



A Legacy of Caring

REPORT TO THE COMMUNITY - 2009



BlueCross BlueShield
of Illinois



A Message from Karen Atwood, President, Blue Cross and Blue Shield of Illinois

One of the things I am most proud of at Blue Cross and Blue Shield of Illinois (BCBSIL) is our commitment to helping those in need in the communities where we live and do business. During the 30 years that I've been with the company, I've seen firsthand how we help hundreds of organizations and thousands of people each year through charitable giving, volunteer projects, and sponsorships. In my new role as president, I look forward to continuing our legacy of caring.

We understand that it takes more than a one-time donation to make a lasting difference, so we work hard to maintain long-standing relationships with local nonprofits that do good work, and to help develop and promote collaborations between and with organizations that share our goal of promoting health and wellness.

We support a wide range of organizations, including community-based health providers that serve the uninsured and underserved, programs that provide basic human services to diverse populations, and initiatives that teach children and their parents how to lead healthier lives through physical activity and proper nutrition.

This report is a year-in-review, highlighting BCBSIL's 2009 community involvement. Our goal is to build on our legacy, day after day, year after year, so that we may continue to have a positive impact on the lives of people in Illinois.



Karen Atwood



A Legacy of Caring

It's important to give back to the community, and outreach has always been part of our company mission. Since Blue Cross and Blue Shield of Illinois (BCBSIL) opened its doors nearly 75 years ago, we've provided support to worthy causes throughout the state, and our employees have logged countless volunteer hours fundraising and giving their time and talent.

We have long-standing relationships with a number of health and human services organizations and programs. In recent years, we've honed our outreach even more to coincide with our business goals to promote health and wellness. Here's a snapshot of what we've accomplished in Illinois:

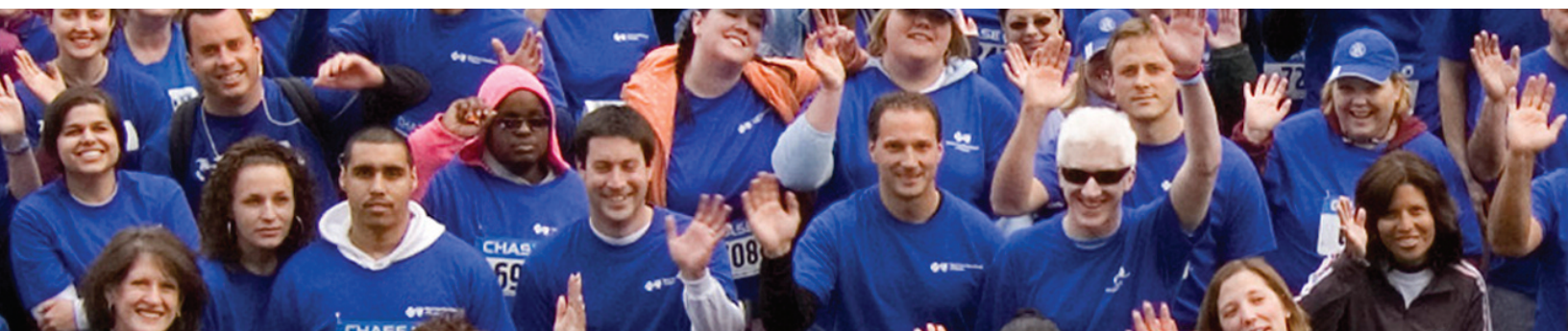


In 2009, BCBSIL continued its childhood health and wellness initiative, which involved spearheading, sponsoring and participating in a number of activities.

- BCBSIL made great strides connecting like-minded social service agencies, medical providers, schools, universities and park districts to develop and run 14 comprehensive programs focused on improving children's health in specific communities. Often, children in these communities lack parks, playgrounds and other safe places to be active, as well as resources to eat nutritiously. In addition to giving large grants of up to \$100,000 per program, BCBSIL is working with each group involved to measure the outcomes of the programs.



- For the second year in a row, BCBSIL sponsored Marathon Kids, a program that helps elementary school children run the distance of a marathon over the course of the school year in increments of a fourth or half mile at a time. Participants typically run or walk during their school gym classes and keep track of their progress using a mileage log. The log also helps them monitor what they eat and provides healthy eating tips. More than 4,000 Chicago Public School children took part in 2009.



