



2008 Community  
Outreach Report

Changing Community

# TRANSFORMING HEALTH CARE IN OUR COMMUNITIES

As our nation stands at a crossroads of change in our health care system, BlueCross BlueShield of Tennessee is transforming the way it approaches health care – in our own company and in the communities we serve.

Not only are we committed to driving change in the system in order to improve quality and lower cost for our members, but as a good corporate citizen, we are just as dedicated to advocating for better health and wellness for all our fellow Tennesseans.

And the need to drive better health outcomes is great. From an obesity crisis to a high infant mortality rate, Tennessee finds itself ranking 47<sup>th</sup> in healthiness among all states.

Throughout 2008, our Tennessee Health Foundation worked to drive the needed change in our communities' health by investing in various initiatives. One such effort was the development of a surgical quality consortium to address the quality of health care for all residents. Another contribution focused on preparing the next generation of doctors in our state, thus ensuring accessibility to quality care.

In addition to initiatives to address the health issues impacting our state, we also sought to promote a renewed focus on wellness. Everyone has the power to make decisions that lead to a longer and healthier life. Simply put, the promise of better health begins with better personal choices. To that end, our Community Trust continued its support of the Tennessee Senior Olympics and BlueCross WalkingWorks for Schools—programs that encourage healthier behaviors at all stages of life.

Whether working to improve surgical outcomes or motivating someone to walk to better health, our focus is on transformative change. That change is taking place in the health care delivery system and in the communities where we work and live. It's a transformation that requires much effort and the involvement of all parties, but it's change that will benefit the health of all Tennesseans.



Vicky Gregg  
President and CEO

Calvin Anderson  
Vice President Federal & Community Relations and  
Executive Director, Tennessee Health Foundation  
and Community Trust

# BUILDING A HEALTHIER TENNESSEE

At BlueCross BlueShield of Tennessee, improving the health of Tennesseans now and in the future is the central commitment of our outreach efforts. In 2008, we contributed more than \$5.6 million in financial support, in-kind giving and volunteer hours to more than 200 organizations throughout the state.

Key giving channels include the BlueCross BlueShield of Tennessee Health Foundation, the BlueCross BlueShield of Tennessee Community Trust and the corporate outreach and awareness programs that work to change lives and lifestyles in support of better health.

The impact of BlueCross – and its value to communities across the state – extends far beyond products and services, as we believe in and deliver solutions that:

- Encourage and improve Tennesseans' health and well-being
- Educate families and communities with vital health information to change and improve lives
- Support quality, affordable care for the uninsured and underinsured
- Enable leading-edge research to advance new treatments and care
- Give hands-on volunteer support to community programs that create a positive impact in homes and neighborhoods
- Address the state's need for a healthier Tennessee – now and for the future

# HOW WE GIVE

## **BlueCross BlueShield of Tennessee Health Foundation**

The BlueCross BlueShield of Tennessee Health Foundation, Inc. was established in December 2003 as a 501(c)(3) foundation. Organized to promote the philanthropic mission of BlueCross, the Foundation awards grants focused on high-impact initiatives across the state that promote healthy lifestyle choices and help control health care costs for all Tennessee residents.

Working with civic and economic partners, the Foundation is dedicated to supporting research, innovative programs and creative approaches to improve the health and quality of life of Tennesseans now and for generations to come. In 2008, it committed more than \$5.6 million in grants supporting:

- Children's Health
- Patient Safety & Quality Improvement
- The Uninsured
- Health Care Workforce Needs

## **BlueCross BlueShield of Tennessee Community Trust**

Since its formation in 1945, BlueCross BlueShield of Tennessee has maintained a commitment to serve the people and communities of our state. As neighbors helping neighbors, corporately and individually, we are committed to good citizenship in everything we do.

The BlueCross BlueShield of Tennessee Community Trust was formed in 1999 and began operation in January 2000 as a social welfare organization in accordance with 26 U.S.C. 501(c)(4). As a charitable foundation licensee, the Trust has a mission to support the communities we serve through charitable giving to programs that enhance and emphasize healthy living, health care access and quality of life.

