Orange County

Ounce of Prevention Fund of Florida
Statewide

PACE Center for Girls
Hillsborough County

Palm Healthcare Foundation
Palm Beach County
2017 | 2018
Grants Awarded

Panhandle Charitable Open
Escambia County

Pasco Education Foundation
Pasco County

Peaceful Paths
Alachua County

Pensacola Area Chamber Foundation
Escambia County

Pensacola Habitat for Humanity
Escambia County

People Acting for Community Together (PACT)
Miami-Dade County

Performing Arts Center Trust (Adrienne Arsht Center)
Miami-Dade County

Personal Enrichment Through Mental Health Services
Pinellas County

Pet Rescue North
Duval County

Pinellas County Urban League
Pinellas County

Polk Education Foundation
Polk County

Polk State College Foundation
Polk County

Positive Spin
Hillsborough County

Project LINK
Hillsborough County

Pyramid
Leon County

Quantum Leap Farm
Hillsborough County

RAND Corporation
Out of State

Rays Baseball Foundation
Pinellas County

R’Club Child Care
Pinellas County

Realize Bradenton
Manatee County

Regional Food Bank of Northeast Florida - Feeding Northeast Florida
Duval County

Ringling College of Art and Design
Sarasota County

River City Education Services
Duval County

River Garden Foundation
Duval County

Rodeheaver Foundation
Statewide

Roland Park School K-8 Magnet School PTSA
Hillsborough County

Ronald McDonald House Charities of Jacksonville
Duval County

Ronald McDonald House Charities of North Central Florida
Alachua County

Ronald McDonald House Charities of Northwest Florida
Escambia County

Rotary Club of Deerwood Charities
Duval County

Ryan Nece Foundation
Hillsborough County

Sacred Heart Foundation
Escambia County

Safespace
Martin County

Saint Andrews Lighthouse /d.b.a. Gabriel House of Care
Duval County

Saint Leo University
Pasco County

Salvation Army, Florida Division
Statewide

Sarasota District Administrators/Sarasota School Board
Sarasota County

School Board of Sarasota County Florida
Sarasota County

School District of Palm Beach County
Palm Beach County

Seniors on a Mission
Duval County

Shands Jacksonville Medical Center
Duval County

Shepherd’s Hope
Orange County

Shorecrest Preparatory School
Pinellas County

Sickle Cell Foundation
Leon County

Sigma Pi Phi Fraternity Scholarship & Development Foundation Of Jaks
Duval County

South County Foundation for Mental Health
Palm Beach County

South Florida Hospital Research & Education Foundation
Broward County

South Florida PBS
Miami-Dade County

Southeastern Guide Dogs
Manatee County

Southwest Florida Community Foundation
Lee County

Special Olympics Florida
Lake County

Special Olympics Florida - Miami-Dade County
Miami-Dade County

Spirit of Giving Network
Palm Beach County

St. Augustine Society
St. Johns County

St. Johns County Education Foundation
St. Johns County
St. Lucie County Health Access Network - VIM/HANDS Clinic  
St. Lucie County

