

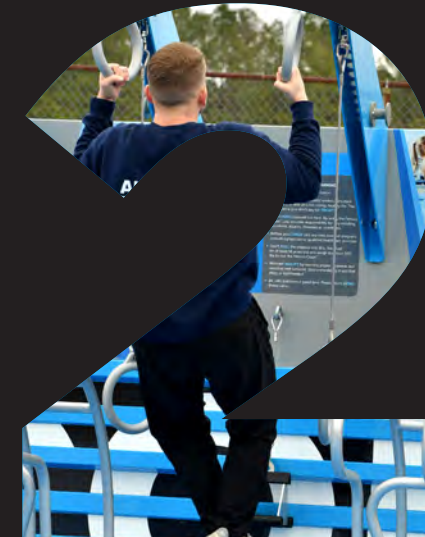


**BlueCross BlueShield
of Alabama**

For additional information about these and
other programs we support, please contact:

Corporate Communications & Community Relations
Blue Cross and Blue Shield of Alabama
450 Riverchase Parkway East • Birmingham, AL 35244

community.bcbsal.org



COMMUNITY IMPACT REPORT

GIVE BACK TO THE COMMUNITY



Blue Cross and Blue Shield of Alabama strives to positively impact the lives of those in the communities we serve across Alabama. For years, our Corporate Value, "Give Back to the Community" has guided our decisions. Our corporate leadership comes together with our employees and community partners to educate, improve and maintain health and wellness initiatives across our state. Not because we have to, but because we WANT to. We are The Caring Company, and we do not take lightly the impact and responsibility that comes with that name. Join us as we explore initiatives impacting lives across our state.



**BlueCross BlueShield
of Alabama**

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THE CARING FOUNDATION & CORPORATE GIVING



25%
HEALTH

25%
COMMUNITY

50%
EDUCATION

697
ORGANIZATIONS WERE ASSISTED
BY TCF AND BLUE CROSS

\$15 million +
IN CONTRIBUTIONS FROM
THE CARING FOUNDATION

\$1.1 million +
BLUE CROSS AND BLUE SHIELD
OF ALABAMA CORPORATE GIVING

\$16.2 million+
TOTAL GIVING FROM TCF
AND BLUE CROSS

The Caring Foundation (TCF) of Blue Cross and Blue Shield of Alabama was established in 1991 to support our community and customers. It serves as the philanthropic arm of Blue Cross. Thanks to TCF, Blue Cross is better equipped to “Give Back to the Community,” one of the Company’s seven Corporate Values.

By supporting charitable organizations that aim to improve the health, wellness and education of people across our state, TCF makes a tangible difference in the lives of Alabamians. One of those organizations is Blanket Fort Hope, a nonprofit resource center for child victims of human trafficking.

“Blanket Fort Hope is a fortress of safety, It’s a place where child survivors can come to be restored, healed and have a chance and opportunity at a real life.”

- Alexa James, CEO and Blanket Fort Hope founder



Learn more about
Blanket Fort Hope's
mission
● **WATCH HERE**

To keep up with TCF and our other partner agencies, visit our website at Community.BCBSAL.org, and follow our Facebook page at Facebook.com/TheCaringFoundation.



▶ WATCH HERE

See Curry High School in Action!



Be Healthy School Grant Program

In 2025, the Be Healthy Health Science grants were introduced to schools covering grades 6-12 with health science programs. 11 schools received the inaugural grants to provide equipment, supplies and training to students pursuing future healthcare careers.

The Be Healthy School grants continue to be awarded. As of 2025, schools in all 67 Alabama counties have received a grant, allowing us to impact students across the state.



2025		ALL TIME	
22	GRANTS	414	
\$339,590	TOTALING	\$3.5	MILLION
19,145	STUDENTS K-12 GRADE	204,251	

NEW ! SCIENCE GRANTS	
11	GRANTS
\$135,000	TOTALING
1,623	STUDENTS 6-12 GRADE

FITNESS COURTS

Since 2022, Blue Cross has partnered with the National Fitness Campaign (NFC) to increase communities' access to free fitness initiatives. The NFC's Fitness Courts feature workout stations and open areas for classes and individual exercising. When paired with the free Fitness Court App, users have access to a library of workout programs specifically designed with the user and court in mind.



Watch Dothan's fitness court in action!

