

The Blue Foundation's Grant to the PACE Center for Girls

Pinellas County

Amount: \$81,000 over two years

Purpose: Implement a comprehensive assessment program for each girl at the center.

The program will entail health education and case management for a complete multi-spectrum approach to dealing with girls at risk of pregnancy, poverty, criminal behavior and incarceration. The project increases knowledge about personal care and provides regular monitoring of each girl's health by a licensed nurse. As the level of trust develops, the nurse will also help each girl establish a relationship with a primary care physician.

Grant Presentation: The Blue Foundation held a morning reception at PACE Center for Girls in Pinellas County to present grants to PACE and to Gulf Coast Community Care on January 24, 2002. Approximately 40 people attended, including girls from the PACE Center, seniors involved with Gulf Coast Community Care, BCBSF staff and BCBSF Board Member Ed Boykin. One of the PACE students spoke about the importance of having health care services provided on-site and how The Blue Foundation's grant will improve her life. Sally Zeh, executive director of PACE, accepted the check.



MEDIA ADVISORY

*Distributed January 21, 2002
For January 24, 2002*

Contact: Andrea Schafer: (904) 731-1083

\$148,110 in Grants Set for PACE, Gulf Coast Community Care

**January 24, 2002
10:30 a.m.**

What: The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida's new philanthropic affiliate, will award \$148,110 in grants to two area non-profit agencies. PACE Center for Girls, Inc., of Pinellas County will receive \$81,000, and Gulf Coast Community Care will receive \$67,110. These two grants represent more than 15 percent of The Blue Foundation's first round of grants to 16 non-profit organizations in Florida, which totaled \$925,000.

Who: PACE Center for Girls, Inc., of Pinellas County; Gulf Coast Community Care of Clearwater; and The Blue Foundation for a Healthy Florida, Inc.

Why: PACE will establish a personalized, comprehensive health education program for each girl at the center. Gulf Coast Community Care Center will expand its successful Elder Ed (drug and alcohol education) program into Hillsborough and Manatee counties.

When: 10:30 a.m., Thursday, January 24, 2002

Where: PACE Center for Girls
5001 Park Blvd., Pinellas Park, FL 33781
(727) 545-6545

**Photo/
Interviews** Dignitaries, community leaders, and officials of PACE Center for Girls; Gulf Coast Community Care; and The Blue Foundation for a Healthy Florida.



NEWS RELEASE

FOR IMMEDIATE RELEASE

January 24, 2002

Contact: Susan B. Towler, APR

(904) 905-6803

Susan.Towler@bcbsfl.com

The Blue Foundation for a Healthy Florida Grants Span Generations With Awards of \$148,110 to PACE, Gulf Coast Community Care

JACKSONVILLE, Fla. – The Blue Foundation for a Healthy Florida, Inc., announced today it has awarded \$148,110 to two West Central Florida non-profit organizations, representing 16 percent of its inaugural grants. The Blue Foundation awarded \$81,000 to PACE Center for Girls, Inc., of Pinellas County, and \$67,110 to Gulf Coast Community Care of Clearwater.

PACE Center for Girls received the grant to establish a comprehensive health education and case-management project for its clients. Under the program, a licensed nurse will develop a personalized treatment plan to help girls develop better self-care practices and to monitor each girl's health. The program targets girls who are at risk of pregnancy, poverty and criminal activity.

Gulf Coast Community Care will use its grant to expand its drug and alcohol education program for seniors into Hillsborough and Manatee counties. The program, Elder Ed, helps seniors learn to avoid medication errors and harmful drug interaction, and alerts them to physical reactions, such as changes in alcohol tolerance and signs of substance abuse. Gulf Coast Community Care has offered Elder Ed in Pinellas and Pasco counties for two years.

"We're committed to building a healthy Florida," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. "We're especially excited about these two grants because they span the generations in Florida, building health for today and for generations to come."

In all, The Blue Foundation awarded \$925,000 to 16 non-profit organizations throughout Florida in its first grant offerings. The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), provides grants to support programs that positively impact the health and well-being of uninsured and underserved Floridians.

(more)

The Blue Foundation
Add One
01/24/02

"These inaugural grants represent the significant positive impact that The Blue Foundation is having on the many health care challenges we face in Florida," said Towler. "With the support of BCBSF, we are accomplishing our goal of providing caring solutions through grants that will educate, train and improve the lives of individuals and families throughout Florida."

The 16 programs that The Blue Foundation for a Healthy Florida is funding are rich in diversity, from educating older adults about prescription drugs, to training physicians on women's heart disease symptoms, to improving the lives of adolescents with diabetes. The other organizations receiving the first grants are, by geographic area:

- Florida Academy of Family Physicians, statewide, \$24,000;
- Sacred Heart Health System, Pensacola, \$118,938;
- Florida State University School of Nursing, Tallahassee, \$37,000;
- Baker County Council on Aging, Macclenny, \$32,076;
- MaliVai Washington Kids Foundation, Jacksonville, \$16,261;
- Hope Haven Children's Clinic and Family Center, Jacksonville, \$17,255;
- Community Asthma Partnership, Jacksonville; \$25,000;
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- Education Foundation of Sarasota County Inc., Sarasota, \$5,000;
- Diabetes Coalition of St. Lucie County Inc., Port St. Lucie, \$123,672;
- Family Central Inc., Fort Lauderdale, \$138,577;
- University of Miami School of Medicine Diabetes Research Institute, Miami, \$62,501.

"Almost 200 organizations applied for grant funding totaling \$24 million in requests," Towler said. "We were pleased that there was so much interest in our goal to improve the health and well-being of uninsured and underserved Floridians." Following an initial review of all proposals, a team of Blue Cross and Blue Shield of Florida employees made recommendations to The Blue Foundation for a Healthy Florida board of directors, which approved the final grant offerings.

(more)

The Blue Foundation
Add Two
01/24/02

Towler said The Blue Foundation for a Healthy Florida plans to distribute up to \$1 million in grants each year. Beginning in 2002, grants will be distributed twice a year in the spring and in the fall. The next request for proposals deadline is March 8, 2002. For information on how to apply for a grant from The Blue Foundation for a Healthy Florida, contact the foundation office at (800) 477-3736, extension 63215.

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Teen Health



BCBSF Email: January 22, 2002

News Clipping on Tampa Bay Business Journal

Towler, Susan

From: Mineo, Denise
Sent: Tuesday, January 22, 2002 9:33 AM
To: Schwartz, Barry; Cosper, Norman; Kramzer, Joyce; May, Thomas; Crossfield, Cassandra; Pinera, Anna; Wallace, Jim; Bowman, Wendy; Metzkes, Charles; McLaughlin, PJ; Wood, William; Munzo, Melissa; Mirsky, Robert; Haynes, Maxine
Cc: Towler, Susan
Subject: Tampa Bay Business Journal/Blue Foundation

FYI.

1/21/02. Tampa Bay Business Journal/Bay area nonprofits to receive grants.

The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida's new philanthropic affiliate, announced Monday that it will award \$148,110 in grants to two Tampa Bay area nonprofit agencies. PACE Center for Girls Inc. of Pinellas County will receive \$81,000, and Gulf Coast Community Care will receive \$67,110. These two grants represent more than 15 percent of The Blue Foundation's first round of grants to 16 nonprofit organizations in Florida, which totaled \$925,000. PACE will establish a personalized, comprehensive health education program for each girl at the center. Gulf Coast Community Care Center will expand its successful Elder Ed (drug and alcohol education) program into Hillsborough and Manatee counties.

Medical Business: April 1, 2002

Bay area nonprofits to receive BCBSF grants

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The Business Journal of Tampa Bay Website: January 8, 2002

<http://tampabay.bizjournals.com/tampabay/stories/2002/01/21/daily6.html>

The Business Journal of Tampa Bay - January 21, 2002

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The Business Journal

TAMPA BAY

January 21, 2002

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The Blue Foundation's Grant to Gulf Coast Community Care

Tampa-Bradenton

Amount: \$67,110

Purpose: Expansion of Elder Ed, a prevention and education program that teaches older adults about management of prescription drugs and overuse of alcohol

This grant will allow expansion of the program from Pinellas and Pasco counties into Hillsborough and Manatee counties to reach an additional 3,000 elderly. Funds also will underwrite a targeted media campaign to highlight the importance of preventing medication misuse and alcohol abuse.

Grant Presentation: The Blue Foundation held a morning reception at PACE Center for Girls in Pinellas County to present grants to PACE and to Gulf Coast Community Care on January 24, 2002. Approximately 40 people attended, including girls from the PACE Center, seniors involved with Gulf Coast Community Care, BCBSF staff and BCBSF Board Member Ed Boykin. Barbara Carmen, program coordinator for Elder Ed, spoke how The Blue Foundation grant will allow the community education program to expand to 250,000 seniors in Hillsborough and Manatee counties. Gladys Schultz, Board vice chairman; Annette Raymund, Board secretary; and Miriam Williams, clinical administrator, accepted the check on behalf of Gulf Coast Community Care.



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(more)

The Blue Foundation
Add One
01/24/02

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Elder Ed



To signify The Blue Foundation's commitment to serving Floridians across all generations, a morning reception was held in Pinellas County to deliver grant checks for a youth program and an elderly program.

The PACE Center for Girls and Gulf Coast Community Care were the recipients.

The Business Journal of Tampa Bay Website: January 8, 2002

<http://tampabay.bizjournals.com/tampabay/stories/2002/01/21/daily6.html>

The Business Journal of Tampa Bay - January 21, 2002

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The Business Journal

TAMPA BAY

January 21, 2002

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SENIOR NOTES

Agency Receives Education Grant 268

CLEARWATER — The Blue Foundation for a Healthy Florida has given \$67,110 to Gulf Coast Community Care, in Clearwater, to expand Gulf Coast's Elder Education Program to Hillsborough and Manatee counties.

Elder Education, which helps older people learn to avoid medication errors and harmful drug interactions, has served more than 11,000 people in Pinellas and Pasco counties in the past two years.

Gulf Coast, a division of Gulf Coast Jewish Family Services, is one of 16 nonprofit organizations that received money from the Blue Foundation, which is an affiliate of Blue Cross and Blue Shield of Florida.

For information about Elder Education, call (727) 538-7460.



L-R: Annette Raymund and Gladys Schutz, Gulf Coast Jewish Family Services Executive Board members, Susan Towler, Executive Director Blue Foundation for a Healthy Florida, Andrea Schaefer, Blue Foundation.

Gulf Coast Jewish Family Services receives \$67,110 grant from Blue Foundation

Gulf Coast Jewish Family Services Executive Board members Gladys Schutz and Annette Raymund accepted a first-time grant from the Blue Foundation for a Healthy Florida to support Gulf Coast Jewish Family Services' programs that positively impact the health and well-being of seniors.

The Elder Ed program helps seniors learn to avoid medication errors and alerts them to

physical reactions and signs of substance abuse.

"These dollars will enable Gulf Coast Jewish Family Services to expand its Elder Ed Program to Hillsborough and Manatee counties and will positively impact seniors about harmful prescription drug interactions," reports Dr. David Bernstein, Chairman of the Board of Gulf Coast Jewish Family Services.

BCBSF Email: January 22, 2002

News Clipping on Tampa Bay Business Journal

Towler, Susan

From: Mineo, Denise
Sent: Tuesday, January 22, 2002 9:33 AM
To: Schwartz, Barry; Cosper, Norman; Kramzer, Joyce; May, Thomas; Crossfield, Cassandra; Pintera, Anna; Wallace, Jim; Bowman, Wendy; Metzkes, Charles; McLaughlin, PJ; Wood, William; Munzo, Melissa; Mirsky, Robert; Haynes, Maxine
Cc: Towler, Susan
Subject: Tampa Bay Business Journal/Blue Foundation

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Medical Business: April 1, 2002

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**The Blue Foundation's Grant to
Seniors First**

Orlando

Amount: \$50,060

Purpose: Establish a prescription drug education and advocacy program and related short-term case management for Orange County seniors at or below the poverty level

Seniors First identified the need for prescription drug education and advocacy through existing depression screening and counseling referrals to residents at 17 congregate sites. Many seniors experiencing anxiety and depression lack access to doctors and pharmacists. They also need help in finding drug subsidy programs. In addition, seniors sometimes experience psychosocial problems caused by use, misuse or overuse of prescription medications.

Grant Presentation: Seniors First hosted an afternoon reception on January 24, 2002 in their community center for business and community leaders, elected officials, seniors and staff to announce the grant from The Blue Foundation. More than 100 people attended the event. Cathy Edwards, Seniors First director, and Chip Danneker, board vice chairman, accepted the check on behalf of Seniors First.



MEDIA ADVISORY

*Distributed January 21, 2002
For January 24, 2002*

Contact: Andrea Schafer: (904) 731-1083

Seniors First to Create Drug Information Project with \$50,060 Grant

**January 24, 2002
4:30 p.m.**

What: The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida's new philanthropic affiliate, will award a \$50,060 grant to Seniors First, Inc., of Orlando to create a prescription drug information, education and advocacy program for Orange County seniors. This is one of 16 grants awarded to non-profit organizations throughout the state in The Blue Foundation's first round of grants, totaling \$925,000.

Who: Seniors First, Inc. and
The Blue Foundation for a Healthy Florida, Inc.

