Helping Our Community

The Blue Foundation for a Healthy Florida
2008 Annual Report to the Community
Foundation Message

At The Blue Foundation for a Healthy Florida, we fulfill our commitment to advancing the health and well-being of Florida’s underserved and uninsured populations by partnering with community-based organizations across the state. By working together with all stakeholders, we can make lasting changes that benefit all Floridians.

In the current economic climate, the population we serve – the uninsured and underserved – is growing while resources are shrinking. That makes the work of health-related community-based organizations more important than ever.

In 2008, The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), was proud to provide more support to organizations that serve Floridians than ever. We were also honored to continue our leadership role in helping to address the causes of illnesses that disproportionately affect the uninsured and underserved throughout the state.

Embracing Real Solutions

While it is important to treat the symptoms of an illness, real progress requires addressing the underlying causes. One of the chief threats to the overall health of the state is chronic illness, many linked to unhealthy lifestyle choices that result in obesity – first in children, then in adults.

The Blue Foundation is directly addressing childhood obesity through the Embrace a Healthy Florida™ initiative, which supports promising research, best practices and community engagement to combat this serious health threat. The Blue Foundation has invested significant resources to advance this important initiative.

Providing Support and Recognizing Excellence

In 2008, The Blue Foundation provided vital support for community groups that best serve Floridians in need. Financial support is just one element. Because of our unique role as a philanthropic organization that funds programs statewide, The Blue Foundation offers key insights to regional programs as well as national funding organizations.

Randy M. Kammer  
President  
Board of Directors

The Blue Foundation for a Healthy Florida

Susan B. Towler  
Executive Director

The Blue Foundation for a Healthy Florida
The Blue Foundation: Foundation Message

As we have since our inception, The Blue Foundation helped numerous nonprofit organizations perform better by facilitating the sharing of best practices. In 2008, we continued to serve as a trusted partner to community-based organizations throughout the state.

For the fourth year, The Blue Foundation presented The Sapphire Award to recognize outstanding organizations that are making a positive, sustainable impact on their communities. In 2008, we honored two Winners: All 'Bout Children, Inc., a Palm Beach County-based organization providing behavioral and mental health programming for child care centers; and Memorial Foundation, Inc., Health Intervention with Targeted Services (HITS) Program in South Broward County.

We also presented Awards of Distinction to Bay Cares, Inc., and the Capital Medical Society Foundation's We Care Network to recognize the important work they do to extend vital care to uninsured, low-income residents in their communities. Charlotte Behavioral Health Care's Healthy Families Charlotte County program received an Honorable Mention for preventing child abuse and neglect.

Expressing Gratitude
The Blue Foundation is proud to serve as a partner to many vital community programs. However, the impact we make could not happen without the dedication and support of numerous individuals and groups, including:

- The grant recipients and community volunteers statewide. These selfless individuals touch the lives of countless Floridians each day, making a real difference in every Florida community.
- The BCBSF board of directors and leadership team, which generously provide the support necessary for The Blue Foundation to fulfill its mission.
- The BCBSF employees who serve on The Blue Foundation's board of directors and Employee Review Team and guide our philanthropic activities.
- The medical, public health and health communication experts who serve on The Sapphire Award Selection Committee, fostering excellence in community health care delivery throughout the state.

It is gratifying to reflect on what we accomplished with the support of so many in 2008. However, the population we serve faces even greater challenges in 2009 and beyond. This inspires us to continue to take a lead role in the efforts to build trust, provide options and simplify access to needed health services for Florida’s uninsured and underserved populations.

We look forward to continuing to address causes and sharing what we learn with community-based organizations, public and private officials as well as other stakeholders throughout Florida. In this way, we can make a lasting impact for the people we serve.

Randy M. Kammer
President
Board of Directors
The Blue Foundation for a Healthy Florida

Susan B. Towler
Executive Director
The Blue Foundation for a Healthy Florida
Tackling Childhood Obesity

The Blue Foundation for a Healthy Florida is committed to advancing the health and well-being of all Floridians. We believe that addressing the causes of health problems is a sound strategy to improve overall wellness and quality of life.