- As a member of the Consortium to Lower Obesity in Chicago Children's (CLOCC) Corporate Advisory Committee, BCBSIL sponsored a city-wide advertising campaign promoting CLOCC's 5-4-3-2-1 Go! message, which provides an easy-to-follow list of healthy lifestyle habits. The campaign was aimed at both parents and children and launched officially when BCBSIL wrote "5-4-3-2-1 Go!" across its headquarters building at 300 E. Randolph in Chicago. Campaign materials featuring 5-4-3-2-1 Go! appeared in thousands of locations across the city.



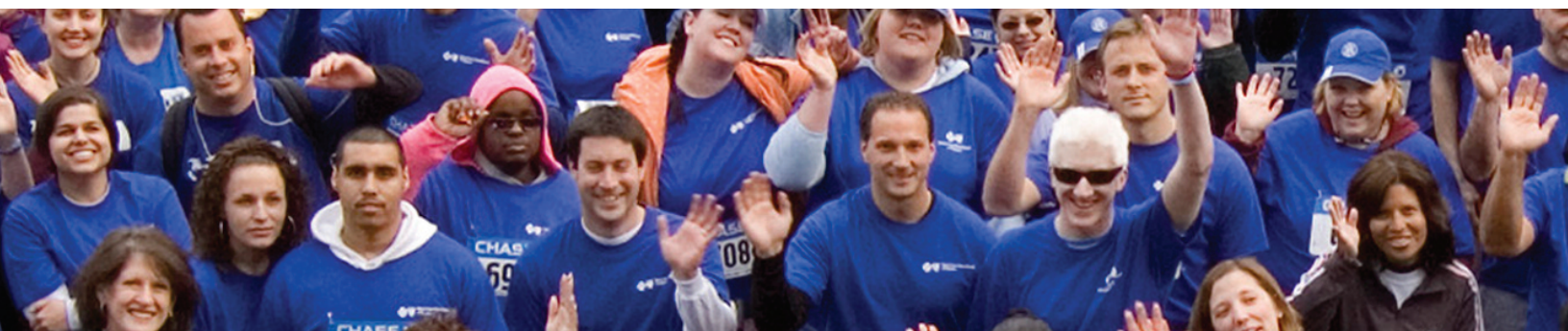
- BCBSIL was the presenting sponsor of Mayor Daley's Holiday Sports Festival for the second year, an event that offers a wide range of indoor activities for kids and their families the weekend between Christmas and New Year's Eve.

- Teaming up with KaBOOM!, a nonprofit organization that brings communities together to build playgrounds, BCBSIL funded and helped build a playground in Chicago's Rogers Park neighborhood. Before the day-long build, there were few safe places readily available for neighborhood children to play. BCBSIL will join KaBOOM! to build several more playgrounds around the state in 2010.

In addition to large grants given to organizations promoting childhood health and wellness, BCBSIL funded nearly 400 health and human services programs in 2009. In fact, BCBSIL funded 33 community-based health clinics in underserved communities.

BCBSIL's three Care Van mobile clinics continued to canvas the state in 2009, offering free childhood immunizations and seasonal and H1N1 flu shots in low-income areas and to the uninsured. A total of more than 10,000 immunizations were given. The Care Vans also were used at a number of targeted events in 2009, including:

- National Infant Immunization Week in the Chicago area. In addition to scheduling the Care Van at city sites, a Chicago Transportation Authority public transportation advertising campaign was sponsored.
- During the summer months in Chicago, the Care Van traveled to weekend health fairs every week. These fairs helped families prepare for back-to-school immunization requirements. Hosted by churches, block associations, shopping centers and aldermanic offices, these sites would not have been able to offer free immunizations without the Care Van partnership.