Why: Prescription drug access and drug interaction are critical health issues for seniors. With the grant, Seniors First will provide seniors with assistance, and information about drug-subsidy programs, as well as education about abuse and misuse of legal drugs.

When: 4:30 p.m., Thursday, January 24, 2002

Where: Seniors First
5395 LB McLeod Road, Orlando 32811
(407) 292-0177

**Photo/
Interviews** Dignitaries, community leaders, and officials of Seniors First and The Blue Foundation for a Healthy Florida.



NEWS RELEASE

FOR IMMEDIATE RELEASE
January 24, 2002

Contact: Susan B. Towler, APR
(904) 905-6803
Susan.Towler@bcbsfl.com

Seniors First Grant from The Blue Foundation for a Healthy Florida Will Establish Drug Information, Advocacy Program

JACKSONVILLE, Fla. – The Blue Foundation for a Healthy Florida, Inc., today awarded \$50,060 to Seniors First, Inc., of Orlando to establish a prescription drug information, education and advocacy program for Orange County seniors.

With the grant, Seniors First will hire a social worker to provide seniors, both individually and in groups, with assistance, information about drug-subsidy programs, as well as education about abuse and misuse of legal drugs. The program will be available to seniors at Orange County's 17 congregate sites served by Seniors First.

"We're committed to building a healthy Florida," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. "Prescription drug access and knowledge about drug interaction are critical health issues for the elderly. This grant will allow Seniors First to build on its 35-year history of success by adding new components to existing programs in collaboration with other health care, social service and educational organizations."

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(more)

The Blue Foundation
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Foundation funds programs

Blue Cross and Blue Shield of Florida Inc. said it donated \$50,000 to **Seniors First Inc.** of Orlando to establish a prescription-drug education program for seniors in Orange County.

The Blue Cross Foundation for a Healthy Florida Inc. said it awarded a total of \$925,000 to 16 nonprofit organizations throughout Florida.

The Healthy Florida foundation awards give support to programs ranging from training doctors on women's heart disease to helping children with diabetes.

**The Blue Foundation's Grant to the
Florida State University School of Nursing**

Tallahassee

Amount: \$37,000

Purpose: Purchase of a Pediatric Patient Simulator for the nursing skill laboratory

The grant will provide nursing students the opportunity to provide a variety of essential health care services to a child model that breathes, has a heartbeat and reacts to medication. The simulator will benefit 300 nursing students each year and countless children in the future.

Grant Presentation: The presentation of this grant is scheduled for Thursday, May 9, 2002 in Tallahassee at the School of Nursing. Florida State University faculty and administration, BCBSF staff and community leaders are invited to the early afternoon reception. The pediatric simulator will be on-hand for demonstrations by nursing students.

FSU School of Nursing

The Florida State University
School of Nursing
cordially invites you to attend a
reception honoring
*The Blue Foundation for a Healthy
Florida*
and celebrating their generous gift of a
Pediatric Patient Simulator for the
School's Nursing Skills Laboratory.

Come and see this fascinating new
technology in use and enjoy
refreshments with us on
Thursday, May 9, 2002 at 2:00PM
Vivian M. Duxbury Hall
Home of the FSU School of Nursing

R.S.V.P. by Monday, May 6, 2002 to
850-644-3297



MEDIA ADVISORY

*Distributed May 6, 2002
For May 9, 2002*

Contact: Andrea Schafer: (904) 731-1083

FSU School of Nursing Receives \$37,000 to Save Children

**Thursday, May 9, 2002
2:00 p.m.**

What: The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida's new philanthropic affiliate, awarded a \$37,000 grant to save children's lives.

A ceremony and reception to celebrate new training equipment for Florida State University student nurses will coincide with Nurses Appreciation Week.

Who: Florida State University's School of Nursing is one of 16 non-profits to receive funds from The Blue Foundation for a Healthy Florida's inaugural grants totaling \$925,000.

Why: This grant provided a state-of-the-art pediatric patient simulator to help nursing students practice health care procedures on a child model that breathes, has a heartbeat and reacts to medication. Better-trained nurses will mean better health outcomes for Florida's children.

When: 2 p.m., Thursday, May 9, 2002

Where: The FSU School of Nursing, Vivian M. Duxbury Hall
Phone at the event: 850-644-3297

**Photo/
Interviews:** Simulator demonstration, student nurses, dignitaries, officials of FSU and The Blue Foundation for a Healthy Florida.



NEWS RELEASE

FOR IMMEDIATE RELEASE

May 9, 2002

Contact: Susan B. Towler, APR
(904) 905-6803

Susan.Towler@bcbsfl.com

Andrea Schafer
(904) 731-1083

The Blue Foundation Grant Saves Children's Lives

\$37,000 Grant Buys a Pediatric Simulator for the FSU School of Nursing

TALLAHASSEE, Fla. – Student nurses at Florida State University's School of Nursing will be better prepared to save children's lives thanks to a grant from The Blue Foundation for a Healthy Florida, Inc. The \$37,000 grant from The Blue Foundation provided a state-of-the-art pediatric patient simulator for FSU's nursing skill laboratory.

The new simulator gives nursing students the opportunity to practice a variety of essential health care procedures on a child model that breathes, has a heartbeat and reacts to medication. More than 300 nursing students a year will benefit from training with the new simulator, helping countless children in the future.

The Blue Foundation, a charitable foundation launched in August 2001, is dedicated to creating a healthier Florida by filling in some healthcare gaps in the state. This grant accomplishes that by helping nursing students learn the nuances of pediatric care before they are faced with a real life and death situation. Nurses with more specialized training mean better outcomes for Florida's children, and those outcomes support The Blue Foundation's vision of providing caring solutions.

While FSU received its grant money earlier this year, the simulator recently arrived. Today's special awards ceremony at the FSU campus coincided with Nurses Appreciation Week. Representatives from FSU, the community, and Blue Cross and Blue Shield of Florida, as well as executives of The Blue Foundation participated in the event.

(more)

The Blue Foundation
Add One
05/09/02

"Nursing is a keystone to good healthcare," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida, Inc. "We are fortunate in Florida to have excellent training programs for our nurses. With this grant, our hope is to enhance existing education and improve the health and well-being of Florida's children."

The FSU School of Nursing was one of 16 Florida non-profit organizations to receive an inaugural grant from The Blue Foundation. In all, \$925,000 was distributed last December through these first grants, and The Blue Foundation will annually award \$1 million during two grant cycles – in the spring and fall.

The Blue Foundation for a Healthy Florida, Inc., provides grants to programs with a positive impact on the health of Florida's uninsured and underserved population. The Blue Foundation was created in 2001 as a separate charitable foundation with a \$5 million donation from Blue Cross and Blue Shield of Florida.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning The Blue Foundation for a Healthy Florida, please visit its website at www.bcbsf.com.





NEWS RELEASE

FOR IMMEDIATE RELEASE

February 15, 2002

Contact: Susan B. Towler, APR
(904) 905-6803
Susan.Towler@bcbsfl.com

The Blue Foundation Sets March 8 Deadline for Spring Grant Cycle *Non-profits Can Apply for \$5,000 to \$150,000 Grants*

JACKSONVILLE, Fla. – The Blue Foundation for a Healthy Florida, Inc., announced today it is accepting grant applications from non-profit agencies that make a positive impact on the health and well-being of uninsured and underserved Floridians. Requests for one-time and multi-year grants from \$5,000 to \$150,000 will be considered. The application deadline is March 8.

Established last year to help find caring solutions, The Blue Foundation plans to distribute up to \$1 million annually during two grant cycles, one in spring and one in fall. The mission of The Blue Foundation is broad enough to have a significant impact on many health care challenges in Florida. Programs and organizations with a 501(c)(3) designation as a non-profit can receive grant money for initiatives that provide health care education, awareness and training.

The Blue Foundation is already paving the way to a healthier Florida through its support of 16 programs that were awarded inaugural grants in December. Those 925,000 grant dollars serve a diverse population statewide in a variety of ways. For example, girls in Tampa Bay will learn personal hygiene and benefit from a personalized health care routine monitored by a registered nurse. African Americans with diabetes in St. Lucie County will learn about their disease through a unique outreach program that will train lay workers, such as hairdressers and church leaders, in intervention. Physicians in North Florida will receive better training on women's heart disease, and children in Fort Lauderdale will be healthier because of nurses provided in designated childcare facilities.

Organizations seeking funding should contact The Blue Foundation for a Healthy Florida office at 1-800-477-3736, extension 63215. Proposal guidelines can be downloaded online from the "Giving to Our Community" section under "Our Company" at www.bcbsf.com.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning The Blue Foundation for a Healthy Florida, please visit its website at www.bcbsf.com.

Volunteers in Healthcare Website: Funding Sources, February 2002

<http://volunteersinhealthcare.org/fundCont.htm>

Blue Foundation for a Healthy Florida Inc.

The Kaiser Daily Health Policy Report 8/30/01 reports that Blue Cross and Blue Shield of Florida has established a foundation, Blue Foundation for a Healthy Florida Inc., to help Florida's un and under insured residents. The Fund will offer up to one million dollars in grants each year to charitable groups and programs that work with the underprivileged to improve health. Types of projects the foundation would consider funding include mobile health services, teen anti-smoking campaigns, health clinics and health education programs. Grant proposals are accepted twice per year, April and October. Organizations interested in applying can find more information and application forms by visiting www.bcbsfl.com/home/index.cfm or calling

The Foundation Center's RFP Bulletin: February 22, 2002

(6) Blue Foundation for a Healthy Florida Accepting
Applications for Spring Grant Cycle

Deadline: March 8, 2002

The Blue Foundation for a Healthy Florida, Inc., is accepting applications for its spring 2002 grant cycle from nonprofit agencies that make a positive impact on the health and well-being of uninsured and underserved Floridians.

Established last year, the Blue Foundation for a Healthy Florida plans to distribute up to \$1 million annually during two grant cycles (spring and fall). Funding is available to selected nonprofit programs and organizations with a 501(c)(3) designation for initiatives that provide health-care education, awareness, and training. Requests for one-time and multi-year grants from \$5,000 to \$150,000 will be considered.

For complete guidelines, contact the foundation's offices or see the foundation's Web site.

Contact:
Blue Foundation for a Healthy Florida
Tel: (800) 477-3736, ext. 63215

RFP Link:
http://www.bcbsfl.com/ocyh_our_company/BfHealthyFlorida.cfm

Foundation News Digest, The Foundation Center: February 22, 2002
http://fdncenter.org/pnd/rfp/rfp_print.jhtml?id=5500074

ID RFP-Bulletin — Blue Foundation for a ...pting Applications for Spring Grant Cycle

http://fdncenter.org/pnd/rfp/rfp_print.jhtml?id=5500074

Philanthropy News Digest
The Foundation Center
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REQUEST FOR PROPOSALS

Health

Posted: February 22, 2002
Deadline: March 8, 2002

Blue Foundation for a Healthy Florida Accepting Applications for Spring Grant Cycle

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For complete guidelines, contact the foundation's offices or see the foundation's Web site.

Contact:

Blue Foundation for a Healthy Florida

Tel: (800) 477-3736, ext. 6321

URL: http://www.bcbsfl.com/ocyh_our_company/BFI/healthyFlorida.cfm

[Print](#) • [Close Window](#)

**Boston University's School of Public Health's Join Together Online
Website: February 5, 2002**

<http://www.jointogether.org/gv/news/funding/print/0,2060,548499,00.html>



Florida Blue Foundation Accepting Applications

2/25/2002

Nonprofit organizations that make a positive impact on the health and well-being of uninsured and underserved Florida residents can apply for grants from the [Blue Foundation for a Healthy Florida](#).

The Blue Foundation -- the result of the conversion of Blue Cross Blue Shield of Florida to a for-profit company -- will award about \$10 million annually. Nonprofit groups that provide health-care education, awareness, and training are eligible. Grants will range from \$150,000.

Previous grantmaking by the foundation has included awards to programs that address youth smoking, violence prevention, and alcohol and other drug abuse, including misuse of prescription drugs.

Deadline for applications in the spring funding cycle is March 8. For more information, call the foundation at 800-477-3736, ext. 63215.

Visit www.jointogether.org for complete news and funding coverage, resource links and advocacy tools supporting community-based efforts to reduce and prevent substance abuse and gun violence.

Receive free news and funding headlines by email! Sign up at www.jointogether.org/jtodirect

This information may be freely reproduced and distributed, provided that attribution is made to "Join Together Online (www.jointogether.org)."
Join Together is a project of the [Boston University School of Public Health](#).

From the Baseline
The Official MaliVai Washington Kids Foundation Newsletter
April 2002

**THE BLUE FOUNDATION TEAMS
WITH MWKF FOR “BLUE AND YOU FOR
A HEALTHY TOMORROW!”**

The Blue Foundation, the charitable arm of Blue Cross Blue Shield of Florida has partnered with the MaliVai Washington Kids Foundation to provide a healthy lifestyles program to the children in the TnT program of the MaliVai Washington Kids Foundation.

The grant, which began in January, is a two year grant designed to provide a comprehensive array of health education classes, field trips and resources to the children of TnT and their families.