▶ WATCH HERE

25 Blue Cross-sponsored fitness courts in Alabama

8 new courts planned for 2025

8,710 estimated new active users in 2024

957,000 estimated all-time uses

239,250,000 calories burned to date

“We’re proud to invest in amenities that enhance the well-being of our residents and build a stronger, healthier community.”

- Robert S. Ellerbrock, III, Mayor of Kimberly





2,092 RUNNERS

4,467 ALL TIME

81 SCHOOLS

60+ EMPLOYEE

VOLUNTEERS

The annual Blue Cross and Blue Shield of Alabama Kids Marathon was held at Spain Park High School in February 2025. Over 2,000 students from grades K-5 ran 25.2 miles with their schools over a five-month period, finishing the final mile of their cumulative "marathon" at Spain Park.

This year, a 5K Charity Fund Run was added to allow more of the public to be involved. Over 100 older students and adult runners ran from Veterans Park to Spain Park High School to raise money for organizations focusing on health and wellness.

"The Marathon is about teaching kids healthy habits at a young age that will hopefully last a lifetime," says Sophie Martin, Director of Corporate Communications and Community Relations. "Adding the 5K Charity Fund Run provides an outlet for those students to continue participating beyond Grade 5. It is also a way to encourage the larger community to be involved in both a healthy activity and giving back to others."





PRIMARY CARE MEDICAL SCHOLARSHIPS

60 primary care physicians are now practicing in rural areas of our state as a result of Blue Cross and Blue Shield of Alabama's Medical Scholarship Program. Blue Cross started its medical scholarship program in 2016 to improve access to quality, affordable healthcare for all Alabamians. In 2024, the program was expanded to include registered nurses, certified nurse midwives, OB/GYN, dentistry and psychiatry.

To help ease the financial burden after graduation, Blue Cross pays for the students' last two years of medical school, with the condition the recipients agree to practice for at least three years after graduation in an underserved area of Alabama.

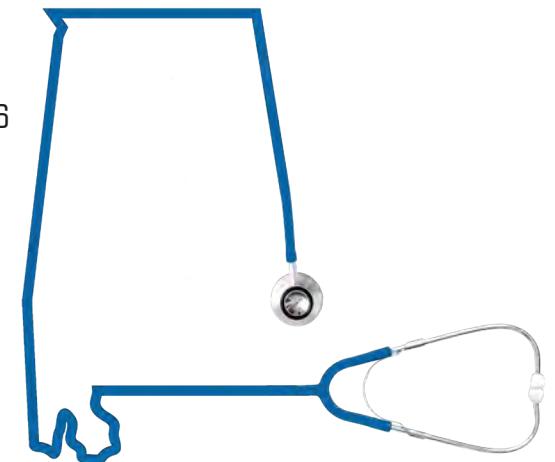
"We are seeing the results that we were hoping for from our scholarship program," said Tim Vines, President and CEO, Blue Cross and Blue Shield of Alabama. "We are grateful to all the graduates for their willingness to serve and provide quality healthcare to those living in underserved areas of Alabama. The impact we are seeing would also not be possible without the collaboration with our college and university partners."

197 total scholarships awarded since 2016

60 recipients currently practicing

65 recipients in 2025

8 participating schools



Scholarships awarded since 2016 in the following areas:

Primary Care **172** OB/GYN **18** Psychiatry **11**

Dentistry **4** Certified Nurse Midwives **3** Registered Nurses **54**

COMMUNITY INVOLVEMENT

While Blue Cross plays a major role in the community, so do our employees. In 2025, the Company and employees contributed to a number of community events and local organizations.



COOK MUSEUM

The Cook Museum of Natural Science opened its doors in downtown Decatur in 2019. With a beginning based in a 1968 bug collection used to train Cook’s Pest Control employees, the museum provides hands-on, immersive experiences for visitors of all ages. Since 2015, Blue Cross has sponsored its exhibits that allow visitors to explore, interact with, and learn about nature in exhibits like an indoor treehouse and interactive solar system. In 2025, the museum was named a North Alabama STEM Center by Alabama Governor Kay Ivey.

10 years sponsored by Blue Cross
88,547 visitors in 2025
100+ live animals on display



SENSORY ACTIVATION VEHICLE

In 2024, Blue Cross partnered with KultureCity to create a Sensory Activation Vehicle (S.A.V.), which offers a quiet space at large events for those with sensory processing needs. That effort expanded in 2025 with the addition of sensory bags. Given away at multiple events, 545 bags containing headphones, fidgets and other items to help attendees further relax as they took a break in the S.A.V. or mingled in the event space.



