2015 Maine community report

A close-up look at how our volunteering and charitable efforts help support our communities and neighbors in Maine
Dear Friends,

I’m proud of and inspired by all that our company, our foundation and partners do to give back to our community. It’s on their behalf that I’m pleased to share our 2015 Community Report. This report shows how we’re investing in Maine’s communities and supporting the health and well-being of nearly 315,000 residents.

At Anthem Blue Cross and Blue Shield, we believe that giving back to the community isn’t only a privilege. It’s a responsibility that’s central to our company’s mission to transform health care through trusted and caring solutions.

For more than 75 years, we’ve been your trusted neighbor. And you can rely on us to continue supporting the health and well-being of Mainers for years to come. In 2015 alone, we contributed more than $1.2 million to 75 nonprofit organizations and agencies across the state. These contributions were made up of donations, foundation grants and our annual associate giving campaign.

Every day, our nearly 900 associates are making a difference in people’s lives by contributing their time, energy and resources. They’ve donated thousands of hours in community service as board members and volunteers to support great organizations such as the American Heart Association, American Diabetes Association, Bicycle Coalition of Maine, Boys and Girls Clubs, Maine Children’s Cancer Program, United Way and YMCA of Southern Maine.

We look forward to making even more of a difference in our communities in 2016!

Wishing you the best of health,

Daniel P. Corcoran
President, Anthem Blue Cross and Blue Shield in Maine
We’re committed to transforming health care with trusted and caring solutions. And that extends directly to our work in communities throughout Maine.

In 2015, we continued our mission to improve the health and well-being of local communities in Maine. We gave more than $1.2 million to local health programs, worked in community organizations and shared our skills and education. Here’s a look at some of the many ways you can find us serving the people of Maine.

Associate engagement

Anthem Blue Cross and Blue Shield (Anthem) associates have a proud legacy of nonprofit support to agencies across Maine. This year alone, our Associate Giving Campaign gave over $61,000 to agencies statewide. Not only do our associates contribute money toward various causes, they also volunteer their time and energy. We support them with the following efforts:

- **Dollars for Doers** encourages associates to volunteer and work for a qualified charity year-round. When the volunteer has completed his or her service, the charity will receive a grant from us.

- **Volunteer Time Off** makes it easier for associates to support organizations that are important to them. Associates get up to eight hours of paid time off annually to be used to volunteer at a qualified charity of their choice.

Healthy Generations program — the cornerstone of our giving

This program helps guide all of our giving initiatives. Using State Health Index measures, we look at how Maine is doing in public health areas, like preventive care and prenatal care. Then, we target our annual giving in the areas that need the most support, such as:

- Lowering the risk for childhood obesity.
- Lowering the risk of heart disease.
- Encouraging people to stay more active.
- Lowering the risk of diabetes.
- Promoting healthier pregnancies and babies.
- Preventing the flu.
- Encouraging people to quit smoking.
- Lowering the risk of all types of cancer.

In 2015, 98% of our local charitable giving dollars supported organizations that made positive changes in these areas for both adults and children.
Striking out cancer in kids

We once again sponsored the Maine Children’s Cancer Program’s Strike Out Cancer in Kids effort. This unique partnership brings together local folks, local businesses and the Portland Sea Dogs minor league baseball team to raise funds for kids with cancer and blood disorders.

“Anthem’s commitment as a community partner is vital to Strike Out Cancer in Kids and crucial to the success of the Maine Children’s Cancer Program. The Anthem Heroes at Hadlock promotion, which began in 2015, established an exciting and effective way of highlighting the work of the Maine Children’s Cancer Program, and increasing awareness and support for the program among our community.”

— Tara Studley, philanthropy manager, Maine Children’s Cancer Program

Swimming for kids aquatic programs

Last July, participants 16 years old and older competed in the annual YMCA of Southern Maine’s Peaks to Portland swim event. This 2.4 mile swim started at Peaks Island and ended at East End Beach. The event raised nearly $75,000 which will help support the YMCA of Southern Maine’s youth programs, including swim lessons, summer camp and child care.

Partnering with United Way

Anthem and its associates have been long-time supporters of United Way organizations. This year alone, our Associate Giving Campaign raised thousands of dollars for United Ways across the state. Many of our associates also volunteered their time and efforts for causes like Day of Caring, a community revitalization initiative organized by the United Way of Greater Portland and held each year in May.

Biking across Maine

Again this year, we sponsored BikeMaine, a seven-day, 350-mile cycling event held each September to help support local businesses. The 2015 route started and ended in Kittery and weaved through Old Orchard Beach, Bridgton, Bethel, Sweden and Kennebunk. In 2015, the event’s direct economic impact grew to an estimated $448,000 and participation is expected to expand to 2,000 riders in the future. Each year, the route visits a different part of the Pine Tree State.

WinterKids

We were pleased to, once again, sponsor the Welcome to Winter annual festival, which helps children develop healthy lifelong habits through education and fun outdoor winter activity. WinterKids reached nearly 20,000 kids in all 16 counties in Maine in 2015.

“Anthem’s partnership with WinterKids gets hundreds of Maine families outside and active in the winter. Thank you for supporting our efforts to increase physical activity and reduce obesity levels statewide.”

— Julie Mulkern, executive director, WinterKids

Fighting childhood obesity

We are a founding partner of Let’s Go!, a nationally recognized childhood obesity prevention program implemented throughout Maine and in a few communities in neighboring states. Let’s Go! is based on the “5-2-1-0” message: 5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity and 0 sugary drinks each day. The program’s goal is to increase physical activity and promote healthier food choices through partnerships with schools, after-school programs, child-care centers, workplaces and doctor’s offices.