Each week, TnT youth participate in a variety of “Healthy Lifestyle Choices” classes. Since January, youth have participated in an eight week national “LifeSkills” program, individual classes on sex education, nutrition, drug education and more. Currently, youth are participating in an eight week drug education program with a DARE officer, an eight week nutrition program with 4H and additional individual classes. Our young ladies are continuing to participate in a twelve week program entitled “Go Girl Go” which encompasses a broad range of programs focusing on self esteem and the education and confidence to make positive choices as it relates to healthy life styles. This curriculum is provided through the Women’s Sports Foundation. All youth also participate in Team Building and Character Development classes regularly. Three of our young ladies were also selected to participate in a “Safe Girls” program at the Bridge of Northeast Florida.

Youth are also physically active through the Blue & You program. Youth participate in tennis lessons and competitions from two to five days per week. During free time, outdoor games that utilize coordination and movement are also encouraged.

Field trips and special events also round out the Blue & You activities. The Vision is Priceless van recently visited TnT as part of the Blue & You program. Additional activities are planned.

The youth look forward to their “Blue’s Clues” classes each week (their affectionate nickname for the program!). Thanks to the Blue Foundation and Blue Cross Blue Shield of Florida for making this program a reality!!

Florida Blue PPO Edition Spring 2002

The Blue Foundation awards nearly \$1 million in grants

Find Out More

www.bcbsfl.com
Click on "Our Company"

The Blue Foundation
800-477-3736, ext. 63215

In its inaugural grant offerings last December, The Blue Foundation for a Healthy Florida, Inc., awarded \$925,000 to 16 nonprofit organizations throughout Florida. The philanthropic affiliate of Blue Cross and Blue Shield of Florida was incorporated earlier last year to assist charitable causes and nonprofit organizations that align with our mission of affordable health care choices. The foundation plans to distribute up to \$1 million in grants each year. The grants will support programs that positively impact the health and well-being of uninsured and underserved Floridians. The next request for proposals deadline is Sept. 1, 2002. For information on how to apply for a grant from The Blue Foundation for a Healthy Florida, contact the foundation office at 800-477-3736, ext. 63215. Or visit our website at www.bcbsfl.com.

Family Central Inc.,
Fort Lauderdale, \$138,577

Improve access and understanding of preventive and primary health care for young children in at-risk families receiving subsidized childcare.

Diabetes Coalition of St. Lucie County Inc., Port St. Lucie, \$123,672

Train lay outreach workers to deliver to a minority population health information about diabetes.

Sacred Heart Health System,
Pensacola, \$118,938

Establish a multiphase program to educate seniors about prescription drugs and enroll them in a discount drug-buying program.

Cardiovascular Center at Shands
Jacksonville, \$100,000

Develop and implement an initiative to reduce the incidence of heart disease and death among women.

PACE Center for Girls of Pinellas County, \$81,000

Implement a comprehensive assessment program for each girl at the center at risk of pregnancy, poverty, criminal behavior and incarceration.

Gulf Coast Community Care, Tampa Bay, \$67,110

Expand Elder Ed, a prevention program covering misuse of prescription drugs and overuse of alcohol, into Hillsborough and Manatee counties. Funds also will underwrite a targeted media campaign.

University of Miami School of Medicine Diabetes Research Institute, Miami, \$62,501

Create diabetes education and behavior modification models to enhance care and support for children 12 to 17 years old with Type 1 diabetes, particularly the underserved and uninsured children in predominantly Hispanic and African-American communities.

Seniors First Inc., Orlando, \$50,060

Establish a prescription drug education and advocacy program and related short-term case management for Orange County seniors at or below the poverty level.

Florida State University School of Nursing, Tallahassee, \$37,000

Purchase a Pediatric Patient Simulator for the nursing skill laboratory serving 300 nursing students each year.

Baker County Council on Aging, Macclenny, \$32,076

Provide one meal a day, five days a week for a year to 25 seniors who can't travel to congregate feeding centers.



(Continued)
Florida Blue
PPO Edition
Spring 2002

University of Florida Department of Surgery Trauma/Critical Care, Jacksonville, \$26,550
Double to 100 the capacity of the Turning Point: Rethinking Violence program aimed at altering violent behavior among first-time male offenders 10 to 16 years old.

Community Asthma Partnership, Jacksonville, \$25,000
Launch an intervention program for asthmatic children and their families.

Florida Academy of Family Physicians, Statewide, \$24,000
Finance the majority of education tuition loan interest for two family practice resident physicians in training during their first four years of practice. In return, the residents will serve their first year and four future years in high-need communities.

Hope Haven Children's Clinic and Family Center, Jacksonville, \$17,255
Develop a comprehensive assessment and treatment center for children with autism and increase access for families who can't afford treatment at other facilities.

MaliVai Washington Kids Foundation, Jacksonville, \$16,261
Underwrite development of a program for youth in third through fifth grades, including: non-smoking initiatives; HIV/AIDS education; pregnancy prevention; wellness and prevention; health promotion and education, and youth development.

Education Foundation of Sarasota County Inc., Sarasota, \$5,000
Provide 10 mini-grants to enable Sarasota County teachers to explore new techniques and develop innovative health education projects.

drug lists are on our website

Our complete Preferred Medication List and BCBSF Drug Formulary are now on our website. The Preferred Medication List is a coverage guide for those members with three-tier drug card programs. The BCBSF Drug Formulary lists drugs for members with two-tier copayment drug card programs and MediScript prescription drug benefits. We revise the lists quarterly. Check the website for the latest updates.

All drugs listed on this site are not necessarily covered under your plan. The lists are offered as a guide. But some plans exclude certain drugs. You should refer to the pharmacy endorsement or rider issued with your contract, Evidence of Coverage, member handbook or Certificate of Coverage to determine whether a particular medication listed is excluded in your case. Call the customer service number on your ID card if you are unsure about your coverage or benefits or have questions about the lists.

To view the Preferred Medication List or the BCBSF Drug Formulary List, go to www.bcbsfl.com, click on "Member," "Pharmacy Programs," "Medication Lists."



preferred medication list update

Additions

Effective 10/16/01:
Rebetol

Effective 11/02/01:
Viread

Effective 12/03/01:
Cipro HC Otic
Duoneb
Tazorac cream
Yasmin

Effective 03/08/02:
Alphagan P
Entocort EC (budesonide)
Innolet
Mircette (EE/desogestrel)

Deletions

Effective 07/01/02:
Lescol tablets*
TriNorinyl*

*No generic equivalent is available but an alternative medicine is listed.

Deletions, continued on page 14

Florida Blue
Medicare & More Edition
Spring 2002

The Blue Foundation

awards nearly

\$1 million in grants

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Diabetes Coalition of St. Lucie
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Sacred Heart Health System,
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Cardiovascular Center at
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PACE Center for Girls of
Pinellas County, \$81,000
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Florida Blue Medicare & More Spring 2002



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Education Foundation of Sarasota County Inc., Sarasota, \$5,000
Provide 10 mini-grants to enable Sarasota County teachers to explore new techniques and develop innovative health education projects.

Flyer produced by
Gulf Coast Community Care
Spring 2002

GULF COAST COMMUNITY CARE
A Division of Gulf Coast Jewish Family Services, Inc.
14041 Icot Blvd. Clearwater, 33760
727-538-7460 (P) 727-535-4774 (Fax)

ELDER ED

Medicare estimates that 20% of all hospital admissions of the elderly are alcohol or drug-related. These admissions are costly to insurers, indicate preventable illness in the patients and are, to a large extent, unnecessary. Community wide prevention and education needs to focus on (1) decreasing medication errors by teaching the importance the medication management, along with concrete methods to reduce errors and (2) alerting senior citizens to recommended levels of alcohol intake and the changes that aging brings about in lowering tolerance. These efforts are expected to result in improved health and lower use of health care services due to alcohol or medication misuse among the elderly.

Gulf Coast Community Care's Elder Ed program was initiated in February, 2000. This program, funded by the Florida Department of Children and Families, has targeted Pasco and Pinellas Counties. Community educators have offered seminars to seniors who live in the community focusing on identification and prevention of medication mismanagement and potential alcohol abuse. In the nearly two years of program operation, more than 11,200 elders have received community education programs in more than 400 presentations.

Post presentation evaluations indicate that seniors find the programs to be helpful and indicate that staff is providing what is often viewed as new and important educational and preventive knowledge for seniors. Thanks to the generosity of the **Blue Foundation for a Healthy Florida**, this program will extend preventive education to the nearly 250,000 seniors residing in Hillsborough and Manatee counties.

In addition, the new grant will permit Gulf Coast Community Care to utilize media sources reaching larger numbers of elderly throughout the Tampa Bay area who may need this knowledge. Gulf Coast will thus promote the mission of the Blue Foundation for a Healthy Florida to positively impact the health and well-being of under-served senior Floridians.

Contact Information: Barbara Carmen, R.N., Ph.D., Program Coordinator
727-538-7460, Ext. 3090

The Chronicle of Philanthropy
April 18, 2002

April 18, 2002

WINSTON-SALEM FOUNDATION

860 West Fifth Street
Winston-Salem, N.C. 27101-2506
(336) 725-2382

Death and dying. For the Community Partnership for End of Life Care: \$25,000 to Hospice & Palliative Care Center (Winston-Salem, N.C.).

**GRANTS BY
COMPANIES**

ANHEUSER-BUSCH FOUNDATION

c/o Anheuser-Busch Companies
1 Busch Place
St. Louis, Mo. 63118
(314) 577-7368

Public television. To purchase a digital transmitter: \$950,000 over four years to KETC/Channel 9 (St. Louis, Mo.).

AOL TIME WARNER FOUNDATION

75 Rockefeller Plaza, 4th Floor
New York, N.Y. 10019
(212) 484-6565
AOLTWGrants@aol.com
<http://aoltwfoundation.org>

Education. For Downtown After 3, an effort to create or support after-school programs for public elementary, middle-school, and high-school students south of Canal Street in Manhattan: \$250,000 to the After-School Corporation (New York, N.Y.).

**BLUE FOUNDATION FOR A
HEALTHY FLORIDA**

4800 Deerwood Campus Parkway
Building 300, Fourth Floor
Jacksonville, Fla. 32246-8273
(800) 477-3736; fax (904) 905-6638
<http://www.bcbsfl.com>

Health. For Healthy Directions, an effort to provide improved preventive and primary health care to young children in at-risk families: \$138,577 to Family Central (North Lauderdale, Fla.).
—To improve diabetes management among high-risk adolescents with Type 1 diabetes: \$62,501 to U. of Miami, Diabetes Research Institute (Hollywood, Fla.).

Healthystartassoc.org
May 2002
(Website for the National Healthy Start Association)

State-Specific Funding Resources

State-Specific Opportunities

Indiana: Welborn Foundation; community health projects – <http://www.welbornfdn.org>.

Massachusetts: Health Foundation of Central Massachusetts; oral health, child abuse and drug services – <http://www.hfcm.net>.

Texas: Pasa del Norte Health Foundation, Begin at Birth initiative, border health issues – <http://www.pdnhf.org> or (915) 544-7636.

Florida: Blue Foundation for Healthy Florida, Inc.; health-care education, awareness and training – http://www.bcbsfl.com/ocyh_our_company/BfHealthyFlorida.cfm

268 **DONATIONS**

The Jessie Ball duPont Fund donated \$25,000 to the Hope Haven Children's Clinic and Family Centers, **The Riverside Foundation** donated \$20,000 and **The Blue Foundation for Healthy Florida** donated \$17,255. These multi-year grants will provide services for children with autism.

Program for the
President's Council Recognition Banquet
May 18, 2002
(In honor of major donors to the University of Florida)

Society

*Recognizing donors who have made commitments
or reached cumulative giving of at least \$100,000,
or who have made documented bequest or insurance policy
commitments of at least \$500,000.*

**New Donors
2000-2002**

Michael D. and Joyce M. Abney
C. Todd Alley and Cynthia A. Holloway
Amvac Chemical Corp.
Artesian Farms Inc.
Joan I. Audette
Donna Baker
John T. Barnes
Gordon J. Barnett Memorial Foundation
Barr Systems Inc.
Michael O. and Barbara A. Bice
The William Bingham Foundation
The Blue Foundation for a Healthy Florida
Boeing Co.
Allison Shaaber and Randy Bryan
Carlton Fields



Extra Credit
Summer 2002 Issue
 (Newsletter of the Education Foundation of Sarasota County)

**EDGE OF EXCELLENCE
 CLASSROOM GRANT DONORS**

Thank You

- Bank of America
Client Foundation*
- William G. Selby &
Marie Selby Foundation*
- Verizon*
- Blue Cross Blue Shield of Florida*
- Blue Foundation for
a Healthy Florida*
- Ella A. Wiselogel Fund
of the Community Foundation
of Sarasota County*
- Hunkele Family Foundation*
- Kiwanis Club of Sarasota*
- Koski Family Foundation*
- Bill & Betsy Mitchell Fund of
the Community Foundation of
Sarasota County*
- Sarasota Bay Rotary Club Foundation*
- Sarasota Kiwanis Foundation*
- Sarasota Rotary Foundation*
- Jon F. Swift, Inc.*
- Arvida Realty Foundation*
- Family Magazine*
- Gregory & Barbara Gildner*
- Jim & Jean Henry*
- Junior League of Sarasota*
- David & Jean Mitchell*
- Alice Rau*
- Tracy Ross Memorial*
- Sarasota Classified/
Teachers Association*
- Ed & Rowley Silver*
- Janey Swift*
- License for Learning Fund
of the Education Foundation
of Sarasota County*

**IT ALL
 ADDS
 UP ...**

"The Edge of Excellence Classroom Grant program, one of our signature programs, reaches thousands of students in hundreds of classrooms every year. It helps forge a powerful bond between our schools and our community and makes a tremendous difference in the level of student motivation and learning."