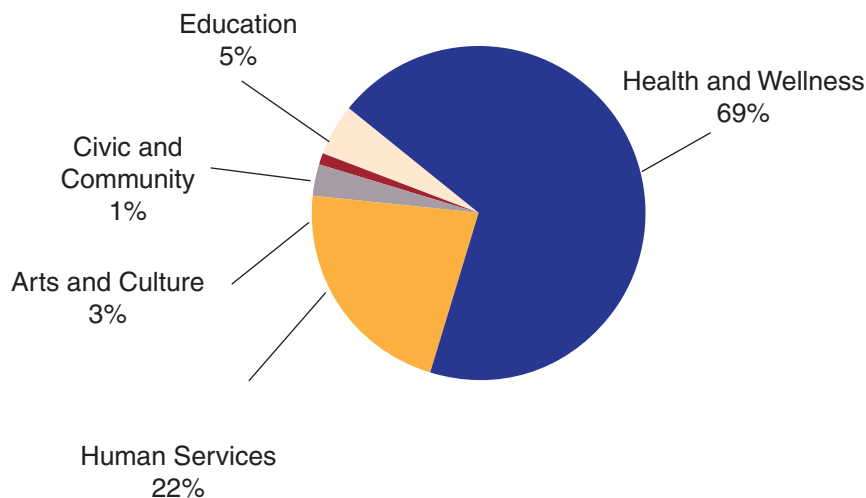
BCBSIL employees upped their volunteer efforts in 2009, logging more than 4,800 hours of personal volunteer time. BCBSIL also sponsored and had record employee participation in local fundraisers, including the American Heart Association Start! HeartWalk, the March of Dimes March for Babies, several American Cancer Society walks, and the Chicago Cares Serve-a-Thon, a day-long event in which participants painted classrooms in several Chicago Public Schools.



As part of continuing efforts to bring health and wellness messages to a wide variety of communities, BCBSIL also had a presence at diverse events throughout the state. This included sponsoring the Health and Wellness Village at the African Festival of the Arts, participating in several diverse community parades over the summer, and sponsoring the Senior Spelling Bee at the Illinois State Fair, as well as a bicycle safety clinic for children, and health screenings for attendees.



2009 Charitable Giving by Category





Organizations We Support

3Arts
A Safe Place
Access Community Health Network
Access To Care
Active Transportation Alliance
Ada S Mckinley Community Services
Africa International House
AGAPE Youth Network
AgeOptions
AIDS Foundation of Chicago
Alexander Leigh Center for Autism
Alexian Brothers AIDS Ministry
Allendale Association
Alliance for Community Peace
Alternatives
Alzheimer's Association
American Cancer Society
American Diabetes Association
American Heart Association
American India Foundation
American Indian Center
American Jewish Committee
American Lung Association of Illinois
American Red Cross
Anai'a's Breast Cancer Awareness Program
Apna Ghar
Arab-American Family Services
Arthritis Foundation
Arts and Business Council of Chicago
Asian American Institute
Asian Health Coalition of Illinois
Aspire of Illinois
Associated Colleges of Illinois
Association House of Chicago
Aunt Martha's Youth Service Center
Avenues to Independence
B.E.D.S.
Ballet Chicago
Beacon Therapeutic Diagnostic and Treatment Center
Bear Necessities Pediatric Cancer Foundation
Belvidere Cosmo Charities
Benedictine University
Benton House
Best Buddies Illinois
Better Boys Foundation
Better Existence with HIV
Between Friends
Beverly Arts Center
Big Brothers Big Sisters of West Central Illinois
Big Brothers Big Sister of Rock River Valley
Big Brothers Big Sisters of South Central Illinois
Big Brothers Big Sisters of Southwestern Illinois
Big Brothers Big Sisters of the Illinois Capital Region
Big Brothers Big Sisters of Metropolitan Chicago
Big Brothers Big Sisters of Vermilion County
Big Shoulders Fund
Black Ensemble Theater
Blue Cap
Boys & Girls Clubs of Central Illinois
Boys & Girls Clubs of the Mississippi Valley
Boys Hope Girls Hope
Boys Town of Chicago
Breakthrough Urban Ministries
BUILD
Cabrini Connections
Cambodian Association of Illinois
Cancer Wellness Center
Care For Real
Carole Robertson Center for Learning
Casa Central
CASA of Williamson County
Catholic Charities
CEDA of Cook County
Center for Polytechnical Education
Center for Speech and Language Disorders
Center on Halsted
Central Counties Health Centers
Centro de Salud Esperanza
Centro Romero
Champaign County Head Start Foundation
Charleston Transitional Facility
Chicago A Cappella
Chicago Appleseed Fund for Justice
Chicago Association For Retarded Citizens
Chicago Blackhawk Charities
Chicago Cares
Chicago Chamber Choir
Chicago Children's Advocacy Center
Chicago Christian Industrial League
Chicago Coalition for the Homeless
Chicago Commons
Chicago Defender Charities
Chicago Family Health Center
Chicago Football Classic
Chicago Foundation for Women
Chicago Freedom School
Chicago House and Social Service Agency
Chicago Human Rhythm Project
Chicago Metropolitan Battered Women's Network
Chicago Police Memorial Foundation
Chicago Urban League
Chicago Youth Programs
Chicago Youth Symphony Orchestra
Chicago Zoological Society
Childcare Network of Evanston
Children's Advocacy Centers of Illinois
Children's Home + Aid
Children's Miracle Network
Chinese Mutual Aid Association
Chocolate Chips Theatre Company
Christian Community Health Center
Christian Outreach of Lutherans
Christopher House
Claddagh Foundation
College of DuPage Foundation
Communities in Schools of Chicago
Community Foundation of Northern Illinois
Community Health Care Clinic
Community Outreach Volunteers
CommunityHealth
Connections for Abused Women and their Children
Connections for the Homeless
Consortium to Lower Obesity in Chicago Children (CLOCC)
Countryside Association for People with Disabilities
Crisis Center for South Suburbia
Crisis Center Foundation
Cristo Rey Jesuit High School
Crusader Clinic
Cure JM Foundation
Danville Lions Club
Danville Symphony Orchestra
Deborah's Place
Developmental Services Center
Don Moyer Boys & Girls Club
Donors Forum
Dupage Community Clinic
Dupage Senior Citizen Council
East Central Illinois Community Action Agency
East Lake Academy
Easter Seals Central Illinois
Easter Seals Metropolitan Chicago
Eastern Illinois Food Bank
ElderCARE@ChristChurch
Emergency Fund
Erie Family Health Center
Erie Neighborhood House
eta Creative Arts Foundation
Ethiopian Community Association of Chicago
Family Focus
Family Health Partnership Clinic
Family Rescue
Family Shelter Service
Fellowship Housing Corporation
Field Museum
Ford Heights Community Service Organization
Fox Valley Volunteer Hospice
Francis J. Atlas Center Auxiliary Council
Franciscan Outreach Association
Friendship Village
Gads Hill Center
Garfield Park Conservatory Alliance
Giant Steps Illinois
Gilda's Club Chicago
Girl Scouts - Rock River Valley Council
Girl Scouts of Central Illinois
Girls in the Game
Girls on the Run
Glenwood School for Boys and Girls
Global Girls
Golden Apple Foundation
Goldie's Place
Goodman Theatre
Greater Chicago Food Depository
GROW in Illinois
Habitat for Humanity of Saline County
Hancock County Health and Wellness Coalition
Hands of Hope Family Clinic
Hanul Family Alliance
Harris Theater for Music and Dance
HealthConnect One
HealthReach
Healthy Schools Campaign
Heartland Alliance for Human Needs & Human Rights
Hedwig Dances
Hemophilia Foundation of Illinois
Heritage YMCA Group
Hispanocare
Holy Family Ministries
Hospice of Southern Illinois
Housing Opportunities and Maintenance for the Elderly