“Anthem has been a longtime supporter of Let’s Go! With their continued investment and leadership, we’re able to help more than 220,000 Maine children make healthy choices.”

— Dr. Victoria Rogers, director, Let’s Go!
Grants from the Anthem Blue Cross and Blue Shield Foundation

This is a private, nonprofit organization wholly funded by our parent company. Through charitable contributions and programs, the foundation promotes our company’s commitment to enhance the health and well-being of individuals and families in the communities we serve. Beneficiaries of foundation funding include not-for-profit organizations with projects and initiatives that align with our Healthy Generations program. For a complete list of foundation grants, see the back page of this community report.

Triple Play program for kids

In 2015, five different Boys and Girls Clubs in Maine were awarded $25,000 to help fund the club’s Triple Play youth program. The program is supported by the Anthem Blue Cross and Blue Shield Foundation and The Coca-Cola Company. The Triple Play Program saw more than 3,000 Maine youth take part in regular physical activity last year.

“Triple Play is a three-prong approach to healthy lifestyles for all our members via mind, body and soul. Anthem is a generous supporter who understands the importance of these efforts for every child or teen who walks through the Boys and Girls Club door.”

— Karen MacDonald, chief operating officer, Boys and Girls Clubs of Southern Maine

Healthy habits for life

The Oasis Institute received a grant to train people 50 years old and older to teach elementary school children the CATCH Healthy Habits program. CATCH (Coordinated Approach to Child Health) is an evidence-based national program that teaches children how important it is to eat healthy and exercise every day. This after-school program is available in schools and youth centers in the greater Portland area.

Reducing childhood obesity in Aroostook County

Using the Let’s Go! model, the Aroostook County Action Program (ACAP) is helping reduce childhood obesity in Maine’s northern most county. Through the foundation’s support, ACAP introduced and expanded the Let’s Go! model in school and child care sites with a goal of reaching 10,000 youth.

Cancer screening disparities

In 2015, the foundation supported American Cancer Society’s Community Health Advocates implementing the Nationwide Grants for Empowerment and Equity (CHANGE) Grant Program to help reduce colorectal cancer screening disparities. Through this funding, the Maine Primary Care Association in Bangor implemented evidence-based interventions, education and outreach to increase cancer screening rates among underserved populations.
A healthy investment in our communities

In 2015, Anthem Blue Cross and Blue Shield in Maine, the Anthem Blue Cross and Blue Shield Foundation and our parent company invested more than $1.2 million through community initiatives, associate giving and health policy groups to support organizations such as these:

- American Academy of Family Physician Foundation
- American Cancer Society
- American College of Sports Medicine Foundation
- American Diabetes Association
- American Heart Association
- American Red Cross
- AmeriCares
- Androscoggin Chamber of Commerce
- Aroostook County Action Program
- Bangor Region Chamber of Commerce
- Bicycle Coalition of Maine
- Boys and Girls Clubs of America
- Cary Medical Center
- Catholic Charities Maine
- Centering Health Institute
- Central Maine Community Health
- Community Health Charities
- Consumers for Affordable Health Care
- Convergence Center for Policy
- Day One
- Delete Blood Cancer
- Feeding America
- Free Maine from Lung Cancer
- Girls on the Run
- Girl Scouts of Maine
- Juvenile Diabetes Research Foundation
- Katahdin Area Council Boys Scouts
- Let's Go!
- Maine Anglers for Research & Conservation
- Maine Cancer Foundation
- Maine Children's Cancer Program
- Maine Development Foundation
- Maine Education Association
- Maine Health Management Coalition
- Maine Historical Society
- Maine Hospital Association
- Maine Irish Heritage Center
- Maine Medical Center
- Maine Quality Counts
- Maine State Chamber of Commerce
- Maine Town, City & Country Management Association
- National Alliance on Mental Health
- National Council on Aging
- OASIS Institute
- Olympia Snowe Women's Leadership Institute
- Pen Bay Healthcare Foundation
- Penobscot Bay Regional Chamber of Commerce
- Penobscot Valley Hospital
- Portland Museum of Art
- Portland Regional Chamber of Commerce
- Portland Trails
- Portlight Strategies
- Preservation Management
- Rangeley Friends of the Arts
- Ronald McDonald House
- Saco Bay Rotary
- St. Jude Children's Research Hospital
- Sexual Assault Response of Southern Maine
- Southern Maine Agency on Aging
- Special Olympics
- Spectrum Generations
- STRIVE
- Susan L. Curtis Foundation
- Sweeter
- The Foundation for Maine's Community Colleges
- The Salvation Army
- United Negro College Fund
- United Way of America
- United Way of Greater Portland
- University of Southern Maine Corporate Partners
- US Business Leadership Network
- Volunteers of America
- Waterville Area Boys and Girls Club
- Wellness Council of Maine
- Western Foothills Land Trust
- WinterKids
- YMCA of Southern Maine

*Foundation grant
**Both local and foundation

Charitable giving in 2015

Here's a look at the total overall support of organizations by Anthem Maine:

- Health
- Associate giving and engagement
- Community investment, policy and education
- Other health related activities
- Disaster relief

Would you like to learn more about our efforts? Or join us in one?

We'd love to tell you more about how your nonprofit organization can work with us to improve the health and well-being of Maine's communities. Just go to anthem.foundation.