Obesity can be directly related to many chronic illnesses that alter quality of life and consume the majority of health care spending. Obesity can lead to conditions such as diabetes, hypertension and heart disease. Due to a variety of factors, obesity is a growing challenge, particularly among the young.

In Florida, nearly one-third of all children between the ages of 10 and 17 are either overweight or obese. This poses a long-term threat to the well-being of Florida’s citizens since overweight or obese children have an increased risk of developing chronic illnesses as adults. In 2008, The Blue Foundation launched the Embrace a Healthy FloridaSM initiative to address the childhood obesity challenge.

Using a Comprehensive Approach

Despite the existence of many traditional nutrition and fitness programs, the incidence of childhood obesity continues to increase. The Blue Foundation believes a comprehensive, statewide approach is needed to make a sustainable impact and effect lasting change.

In 2008, The Blue Foundation used a statewide approach to tackle the issue. Our efforts include grants to nonprofit organizations, direct funding for research and collaboration with community partners:

Obesity Costs More than Money

The costs associated with treating childhood obesity are rising at an alarming rate. Obesity leads to chronic diseases that consume nearly 75 percent of health care spending.

However, there are other costs involved. Studies show obese and overweight children have higher rates of depression and more difficulty forming positive peer relationships than their normal-weight counterparts.

Addressing childhood obesity saves money through reduced health care spending. But more importantly, it can improve a child’s quality of life.
Meeting Immediate Community Needs: The Blue Foundation provided grants at the local level to help promising organizations build effective practices and policies to address childhood obesity in their communities. The grant program engaged vital community resources, which are a key element in combatting childhood obesity.

Funding Research: Another key factor in solving the problem of childhood obesity is fully understanding why it occurs and what actions will have a positive impact throughout the state. In 2008, The Blue Foundation provided funds to help researchers explore the causes and dimensions of the obesity epidemic.

Engaging the Community: The Blue Foundation also laid the groundwork for lasting change by leading community engagement initiatives. By bringing all stakeholders together – donors, public and private organizations and community leaders – we started the process where together we can identify effective approaches, collaborate for the common good and share best practices.

Working for Long-Term Results
The problem of childhood obesity did not emerge overnight and cannot be attributed to a single cause. It is a complex issue that stems from a variety of causes, and the challenge will not be overcome quickly. Our 2008 activities included grants to 14 programs and partnerships across the state.

For example, by funding local programs such as Get Active Orlando, The Blue Foundation helped children get the physical activity they need to stay healthy. By supporting research projects such as the Healthier Options for Public Schoolchildren (HOPS) expansion study, we helped researchers explore new ways to improve nutrition statewide. And by facilitating collaboration among groups dedicated to the same cause, The Blue Foundation created synergies that enabled the programs to operate more effectively.

By looking to address childhood obesity in 2008, The Blue Foundation made significant contributions to fulfilling its mission of improving the health of Floridians, particularly the uninsured and underserved. We will move forward with this effort in 2009 and beyond.

“The Blue Foundation made significant contributions to fulfilling its mission...”
Success Stories

At *The Blue Foundation for a Healthy Florida*, one of our primary goals is to increase access to quality health-related services for Floridians. In 2008, we partnered with community resources to make a real difference in the lives of our fellow citizens.

The Blue Foundation builds partnerships with organizations that provide vital services, building trust, offering options and simplifying access to health care for underserved Floridians throughout the state. These success stories illustrate the results of those efforts.

**The Way Free Medical Clinic**

Access to quality health care is a challenge for millions of Floridians, and the state’s indigent migrant population is particularly vulnerable. That is why The Way Free Medical Clinic is such an important community resource. Serving those in need in the Green Cove Springs area of Northeastern Florida, the clinic provides free basic medical services.

Through a partnership with The Blue Foundation, the clinic was able to expand its OB-GYN services. The grant covers costs associated with the women’s wellness program, including medical testing, prescriptions, medical consumables, hospitalization and health education materials.