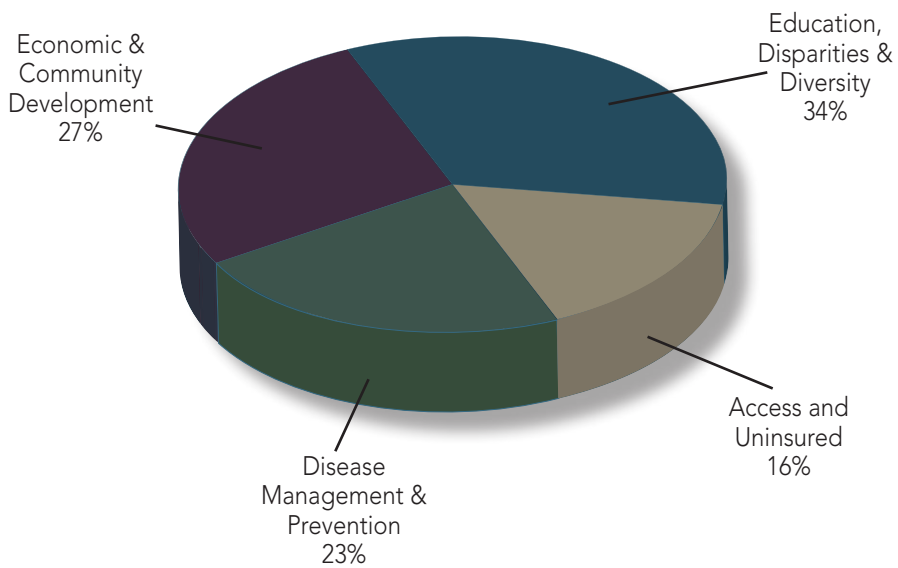
In 2008, the Trust contributed more than \$550,000 to more than 100 charitable organizations throughout the state of Tennessee.

# HOW WE GIVE

Our priority is to support the communities we serve, emphasizing healthy living, health care access and quality of life with a focus on:

- Access to Care/the Uninsured
- Disease Management – Prevention & Early Detection
- Education, Disparities and Diversity
- Economic Development and Community Investments

**BlueCross BlueShield of Tennessee  
Community Trust  
2008 Contributions**



# HOW WE GIVE

## **BlueCross BlueShield of Tennessee Community Investments and Volunteer Initiatives**

BlueCross BlueShield of Tennessee is the state's oldest and largest not-for-profit health plan, serving approximately 3 million Tennesseans. Collaborating with community leaders, charitable organizations, civic organizations and our government leadership, we help create positive change in the communities we serve.

With offices in Chattanooga, Memphis, Nashville, Knoxville, Jackson and Johnson City, we have more than 5,000 employees – many of whom dedicate their personal time, talent and financial resources to improve physical, social and emotional needs in their communities. Our employees serve on local boards of directors, coordinate community projects, and participate in company-sponsored outreach events. In 2008, our employees volunteered more than 7,000 hours of personal time to enhance the lives of Tennesseans throughout the state.

We believe that through education and awareness, targeted financial support and our BlueCross volunteers, we create vital connections between better choices and better health and make a positive impact on individual lives and families. We are extremely proud of the many contributions our employees make to their communities and the success of our outreach efforts.



**Dr. Steve Coulter**, center, presents the BlueCross BlueShield of Tennessee Health Foundation check for \$250,000 to Ray Stowers, Vice President and Dean of LMU-DeBusk College of Osteopathic Medicine, and Nancy Moody, President of Lincoln Memorial University.

## TENNESSEE HEALTH FOUNDATION GRANTS

The BlueCross BlueShield of Tennessee Foundation supports children's health, patient safety and quality, the uninsured, and health care workforce needs, committing \$5.6 million in 2008 to organizations throughout Tennessee.

### **Lincoln Memorial University-DeBusk College of Osteopathic Medicine (LMU-DCOM), \$250,000**

*Focus: Health Care Workforce Needs*

*Project: Increasing Access to Primary Care Physicians*

Technology plays an ever-increasing role in the delivery of health care. Through this investment, BlueCross is helping prepare Tennessee's next generation of doctors at Tennessee's newest medical school and its only osteopathic medical school.

The grant funded a technology-rich 2,400-square-foot clinical exam suite at LMU-DCOM with 10 clinical exam rooms that are staged, furnished and equipped similarly to a physician's office. Testing scenarios in this exam suite allow osteopathic medical students to interact with standardized patients to simulate "real" patient-physician encounters.

