

Statement Regarding Hurricane Disinformation

“The story by the National File is not only false, the entire premise is outrageous. We are a North Carolina based not-for-profit that exists to serve our fellow North Carolinians – and that is exactly what we have done for the past two weeks. We are working with a wide range of relief organizations including the United Way, the Community Foundation of Western North Carolina, Samaritan’s Purse, the American Red Cross, and many others. It’s a shame that some choose to share this disinformation when so many North Carolinians are suffering.”

Background:

Since Hurricane Helene arrived in our state, Blue Cross NC has been actively involved in accelerating aid to Western North Carolina.

The two images obtained by the National File appear to be mobile phone camera images of notification emails sent to notify Blue Cross NC employees when new posts are added to our “All Employee” message board. The images seem authentic, but in the case of the Oct. 1 message, it is cropped and presented without meaningful context.

Below is the full text of the message, which speaks for itself. Notably:

- Blue Cross NC shared the advice of local and national officials to refrain from driving to Western North Carolina due to impassable roads.
- Blue Cross NC encouraged employees to make monetary donations and provided a wide range of options for these donations – including an Employer Match.
- Blue Cross NC allowed employees to donate employee reward (PROPs) points or PTO to the effort, and made sure employees were aware that these donations would take 4-6 weeks to process, which is the standard processing time for any similar transactions.
- Blue Cross NC directed employees who wish to volunteer to designated agencies coordinating this work – again for the safety of our employees Our employees are entitled to paid time off to volunteer, which could be used for this purpose.
- Blue Cross NC gained approval to serve as an approved donation delivery organization and provided employees a list of needed supplies and locations to donate them. Blue Cross NC began delivering supplies to Western North Carolina on Friday, Oct. 4. To date, Blue Cross NC has delivered more than 60K items to Western North Carolina (spreadsheet attached with specifics)
- Blue Cross NC and the Blue Cross NC Foundation has committed \$2.5M to a wide range of organizations and has already deployed \$2.265M

Blue Cross NC is supporting on-the-ground faith-based organizations who are providing direct aid, including Union Baptist Church, Interfaith Assistance Ministry and Asheville Buncombe Community Christian Ministry, and North Carolina Voluntary Organizations Active in Disaster (NC VOAD) Spiritual and Emotional Care Committee.

Full Text of Oct. 1 Update to Employees:

As many of you have seen over the past few days and read in Tunde's post, Hurricane Helene has caused devastating damage. Thousands of homes have been destroyed, vast areas flooded, there have been widespread power outages, and, tragically, loss of life. The full impact of the flooding, especially in western North Carolina, is still unfolding. People are in urgent need of medical and hygiene kits, food, water, temporary shelters as they navigate this challenging time.

We are coordinating all disaster response efforts through the Governor's office, and they have asked us to spread the following message:

Please do NOT travel to western NC to deliver donations, volunteer spontaneously, bring home cooked meals, or view the devastation. The roads are impassable, and rescue and recovery operations are ongoing. The urge to help is wonderful, it's who we are. But the best way to support right now is through monetary donations.

All volunteers should work directly with [VolunteerNC](#) and the [Red Cross Disaster Action Team](#).

Here are the fastest ways you can help:

- Donate directly to nonprofits to ensure funds reach them as quickly as possible:
 - [United Way North Carolina](#)
 - [Red Cross Hurricane Helene Disaster Relief Fund](#)
 - [BlueAssist Fund](#)
- [Request a match](#). Submit an External GivingWorks match to amplify your donation.
- Donate through GoodWorks to [support disaster relief efforts in western NC](#), such as Volunteer Rewards, PROPS and Payroll donations. Although these donations will take 4-6 weeks to be fully processed, they are still a great way to contribute, as nonprofits will need funding for the long-term relief and recovery efforts. Please see the [GivingWorks Zone page](#) for instructions on how to give, the different giving options, and match information.

Also, through our partnership with the Governor's Office, Healthy Blue has been approved to deliver donations to the region.