Housing Opportunities for Women
Howard Area Community Center
Howard Brown Health Center
Hubbard Street Dance Chicago
Human Rights Campaign
Huntington's Disease Society of America
Illinois Arts Alliance
Illinois Caucus For Adolescent Health
Illinois Holocaust Museum &
Educational Center
Illinois Maternal & Child Health Coalition
Illinois Poison Center
In Search of a Cure
Infant Welfare Clinic
Infant Welfare Society of Chicago
Inner-City Computer Stars Foundation
Inspiration Corporation
Institute for Latino Progress
Interfaith House
Interfaith Refugee and Immigration
Ministries
Jacksonville Area Community Food Center
James R. Hoffa Memorial Scholarship Fund
Japanese American Service Committee
Joseph Academy Foundation
Journeys from PADS to HOPE
Junior Achievement of Chicago
KaBOOM!
Kenneth W. Smith Memorial Fund
Kids Hope United
Kohl's Children's Museum of
Greater Chicago
Korean American Resource &
Cultural Center
Korean American Women in Need
La Casa Norte
Lakeview Pantry
Lao American Community Services
Latinos Progresando
Laura Lee Fellowship House Association
Lawndale Christian Health Center
Lawrence Hall Youth Services
League of Women Voters of
Illinois Education Fund
Legal Assistance Foundation of
Metropolitan Chicago
Leukemia Research Foundation
Lifeline Theater
Lifelink Charities
Logan Square Neighborhood Assoc
Luna Negra
Lutheran Social Services of IL - Behavioral
Health Services Elgin Center
Lydia Home Association
Madonna House
March of Dimes
Marklund Charities
Marquette Therapeutic Recreation
Mattoon Area Family YMCA
Mattoon Area Pads Community
Organization
Maywood Fine Arts Association
Meals on Wheels Chicago
Mental Health Association of
Greater Chicago
Mentors 4 Kids
Mercy Home for Boys & Girls
Mercy Housing
Metropolitan Chicago Healthcare Council
Metropolitan Family Services
Metropolitan Planning Council
Metropolitan Tenants Organization
Mid-Illinois Big Brothers Big Sisters
Midtown Education Foundation
Midwest Council for Children with
Disabilities