— Dorothy B. Stuart, Executive Director



Jackie Henson-Dacey, Riverview art teacher, funded "Batik Around the World" an International Baccalaureate project, with her Edge of Excellence grant.

Katherine Kourapis of Cysis won an Edge of Excellence Classroom Grant for "The Joy of Cooking with Toddlers," a project for the teen mothers in the program.

— Classroom Grant photos by Rob Spoon, Bryn-Alan —

**GENEROUS COMMUNITY FUNDS
 EDGE OF EXCELLENCE CLASSROOM GRANTS**



Lee DeLieto, Kiwanis Club/Foundation of Sarasota, (r) and grant recipients

The Education Foundation's Edge of Excellence Classroom Grant program awards funds to Sarasota County teachers to explore curriculum-based projects. Through twenty-six community sponsors—individuals, businesses, and organizations—the Education Foundation awarded over \$93,000 this year to 130 teachers for classroom projects that excite and motivate students to learn.



Jim and Jean Henry (r) with their grant recipient



Tom Newman and Don Durden (l) with Verizon grant recipients



Jon Swift with Jon Swift, Inc. grant recipients



A grant from the Blue Foundation for a Healthy Florida will help fund innovative health education classroom projects through the Edge of Excellence program.



Ruth Ranck of Bank of America Client Foundation, an Edge of Excellence leadership donor, (center back) and most of their 46 grant recipients.

MEDS program could help some afford Rx drugs

Anton Caputo

©PensacolaNewsJournal.com

Yvonne Ellis has a problem, and she's not alone.

The 56-year old Pensacola resident routinely goes without her medication so her husband can take his.

It has become a hard choice for the couple, but Ellis is more worried about her husband, who suffers from emphysema and heart problems, than herself. Because they lack prescription drug coverage, there is no way they can afford all their prescribed medications.

Nevertheless, Ellis would like to find some way to afford at least a few of the seven medications her doctor wants her to take.

"I'm going to have to find something, because I need my blood pressure medicine," she said.

Ellis hopes that Sacred Heart Hospital's MEDS program is the solution. Through a \$119,000 grant from the Blue Foundation of Florida, the program was expanded earlier this year to cover all people without prescription drug coverage regardless of age. It offers discount prescriptions and counseling to people struggling to afford their medical needs.

MEDS sounds like a godsend to Mezielean McClain, 52, a friend of Ellis, who also has a hard time affording medicine. She plans to share what she knows with people in the same situation.



Ellis



McClain

For more information

■ Watch BLAB-TV at 8 p.m. on Tuesday. Program coordinator Angie Robbins along with Bill Mincy, a clinical pharmacist with Pharmacy Provider Services, will discuss the MEDS program.

■ Attend a free seminar at 9:30 a.m. on Wednesday in Sacred Heart's Dudley Greenhut Auditorium. Please call 416-1620 to RSVP or ask about either program. Angie Robbins can be reached at 416-7169.

"I've got a niece who has a whole lot of kids, and she needs help on her medication," she said. "I'm going to give a whole lot of people I know that telephone number."

MEDS outreach coordinator Angie Robbins is glad McClain will help educate people about the program, but she has a couple of events in mind next week that she hopes will get the word out including a BLAB-TV show about the MEDS program and free seminar at Sacred Heart Hospital.

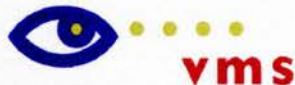
The MEDS program covers all facets of the complicated world of prescription medication, from local pricing to mail-order pharmacies and Canadian pharmacies.

Beyond that, it gives consumers one-on-one access to experts in the medical field who can help explain patients' prescriptions. Robbins is available to discuss the program with any civic or neighborhood organizations.

F SU
▷ Clips = need to be
hosted in FSU tab
that already exists.

▷ No new tab needed to
be made

WCTV-TV (CBS) Channel 6
May 9, 2002
Eyewitness News at 5:30
Tallahassee, FL



Transcript

DATE May 9, 2002
TIME 5:30-6:00 PM
STATION WCTV-TV (CBS) Channel Six
LOCATION Tallahassee, Fla.
PROGRAM Eyewitness News at 5:30

GARY BARTLETT, co-anchor:

It is Nurses Appreciation Week, and FSU student nurses are getting a nice gift in the tune of \$37,000 from the Blue Foundation for a Healthy Florida. (Clip of The Blue Foundation giving FSU School of Nursing \$37,000 check; The Blue Foundation with Blue Cross Blue Shield logos on a banner)

The grant is paying for "Charles", a state-of-the-art pediatric patient. Charles is a child model who can breathe, has a heartbeat and can respond to medications. (Clip of "Charles" doll)

Ms. KATHERINE MASON (Dean, FSU School of Nursing): ...the computer actually simulates what happens with that real medication that we've just given. So, it's--it's so realistic to be able to practice and practice and practice, and then we actually do evaluate students and give them grades based on how they perform here before they get to real people.

BARLETT: That sounds good--practice, practice, practice. Charles can also simulate having chronic diseases. Today, as you might imagine, he was having some respiratory difficulties.

FSU School of Nursing is one of 16 non-profits to receive funds from the Blue Foundation, this year alone.

#

CAMPUS NOTES

■ FSU *268*

New reading center to help K-3 students

K-3 teachers throughout Florida with a high number of disadvantaged readers in their classrooms will receive training to use programs developed at FSU by 2003. FSU was awarded \$2.5 million by Gov. Jeb Bush last month to create the Florida Center of Reading Research. The grant is from federal money controlled by the state. The center will be administered under the guidance of Laura Hassler, director of FSU's Learning Systems Institute, and Dean Donald Foss of the College of Arts and Sciences. Joseph Torgesen, psychology professor, will be the center's director. Associate directors are Christopher Lonigan and Richard Wagner, also psychology professors.

School of Nursing receives grant: The Blue Foundation for a Healthy Florida awarded a \$37,000 grant to save lives. The grant provided a state-of-the-art pediatric patient simulator to help nursing students practice health care procedures on a child model that breathes, has

a heartbeat and reacts to medication. The Blue Foundation for a Healthy Florida is Blue Cross and Blue Shield of Florida's new philanthropic affiliate.

Quick Connections

May 23, 2002
(BCBSF Publication)

QuickConnections

The Information You Need... When You Want It.



View this week's topics

View/Print all stories

- The Blue Foundation for a Healthy Florida appreciates nurses
- Exemplary leader recognized
- BlueComplements - offering choices
- Hurricanes... even small ones pack a punch
- UNF Health Care Competency Development Program graduates five
- Tampa stop next on Blue Community Champions statewide tour
- NASCO Process Improvement Team (NPIT)
- The heat is on!
- Straight Talk
- Tu Salud Health and Fitness Expo
- Quote of the week

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You are invited to share your comments. Please email BlueViews.

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Stephen Wilson

Contributing Writers:

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Dayna Gaff
Betsy Jennings
Karen Mastroianni
Laura Palmer

BlueViews
Your News Source

The Blue Foundation for a Healthy Florida appreciates nurses



during Nurses Appreciation Week. Executive Director **Susan Towler** and Employee Team member **Beverly Russell** presented the check to the dean of the nursing classroom on the FSU campus. The \$37,000 grant allowed the FSU nursing school to purchase a Pediatric Patient Simulator to help nursing students practice essential

The Pediatric Patient Simulator, dubbed "Charlie" by the FSU nursing faculty, mimics a young child in a variety of medical situations. The Pediatric Patient Simulator has a heartbeat and performs other bodily functions. It is also equipped with a blood-like solution. A child's body requires different health practices than an adult. A Patient Simulator helps students recognize and deal with those differences in the clinical setting.

"Nursing is a keystone to good health care," said Towler. "We are fortunate in our excellent training programs for our nurses. With this grant, our hope is to enhance nursing education and improve the health and well-being of Florida's children."

The grant to the FSU School of Nursing was part of The Blue Foundation's ongoing offerings from Fall 2001. The second grant cycle is currently in progress. The Employee Grant Review Team meets next week to determine the grant recipients for the Spring 2002 cycle. Decisions are expected at the end of June.

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**General Placements
for Spring 2002 Grants**

News From Donors Forum of South Florida

Spring 2002 Newsletter

NEW MEMBERS

Donors Forum is pleased to welcome as new members: **The Blue Foundation for a Healthy Florida**; **Calder Race Course**; **East Hill Foundation**; and **Friedman-Klarreich Family Foundation**.

The Blue Foundation for a Healthy Florida, whose Designated Representative is **Susan Towler**, is the philanthropic corporate foundation of Blue Cross and Blue Shield of Florida. Incorporated in March 2001, The Blue Foundation's primary purpose is to promote the health and well-being of uninsured and underserved Floridians. Up to \$1 million annually is available for grantmaking to qualified 501 (c) (3) organizations during two annual grant cycles. The Blue Foundation, headquartered in Jacksonville, is a statewide foundation focused on addressing the broad health care challenges across Florida.

Calder Race Course's continuous support of local charities parallels Churchill Downs' strong commitment to community service. Its funding interests include education/scholarships; community development; and a variety of community service institutions. Calder, which

makes grants totaling over \$450,000 annually, will be represented by **Meg Garza**, its director of community relations.

East Hill Foundation, which is headquartered in New York, has two family members who reside in Florida, each of whom has joined Donors Forum, **Ami Greatbatch** and **Jenny Dulan**. The foundation makes grants related to museums, historic preservation and social service programs benefiting children and the handicapped.

Friedman-Klarreich Family Foundation, whose representative will be trustee **Kathie Klarreich**, was established in 1992 by Susan Friedman Klarreich and her four daughters. The foundation is interested in programs that focus on achieving educational and economic equality for girls and women and enhancing the stability of families.

Donors Forum also welcomes as a new professional advisor associate **Jason P. Weisenfeld** of **Goldman, Sachs and Co.**

Foundation News & Commentary
May/June 2002 Issue

(A publication of the Council on Foundations, Washington, D.C.)

BOARD MEMBERS

■ **Blue Foundation for a Healthy Florida** (Jacksonville, FL): The foundation named Blue Cross Blue Shield of Florida staff to its board of directors: **Bruce Bagni, Randy Kammer, Patrick McCabe, Deanna McDonald, Tony Jenkins,** and **Susan Wildes.**

Florida Report July 2002 Issue

(Published by the Florida Federation of Community Foundations)

Blue Foundation looks for Partners in Florida

The Blue Foundation for a Healthy Florida, established by Blue Cross and Blue Shield of Florida wants to offer Empowerment Evaluation training to selected health care nonprofits across the state. This training is a tool for capacity building and is being used at national foundations, including the Kellogg Foundation. To accomplish this the Blue Foundation wants to partner with community foundations in Florida to offer this program.

The Foundation will cover the cost of the training, provide the consultant, and identify potential organizations to invite.

This is a great opportunity for those community foundations who truly have a capacity building mission.

Contact: Susan B. Towler,
Executive Director
The Blue Foundation for a Healthy Florida

4800 Deerwood Campus
Parkway, Bldg 300
Jacksonville, FL
32246

Phone: 904-905-6803
Email:
susan.towler@bcbsfl.com

*Empowerment Evaluation is a
great tool for capacity building
for smaller nonprofit
organizations*

Jacksonville.bizjournals.com
The Business Journal of Jacksonville Online
August 7, 2002

The Business Journal of Jacksonville - August 7, 2002

<http://jacksonville.bizjournals.com/jacksonville/stories/2002/08/05/daily23.html>



August 7, 2002

Jax foundation hands out \$500,000

Jacksonville-based Blue Foundation for a Healthy Florida recently gave \$497,480 to 11 nonprofit Florida organizations to serve uninsured and underserved individuals.

The foundation chose the programs, ranging from prenatal health education for pregnant adolescents to dementia caregiver training, from 257 proposals.

"We are accomplishing our goal of providing caring solutions through grants that will educate, train and improve the lives of individuals and families throughout Florida," said Susan Towler, executive director of the foundation.

Recipients include:

- Mission House, Jacksonville Beach, \$14,513.
- Northeast Florida Pediatric Society, Jacksonville, \$72,128.
- Alachua County for Rural Needs, Brooker, \$52,350.
- Pleasant Place, Gainesville, \$56,004.
- Experience Works, Ocala, \$62,108.
- Columbia County Senior Services, Lake City, \$70,128.
- Elderly Interest Fund, Fort Lauderdale, \$25,000.
- Hispanic Health Initiatives, Orlando, \$57,000.
- Senior Friendship Centers, Sarasota, \$47,100.
- Neighborhood Health Clinic, Naples, \$23,700.
- Hillsborough Community College, Tampa, \$17,500.

The foundation has given \$1.4 million to Florida nonprofits since its inception in 2001.

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Philanthropy News Digest Online

August 11, 2002

(A Website of The Foundation Center)



Selections from the current issue of *The Carnegie Reporter*:
• Moving Beyond Storybooks: Teaching Our Children to Read to Learn
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Health

August 11, 2002

Blue Foundation Awards Grants to Eleven Florida Nonprofits

The [Blue Foundation for a Healthy Florida](#) has announced grants totaling \$497,480 to eleven Florida nonprofit organizations that serve uninsured and underserved individuals.