### **Tennessee Hospital Education and Research Foundation (Tennessee Center for Patient Safety), \$2,940,000**

*Focus: Patient Safety & Quality*

*Project: Tennessee Surgical Quality Consortium Expansion Project*

In 2008, the Foundation continued its three-year grant to the Tennessee Center for Patient Safety to fund collaborative safety initiatives and help enhance the culture of safety and awareness for medical facilities and physicians.

In addition, the Tennessee Chapter of the American College of Surgeons and the Tennessee Hospital Association, through the Tennessee Center for Patient Safety, received a grant to develop the Tennessee National Surgical Quality Improvement Program's Surgical Quality Consortium. The consortium is designed to evaluate and improve surgical care delivered by general and vascular surgeons throughout the state. The three-year grant will be used to support the use of the American College of Surgeons' national quality program in eight hospitals in Tennessee.

# TENNESSEE HEALTH FOUNDATION GRANTS

## **Meharry Medical College, Nashville, \$25,000**

*Focus: Children's Health*

*Project: Understanding Mechanisms Involved in Human CMV Infection and Implications for Congenital Disease in Children*

Meharry Medical College seeks to improve the health and health care of minority and underserved communities through health science training programs, emphasizing opportunities to people of color and disadvantaged backgrounds.

This grant supports research for the development of therapeutics for congenital diseases related to cytomegalovirus (CMV), an infection that can cause serious complications for unborn children. In the United States alone, 40,000 children are born each year with CMV – the most common infectious cause of congenital disease in children and the leading infectious cause of mental retardation and deafness.

## **Knoxville Academy of Medicine Foundation, Knoxville, \$300,000**

*Focus: The Uninsured*

*Project: Knoxville Project Access Emergency Department Utilization Initiative*

This funding supports a three-year project aimed to reduce the growing number of frequent, improper visits to the Knox County Emergency Departments, which places growing economic and labor burdens on the health care system.

A 2004 study of Tennessee emergency departments found that of more than two million annual emergency room visits, more than half were for non-urgent care. The Tennessee Department of Health said that in 2004, Tennesseans spent almost \$950 million in emergency room charges for problems that could have been treated in a primary-care setting.

## **Creative Discovery Museum, Chattanooga, \$300,000**

*Focus: Children's Health*

*Project: "Good for You" a 2,000-square-foot health and wellness exhibit*

"Good for You" opens in early 2010 to promote a healthy lifestyle for children and their families. By presenting an environment where children and their families can investigate healthy food choices and options for active play, the exhibit provides an opportunity for them to recognize that a healthy lifestyle is the result of good food choices and exercising their bodies.

# TENNESSEE HEALTH FOUNDATION GRANTS

## Community Health Network, Inc., \$1,800,000

Focus: *Children's Health*

Project: *Regional Obstetrical Consultants' (ROC) East Tennessee Telemedicine Demonstration Project*

Tennessee presently rates near the bottom of all states in health outcomes for pregnant mothers and their babies. To improve those outcomes, we awarded a three-year grant to this program, which aims to help reduce maternal/infant mortality, premature births and their related medical issues.



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*"This telemedicine network will link those doctors and their patients directly with the perinatal centers in Chattanooga and Knoxville and the result will be better, more efficient health care for Tennesseans. We see this program as setting the standard for the use of telemedicine to improve health care across the entire state." Dr. David Adair, CEO, Regional Obstetrical Consultants*

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## Knoxville News Sentinel Charities, \$60,000

Focus: *The Uninsured*

Project: *Free Flu Shot Saturday, mass immunization*

This grant made it possible to provide 6,848 free flu shots to the community. The event also accepted donations to benefit News Sentinel's Empty Stocking Fund, a charity providing food baskets and toys for the underprivileged at the holidays. It raised \$34,775 for the Empty Stocking Fund.



**Tennessee State Senators lace up their shoes** to raise awareness of the importance of physical activity as they participate in the "Walk Around the Capitol" challenge. The BlueCross BlueShield of Tennessee Community Trust contributed \$10,000 to the state's Coordinated School Health program.

