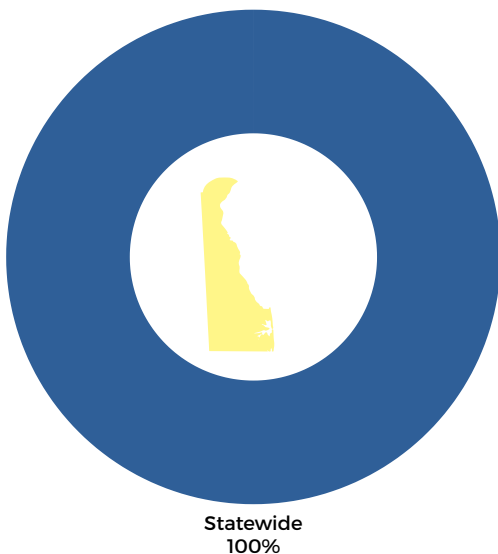


# Q4 2024

## FOCUS AREAS



## GEOGRAPHICAL FOCUS



### First Tee - Delaware | \$7,200

*Increase the impact to underserved communities.*

- Providing free programming for up to 20 young women.

### Roofs from the Heart | \$10,000

Roof Replacement in Southbridge

- Supporting veterans, elderly, disabled, single mothers, and other underserved populations with much needed roof repairs or replaced roofs, which directly effect the health of residents.

### Local Journalism Initiative | \$22,700

*Spotlight Delaware Health Reporter*

- Providing a dedicated and trusted reliable healthcare reporter will work in all three counties, ensuring that people throughout the state have access to crucial health news, policy decisions, and paths to civic action. In addition to serving the general population, we will emphasize reaching underserved communities, including Black, Brown, Spanish-speaking, immigrant, rural, and LGBTQ+ communities. .

### Special Olympics Delaware | \$40,000

*Healthy Athletes Program*

- The program aims to enhance the health and wellness of Special Olympics Delaware athletes by identifying and addressing untreated health conditions, promoting healthy behaviors, and reducing health disparities.

**Total Investments: \$79,900**

In 2007, Highmark Blue Cross Blue Shield Delaware established **BluePrints for the Community**, a grant program to help address the issues faced by Delaware's uninsured and underserved populations.

The program's grants are made through the Highmark Delaware Fund, an endowed donor advised fund at the Delaware Community Foundation, a nonprofit organization administering charitable funds to support Delaware. From inception through 2023, over 300 grants totaling more than \$29 million have been awarded.

\*Counts reflect primary location and/or focus area, but many programs/projects address more than one area/focus.

**Q4 2024**

# BLUEPRINTS IN THE COMMUNITY



## Philanthropy Delaware celebrates Purposeful Philanthropy!

November 14, 2024

Highmark Blue Cross Blue Shield Delaware was selected as 2024 Purposeful Philanthropy Award winners by Philanthropy Delaware! This prestigious award recognizes organizations that demonstrate impactful, strategic philanthropy, creating lasting, positive change in the community. We're incredibly honored to be recognized for our work in corporate responsibility, community health, economic resilience, and especially our Blueprints for the Community investment program.

## Volunteers visited the Food Bank

December 17, 2024

Employee volunteers supported the Backpack Program which provides food year-round to children in need for weekends and holidays when school is not in session and federal school meal programs are not available.

Backpacks are stocked with kid-friendly, nutritious food including shelf-stable milk and juice, meals such as macaroni and cheese, spaghetti and meatballs and beef stew, granola bars, apple sauce, cereal and more.



## Healthy Living & Lifetime Achievement

December 6, 2024

The Central YMCA honored Senator Tom Carper with a YMCA Lifetime Achievement Award for his extraordinary contributions to community health. This event celebrated his pivotal role in establishing the YMCA's Diabetes Prevention Program (DPP), which has transformed hundreds of thousands of lives across Delaware and the nation.

Highmark Delaware's has been a long-time supporter of the Y's Healthy Living programs like DPP, which is dedicated to improving the health and well-being of hundreds of Delawareans.