**Children’s Volunteer Health Network**

Dental health is essential to overall wellness, and many Floridians lack access to the basic dental care they need. Children who do not have dental benefits often fail to get preventive and routine care.

The Children’s Volunteer Health Network addresses this challenge with the Just for Grins program, which utilizes a mobile dental health care bus to provide preventive care, follow-up treatment and dental education in Walton County. The Blue Foundation provided a grant in 2008 that covered dental supplies and the cost of the mobile dental care bus.

**Helping Hands Clinic**

Preventive care can keep a small problem from evolving into a major health challenge. That is one reason the services free clinics provide is so important. Free clinics throughout the state provide vital assistance where community members live, work and congregate.

The Helping Hands Clinic, located in the Gainesville area, provides needed care to the homeless in North Central Florida. With a grant provided by The Blue Foundation, the clinic was able to expand the services it offers to women and hire a part-time administrator to ensure smooth operations.

**Kristi House, Inc.**

Distance and travel times can be barriers to receiving needed counseling. Even in urban settings within the state, the time and cost involved in traveling to a service provider can keep families from obtaining the help they need.

Kristi House, Inc., which provides mental health services for child-victims of sexual abuse, was able to reach more families with a grant from The Blue Foundation. The funding supports salaries for a part-time program director and social worker in the northern part of Miami-Dade County.
Reaching out to the Underserved Across Florida

Each of these programs is a success story – an illustration of how community leaders, volunteers and philanthropic organizations can come together to effect real, sustainable change. The Blue Foundation is proud to support these organizations and many others throughout the state. By working together, we can truly make a difference.

To find out more about The Blue Foundation for a Healthy Florida or to apply for a grant, please visit www.bluefoundationfl.com.
A Healthy Start In 2008

The Blue Foundation for a Healthy Florida supports organizations that make a positive impact in the lives of underserved Floridians throughout the state.

The Way Free Medical Clinic serves the indigent migrant population in Northeastern Florida. In 2008, The Blue Foundation provided funding that allowed the clinic to expand its women’s well-care program.

The key to a healthy start in life is proper prenatal care. Thanks to the dedication and hard work of clinic volunteers, indigent women are getting the care they need, including OB-GYN services. Healthier babies are the result, including Baby Dina, who was born in April of 2008.

Our Mission

The Blue Foundation for a Healthy Florida is a philanthropic foundation established in 2001 by Blue Cross and Blue Shield of Florida to promote better health in the state. With the creation of this 501(c) (3) organization, BCBSF has helped pave the way for many individuals and families who otherwise might not have access to quality health care or an opportunity to further their health care education. In addition, The Blue Foundation effectively broadens the company’s promise to provide caring solutions to Floridians and bolsters its commitment to the public good.

Mission

The Blue Foundation for a Healthy Florida shall enhance access to quality health-related services for Floridians, particularly the underserved and uninsured. The foundation partners with community leaders to recognize and support strategies that advance the health and well-being of underserved and uninsured Floridians. To achieve its goals, The Blue Foundation will strategically focus grant allocations toward philanthropic, community-based solutions to improve program capacity and reduce barriers to access, nurture community health leadership to reinforce local solutions, foster innovation and sustain quality and leverage financial, human and other resources to maximize measurable impact.

The Blue Foundation for a Healthy Florida is proud to have played a role in providing Baby Dina with a healthy start in life.
Making A Difference For All Floridians

The mission of The Blue Foundation for a Healthy Florida is to enhance access to quality health-related services for all Floridians, particularly the uninsured and underserved population. In 2008, our grants increased access for those most in need.

Since its founding in 2001, The Blue Foundation has made 184 grants and bestowed 25 awards to numerous successful programs that improve the lives of Floridians. We continued that work in 2008. Here is a brief overview of the organizations that received grants in 2008:

Alert Health, Inc. – Miami-Dade County
The organization’s Integrated Preventive Screening Project (IPSP) provides evidence-based clinical preventive screenings in a non-traditional setting and connects individuals to community health clinics for care. IPSP increases the early detection and management of chronic diseases that disproportionately impact racial/ethnic minorities by: targeting younger adults, removing barriers to preventive care and increasing skills to achieve optimal health. Funds support a linkage coordinator and lab counselor as well as cholesterol and glucose tests for an estimated 3,000 patients.