The funded programs include Experience Works, Inc. in Marion County, which will train forty low-income seniors to provide care to other seniors who are homebound; Orlando-based Hispanic Health Initiatives, which will create a culturally sensitive outreach program in Central Florida that includes a Hispanic diabetes support group; and the Elderly Interest Fund in Fort Lauderdale, which will run a mobile medical clinic to help uninsured older adults in Broward County. With this latest round of grants, the foundation has contributed a total of \$1.4 million to Florida nonprofits since its inception in March 2001.

"These eleven grants represent the significant positive impact the Blue Foundation is having on the many healthcare challenges we face in Florida," said Blue Foundation executive director Susan Towler. "We are accomplishing our goal of providing caring solutions through grants that will educate, train, and improve the lives of individuals and families throughout Florida."

"Eleven Florida Non-Profits Receive \$497,480." Blue Foundation for a Healthy Florida Press Release 8/06/02.

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**The Blue Foundation
for a Healthy Florida
Awards Philanthropic
Grants
Eleven Florida Non-
profits Receive
\$497,480**

The Blue Foundation for a Healthy Florida awarded \$497,480 to 11 non-profit Florida organizations to serve uninsured and underserved individuals. The funded programs, ranging from prenatal health education for pregnant adolescents to dementia caregiver training, were chosen from 257 proposals submitted to The Blue Foundation during the Spring 2002 grant cycle.

"These 11 grants represent the significant positive impact The Blue Foundation is having on the many health care challenges we face in Florida," said Susan Towler, executive director of The Blue Foundation. "We are accomplishing our goal of providing caring solutions through grants that will educate, train and improve the lives of individuals and families throughout Florida."

The Spring 2002 grant recipients are listed below with the dollar amounts of their grants. Grants are for one year, unless otherwise specified:

- Mission House, Inc., Jacksonville Beach, \$14,513
- Northeast Florida Pediatric Society, Jacksonville, \$72,128 over three years
- Alachua County for Rural Needs, Brooker, \$52,350
- Pleasant Place, Gainesville, \$56,004 over two years
- Experience Works, Ocala, \$62,108
- Columbia County Senior Services, Lake City, \$70,128 over two years
- Elderly Interest Fund, Ft. Lauderdale, \$25,000
- Hispanic Health Initiatives, Orlando, \$57,000
- Senior Friendship Centers, Sarasota, \$47,100 over two years
- Neighborhood Health Clinic, Naples, \$23,700
- Hillsborough Community College, Tampa, \$17,500

The new grants mark \$1.4 million in contributions The Blue Foundation for a Healthy Florida has provided to Florida non-profits since the foundation's inception in March 2001. The impact of these grants touches all of Florida's shores and meets the diverse health care needs of Floridians living in the many communities in between.

"The Blue Foundation looks for innovative programs that advance the health

and well-being of uninsured and underserved Floridians," Towler said. "These programs meet a variety of needs in our communities, reflecting the cultural and ethnic diversity of our state."

In Marion County, Experience Works, Inc. will train 40 low-income seniors to be home health care aides to provide care to other seniors who require homebound care. "The peer-to-peer caring services will help alleviate the critical shortage of certified health care workers in Florida and help maintain the independence of seniors," said Madeline Simpson, director of Experience Works, Inc.

In Central Florida, more than 750 Hispanics will be educated about the risks of type-2 diabetes. Hispanic Health Initiatives will create a culturally sensitive outreach program that includes a Hispanic diabetes support group.

In South Florida, the uninsured aging in Broward County will receive free health care and prescription drugs through a mobile medical clinic. MediVan, run by Elderly Interest Fund, takes the doctor to the patient and helps to diagnose diseases before they become public health risks.

The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), provides grants to support programs that positively impact the health and well-being of uninsured and underserved Floridians. The Blue Foundation awards up to \$1 million in grants per year. The grant applications for the Fall 2002 cycle are due Sept. 3, 2002. For more information on the proposal process, please call 1-800-477-3736 ext.63215.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. The Blue Foundation received its 501(c)(3) status by the Internal Revenue Service in May 2002. For more information concerning The Blue Foundation for a Healthy Florida, please visit its Web site at www.bcbsfl.com.

Grant Presentation to the
Mission House, Inc.
Jacksonville Beach, Florida



Mission House's executive director was overwhelmed with the surprise grant.



The Blue Foundation "Prize Patrol" surprised the Mission House board of directors with a grant award during the board's monthly meeting.



The Mission House is a homeless shelter and will use the \$14,513 grant to improve equipment and fund prescription drugs for its medical clinic.

Mission House gets Blue windfall

From Shorelines staff

The Blue Foundation for a Healthy Florida surprised Mission House with a \$14,513 check Monday to buy new medical equipment and prescription medicine for the homeless.

Mission House, on Shetter Avenue in Jacksonville Beach, offers food, clothing, showers, job assistance and medical treatment to homeless people.

The clinic treats about 130 homeless and uninsured residents a month with the help of dozens of volunteer

doctors, nurses and assistants. Last year, the clinic spent \$5,000 filling prescriptions for the homeless.

The contribution will help Mission House buy an electrocardiogram, or EKG, to investigate heart disease, blood pressure units for each exam room and testing materials to help treat and prevent diabetes and other ailments.

"We have just been blessed by the Blues," said Mission House Executive Director Jan Flager, referring to the philanthropic foundation under Blue Cross and Blue Shield of Florida. "One of the key issues the

homeless face is health care."

The Blue Foundation awards up to \$1 million in grants a year to health and wellness programs for uninsured and under-served residents. The contribution to Mission House is one of 11 grants the foundation has awarded to non-profit groups in Florida this month.

"The Mission House provides an important service to the uninsured in Jacksonville," said Susan Towler, executive director of The Blue Foundation. "The foundation applauds Mission House for giving hope to hundreds of uninsured in Jacksonville."

Florida Times Union
First Business section
July 17, 2002

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Honors/awards

■ The Community Foundation's has awarded JCCI Forward (an initiative of Jacksonville Community Council Inc.) a \$23,475 grant for its Issue Forums.

■ Ahmed A. Eltouy and Fred B. Fisher Jr., financial advisors with the Jacksonville office of American Express Financial Advisors were honored with the President's Recognition Award.

■ TTV Architects Inc. received an award for "Excellence in Design" from the Jacksonville Chapter of the American Institute of Architects.

■ The Robin Shepherd Group was named the best of the best with a Charlie award for its Dog Days of Summer poster designed for the University of North Florida.

■ Susan Burns was named "Entrepreneur of the Year," at the annual Main Boxes Etc. Convention.

■ The Institute for Financial Studies at Florida Community College was selected by a council of the American Association of Community Colleges to receive the Exemplary Initiatives Award in the category of Workforce Development.

■ Jacksonville-based company American Roll-Up received an award of excellence from Clopay Building Products Co.

■ The American Hospital Association has named St. Vincent's Mobile Health Outreach Ministry as one of five programs nationally honored by the organization's annual NOVA Awards.

■ Crowley Liner Services was honored with SC Johnson's "Outstanding Customer Service Award" for 2001.

Contracts

■ QC Management, Inc. was awarded the a contract for the

Beaver Street Enterprise Center project. The \$1,649,000 project was competitive bidded for a 25,000 square feet single story office building. This will be an office incubator project located on Beaver Street which design to help start up companies locate in this area.

Donations

■ The homeless and uninsured of Jacksonville will have better access to health care services at Mission House thanks to a grant from The Blue Foundation for a Healthy Florida Inc. Mission House, which operates in Jacksonville Beach, received a one-year \$14,513 grant to upgrade and purchase new diagnostic equipment to better serve its patients.

New ventures

■ BurdetteB2B, a Jacksonville-based marketing consulting and communications firm announced it has been engaged to serve as marketing consultants for Diversified Therapy Corp., a national business-to-business enterprise that provides turn-key wound care centers and services to hospitals.

Sales

■ Colliers Dickinson announces the completion of the following sale transactions: land sale in South Ponte Vedra Beach at A1A to Ocean Grande Serenata, LLC; retail sale on Jacksonville's Southside to Real Estate Partners of Southside LLC, the land will be used for a Sonic Drive-in Restaurant; retail sale at 719-739 Edgewood Ave. to the Samean family.

Commercial transactions

Commercial real estate transactions more than \$35,000

HEALTH AND INSURANCE

Shands, UF team up for new health facility

By Sarah Skidmore
Times-Union business writer

Shands Jacksonville and the University of Florida recently announced the construction of a new health facility for east-side Jacksonville.

The Eastside family Practice Center, a 12,000-square-foot family practice center, will be located at 21st Street and Phoenix Avenue.

The center is funded through a grant administered by the Jacksonville Planning and Development Department's Community Development Division. Shands was awarded a grant for \$254,553 for land acquisition and pre-construction costs and \$950,000 for construction of a

7,000-foot stand-alone facility. An additional 5,000 square feet is planned for phase two.

The center will offer a variety of medical services from pediatric care to treatment of minor injuries and chronic illness management.

The first phase is scheduled to be completed in February.

St. Vincent's award

The American Hospital Association named St. Vincent's Mobile Health Outreach Ministry as one of the five winning programs of its annual NOVA Awards.

The award recognizes hospitals and health systems for innovative and collaborative pro-

grams focused on community health status. It is sponsored by Hospitals & Health Networks magazine.

The St. Vincent's Mobile Health Outreach Ministry delivers care to medically underserved populations in the area by using two vehicles equipped as physician offices on wheels.

New medical leader

The Agency for Health Care Administration recently appointed Summer Knight as the chief medical officer for the Agency. She will begin her new position in August.

Knight will serve as liaison between the Agency and Florida's health care providers and

consumers. She will also be the chief clinical consultant for Florida Medicaid, the State of Florida's Health Care System and the Health Care Regulatory Divisions of the Agency.

Knight, a family practice physician, most recently worked at Gadsden Community Hospital in Quincy as medical director of the emergency department.

New board members

James Thornton and Fred Franklin Jr., have recently been named to the Board of Trustees for St. Vincent's Health System for three-year terms.

Thornton is chairman and director of The Development Group Inc. Franklin practices

law with Holland and Knight LLP.

Mission House

The Blue Foundation for a Healthy Florida Inc., granted Mission House a one-year \$14,513 grant to upgrade and purchase new diagnostic equipment and help purchase prescription medicines.

Mission House, which operates in Jacksonville Beach, provides health care to the homeless and uninsured.



Sarah Skidmore may be reached by phone at (904) 359-4268, by fax at (904) 359-4090 or by e-mail at sskidmore@jacksonville.com.

Grant Presentation to the
NEFL Pediatric Society
Jacksonville, Florida



The Blue Foundation
"Prize Patrol" surprised
representatives of the
Northeast Florida
Pediatric Society with a
\$72,077 grant at a
Jacksonville child care
facility.



The presentation and
celebration of the grant
included songs and
smiles from children
who will be receiving the
benefits of the program
funded by the grant.



WJXT-TV (Channel 4)
Jacksonville, FL
Eyewitness News at 6:00



Transcript

DATE July 15, 2002
TIME 6:00-6:30 PM
STATION WJXT-TV (Ind.) Channel Four
LOCATION Jacksonville, Fla.
PROGRAM Eyewitness News at 6:00

DEBORAH GIANOULIS, co-anchor:

Finally tonight--a local effort to keep kids healthy gets a surprise check to keep up the good work.

Members of the Blue Foundation, Blue Cross and Blue Shield of Florida's philanthropic affiliate, made a surprise visit to the Children Fantasy World Pre-school. That pre-school is one of those that Healthy Child Care Jacksonville serves. (Clip of check presentation ceremony) This is when doctors visit child care centers, work with child care workers, and do what they can to keep kids safe and healthy. The Blue Foundation presented a check for more than \$72,000, quite a surprise to the program leaders.

Ms. JANE VENIARD (Healthy Child Care): And I was just--just totally shocked. It's just great. I'm so happy and so grateful to the Blue Foundation. It hasn't really quite sunk in yet, but now we have three years that we can continue the program and do a lot of good. So, we're going to move right along.

GIANOULIS: This isn't the only surprise check the Blue Foundation is giving out. The foundation expects to make 11 surprise visits throughout the state with grants totaling nearly a half million dollars.

###

Children's health is group's concern

By Marion Gooding
Staff writer

The class of 3- and 4-year-olds sat quietly Monday, legs crossed, against the wall of the divided main classroom at Children's Fantasy World Preschool.

But with the arrival of distinguished visitors, the children were excited to show off their knowledge, standing to sing before launching straight into a recitation of the days of the week.

Representatives from the Blue Foundation for a Healthy Florida and the Northeast Florida Pediatric Society were overcome with smiles and laughter as they watched the children's glowing presentation before making a presentation of their own.

Susan Towler, executive director of the Blue Foundation, delivered the first installment of a \$72,077 grant to the preschool to help workers provide pediatric assistance and training to improve the health care quality of Jacksonville's uninsured and under-served children.

The visit to the preschool at 2629 Edison Ave., off Stockton Street, also marked the fruition of two years of planning and heralded the emergence of a newly partnered community health care outreach program.



— Marion Gooding/staff

Representatives from the Blue Foundation for a Healthy Florida, the Northeast Florida Pediatric Society and other agencies were on hand to award a grant to Children's Fantasy World Preschool to help workers improve health care for under-insured children.