St. Lucie Habitat for Humanity CHDO INC  
St. Lucie County

St. Matthews House  
Collier County

St. Vincent’s Foundation  
Duval County

Stetson University  
Volusia County

Stop Children’s Cancer  
Alachua County

Strengthen Orlando  
Orange County

Student Aces  
Palm Beach County

Suited for Success  
Miami-Dade County

Suncoast Aquatic Nature Center Associateds  
Sarasota County

Sunset TRP  
Miami-Dade County

Sunsystem Development Corporation  
Orange County

Take Stock in Children of Nassau County  
Nassau County

Tallahassee Community College Foundation  
Leon County

Tallahassee Memorial HealthCare Foundation  
Leon County

Tallahassee Symphony Orchestra  
Leon County

Tampa Bay Healthcare Collaborative  
Hillsborough County

Tampa Bay Performing Arts Center  
Hillsborough County

Tampa Bay Sports Commission  
Hillsborough County

Tampa Bay Wave  
Statewide

Tampa General Hospital Foundation  
Hillsborough County

Tampa Metropolitan Area YMCA  
Hillsborough County

Taste of Home Gainesville  
Alachua County

Telecompioneers  
Hillsborough County

The 4R Foundation  
Orange County

The Able Trust  
Leon County

The ALS Association, Florida Chapter  
St. Johns County

The Arc Gateway Foundation  
Escambia County

The Arc Jacksonville  
Duval County

The Bairfind Foundation  
Statewide

The Beacon Council Economic Development Foundation  
Miami-Dade County

The Business & Leadership Institute for Early Learning  
Miami-Dade County

The Center for Multicultural Wellness and Prevention  
Orange County

The Centers  
Marion County

The Centre for Women  
Hillsborough County

The Children’s Trust  
Miami-Dade County

The Community Foundation of Northeast Florida  
Duval County

The Coral Gables Community Foundation (Coral Gables Chamber)  
Miami-Dade County

The Education Foundation of Alachua County  
Alachua County

The Florida Center for Early Childhood  
Sarasota County

The Florida Theatre Performing Arts  
Duval County

The Foundation for New Education Initiatives  
Miami-Dade County

The Guardian Catholic Schools  
Duval County

The H.I.L.L. of Northeast Florida  
Duval County

The Jerome Golden Center for Behavioral Health  
Palm Beach County

The Leukemia and Lymphoma Society North & Central Florida Chapter  
Orange County

The Leukemia and Lymphoma Society, Suncoast Chapter  
Hillsborough County

The Miami Foundation  
Miami-Dade County

The Nemours Foundation  
Duval County

The Salvation Army, North Florida Command  
Duval County

The Way Free Medical Clinic  
Clay County

Trinity Cafe  
Hillsborough County

United Against Poverty Orlando  
Orange County

United Arts of Central Florida  
Orange County

United Cerebral Palsy of Central Florida  
Orange County

United Home Care  
Miami-Dade County
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<td>Zebra Coalition</td>
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OUR 2018 FOUNDATION BOARD OF DIRECTORS

Camille Harrison
Chair

Gary Healy*
Treasurer

Cynthia Griffin, PharmD, CHIE
Secretary

Gordon Bailey, JD

Erin Somers

*deceased
OUR CORPORATE SOCIAL RESPONSIBILITY TEAM
Guiding Principles & Values

RESPECT
INTEGRITY
IMAGINATION
COURAGE
EXCELLENCE

Mission
Help people and communities achieve better health

Vision
A leading innovator enabling healthy communities
Florida Blue Foundation
Focus Areas

Advance Innovation and Promote Solutions in the Health Care System
• Focus on innovative ideas and programs, and best practice models for new health solutions serving underserved populations
• Focus on access to affordable, nontraditional health service delivery

Build Healthy, Strong Communities
Focus on local grants to meet local community needs in the areas of
• Health and Human Services
• Education/Literacy, especially birth through age 5
• Community Development, and Arts and Culture

Improve Consumer Health
Focus on healthy lifestyles to promote better health in communities
• Competitive grant programs for family wellness in multicultural populations using already demonstrated, sound, evidence-based materials

Improve Quality and Safety of Patient Care
• Focus on developing health professional programs with focus on workforce shortages and expertise to serve special populations (seniors, disabled, etc.)
• Focus on exploring opportunities for caregiver education and support for “aging in place” program
• Continue to co-lead Florida Action Coalition

Community Health Symposium and Sapphire Awards
• The Symposium provides professional development opportunities and workshops on a variety of health and health-related topics for professionals and staff.
• The purpose of the Sapphire Awards is to recognize excellence and innovation among organizations, programs and individuals that have made a significant and positive impact on community health and health-related outcomes for Florida’s at-risk people and communities.
2017 | 2018

CORPORATE SOCIAL RESPONSIBILITY REPORT

Florida Blue Foundation

4800 Deerwood Campus Parkway
Jacksonville, FL 32246
1-800-477-3736, ext. 63215
floridabluefoundation.com