Broward Regional Health Planning Council – Statewide
Broward Regional Health Planning Council, Inc., expanded statewide a project designed to identify avoidable hospital admissions and increase primary care utilization by developing regionalized approaches to prioritizing primary care services and community impact and connecting the uninsured to medical homes. The project targets all populations with a primary focus on the uninsured, underinsured and minorities who utilize the emergency department and hospital inpatient system. Based on the Council’s data analysis, organizations can incorporate recommendations and propose unique and targeted community-based interventions.

Calhoun County Health Department – Calhoun County
The Calhoun County Health Department will expand its services to outlying areas of the county. Currently, five physicians are located in Blountstown. New funding will allow the health department to establish three satellite clinics in rural, underserved areas of the county. In the preliminary phase, patients receive screening and monitoring services for chronic conditions. In the second phase of development, primary care is provided at the satellite clinics on a scheduled basis. This reduces the maximum travel distance to see a health professional to 10 miles from anywhere in the county.

Catholic Charities of Central Florida, Inc. – Orange County
Catholic Charities of Central Florida will use grant monies to establish the Lazarus Free Medical Clinic in Wildwood. The clinic will provide free primary health care, preventive health education and prescriptions to uninsured and working poor families in Sumter, Lake and Marion counties.
Clinica Luz Del Mundo/Light of the World Clinic – Broward County

Light of the World Clinic provides free medical services, intervention, education, health care services, medication and treatment for the disadvantaged, medically underserved, uninsured, at-risk indigent and minority community in Broward County through a free volunteer community-based clinic. Funds support an increase in capacity with specific support for a case manager/community outreach coordinator, medical assistant, supplies and lab fees.

Faith Health Clinic, Inc. – Jackson County

Faith Health Clinic is a volunteer health clinic that will use funding to hire a registered nurse practitioner full time, which will allow the clinic to increase its hours from three to five days per week. This will facilitate services for an additional 1,300 patients each year. A diabetes program and nutritional program are also provided, and the food pantry will increase to serve an additional 100 families.

Florida Community Health Centers, Inc. – Hendry County

Florida Community Health Centers, Inc., will use grant funding to support a full-time bilingual health navigator to assist the uninsured residents of Hendry County in accessing medical coverage, medical care and other support programs. This position has proven to be successful in Okeechobee and Indiantown in increasing the number of residents with access to medical care.

Good Samaritan Health Clinic of West Volusia – Volusia County

Good Samaritan Health Clinic of West Volusia will use funding for ancillary diagnostic services for patients in their clinic. Funding will cover lab fees, diagnostic and specialty testing, specialty care and education for 500 patients.

Jacksonville Area Sexual Minority Youth Network, Inc. (JASMYN) – Duval County

JASMYN will use funding to continue its Safety Net Health Access Project, an onsite clinic for gay, lesbian, bisexual, transgender and questioning youth and young adults. The clinic provides services twice monthly, including health education and assessments as well as STD screenings and treatments. A part-time case manager conducts outreach efforts to make the target population aware of the available services and provide case management for one year to new clients.

Lakeland Volunteers In Medicine – Polk County

Lakeland Volunteers In Medicine provides quality free primary care to the working uninsured of Polk County by means of volunteer health care providers augmented by paid providers to deliver certain essential services. The grant provides funding for women's health services to approximately 1,600 uninsured women over a one-year period.