Healthy Child Care Jacksonville aims to create and support partnerships among pediatricians, the child care community and families to promote children's health, development and safety in child care.

"The Florida Pediatric Society is leading the way nationally in this type of outreach," Towler said. "Healthy Child Care Jacksonville is trying to solve the extensive health issues faced by uninsured children."

The Northeast Florida Pediatric Society's initiative is a local effort based on a nationwide campaign initiated by the

U.S. Department of Health and Human Services, officials said. Healthy Child Care Jacksonville began in November 2000 as a think tank operation but now is a fully operational organization. Children's Fantasy World Preschool's award was the largest of 11 grants totaling \$500,000 to be disbursed during the next three years.

Grant-receiving organizations were chosen from a pool of 257 applications received since March. To be considered for support, Towler said, applicants had to be health care related, show strong leadership and financial accountability and have a strong track record of success, among other

requirements.

Healthy Child Care Jacksonville is a local initiative based on a nationwide campaign initiated by the U.S. Department of Health and Human Services.

Bob Threlkel, a pediatrician and coordinator of Healthy Child Care Jacksonville, said the donations are part of a larger effort to get private practice pediatricians and Jacksonville's pediatric community to help the city's children.

"The ultimate goal is for the health, welfare and safety of future generations," he said.

Staff writer Marion Gooding can be reached at 359-4380 or via e-mail at mgooding@jaxtimes.com.

Grant Presentation to the
Experience Works, Inc.
Ocala, Florida



The Blue Foundation presented a \$62,108 grant to Experience Works executives and health aides during one of their home health care visits. The patient and his family graciously hosted the grant presentation celebration.



The grant will be used for an RN Trainer to educate 40 low-income seniors to be placed as certified home health aides in the Ocala area. These aides will provide care to local indigent homebound patients.



Grant Presentation to the
ACORN Clinic
Brooker, Florida



The executive director of the Alachua County for Rural Needs, Inc. health clinic received a surprise \$52,350 grant from The Blue Foundation "Prize Patrol." The money will be used to improve access to prenatal care for uninsured local women.



The ACORN Clinic staff helped organize the surprise for the executive director. A local health reporter and photographer from the Gainesville Sun came to record the event and celebrate the presentation.



County clinic gets grant for prenatal care efforts

By DIANE CHUN
Sun staff writer

BROOKER — It wasn't a visit from the Publisher's Clearing House "prize patrol," but when officials from the Blue Foundation for a Healthy Florida stepped into the offices of the ACORN Clinic carrying a big bouquet of balloons and an even bigger check, director Marilyn Mesh was still left speechless.

ACORN, the Alachua County Organization for Rural Needs, provides medical and dental care to residents in four counties who are on Medicaid, Medicare, have no insurance or have extremely limited insurance.

Tuesday its prenatal care program got a \$52,350 grant from the Blue Foundation, philanthropic arm of Blue Cross/Blue Shield of Florida.

The foundation's executive director, Susan Towler, said ACORN was one of 11 non-profit agencies chosen to receive support.

"This grant is special because the clinic has identified a growing problem of infant mortality rates and is finding a solution that will benefit mothers and newborns," Towler said.

Nurse-practitioner Lisa Molitar said the 25-year-old ACORN Clinic first began



JASON BRAVERMAN/Special to The Sun

Susan Towler, executive director of the Blue Foundation for a Healthy Florida, presents a grant Tuesday in the amount of \$52,350 to Marilyn Mesh, director of the ACORN Clinic. Mesh was shocked because she thought the clinic failed to receive the grant for the second time. The money will go to programs for pregnant women and babies in rural areas.

offering prenatal care about a year ago. The first ACORN baby was delivered at Shands at AGH on June 28. Half a dozen more are on the way.

The "Better Babies and Birth Outcomes" outreach program will educate mothers-to-be about the importance of folic acid, advantages of breast feeding, and support programs such as WIC (a nutritional program for low-income women, infants and children) that are

available to them, Mesh said.

Another area program, Gainesville's Pleasant Place, a residential home for homeless pregnant adolescents, also received a Blue Foundation grant of \$56,004.

The funds will be used to develop a health education and training program for homeless adolescent women who are pregnant or new to parenting, and live in the residential facility.

Wednesday

Jul 17, 2002
10:01AM



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Wednesday, July 17, 2002

County clinic receives grant for prenatal care

By DIANE CHUN
Sun staff writer

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JASON BRAVERMAN/Special to The Sun

(Continued)
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Nurse-practitioner Lisa Molitar said the 25-year-old ACORN Clinic first began offering prenatal care about a year ago. The first ACORN baby was delivered at Shands at AGH on June 28. Half a dozen more are on the way.

The "Better Babies and Birth Outcomes" outreach program will educate mothers-to-be about the importance of folic acid, advantages of breast feeding, and support programs such as WIC (a nutritional program for low-income women, infants and children) that are available to them, Mesh said.

Another area program, Gainesville's Pleasant Place, a residential home for homeless pregnant adolescents, also received a Blue Foundation grant of \$56,004.

The funds will be used to develop a health education and training program for homeless adolescent women who are pregnant or new to parenting, and live in the residential facility.

Grant Presentation to the
Pleasant Place, Inc.
Gainesville, Florida



The Blue Foundation presented a \$56,004 grant to Pleasant Place, a residential home for homeless, pregnant and parenting adolescents. The money will be used to improve health education.



Pleasant Place board members joined for the grant presentation and celebration. Gainesville's ABC affiliate television station came to report about the grant.



WCJB-TV (ABC) Channel 20
Gainesville, FL
TV20 News Nightbeat
11:00 -11:30 PM



Transcript

DATE July 16, 2002
TIME 11:00-11:30 PM
STATION WCJB-TV (ABC) Channel 20
LOCATION Gainesville, Fla.
PROGRAM TV 20 News Nightbeat

GARY MATTINGLY, co-anchor:

The Florida Blue Foundation Prize Patrol says a visit to a local homeless women's shelter, this afternoon, was good. The Blue Foundation For a Healthy Florida is presenting grant money to organizations educating and supporting teenage mothers and their babies. (Clip showing a giant check with the Blue Cross Blue Shield logo)

Pleasant Place Homeless Shelter for pregnant adolescents in Gainesville is one of the lucky winners. The Blue Foundation presented them with a check, today, for more than \$56,000.

Unidentified Female Reporter: It's really going to go a long way?

Ms. PATRICIA LEE (Pleasant Place Outgoing President): It will go a very long way. And we are so excited and thankful to the Blue Foundation for providing these funds to us because they are the first major foundation that has taken notice and supported for the program we have here.

MATTINGLY: Currently, Pleasant Place houses eight homeless teen mothers and their babies. Organizers say the grant money will be spent on developing educational programs for the residents.

###

Grant Presentation to the
Columbia County Senior Services, Inc.
Lake City, Florida



The Blue Foundation surprised the Columbia County Senior Services, Inc. with a \$70,128 grant. Grant money will be used to train family members how to care for memory impaired elderly.

Board members, staff and media joined to catch a glimpse of the surprised executive director and celebrate the benefits this grant will bring to care givers in the Lake City area.

Dementia grant surprises director

BRYAN NOONAN

bnoonan@lakecityreporter.com

A look of stunned disbelief flashed in Deborah Freeman's eyes as she watched the edge of an oversized check for \$70,125 slip into her office at the Columbia County Senior Services center on Wednesday.

Then the executive director of the center shrieked with joy.

"Oh my gosh! Oh goodness!"

Executive director of the Blue Foundation Susan Towler beamed as she handed the grant from the Blue Foundation to help Freeman start up support programs assisting families and caregivers of local residents living with Alzheimer's disease and dementia.

After Towler gave Freeman the check, she began to shower the Columbia County Senior Service center with blessings and accolades. She said the center fell under an elite group this year. The Blue

DEMENTIA

Continued on page 9A

(Continued)
Lake City Reporter
July 18, 2002

DEMENTIA

Continued from page 1A

Foundation awarded grants totaling about a half million dollars, and out of 257 statewide proposals for grants — ranging from infant and elderly care to programs helping diabetes and prescription drugs — Columbia County Senior Services was one of 11 proposals the Blue Foundation chose to sponsor.

"This proposal really stood out, because it's not just helping the dementia patients, but more important, helping their caregivers ... they don't take care of themselves and they don't take a break, and they feel guilty if they go and have some fun," Towler said. "Hopefully through this program, you all can really reach out to those caregivers and their patients in these rural areas where they feel so isolated."

Slicing a celebratory cake and smiling at the possibilities, Freeman explained where the money would go. She said at least 1,000 people in Columbia County live with Alzheimer's disease. Add to that at least one mandatory caregiver, she said at least 2,000 are directly affected by the disease each day.

Teaming with churches and community organizations in the area, Freeman said Columbia County Senior Services soon will provide Alzheimer's respites, support groups, and a social time for the caregiver and the client



BRYAN NOONAN/Lake City Reporter

Deborah Freeman stands incredulous next to her a \$70,125 grant she received from the Blue Foundation Wednesday at the Columbia County Senior Services. The money will assist caregivers of those living with dementia and Alzheimer's disease.

together. The money will help with supplies and training for group leaders to take over 12 agencies in the community, including seven churches and five non-religious agencies to help support caregivers.

She said caregivers are the true experts on the disease, but as the work entails an open 24-hour, 7-day-a-week schedule, many of them are in need of relief. She said the programs will get local caregivers together so they can talk and exchange ideas on how to care for people suffering Alzheimer's and dementia. She said for one caregiver to say to another, "I'm having this problem with mama, and

this is how I'm handling it."

The Lake City Veterans Affairs Medical Center will also benefit from the grant. Although the grant is for Columbia County Senior Services, Freeman said "it's going to be a grant where we actually work with the VA because a lot of our clinical staffers for this project are VA people."

The Blue Foundation is a part of Blue Cross and Blue Shield of Florida that annually grants state programs \$1 million for "uninsured and underserved Floridians."

The first round of grants came last year when the organization gave \$925,000 to 16 programs in the state.

LakeCityReporter.com
Online News
July 18, 2002



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Dementia grant surprises director

By BRYAN NOONAN
bnoonan@lakecityreporter.com
Lake City Reporter
July 18, 2002
[Email this story.](#)

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After Towler gave Freeman the check, she began to shower the Columbia County Senior Service center with blessings and accolades. She said the center fell under an elite group this year. The Blue Foundation awarded grants totaling about a half million dollars, and out of 257 statewide proposals for grants ranging from infant and elderly care to programs helping diabetes and prescription drugs. Columbia County Senior Services was one of 11 proposals the Blue Foundation chose to sponsor.

"This proposal really stood out, because it's not just helping the dementia patients, but more important, helping their caregivers ... they don't take care of themselves and they don't take a break, and they feel guilty if they go and have some fun," Towler said. "Hopefully through this program, you all can really reach out to those caregivers and their patients in these rural areas where they feel so isolated."

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BRYAN NOONAN/Lake City Reporter

(Continued)
LakeCityReporter.com
Online News
July 18, 2002

Columbia County live with Alzheimer's disease. Add to that at least one mandatory caregiver, she said at least 2,000 are directly affected by the disease each day.

Teaming with churches and community organizations in the area, Freeman said Columbia County Senior Services soon will provide Alzheimer's respites, support groups, and a social time for the caregiver and the client together. The money will help with supplies and training for group leaders to take over 12 agencies in the community, including seven churches and five non-religious agencies to help support caregivers.

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The first round of grants came last year when the organization gave \$925,000 to 16 programs in the state.

Lake City Community College TV
July 23, 2002
News at 5:30



Transcript

DATE July 23, 2002
TIME 5:30-6:00 PM
NETWORK Lake City Community College TV
PROGRAM News at 5:30

JESSICA LEE, anchor:

Columbia County Senior Services got quite a surprise when they were given a check for \$70,000 to fund a program aimed at helping senior citizens with dementia.

Representatives with the Blue Foundation surprised Senior Services director Debbie Freeman with the grant money. (Clip of check presentation ceremony) The money will be used for a program that gives families and caregivers of dementia patients training and support to more easily cope with constant requirements of caregiving. (Clip of check from Blue Foundation)

Ms. DEBBY FREEMAN (Senior Services Director): What it means is, we can go forth with a project that we've been working on now for at least two years, trying to figure out ways to get respite and support groups out into the community for people who are caregivers of Alzheimer's patients.

Ms. SUSAN TOLLER (The Blue Foundation): Columbia County Senior Services is really serving a unique need here in the three-county area. They're not only working with the dementia patients, but more importantly the dementia patient caregiver who often is overworked, stressed, tired. They need some respite care. They also need some knowledge about their own health. Because what we want to make sure is that they remain healthy so that they can care for their patients, so that that person is not institutionalized or becomes a burden on society.

LEE: The Blue Foundation who gave the money is part of Blue Cross Blue Shield of Florida. The organization will give away nearly half a million dollars this year.

Grant Presentation to the
Elderly Interest Fund, Inc.
Ft. Lauderdale, Florida



The Blue Foundation caught up with the Elderly Interest Fund's Medivan to present them with a \$25,000 grant. The grant money will be used to fund two new sites for the Medivan.



The Medivan project delivers health education and preventive medical supplies to elderly uninsured and underserved residents in Broward County.