WORLD POLICE AND FIRE GAMES

In the summer of 2025, over 8,000 law enforcement, fire and emergency personnel from more than 70 countries converged on the Birmingham area to compete and perform impressive feats of combat, strength and fitness. From June 27 to July 6, Blue Cross volunteers supported attendees, athletes and their families. The Company sponsored the 3-on-3 and 5-on-5 basketball events.

11 day event
8,500+ athletes
70+ countries represented
1,600+ medal events
26 Blue Cross volunteers

OUR EMPLOYEES

Michael Velezis, VP and General Counsel for Blue Cross, has served on the board of Ronald McDonald House Charities for about 10 years. He is joined by over 60 other employees who are serving Alabama nonprofits, educational institutions, religious organizations, Chambers of Commerce and more. Our employees truly embody the Corporate Value of “Give Back to the Community” both inside and outside the walls of Blue Cross.

68 employees serving on an organizational board
123 organizations with Blue Cross board affiliations





90 letters of intent submitted

22 finalists

7 grant winners

Alabama has a shortage of healthcare professionals and limited access to healthcare facilities. Because of this, many non-profit organizations across the state have stepped in to fill these gaps for Alabamians to receive access to quality healthcare.

In 2025, The Caring Foundation created the Diamond Impact Award program to support organizations whose programs improve healthcare quality, access or treatment for Alabamians. The program recognizes organizations from across the state for the work they do in their communities with a special Diamond Impact grant.

2025 GRANT WINNERS:

AUBURN UNIVERSITY FOUNDATION
Tiger Tracks School Health Centers

CAHABA VALLEY HEALTH CARE (CVHC)
The Free Emergency Dental Clinic

FATHERS OF ST. EDMUND SOUTHERN MISSIONS
Nurturing New Beginnings

HALE COUNTY HEALTH CARE AUTHORITY
The Hale County Rural Hospital Innovation Zone

INFIRMARY FOUNDATION INC.
Prenatal Satellite Clinic

LIFE ON WHEELS
Second Mobile Unit Launch

WELLSTONE, INC.
Trauma-Informed Care Certification Training



“If we [as a Company] support organizations that want to improve the health, wellness and education of Alabamians, we are going to have a better Alabama, now and for years to come.”

-Michael Patterson, Chief Admin and Legal Officer

OUTDOOR RECREATION

Alabama is known as being the most biologically diverse state in the country. Getting outdoors and exploring all the state has to offer is a great way to get moving and stay healthy. Blue Cross encourages this healthy choice by sponsoring several outdoor recreation organizations and activities.



ALABAMA TRAIL SYSTEMS

The Year of Alabama Trails kicked off in 2025, as set by the Alabama Department of Tourism. With hundreds of miles of water and land trails, Blue Cross is proud to sponsor the following:

Birmingham Red Rock Trail System

North Alabama Singing River Trail

Montgomery River Region Trail System

Alabama Trails Foundation

BIKE SHARE PROGRAM

Looking to explore Alabama city trails? Rent a BlueBike and see the sights in some of the State’s unique urban areas.

Huntsville BlueBikes – since 2017

Montgomery BlueBikes – since 2021

Decatur BlueBikes – since 2023

BlueBikes West Huntsville – since 2024



100 ALABAMA MILES CHALLENGE



Blue Cross is a founding member of the 100 Alabama Miles Challenge. Since 2018, the challenge has encouraged Alabamians to get out and walk, run, hike, bike, swim, paddle or wheelchair 100 miles each year by visiting Alabama's parks, nature preserves and rivers.

8,114 active users have logged **326,144** miles since **2018**.

UNITED WAY GIVING

Blue Cross employees know we are better together, both as coworkers and as partners in our local communities. One of these partners is United Way, which helps multiply our philanthropic efforts throughout the state.

As a Pacesetter Company for 26 years, Blue Cross employees have a long history of offering monetary and volunteer support to help those in need.



See our employees in action during our Day of Caring!

WATCH HERE



LEADING the Way in LIVING United

26
YEARS AS A
PACESETTER COMPANY

\$5 MILLION +
DONATED BY BLUE CROSS
EMPLOYEES TO UNITED WAY

13
UNITED WAY LOCATIONS
ASSISTED ACROSS THE STATE

12th
ANNUAL DAY OF CARING
500+ VOLUNTEERS
1,900+ VOLUNTEER HOURS