Lupus Foundation of America, Southeast Florida Chapter – Miami-Dade County

Lupus Foundation of America – Southeast Florida Chapter will use funds to increase the awareness of lupus in the minority communities in South Florida by providing information in Haitian Creole and expanding its support groups to include Spanish- and Haitian Creole-speaking populations in Miami. The funds will be used to translate information into Haitian Creole on the agency’s Web site and update their written materials. A bilingual health educator conducts support groups, which serve up to 225 additional people annually.
Manatee County Rural Health Services, Inc. – Manatee County

Manatee County Rural Health Services uses a multidisciplinary team approach to improve patient compliance, promoting better management of diabetes. The organization serves Manatee and DeSoto counties as well as a portion of Sarasota County. Funds are being used to add a part-time registered dietician and a full-time health educator to enhance the services of the registered nurse adherence care coordinator.

Marion County Children’s Advocacy Center, Inc. – Marion County

Kimberly’s Cottage provides outreach counseling services and education to children who have been the victims of child abuse in Marion County. Funds support hiring an additional therapist and child advocate to provide immediate crisis intervention counseling sessions and advocacy.

Miami Beach Community Health Center – Miami-Dade County

Miami Beach Community Health Center at the Center for Haitian Studies provides comprehensive primary health care to a target population facing enormous barriers to access and documented health disparities due to country of origin. Funds help to further develop the patient base and add a physician and clinician for direct service to patients.

Orange County Health Department – Orange County

The Critical Connections project educates and links underserved and uninsured pre-conceptual or pregnant African-American women in Orange County to oral health services. The program provides outreach efforts to women and their OB/GYN providers to encourage eligible patients to access dental services at community health clinics. Grant funds support a health educator/program coordinator, costs for 300 dental exams/cleanings, space, audio-visual needs, nutritional lunches, and brochures and materials.

Refuge House, Inc. – Leon County

For 31 years, Refuge House, Inc., in Tallahassee, has been the certified domestic violence and rape crisis agency for the eight counties in the Big Bend area of North Florida, providing community health clinic and outreach services to victims of domestic and sexual violence. Refuge House uses funds to expand its capacity by renovating the current clinic from one exam room to an exam room and a consulting room. The expansion accommodates 200 patients a year for follow-up medical clinic services.

SafeHouse of Seminole – Seminole County

SafeHouse is a domestic violence intervention agency providing an emergency shelter, a crisis hotline and a variety of prevention and awareness services. SafeHouse funding provides temporary emergency prescription drugs, over-the-counter medications, emergency room visits, first aid and hygiene supplies.

St. Vincent de Paul Community Health Care, Inc. – Charlotte County

St. Vincent de Paul Community Health Care, Inc., will use the grant to support a physician assistant position and pharmaceutical funding for its free clinic. The free clinic opened in 2008 and utilizes more than 75 health care volunteers and 200 lay volunteers to provide clinic services. It is estimated that the clinic will see 6,000 patients its first year.

Susan B. Anthony Recovery Center, Inc. – Broward County

Susan B. Anthony Recovery Center, Inc., uses funding for medical assessment services for at-risk families, a program that provides medical and case management services to homeless women, who are diagnosed with both mental health and substance abuse issues, and their children. These unemployed, uninsured and
underserved clients have their medical needs met, and they are, in turn, linked to other community services necessary to move back into the community. The grant provides for a part-time nurse, full-time case manager and a part-time acupuncturist.

**UNIDAD of Miami Beach, Inc. – Miami-Dade County**

UNIDAD uses funds to provide dental screening, cleaning and treatment to children from elementary schools and child care centers in the Overtown and Little Haiti sections of Miami. Supervised dental hygiene students from Miami-Dade College screen the children and develop a treatment plan if necessary. Children who need further treatment are referred to clinics.

**Urban League of Greater Miami – Miami-Dade County**

Urban League of Greater Miami will use grant funding to screen 500 children for asthma in the Liberty City neighborhood each year for two years. Based on experiences in similar Miami neighborhoods, 10 percent – or 50 children – are at high risk for asthma. These children and their families are referred to community health clinics for primary and preventive care. Urban League provides case management, family education and home visits to help families manage the disease.