Grant Presentation to
Hispanic Health Initiatives
Orlando, Florida



The Blue Foundation and Hispanic Health Initiatives hosted a media event in an Hispanic Orlando neighborhood to announce The Blue Foundation's grant for HHI's diabetes outreach program.



The Hispanic community of Orlando was very excited to learn about The Blue Foundation's grant. The grant dollars will help prevent diabetes—one of the leading causes of death among Hispanics.



WKMG-TV (CBS) Channel 6
July 23, 2002
Orlando, FL
Local 6 News at 5:00



Transcript

DATE July 23, 2002
TIME 5:00-5:30 PM
STATION WKMG-TV (CBS) Channel Six
LOCATION Orlando, Fla.
PROGRAM Local 6 News at 5:00

LAUREN PERKINS, co-anchor:

A campaign aimed at educating Hispanics about diabetes is getting a financial boost. Today, the Blue Foundation for a Healthy Florida, along with Blue Cross and Blue Shield, presented a check to the Hispanic Health Initiatives. (Clip of check presentation ceremony) It's a volunteer agency that addresses health issues and concerns in the Hispanic community. The goal: to reduce the death rate of diabetics among Hispanics.

Ms. JOSEPHINE MERCADO (Hispanic Health Initiatives): The people that we reach are uninsured or under-insured individuals. And without this grant, they would not be getting the medical information they're going to receive.

PERKINS: The \$57,000 grant will help people in Orange, Osceola, Seminole, and Volusia counties. The funds will be used to create a diabetes support group, distribute educational material, and help train those volunteers.

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WVEN-TV (Univision) Channel 26
July 23, 2002
Orlando, FL
Noticias (6 p.m. and 11 p.m.)



Transcript

DATE July 23, 2002
TIME 6:00-6:30 PM
STATION WVEN-TV (UNI) Channel 26
LOCATION Orlando
PROGRAM Noticias

MYRANA ORTEGA, co-anchor:

Everyday more Hispanics fall victim to diabetes. That's why a local organization is launching a campaign against that illness. Today they received a grant.

Luis Mercado has the details.

LUIS MERCADO reporting:

Unidentified Woman: We are pleased today to present a \$57,000 grant to the Hispanic Health Initiative from...

MERCADO: Blue Foundation made a \$57,000 donation to the Hispanic Health Initiative of Central Florida for the launching of an informative campaign against type two diabetes, which is the type that affects adults. Nationally, type two diabetes is the fourth leading cause of death in Hispanics.

Ms. JOSEFINA MERCADO (H.H.I. President): If we start educating the community about what to do concerning nutrition and also to explain the importance of exercise--they will have good results, especially if they already have diabetes or if they are at risk to develop diabetes. (Clip of presentation of check with Blue Cross logo)

MERCADO: The idea behind the campaign is to educate the community and reduce the mortality rate of this illness--Backed by 16 different organizations and over 80 volunteers who were not present today. The plan of action has no exact financial structure, but it will include a diabetes forum in November, discussions and visits to doctor's offices in Orange, Osceola, Seminole and Volusia Counties.

The presence and support of experts and a medical center that will take charge for things like diabetes screening or treatment was missing from today's announcement. These are fundamental for this type of campaign.

In Orange County, Luis Mercado, Univision News 26 Orlando.

Identical segment aired at 11:00 pm News.

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Orlando Sentinel
July 23, 2002

ORANGE

Help for Hispanics with diabetes

Hispanic Health Initiatives has received a \$57,000 grant from the Blue Foundation for a Healthy Florida, the statewide fund-raising arm of Blue Cross and Blue Shield, to help Hispanics with type-2 diabetes.

The volunteer agency will develop a diabetes awareness program to educate the about 20,000 diabetic Hispanics in Central Florida. The death rate of Hispanics with the disease is 50 percent higher than for non-Hispanic whites, according to the agency.

OrlandoSentinel.com
Online News
July 23, 2002

Orlando Sentinel

<http://www.orlandosentinel.com/news/orl-locfbriefs23072302jul23.story?coll=orl%2Dnews%2Dheadlines>

Orange

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Hispanic Health Initiatives recibe fondos de Blue Shield Foundation

Por Justina González-Martí

Luego de una serie de actividades educativas que han beneficiado a la comunidad hispana, al programa Hispanic Health Initiatives, que dirige Josefina Mercado, Blue Shield for a Healthy Florida asignó la cantidad de \$57,000 para ser administrados por el término de un año por el programa Hispanic Health Initiatives. El propósito de la asignación es implementar un programa de educación para el diagnóstico y prevención de la diabetes en la comunidad hispana.

Susan Towler, Directora Ejecutiva de Blue Shield Foundation, cuyas oficinas están ubicadas en Jacksonville, entregó una réplica del cheque a Josefina Mercado. Ambas ofrecieron a la prensa detalles sobre esta colaboración entre Blue Shield Foundation y HHI.

Con la finalidad de hacer pública esta asignación de fondos, el 23 de julio se celebró una conferencia de prensa en la cual participaron varios medios de comunicación. La Cafetería Latina localizada en Dahlia y Semoran fue seleccionada para la conferencia, ya que los donantes solicitaron su celebración en uno de los lugares donde Hispanic Health Initiatives celebra algunas de sus ferias de salud.

Hispanic Health Initiatives es administrado por una serie de voluntarios que incluye médicos y otros líderes comunitarios envueltos en el área de la salud y otras profesiones.

Aquellas personas interesadas en obtener información sobre este programa o en hacer una donación financiera, pueden llamar al 407-339-2001.

Orlando Sentinel
August 20, 2002



JOHN RAOUX/ORLANDO SENTINEL

Personal. Enrique Segarra, a pharmacist who has diabetes, is on the board of a program to help Hispanics recognize and deal with the disease.

Hispanics organize to fight diabetes

By **KELLY BREWINGTON**
SENTINEL STAFF WRITER

Enrique Segarra and his mother were diagnosed with diabetes five years ago. But Segarra's 16-year-old son is fighting to avoid the family legacy.

Since Segarra, 43, was diagnosed, the soda in the family fridge has been replaced with skim milk, and the teenager lost 42 pounds in the past year.

"My children see me inject insulin at home, and they see me poking my fingers with a lancet," said Segarra, a Puerto Rican who has been an Orlando pharmacist for 20 years. "They know this is what will happen if you keep eating junk food."

Segarra is working with Hispanic Health Initiatives, a Casselberry-based outreach agency, to confront the problem that has not only affected his family but is rampant in the Hispanic community.

Last month, Hispanic Health Initiatives received a \$57,000 grant

PLEASE SEE **DIABETES, B7**

(Continued)
Orlando Sentinel
August 20, 2002

Program will match up 'amigos'

DIABETES FROM B1

from the Blue Foundation for a Healthy Florida, the statewide fund-raising arm of Blue Cross and Blue Shield, to help Hispanics with type-2 diabetes. The money will go toward an education program in Osceola, Orange, Seminole and Volusia counties.

The need is there, considering that:

- Hispanics are nearly twice as likely to have diabetes and to die from it as non-Hispanic whites of similar age.

- Central Florida is home to nearly 20,000 diabetic Hispanics, but nearly 7,000 of them don't know they have the illness.

- Osceola County, where the population is nearly 30 percent Hispanic, is among the top 12 counties in the state in diabetic death rates.

Hispanic Health Initiatives President Josephine Mercado hopes the project will make a small dent in the overwhelming problem.

Project to start in fall

The program will pair diabetics with an "amigo," or buddy, to help them follow a diet and exercise regimen the agency provides. The participants will meet weekly for the first 10 weeks then monthly for a year.

The program will start in November with a health fair con-

TO GET INFORMATION

Nationwide, diabetes is the 6th-leading cause of death among Hispanics. Mexicans and Puerto Ricans have the highest incidence of the disease. Risks for developing the disease include family history, obesity, smoking and limited access to health care. For more information on the diabetes program or to become a volunteer, contact Josephine Mercado at Hispanic Health Initiatives: 407-339-2001.

ducted in Spanish, with an English translation. An advisory board including Segarra, other health-care professionals and a representative from Florida Hospital's Diabetes Center will address participants.

The personal touch works best, Mercado said.

"In the Hispanic culture, even when it's something beneficial to them, it requires that kind of friendliness," she said. "We do all our work in the community, at a time and place that is convenient for them with volunteers who they know."

The agency has a good track record with its initiatives. A program designed to help Hispanic women with early breast-cancer detection surpassed the expectations of the Florida Department of Health.

Hispanic Health Initiatives was supposed to provide refer-

als for 60 women and information to 600 between January and June of this year. It ended up referring more than 150 and reaching more than 3,000, Mercado said.

Blunt talk can help

Segarra, who volunteers with a church support group for diabetics, said he encounters people who are scared. Others are stubborn and refuse to change their diet. And still others, such as his 78-year-old mother, refuse to acknowledge they have the disease.

"I try to raise their self-esteem and let them know if you treat it now, you won't have any problems in the future," he said. "We need to educate Hispanics about their diet. Eating well can prevent a lot of other diseases, not just diabetes."

With his clients at the downtown Orlando pharmacy where he works, he's more blunt.

"I tell them if you let this go on for years, you will start getting a lot of pain in your legs, your nerves will die, you will get gangrene and they will start amputating some limbs," he said.

"If you survive that, you can go blind, your organs will fail, [and] then it's pretty much over."

Kelly Brewington can be reached at kbrewington@orlandosentinel.com or 407-252-8799.

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Hispanics organize to fight diabetes

By Kelly Brewington | Sentinel Staff Writer
Posted August 20, 2002

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Email this story to a friend

Printer friendly version

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PHOTOS



Segarra (JOHN RAOUX/ORLANDO SENTINEL)
Aug 20, 2002

(Continued)
OrlandoSentinel.com
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August 20, 2002

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follow a diet and exercise regimen the agency provides. The participants will meet weekly for the first 10 weeks then monthly for a year.

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Kelly Brewington can be reached at kbrewington@orlandosentinel.com or 407-252-8799.

Grant Presentation to the
Senior Friendship Center
Sarasota, Florida



Board members and staff joined for the celebration of the grant presentation on July 25th. The media attended and reported about the presentation.



This \$47,100 grant will fund a nurse educator to provide nutrition counseling and diabetes education for medically needy seniors.

Senior Friendship lands grant

By RODNEY CROUTHER

rodney.crouther@heraldtribune.com

SARASOTA — A new diabetes education outreach program is starting at the Senior Friendship Centers, funded by a \$47,100 grant.

The two-year grant from the Blue Foundation for a Healthy Florida, the charitable arm of Blue Cross and Blue Shield, will be used to add a nurse/counselor position to the Center for Healthy Aging at the downtown branch.

"When I heard we got this grant I almost burst into tears, I was so happy," said Jane Icelly, director of Healthy Aging Services.

Even with an endocrinologist on staff, the center has only been able to offer three hours a week of diabetes education.

According to the American Diabetes Association, there are 17 million people in the United States who have diabetes, 5.9 million of whom are undiagnosed. More than 20 percent of Americans over 65 have diabetes.

The demand for public education about the disease has grown since Medicaid stopped paying for diabetes education and prevention programs after budget cuts last fall. Icelly said.

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JANE ICELY,
director of
Healthy Aging
Services

(Continued)
Sarasota Herald Tribune
July 25, 2002

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"We're looking at reaching out to low-income seniors, especially ones without health insurance," she said.

The education program will focus primarily on Type II diabetes, the most common form of the disease. In Type II, either the body does not produce enough insulin or the cells ignore the insulin, which is necessary for the body to use processed sugar.

"Maintaining control of diabetes means changing your lifestyle, with diet and exercise. The education is important because it's things the patients should be doing at home," said Marcia Swinehart, health services manager at the Venice Senior Friendship Center.

The Venice center provides transportation to the Center for Healthy Aging in Sarasota.

The Blue Foundation received 257 grant proposals, requesting \$24 million. Eleven programs were selected to receive grants totaling \$497,480.

"Diabetes is such a chronic condition in the elderly and in other populations. The Senior Friendship proposal for hiring a nurse educator really fulfills a need in the community," said Susan Towler, executive director of the Blue Foundation.

Many diabetes patients go undiagnosed for several years, making the condition more difficult to treat and control.

"Some people don't realize they have it until they start presenting symptoms like blindness or circulation problems," Icelly said. "The tragedy is that diabetes is one of the most treatable diseases."

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JANE ICELY,
director of
Healthy Aging
Services

WWSB-TV (ABC), Ch. 40
First News at 5:00
July 25, 2002



Transcript

DATE July 25, 2002
TIME 11:00-11:30 PM
STATION WWSB-TV (ABC) Channel Forty
LOCATION Sarasota, Fla.
PROGRAM News 40 at Eleven

SCOTT DENNIS, anchor:

Some Suncoast seniors will be getting some much needed help thanks to a \$47,000 grant. The Blue Foundation awarding the Senior Friendship Center the grant to help educate uninsured seniors who are living with diabetes. (Clip of check presentation ceremony)

The money will allow diabetic patients to receive personal nutritional counseling. They'll also attend a 10-week class on diabetes management.

#

WWSB-TV (ABC), Ch. 40
News 40 at 6:00
July 25, 2002



Transcript

DATE July 25, 2002
TIME 6:00-6:30 PM
STATION WWSB-TV (ABC) Channel Forty
LOCATION Sarasota, Fla.
PROGRAM News 40 at Six

SCOTT DENNIS, anchor:

It's always a good day when a grant is awarded, and this was a very good day for the Senior Friendship Center. This morning, the Blue Foundation awarded the center a \$47,000 grant. (Clip of check being presented) The money will go to a new program designed to help educate uninsured seniors who are living with diabetes.