Midwest Palliative and Hospice Care Center
Midwest Youth Services
Misericordia
Mobile C A R E Foundation
Moraine Valley Community College
Foundation
Muntu Dance Theatre
Muscular Dystrophy Association
Music of the Baroque
Nami of Dupage County Illinois
NAMI Will County
National Fire Safety Council
National Kidney Foundation of Illinois
National MS Society-Gateway Area Chapter
Near North Health Service Corporation
Neighborhood Writing Alliance
Northern Illinois Food Bank
Northern Illinois Hospice and Grief Center
Northwestern Illinois Special Olympics
Northwestern University Settlement
Oasis For The Visually Impaired
OfficeMax Charitable Foundation
Old Irving Park Community Clinic
Onward Neighborhood House
Organic School Project
Ounce of Prevention Fund
Palatine Township Senior Citizens Council
Pan-African Association
Parent Place
Parkways Foundation
People's Resource Center
PianoForte Foundation
Pillars Community Services
Pilsen Alliance
Pink Panthers Double Dutch Team
Polish American Association
Poshard Foundation for Abused Children
Proactive Community Services
Project HEALTH
Project Success of Vermilion County
Proviso Leyden Council for
Community Affairs
Quincy Catholic Charities
Quincy Park Foundation
Quincy Senior & Family Resource Center
Rainbow Hospice
Ravenswood Community Services
Reading In Motion
Real Men Charities
Regional Access and Mobilization Project
REST
River North Chicago Dance Company
Riverbend Head Start & Family Services
Riverside Brookfield High School
Education Foundation
Robert Crown Center for Health Education
Rock River Center
Rock River Valley Pantry
Rockford Association of
Minority Management
Rockford Meld
Rockford Park District
Ronald McDonald House Charities
Samaritan Interfaith Counseling Center
Sarah's Circle
Sarah's Inn
Senior Services Associates
Senior Services of Central Illinois
SGA Youth & Family Services
Silk Road Theatre Project
Sinai Community Institute
SisterHouse
SmileHealthy
Snow City Arts Foundation
Sojourn Shelter and Services

SOS Children's Villages Illinois
South Central Community Services
South Side Community Art Center
Southwest Chicago PADS
Southwest Community Services
Special Olympics Illinois
Springfield Arc
Springfield Parks Foundation
St Louis Area Food Bank
St. Colettas of Illinois Foundation
Storycatchers Theatre
Sunny Ridge Family Center
Team Kid Care
Teen Parent Connection
The ARK
The Bridge Youth & Family Services
The Center for Independence through
Conductive Education
The Chicago Public Education Fund
The Children's Place Association
The Good Food Project
The Harbour
The Hope Institute for Children and
Families
The Infant Welfare Society of Chicago
The International Latino Cultural Center of
Chicago
The Metro Foundation
The Minerva Educational Foundation
The Morton Arboretum
The Night Ministry
The Otis Wilson Foundation
The Renaissance Collaborative
The Women's Treatment Center
The Youth Campus
The Youth Job Center of Evanston
Thresholds Psychiatric Rehabilitation Center
Tri City Health Partnership
Tri-Township Fire District
True Star Foundation
Turning Point Behavioral Health
Care Center
Uhlich Children's Advantage Network
UIC College of Medicine
Umoja Student Development Corporation
United Cerebral Palsy Association of
Greater Chicago
United Negro College Fund
United Neighborhood Organization
United Way of Adams County
United Way of Metropolitan Chicago
Urban League of Metropolitan St Louis
USO of Illinois
Villa Guadalupe Senior Services
Vital Bridges
White Crane Wellness Center
WINGS
Writers' Theatre
Xilin Association
YMCA of Danville
YMCA of Rock River Valley
YMCA of Quincy
Youth Guidance
YWCA of Rockford
YWCA of Elgin
YWCA of Metropolitan Chicago
YWCA of Quincy

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