**Vision Is Priceless Council – Duval County**

Vision Is Priceless (VIP) Council has served the First Coast for 12 years by screening those at risk for eye disease, identifying problems as early as possible, referring those needing proper treatment and helping facilitate treatment for those in need. VIP has screened more than 33,000 children and 3,000 adults a year with only five part-time screeners. The majority of screenings and other services have occurred in Duval County. This grant – Care Vision Outreach Program – is used to expand services and allow more involvement in Clay County through a partnership with The Way Free Medical Clinic in Green Cove Springs. Funds support equipment and supplies for screenings, full exams and treatment at the clinic, a portion of the salary and travel for a Care Vision program coordinator and set-up of vision exam rooms/space in the clinic.

**Volunteers In Medicine Clinic (VIM) – Martin County**

VIM uses new funds to enhance its services to diabetes patients who use the clinic for disease management.

The clinic will add a bilingual diabetes educator to help patients self-manage their diabetes, use medications appropriately, consume healthy diets and learn how to monitor their blood sugar. Funds are used for salaries for the certified diabetes educator and a nurse practitioner, bilingual educational materials, testing strips, medicines and marketing.

**We Care of Polk County – Polk County**

We Care of Polk County uses funds to support pharmaceutical and diagnostic services for its free clinic, which serves the low-income and uninsured residents in the county. Specialty medical care is provided at the clinic through a network of volunteer medical providers. Funds enable We Care to fill 400 prescriptions a year.

**WomanKind, Inc. – Monroe County**

WomanKind, Inc., will use grant monies to expand its mental health counseling program. The grant allows for expansion of program service hours by hiring a licensed mental health professional. Based on the current wait list and an increased ability to serve, WomanKind, Inc., anticipates serving 271 patients annually, more than three times the number served prior to receipt of additional funding.
The 2008 Sapphire Award

The Blue Foundation for a Healthy Florida is proud to work with a variety of organizations throughout the state. To recognize community health programs that demonstrate excellence and make a positive impact in their communities, The Blue Foundation honors a select group each year through The Sapphire Award program.

A tradition that began in 2005, The Sapphire Award provides recognition and financial awards to vital programs throughout Florida. An independent Selection Committee made up of medical, public health, and health communications experts from across Florida and the country determine the honorees. The 2008 honorees of The Sapphire Award program are:

**Winners: $100,000 each**

**All ‘Bout Children, Inc., Building Wellness, Resilience, and School Readiness: A Preschool Preventative Intervention, West Palm Beach**

All ‘Bout Children (ABC) provides on-site mental health programs in child care centers for at-risk children under the age of five, their teachers and parents. Early intervention and prevention focuses on attachment, resiliency and play to strengthen growth and development. ABC’s mission is to empower teachers and families to create safe and secure relationships through which children reach their social and emotional potential, resulting in resiliency and learning readiness. The program is currently offered in five preschools in Palm Beach County, including YWCA Royal Palm Beach, YWCA West Palm Beach, My First Steps Westgate, Little Blue Academy and Easter Seals West Palm Beach. A trained staff of mental health professionals provides teacher workshops, hands-on modeling in the classroom, small group play therapy, and, on a limited basis, parent-child therapy.

View video of the 2008 Sapphire Award:

- [All ‘Bout Children, Inc.](#) (.wmv, 35MB)
- [Memorial Foundation, Inc.](#) (.wmv, 34MB)
- [Bay Cares, Inc.](#) (.wmv, 35MB)
- [Capital Medical Society Foundation — We Care Network](#) (.wmv, 36MB)
- [Healthy Families Charlotte County](#) (.wmv, 35MB)
Memorial Foundation, Inc., Health Intervention with Targeted Services Program, Hollywood

The Health Intervention with Targeted Services (HITS) Program is designed to eliminate barriers for uninsured and underinsured individuals by bringing quality health care services directly to needy neighborhoods. The goal of the program is to improve the health status of uninsured South Broward County residents by identifying and screening individuals for outreach assistance and linking residents to government-sponsored insurance programs or to Memorial Primary Care Program services as needed.