Now, diabetic patients will receive personal nutritional counseling and a licensed dietician. They'll also attend a 10-week class on diabetes management.

Good for them.

#

WWSB-TV (ABC), Ch. 40
News 40 at 11:00
July 25, 2002



Transcript

DATE July 25, 2002
TIME 11:00-11:30 PM
STATION WWSB-TV (ABC) Channel Forty
LOCATION Sarasota, Fla.
PROGRAM News 40 at Eleven

SCOTT DENNIS, anchor:

Some Suncoast seniors will be getting some much needed help thanks to a \$47,000 grant. The Blue Foundation awarding the Senior Friendship Center the grant to help educate uninsured seniors who are living with diabetes. (Clip of check presentation ceremony)

The money will allow diabetic patients to receive personal nutritional counseling. They'll also attend a 10-week class on diabetes management.

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Senior Friendship Centers to educate diabetic seniors

Staff Report

Senior Friendship Centers Inc. will be expanding its services to provide diabetes screening and education to seniors because of a grant from The Blue Foundation for a Healthy Florida Inc.

Senior Friendship Centers Inc. in Sarasota County received a two-year \$47,100 grant to hire a nurse practitioner to provide diabetes education to uninsured seniors identified with diabetes.

"The Blue Foundation is committed to finding healthy, caring solutions to health care problems in our community," Blue Foundation Executive Director Susan Towler said. "Senior Friendship Centers Inc. provides an important service to seniors in Sarasota County. The

Blue Foundation applauds Senior Friendship Centers for helping older people remain independent and improve their quality of life."

With a grant from The Blue Foundation, Senior Friendship Centers will provide free screenings to identify new diabetes patients and identify all diabetes patients in its current health services program.

All diabetic patients will receive one-on-one nutritional

counseling with a licensed dietitian to review meal planning techniques and food models.

“
The Blue Foundation applauds Senior Friendship Centers for helping older people remain independent and improve their quality of life.
”

— Susan Towler

will be provided to help them deal with the disease. Senior Friendship Centers anticipates reaching more

than 500 diabetics in a two-year period.

The grant is one of 11 grants totaling approximately \$500,000 awarded in July to nonprofit organizations around Florida.

The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), provides grants to support programs that positively impact the health and well-being of uninsured and underserved Floridians.

The Blue Foundation awards up to \$1 million in grants per year.

The grant applications for the fall 2002 cycle are due Sept. 3, 2002.

For more information on the proposal process, call (800) 477-3736, Ext. 63215.

Sarasota Herald Tribune

August 10, 2002

CONGRATS

Veteran honored

Robert "Butch" Westbrook received 12 military awards from Congressman Dan Miller at a ceremony Aug. 2 on the Tropicana Campus. Westbrook served four tours in Vietnam in the Special Forces:

Cross Blue Shield of Florida. It provides grants to programs that positively impact the health of uninsured Floridians. For more information on the foundation, call 1-800-477-3736, Ext. 63215.

Service award

Anne McCorquodale Dahl received the Ernestine Block Grisby Award, the most prestigious alumna award presented by Delta Delta Delta Fraternity, at its convention earlier this month in Orlando. She was selected from five national finalists and was honored for her outstanding service to the 112-member Sarasota Area Delta Delta Delta Alumnae Chapter.

Miss Florida USA

Ashlee Cuza of Sarasota will represent Florida in the Miss Florida USA pageant to be televised live at 7 p.m. Aug. 28 on CBS.



Cuza is a 2002 graduate of Cardinal Mooney High School and currently attends the University of Florida. For more information, visit www.MissFloridaTeenUSA.com.

Mote Marine camp

Fifteen area youth spent a week at Mote Marine Aquarium Aug. 5-9. The funding for their visit came from an anonymous donor to Yes You Can, a non-profit youth center that seeks to expose children to cultural and educational experiences.

Diabetes education grant

Senior Friendship Centers will expand its services to provide diabetes screening and education to seniors. The center in Sarasota received a two-year \$47,100 grant from the Blue Foundation for a Healthy Florida to hire a nurse practitioner for the education program.

The Blue Foundation is the philanthropic affiliate of Blue

School supplies collected

Prime Outlets at Ellenton, in partnership with the Boys & Girls Clubs of Manatee County, will collect school supplies through Sept. 2 at the shopping center. All school supplies collected will be distributed to the Boys & Girls Clubs of Manatee County. Prime Outlets at Ellenton is at Exit 224 (old exit 43) and I-75 in Ellenton. Hours are 10 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 6 p.m. Sunday.

New officers

The Ringling Chapter of American Business Women Associates recently announced its officers for 2002-03.

They are: **Lynn Schneider**, president; **Betty Lou Cookson**, vice-president; **Sandra Suddaby**, recording secretary; **Marcla Savage**, treasurer; and **Lorraine Ryan**, corresponding secretary.

GOOD DEEDS

Senior Friendship Centers Inc. is expanding its services to provide diabetes screening and education to seniors thanks to a grant from **The Blue Foundation for a Healthy Florida Inc.** Senior Friendship Centers of Sarasota County received a two-year, \$47,100 grant to hire a nurse practitioner to provide diabetes education to uninsured seniors identified with diabetes.

With the grant, the organization will provide free screenings to identify new diabetes patients and identify all diabetes patients in its current health services program.

All diabetic patients will receive one-on-one nutritional counseling with a licensed dietician to review meal planning techniques and food models. Diabetes patients and caregivers will attend a 10-week educational program focused on diabetes and the prevention of serious complications related to the chronic disease. Seniors will be trained on how to use glucometers and support groups will be provided to help them deal with the disease.

The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, pro-

vides grants to support programs that positively impact the health and well-being of uninsured and under-served Floridians.

American Credit Counseling Service Inc., a non-profit community service organization in Port Charlotte, is offering a special promotion in recognition of efforts being made by the uniformed men and women of our country. The regular enrollment fee of \$45 will be waived for all military personnel, all police agencies and all firefighters through December 2002.

Bring proof of employment to enroll in a Debt Management Program with no up-front cost. Information: 743-7004 or 729-0551.

Good Deeds highlights acts of generosity by local businesses. Submissions for publication should be modeled after the notices that appear in this column. Documentation, such as copies of letters acknowledging a contribution, also should be submitted. Send notices by fax to 957-5276, Attn: Business Weekly; or mail them to: Business Weekly, Attn: Good Deeds, Postal Drawer 1719, Sarasota FL 34230.

CONGRATS

Donations

■ The Ladies Auxiliary to the Veterans of Foreign Wars, Sarasota Sunshine Post No. 3233, had a charity golf tournament Aug. 17 at Forest Lakes Golf Club. The tournament raised more than \$2,000. A \$700 donation was presented to the St. Jude's Cancer Center for Children in Memphis, Tenn., and an additional \$700 was donated to St. Petersburg's All Children's Hospital.

■ The Manatee Surgical Center presented a \$5,000 check to the Manatee County chapter of the American Red Cross Sept. 11. **Leah Holm**, a member of the center's business office, proposed enclosing a note with invoices to patients that MSC would contribute a percentage of the total amount collected from patient accounts if paid in full by Oct. 31, 2001. The \$2,500 raised was doubled by the MSC's board of directors.

Selby wins award

to Sarasota's HIV/AIDS community.

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Grant Presentation to the
Neighborhood Health Clinic
Naples, Florida



The Blue Foundation "Prize Patrol" surprised the founders of the Neighborhood Health Clinic with a \$23,700 grant to purchase new equipment.

Several members of the clinic's staff and board of directors helped plan the surprise. Members of the media also attended.

Low-cost health care gets a big Blue boost

The Neighborhood Health Clinic was one of 257 agencies vying for nearly \$500,000 in grants from Blue Cross and Blue Shield of Florida

By **LIZ FREEMAN**
epfreeman@naplesnews.com

The founders of the Neighborhood Health Clinic remained in their office Thursday on the second floor of their new clinic on Goodlette-Frank Road, oblivious to the gathering of 10 employees and clinic directors downstairs in the waiting room.

The crowd was there to catch the looks of surprise on the faces of Dr. William and

Nancy Lascheid, the clinic's founders, when they were presented with a \$23,700 grant from The Blue Foundation, a philanthropic arm of Blue Cross and Blue Shield of Florida.

"Oh, thank you," Nancy Lascheid said to Susan Towler, who presented the donation for the foundation. "We will be very frugal."

Nancy Lascheid and the directors submitted a grant proposal to the foundation earlier

this year, seeking help for purchasing equipment for ear, nose and throat specialists who volunteer at the clinic. The clinic serves low-income and uninsured residents of Collier County.

"We will set up a room for ear, nose and throat (patients) with surgical equipment," Lascheid said. "But the equipment is multi-purpose."

For instance, some clinic patients come in with lesions, ear infections, and abscesses which may require minor procedures, but the clinic didn't have the necessary equipment. That meant referring the patients elsewhere.

Since the clinic opened at its

new location last month at 120 Goodlette-Frank Road N., it is averaging 150 patients a week. There are three walk-in clinic sessions, Monday and Thursdays from 3:30 p.m. to 7:30 p.m., and Saturdays from 8:30 a.m. to noon.

The clinic was one of 11 grant recipients from the foundation, which has a mission to help programs that serve needy Florida residents.

"We received 257 proposals so the competition was pretty stiff," Towler told the Lascheids. "But your proposal was really wonderful."

All told, the foundation is awarding \$497,480 to the 11 grant recipients around the state.

Naples low-income health care clinic gets a big Blue boost

The Neighborhood Health Clinic was one of 257 agencies vying for nearly \$500,000 in grants from Blue Cross and Blue Shield of Florida.

Friday, July 26, 2002

By LIZ FREEMAN, epfreeman@naplesnews.com

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HOT & HUMID

A TEMPER GAUGE

SMILES



To Collier County Circuit Judge Ted Brousseau, who avoided the state's \$5,200 filing fee for circuit court candidates by signing up as a write-in candidate. With no opposition, he will be re-elected automatically. Judges rarely draw opposition, but they usually pay the filing fee. Smart guy.

SMILES



To The Blue Foundation, the philanthropic arm of Blue Cross and Blue Shield of Florida, for donating \$23,700 to the Neighborhood Health Clinic in Naples. The clinic serves poor and uninsured people, and sees about 150 patients a week.

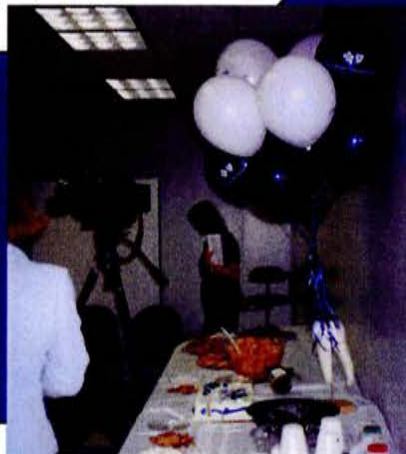
Grant Presentation to the
Hillsborough Community College
Tampa, Florida



The Blue Foundation presented the Hillsborough Community College with a \$17,500 grant to improve oral health care among uninsured and underserved Floridians in the Tampa Bay area.



Dental assistant students at HCC will create and present oral health care workshops to the elderly, the homeless, the mentally challenged and victims of domestic violence.



WTVT-TV (FOX) Channel 13
August 21, 2002
Fox 13 6:00 News
Tampa/St. Petersburg, FL



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Transcript

DATE August 21, 2002
TIME 6:00-7:00 PM
STATION WTVT-TV (FOX) Channel 13
LOCATION Tampa/St. Petersburg, Fla.
PROGRAM Fox 13 6:00 News

LLOYD SOWERS, co-anchor:

People at Hillsborough Community College are smiling about a new grant for their dental program. HCC got a \$17,000 check today, from the Blue Foundation, that's part of Blue Cross Blue Shield of Florida. (Visual of check from the Blue Foundation) The money goes to the school's dental assisting program. (Visual of The Blue Foundation banner) The college president says the benefits will reach far beyond the campus.

Doctor GWENDOLYN W. STEPHENSON (Hillsborough Community College): It--it's a win-win for the entire community, because we will be training a workforce that can move into the community, as well as providing a much needed service for our community.

SOWERS: The program will provide dental care and education for people in Hillsborough, who may not be able to afford it otherwise.

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WTVT-TV (FOX) Channel 13
August 22, 2002
Good Day Tampa Bay
Tampa/St. Petersburg, FL



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Transcript

DATE August 22, 2002
TIME 7:00-8:00 AM
STATION WTVT-TV (FOX) Channel 13
LOCATION Tampa/St. Petersburg, Fla.
PROGRAM Good Day Tampa Bay

TOM CURRAN, co-anchor:

There is something to smile about at Hillsborough Community College. The Blue Foundation gave HCC a \$17,000 grant for the school's dental assistant's program. (Visual of The Blue Foundation banner) The program, and it's students, will plan out healthcare awareness workshops for uninsured and low-income families. (Visual of check from The Blue Foundation) This is the last of 11 Blue Foundation grants given out over the last two months, and they add up to nearly \$500,000.

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