

The Power of Blue

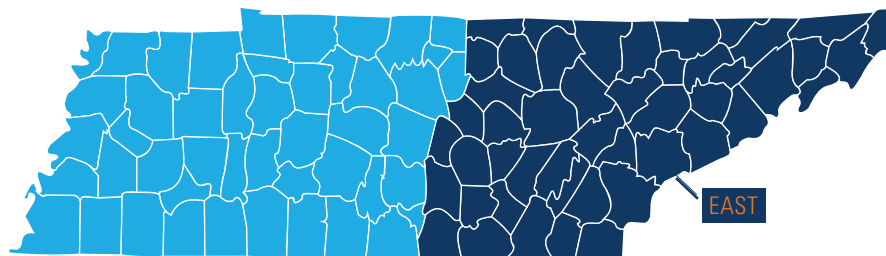
EAST TENNESSEE

BlueCross BlueShield of Tennessee charitable giving in the eastern part of the Volunteer State topped \$3.7 million in 2016, part of the nearly \$10.5 million given to organizations across the state throughout the year.

Recent East Tennessee investments include:

- \$500,000-plus donation to United Way of Greater Chattanooga
- \$498,000 for Healing Hands Health Center's Passport to Health program in the Tri-Cities
- \$330,000 for GoNoodle activity breaks in elementary schools
- \$300,000 for equipment and installation of three Fitness Zones
- \$300,000 for development of the Step-Up Chattanooga internship program in partnership with Public Education Foundation
- \$300,000 for KaBOOM! playground builds across the region
- \$125,000 to support program expansion of The House of Refuge
- \$100,000 for the Chattanooga 2.0 education initiative with the Chattanooga Area Chamber of Commerce
- \$100,000 for Susannah's House addiction recovery programs for East Tennessee women
- \$50,000 for Northside Neighborhood House's Healthy Families family dinner nights and cooking classes
- \$50,000 for the Helen Ross McNabb Center mental health facility

About two-thirds of Chattanooga-based BlueCross employees volunteered their time to local causes in 2016.



To read personal stories of how our investments are changing lives, visit BetterTennessee.com.

BETTER TENNESSEE

WE FOCUS OUR CHARITABLE INVESTMENTS IN THREE AREAS:



ACCESS

to prevent disease and improve population health, particularly among vulnerable populations



ACTIVITY

to promote physical fitness and expand resources to achieve better overall well-being



ADDICTION

to mitigate the damaging effects of substance abuse, with a focus on prescription pain medications