Awards of Distinction: $75,000 each

Bay Cares, Inc., Panama City
Bay Cares, Inc., is a joint partnership between Bays Medical Society and the Bay County Health Department providing specialty medical care referrals and treatment coordination for uninsured, low-income patients. Founded in 1991 to serve Bay County, the program expanded in 1999 to include nine surrounding rural counties, all lacking specialty medical providers. In addition to Bay County, Bay Cares serves Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Wakulla, Walton and Washington counties. All services are provided free of charge by physicians, specialty medical services, Bay Medical Center and Gulf Coast Medical Center.

Honorable Mention: $25,000

Charlotte Behavioral Health Care, Healthy Families of Charlotte County, Punta Gorda
Healthy Families of Charlotte County is part of a statewide, nationally accredited, community-based, voluntary, home-visiting program designed to prevent child abuse and neglect. Expectant families and families with newborns less than three months of age are eligible for assessment of potential risk factors that challenge effective parenting. The goals of the program are to enhance parental abilities to create stable and nurturing homes and develop positive parent-child relationships, promoting healthy child development and helping families meet social and medical needs.

For more information on past Sapphire Award honorees and the nomination process, please visit www.bluefoundationfl.com.
Guiding Principles

The following core principles and priorities inform The Blue Foundation’s mission and help guide its actions, including its grant decisions.

Improved Access
We value accessible, quality health-related services for all Floridians, with a particular emphasis on strategies that improve access to underserved and uninsured populations.

Focus
We believe in enhancing the capacity of programs deemed to have lasting impact more than investing in approaches that may have high numbers served with little or no sustained impact. Similarly, we believe that it is better for an applicant to have a clear focus rather than try to use funds in numerous ways that rapidly diffuse the impact of limited financial, human and other resources.

We value programs that directly address improving the access and quality of health care for racial and ethnic minorities, and those with low-income, thereby reducing the disparity of health care reaching these populations.

Diversity
We value organizational approaches that are well-informed about populations being served by having appropriate representation within the organization, including advisory boards, where reasonable. We view healthy diversity as including numerous elements germane to the community and the organization’s mission. It involves, in part, an appropriate mix of both backgrounds and skills that maximize the organization’s potential for success, including the agency’s credibility in the community. Further, we recognize the value of being a good listener to members of target populations by virtue of strong and mutually respectful relationships.

Impact
We value the extent to which a program shows promise of lasting community benefit and measurable impact. We value initiatives that seek to use our financial and other resources in ways that provide leverage, helping magnify impact and sustainability.
The Blue Foundation: Guiding Principles

Relationships
We value strong, respectful, and lasting relationships, between applying agencies and the institutions with which they partner in serving the community.

We respect the autonomy of the local community in taking responsibility for its future, and recognize the need to obtain the community’s commitment to embrace solutions to achieve and sustain successful programs.

Planning
We respect the diligence behind well-thought-out written plans. Such plans articulate action steps and division of responsibilities, leading to defined and measurable goals, and strategies to sustain programs.

We are keenly aware that there are often many daunting challenges that may stand in the way of success. Rather than attempt to present a “rosy” face in order to obtain support, we value plans that candidly identify possible challenges, analyze obstacles and identify reasonable steps to address them, and likewise admit to limitations. We emphasize this point to assure applicants that candid assessments will help, not hurt, their chances in obtaining support.

Leadership and Accountability
We value quality leadership, including in part: how well the staff and organization are respected by the community and population they serve; established processes to attract, train, and sustain effective staff, board members, and program volunteers; low staff turnover to ensure program continuity and minimum frustration to the community being served (or plans to reduce turnover); succession planning that ensures programs will not be hurt if key staff members leave the organization; examples of functional partnerships with other organizations; and, transparent financial accountability for use of grant dollars and the broader budget.

Learning
We value programs from which we can learn and better inform other programs as well as our future grantmaking decisions. As long as programs are well-documented, then even “failed” efforts will provide useful information from which to refine and improve future programs.