# COMMUNITY TRUST SUPPORT

In 2008, the BlueCross BlueShield of Tennessee Community Trust contributed more than \$550,000 to over 100 charitable organizations throughout the state of Tennessee. Our priority is to support the communities we serve emphasizing healthy living, health care access and quality of life with a focus on the uninsured, disease management, disparities and diversity, and education and community investments.

## ACCESS TO CARE

There are an estimated 809,000 Tennesseans without health insurance. This creates disparities in health quality and outcomes as well as impacts the cost of care for all Tennesseans.

### Volunteer-Based Health Clinics

The Trust is dedicated to supporting Tennessee's volunteer-based health clinics, which are some of the best and most dedicated in the United States, serving our under- and uninsured. These include:

- Church Health Center, Memphis
- Faith Family Medical Clinic, Nashville
- Friends In Need Health Center, Kingsport
- Graceworks Health Clinic, Franklin
- InterFaith Health Clinic, Knoxville
- Salvus Center, Gallatin

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*"As we enter our eighth year of service to those in need, our entire staff is deeply grateful to you for helping us provide affordable and compassionate health care to uninsured individuals and their families. It is a blessing to have BlueCross BlueShield of Tennessee as a part of this amazing place that helps people who are trying to help themselves and their families." Laura Hobson, Executive Director, Faith Family Medical Clinic, Nashville*

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# COMMUNITY TRUST SUPPORT

## Uninsured Health Care Best Practices Forum

In observance of Cover the Uninsured Week in 2008, the Trust sponsored the fourth annual statewide Best Practices Forum on Uninsured Health Care to address potential ways to care for the uninsured within Tennessee's volunteer health care clinic arena.

Featured speakers and panelists for the Forum included keynote speaker Dr. Andrea Willis, director of CoverKids; Vicky Gregg, president and CEO of BlueCross BlueShield of Tennessee; Jack Ericksen, vice president of federal relations for the BlueCross BlueShield Association; Mayor Claude Ramsey, Hamilton County; Mayor Ron Littlefield, Chattanooga; Sam Venable, humor columnist with the Knoxville News Sentinel; and Dr. Valerie Boaz, health officer with the Hamilton County Health Department.



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*"Thank you for being willing to address an ever-growing problem in both rural America and inner city America, which are areas in dire need of basic health care." Emmett Thompson, ED, Mission of Hope, Knoxville*

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## Caring For Those With Challenges

The Trust supports those who are most vulnerable in our communities and families who struggle to keep their homes, jobs and take care of their loved ones. Our contributions help provide quality care to developmentally disabled individuals and their families through residential, vocational, educational, advocacy and consumer support programs in Chattanooga, Nashville, Knoxville and Memphis, including:

- AIM Center, Nashville
- Chattanooga Kids on the Block program
- Down Syndrome Association, Mid-South
- Helen Ross McNabb Center, Knoxville
- Park Center, Nashville
- Progress, Inc., Nashville
- Shelby Residential & Vocational Services, Memphis
- Siskin Rehabilitation Hospital, Chattanooga
- Sertoma Center, Knoxville

# COMMUNITY TRUST SUPPORT

## DIVERSITY AND HEALTH DISPARITIES

BlueCross BlueShield of Tennessee helps organizations that offer education, choices and opportunities for disadvantaged minorities, such as the National Civil Rights Museum in Memphis, the 100 Black Men of Chattanooga and Knoxville, the Rochelle Stevens Foundation, Tennessee's Multicultural Chamber of Commerce, NAACP Tennessee, and the Urban League programs in Memphis, Knoxville and Chattanooga.

### **The Tennessee Multicultural Chamber of Commerce – Chattanooga**

In 2008, BlueCross was honored by the Tennessee Multicultural Chamber of Commerce as the first recipient of its Community Reinvestment Award, recognizing the company's demonstrated commitment to giving back to the state's communities. The company was chosen based on its initiative and ability to work with community organizations, its strong leadership and awareness of the need for change, and its commitment to economic development by investing in the community.

### **Celebrating Hispanic Heritage Month**

In recognition of Hispanic Heritage Month, BlueCross sponsored the Arts and Education Council's (AEC) Culture Fest 2008, an annual celebration of Chattanooga's rich cultural diversity through music, dance, food, and fine arts. Also, a BlueCross subsidiary, Volunteer State Health Plan participated in a Hispanic health fair to provide medical information and testing to members of the Hispanic community who may not have access to medical care and health education in their native language.