The following items are specifically requested. **Please do not donate anything not listed here, at this time:**

Water

Heavy-Duty trash bags

Sponges
Formula
Latex and non-latex gloves
Dawn dish soap
Dust masks
Cleaning towels
Multipurpose cleaner
Work gloves
Bleach
Baby wipes
Baby formula
Baby bottles (NEW)
Pull-ups (all sizes, but more of the 3T and up)
Baby diapers Newborns and Size 1

Bring donations to any of these drop-off locations **Monday-Friday from 9 a.m. to 5 p.m.:**

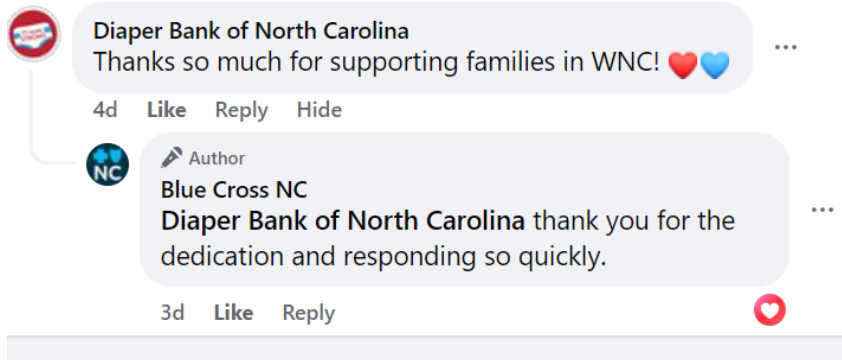
- Blue Cross NC |
- Charlotte Corporate Center |
- Fayetteville Agent Store |
- Greensboro Agent Store |
- Raleigh Corporate Center |
- Winston-Salem Agent Store |

Employees will have the opportunity to drop-off donations onsite during [#FallFest](#) from 8:00 am-5:00 pm at Building 200.

If you have been personally impacted and need help, please use our [Employee Assistance Program \(EAP\)](#), [Blue Assist](#) employee hardship funds, or [contact your local Red Cross chapter](#). Additionally, please work with your manager or submit an [Ask@Work](#) question for additional HR policy information.

We are working across the enterprise to listen and respond to our community partners' needs for longer-term relief efforts and will continue to keep you updated on how you can support. Until then, please direct questions to [redacted]

Social Media posts reflecting Blue Cross NC response:





Jennifer Eidam

Results-Driven Sales Executive | Driving Revenue Growth, Innovation, and Str...

1w ...

What a fantastic response, **Blue Cross NC** !! As a former North Carolinian, I applaud your generosity and sending many prayers for healing and recovery for that beloved part of the state.

Like ·  1 | Reply



Becky Laws

Business System Analyst at BCBSNC

1w ...

I am Proud to live in NC and I am Proud to work for BCBSNC.

Like ·  1 | Reply



MedLearn Vision Healthcare Solutions

420 followers

6d ...

Amazing Work, **Blue Cross NC** 🙌🙌🙌

Like | Reply



Rachel Birr, MBA

Let's Mediate! Practice the Pause! Motivate, be a change agent, practice resili...

6d ...

I am so proud to work for BCBSNC!

Like | Reply



Tracey Miller

Creative | Trainer | Educator | Team Player

1w ...

So proud to work at Blue! 💙



Sandra Efstathiou

Procurement Specialist IV

13h ...

Thank you for posting this. I have BCBS through my company in another state and live in Hendersonville, NC. The damage and lives lost in the entire WNC region is unfathomable. It was a life changing, traumatic event.

Like ·  1 | Reply · 1 Reply



Angela Boykin Author

Chief Executive Officer, Healthy Blue & VP, Government Markets: Enga...

7h ...

If there is anything you need and we can help please let us know. We know the impact is unimaginable and life changing and it will take a long time to recover.

Like ·  1 | Reply



Crystal Peterson

Hope you can help with deferring the premiums this month. I am in one of the worst hit areas and unable to work. I cannot pay my bill until maybe the end of the month. Thank you for any help you can provide.

...

4d Like Reply [Send message](#) Hide



Author

Blue Cross NC

Crystal Peterson yes please check out our resource page as we have details on the extension. Please send us a DM if we can help!

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<https://www.bluecrossnc.com/helene?sf203152628=1.....>

See more



BLUECROSSNC.COM
Hurricane
Helene Reli...





Blue Cross NC

49,824 followers

2d • 🌐

In times of need, our first responders are always there, ready to jump into action and protect our community. After Hurricane Helene, we've seen first-hand the bravery, selflessness, and dedication of those on the front lines.

To the firefighters, police officers, EMTs, DOT, healthcare workers, and all who work tirelessly behind the scenes—we can't thank you enough. Your courage and quick response have kept us safe, and your hard work doesn't go unnoticed.

thank you
thank you
thank you

Information shared on Blue Cross NC Media Center:

<https://mediacenter.bcbsnc.com/resources/hurricane-helene>