Creativity
We humbly recognize that the issues faced by those we seek to assist are often remarkably complex and vexing, and that a solution for one area or population may not be appropriate for others. Therefore, we value the creativity, thoughtfulness and diligence of applicants to make the best use of pertinent information and experience to craft novel approaches toward realizing their particular health-related goals. We ask that the information and theories behind initiatives be clearly and succinctly articulated so that we can understand the logic behind selected strategies.
The Sapphire Award Selection Committee for 2008

Charles Mahan, M.D.
Selection Committee Chair
Professor, Community and Family Health/Obstetrics,
University of South Florida; Tampa, Fla.

Michael Beachler, M.P.H.
Principal, MPB Consulting; Jamestown, N.C.

Cyril Blavo, D.O., M.P.H.
Director, Master of Public Health Program, Nova Southeastern University; Fort Lauderdale, Fla.

Kristi Krueger
Television News Anchor and Health Reporter, WPLG-TV; Miami, Fla.

Alina Perez-Stable
Program Manager, College of Medicine, Florida International University, Miami, Fla.

Lisa Simpson, M.B., B.Ch., M.P.H., F.A.A.P.
Director, Child Policy Research Center, Cincinnati Children’s Hospital Medical Center, and Professor, Department of Pediatrics, University of Cincinnati; Cincinnati, Ohio

Randy M. Kammer
President, Board of Directors, The Blue Foundation for a Healthy Florida; and Vice President, Regulatory Affairs and Public Policy, Blue Cross and Blue Shield of Florida; Jacksonville, Fla.
Leadership

The Blue Foundation for a Healthy Florida
Board of Directors

Seated, left to right:
Martha Garcia, Becky Gay, Randy Kammer, Mike Cascone, Kim Read

Standing, left to right:
Mark McGowan, Frank Astor, Tony Jenkins, Chip Kenyon, Russ Jollivette

Deanna McDonald (not pictured)

Foundation Employee Review Team

Front row, left to right:
Kim Worley, Sheila Xavier, Fifi Obas-Marseille, Janet Crozier, Robin Sullivan, Dawn Milstead, Rachel Pollock, KheSahn Barker, Mary Gabel, Lanny Felder, Kent Robbins

Back row, left to right:
Dave King, Peter Weitzman, Doug Bartel, Karen Morris, Rita Levine, Brendan Hodges

Foundation Staff

Seated, left to right:
Michael Hutton, Susan Towler, Carl Patten

Standing, left to right:
Barbara Riggan, Susan Wildes
Statements of Activities
### The Blue Foundation: Statements of Activities

#### The Blue Foundation for a Healthy Florida, Inc.

**Statements of Activities**

**Years Ended December 31, 2008 and 2007**

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<td>(9,257,823)</td>
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<td>(9,257,823)</td>
</tr>
<tr>
<td>Donated services</td>
<td>300,212</td>
<td>-</td>
<td>300,212</td>
</tr>
<tr>
<td><strong>Total operating support and revenue</strong></td>
<td>1,068,952</td>
<td>-</td>
<td>1,068,952</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program grants</td>
<td>3,676,936</td>
<td>-</td>
<td>3,676,936</td>
</tr>
<tr>
<td>Management and general</td>
<td>891,000</td>
<td>-</td>
<td>891,000</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>4,567,936</td>
<td>-</td>
<td>4,567,936</td>
</tr>
<tr>
<td><strong>(Decrease) increase in net assets</strong></td>
<td>(3,498,984)</td>
<td>-</td>
<td>(3,498,984)</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beginning of year</td>
<td>45,593,445</td>
<td>14,000,000</td>
<td>59,593,445</td>
</tr>
<tr>
<td>End of year</td>
<td>$42,094,461</td>
<td>$14,000,000</td>
<td>$56,094,461</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of these financial statements.
The Blue Foundation for a Healthy Florida
4800 Deerwood Campus Parkway, DCC 3-4
Jacksonville, FL 32246
800.477.3736, ext. 63215
Web site: www.bluefoundationfl.com
Email: thebluefoundation@bcbsfl.com

For information on how to apply for a grant, please visit www.bluefoundationfl.com