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*"BlueCross BlueShield of Tennessee realizes that true diversity lies in the genuine appreciation of each individual's unique heritage and perspectives. When an organization adopts inclusive policies and practices, employees are more inclined to share their ideas and adopt innovative approaches to their work." BlueCross BlueShield of Tennessee CEO Vicky Gregg*

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# COMMUNITY TRUST SUPPORT

## EDUCATION AND COMMUNITY INVESTMENTS

Quality education and health services for our youth are paramount to the future of our state. The Trust funds organizations such as the Boy Scouts of America, Girls Inc., Big Brothers Big Sisters, Boys and Girls Club, Emerald Youth Foundation, Junior Achievement, Kingsport Tomorrow, PENCIL Foundation and R.E.A.D. Chattanooga. All these organizations are paving the way for the future success of our children.

### **PENCIL Foundation – Nashville**

The Trust continues support of the PENCIL Foundation – linking community resources to Nashville public schools to help young people achieve academic success and prepare for life. PENCIL Partners include more than 500 community-school partnerships addressing proficiency in math, science, literacy and life-skills readiness, supplying more than 50,000 volunteer hours to Metro Schools’ educational programs.

### **Emerald Youth Foundation – Knoxville**

The Trust supports Knoxville’s urban youth through its JustLead Program, connecting youth and adults in athletics, field trips, camps, conferences, health activities, and music opportunities.

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*“We are keenly aware that our success is directly attributable to the generous individuals and companies that provide the critical dollars that are the lifeblood of our program. We will be good stewards of your generosity in offering a meaningful experience to eligible youth throughout our 37 middle Tennessee counties. Thank you again for your support in imparting the time-honored values of Scouting to the youth of Middle Tennessee Council.” Hugh M. Travis, Scout Executive, Middle Tennessee Council - Boy Scouts of America.*

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# COMMUNITY TRUST SUPPORT

## **“Walk Around the Capitol” Challenge**

In 2008, the Trust sponsored a walking challenge for Tennessee state legislators to raise awareness of the importance of physical activity as they participated in the “Walk Around the Capitol” challenge.

Led by Senators Diane Black and Joe Haynes, Republicans competed against Democrats by keeping track of the minutes they spent walking each day for a six-week period. The challenge concluded on April 15 with a final walk around the state Capitol in Nashville, where the winning Republican team presented a \$10,000 check from the Trust to the Coordinated School Health program.

## **DISEASE MANAGEMENT & PREVENTION**

The Trust supports advocacy, research and education for diseases affecting millions of Americans through the Tennessee affiliates of such national organizations as:

- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- National Kidney Foundation
- National Multiple Sclerosis Society
- St. Jude Children’s Research Hospital
- Susan G. Komen Breast Cancer Foundation

## **The National Kidney Foundation’s Kidney Early Evaluation Program (KEEP)**

is designed to:

- Raise awareness about kidney disease, especially among high risk individuals
- Provide free testing for people at increased risk for kidney disease
- Encourage people at risk to visit a doctor and follow a recommended treatment plan
- Provide doctor referrals for follow-up care if needed
- Provide ongoing education and support

With the support of grant dollars from the Trust, the KEEP program serving East Tennessee met its goals for 2008:

- 17 Kidney Early Evaluation Programs screened 880 individuals
- 30 medical personnel volunteered their time and talents

# COMMUNITY TRUST SUPPORT

## St. Jude Memphis Marathon Weekend

BlueCross supports St. Jude Children's Research Hospital's annual Marathon & Half Marathon fundraiser through the Trust and numerous employee volunteers. The St. Jude Memphis Marathon Weekend broke registration records in 2008 with 14,000 registered participants in three races benefiting St. Jude Children's Research Hospital, one of the world's premier pediatric cancer research centers.

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*We appreciate your interest in the work of St. Jude Children's Research Hospital. Your organization's support makes possible the continuing research and treatment of childhood cancer and other catastrophic diseases for the benefit of the children and families of St. Jude." David L. McKee, COO, St. Jude Children's Research Hospital*

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**BC Bear says hello** to the children  
of Memphis as funds are raised to  
support the Ronald McDonald House.

# CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

BlueCross BlueShield of Tennessee supports and sponsors many events and health initiatives throughout the state, investing more than \$1.2 million corporately in 2008, in addition to more than \$500,000 in contributions through the Employee United Way Campaign. Our employees also volunteer their time to assist with these and other programs that help keep our communities alive and well.

## **BlueCross WalkingWorks for Schools**

BlueCross is proud of its WalkingWorks for Schools program, which began in 2005 with 35 pilot schools across nine counties. In the 2007-2008 school year, nearly 181,000 students in 413 elementary schools in 72 Tennessee counties participated in the program – each walking approximately 30 miles more per school year than they would have without the program.

BlueCross WalkingWorks for Schools raises awareness to the alarming threat of childhood obesity and seeks to solve the growing problem within Tennessee's schools. Participants are asked to walk just five minutes a day for 12 weeks each semester. The goal is to introduce young children to routine physical activity as part of a healthy lifestyle.

## **BlueCross Bowl and Spring Fling: Healthy Competition**

More than 1 million young athletes across the country have used performance-enhancing drugs (PEDs). Through educational materials, resources and a dedicated Web site, the BlueCross Healthy Competition program encourages Tennessee's young athletes to train and compete drug-free.

Each year, Healthy Competition materials are distributed to more than 6,000 high school coaches and athletic directors to share with the 75,000 Tennessee Secondary School Athletic Association (TSSAA) student athletes.

As part of its Healthy Competition program, BlueCross is proud to partner with TSSAA as a sponsor for the:

BlueCross Bowl (TSSAA Division I and II high school football championships) – reaches approximately 1,600 athletes, 56,000 spectators, and 300,000 television viewers

BlueCross Spring Fling (TSSAA Division I and II high school spring sports championships) – reaches approximately 4,500 athletes and 38,000 spectators

# CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

## Tennessee Senior Olympics

BlueCross has been a major statewide corporate sponsor of the Tennessee Senior Olympics sports competition for athletes age 50 and above since its inception in 1981.

BlueCross employees also volunteer to assist with the games, held annually to promote and celebrate fitness in every stage of life with competitions including archery, singles and doubles racquetball, 5K and 20K power walks and cycling.



*Senior Olympian and cancer survivor Carol Stricklin (center in black shorts) praised BlueCross BlueShield of Tennessee for providing peace of mind during her illness so that she could once again focus on competing. From left with Stricklin are BlueCross volunteers, Roxy Romero, Khirschell Harrison, Susan Freeman, Linda Leak and Tiffany Feigley.*

## TeamBlue Volunteers

In February 2008, a devastating tornado ripped through Jackson, Tennessee. Union University's campus suffered about \$40 million in damages, wiping out nearly 70 percent of the student housing. Our Jackson employees assisted in the cleanup of students' belongings that were strewn throughout the campus by the storm.

## Events Across Tennessee

In April our Nashville employees participated in **Walk MS** benefiting the **National Multiple Sclerosis Society**, and in May participated in the **American Cancer Society's Relay for Life**.

Our BC Bear assisted with the **Big Scoop Ice Cream Festival** in Memphis benefitting the **Ronald McDonald House**.

Employees in Chattanooga, Nashville, Knoxville and Johnson City participated in **Step Out: Walk to Fight Diabetes** supporting the **American Diabetes Association**.

BlueCross employees in Chattanooga, Knoxville and Tri-Cities always make time during the annual **Komen Race for the Cure** to honor their friends and family who have battled breast cancer.

# CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

## BlueCross BlueShield of Tennessee Health Foundation

### 2008 Grant Recipient List

Organization	Project
Community Health Network, Inc.	Regional Obstetrical Consultants (ROC) East TN Perinatal Telemedicine Demonstration Project
Creative Discovery Museum	"Good For You" Health Exhibit
Knoxville Academy of Medicine Foundation	Project Access Emergency Department Utilization program
Knoxville News Sentinel	"Free Flu Shot Saturday" Mass Immunization project
Lincoln Memorial University DeBusk College of Osteopathic Medicine	Increasing Access to Primary Care Physicians
Meharry Medical College-Center for AIDS Health Disparity Research	Research Study for Congenital Disease related to CMV infection in Children
Tennessee Hospital Education & Research Foundation	Tennessee National Surgical Quality Improvement Program (NSQIP)

# CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

## BlueCross BlueShield of Tennessee Community Trust 2008 Charitable Organization List

100 Black Men of Middle Tennessee, Inc.	Friends in Need Health Center, Inc.
A Night to Remember, Inc.	Girls Incorporated of Chattanooga
Agape	Girls Incorporated of Memphis
Aim Center, Inc.	Hands on Regional Museum
Allied Arts	Helen Ross McNabb Foundation
American Cancer Society	Hospital Hospitality House
American Diabetes Association	Houston Museum of Decorative Arts
American Heart Association	InterFaith Health Clinic
American Lung Association of Tennessee	Jackson Symphony Association
American Red Cross	Jobs Now! Knoxville Chamber
Arthritis Foundation	Junior Achievement
Ballet Memphis	Juvenile Diabetes Research Foundation
Baptist Memorial Health Care Foundation	Kidney Foundation
Big Brothers Big Sisters	Kingsport Tomorrow
Boy Scouts of America	Knoxville Area Urban League, Inc.
Boys and Girls Clubs of Chattanooga	Komen Knoxville
Chattanooga Hamilton Co. Bicentennial Library	Komen Tri-Cities Race for the Cure
Chattanooga Room in the Inn	Leadership Memphis
Chattanooga Symphony & Opera Guild	Little Miss Mag Child Care Center
Chattanooga's Kids on the Block	Lupus Foundation
Cherokee Area Council	March of Dimes
Church Health Center	Matthew Walker Comprehensive Health Ctr.
Community Foundation of Greater Chattanooga	MC Robinson Foundation
Cystic Fibrosis Foundation	Medical Foundation of Chattanooga
Down Syndrome Association	Memphis in May International Festival
Easter Seals	Memphis Regional Chamber
Emerald Youth Foundation	Memphis Rotary Club
Exchange Club - Carl Perkins Center	Memphis Urban League, Inc.
Faith Family Medical Clinic	Memphis Zoo
First Things First	Metropolitan Inter-Faith Association
	Middle Tennessee Council – Boy Scouts of America

# CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

Monroe Harding Children's Home	Siskin Children's Institute
Muscular Dystrophy Association	Siskin Hospital for Physical Rehabilitation
Nashville Chamber Public Benefit	St. Jude Children's Research Hospital
National Civil Rights Museum	St. Matthews Night Shelter, Inc.
National Coalition of 100 Black Women	Street Law, Inc.
National Kidney Foundation	Susan G. Komen Race for the Cure
National MS Society	Tennessee Aquarium
Opera Memphis, Inc.	Tennessee Coordinated School Health Program
Orpheum Theatre	Tennessee Legal Community Foundation
Park Center, Inc.	The Food Bank
Partners in Public Education	The Night of Jade, Inc.
Partnership for Families, Children and Adults	TN Chamber Of Commerce & Industry
Pencil Foundation	TN Multicultural Chamber of Commerce
Porter-Leath Children's Center	United Way of Greater Knoxville
Progress, Inc.	United Way of Metro Nashville
PSI Lambda Educational Foundation Inc	United Way of the Mid South
Rape & Sexual Abuse Center	Urban League of Greater Chattanooga
READ Chattanooga, Inc.	UTC Athletics
Rochelle Stevens Foundation	Volunteer Memphis/Hands on Memphis
Ronald McDonald House Charities	West Tennessee Healthcare Foundation
Rural Health Association of Tennessee	West Tennessee Hearing & Speech Center
Rural Medical Services, Inc.	WKNO Public TV
Saint Thomas Health Services Fund	Women's Basketball Hall of Fame
Salvus Center, Inc.	Women's Foundation
Second Harvest Food Bank of East TN	WTCI-Greater Chattanooga Public TV Corp.
Sertoma Center, Inc.	YMCA
Shelby Farms Park Conservancy	
Shelby Residential and Vocational Services	

# CONTACT INFORMATION

## For More Information

For specific guidelines and how to apply for support, visit the BlueCross BlueShield of Tennessee Web site, [BCBST.com](http://BCBST.com). Full details are included under About Us/Community Relations. You can also contact:

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