



Effecting Lasting Change

2022 Annual Report:
BluePrints for the Community Grants Program



FRIENDS,

The BluePrints for the Community grants program is an investment in the well-being of the people of Delaware, and we are pleased to share the impact of our 2022 grants in this annual report.

Highmark Blue Cross Blue Shield Delaware (Highmark Delaware) created the BluePrints grants program in 2007 by establishing the Highmark Delaware Fund at the Delaware Community Foundation (DCF).

Since then, we have awarded more than \$35 million in grants to support programs primarily in five focus areas: **addressing social determinants of health, reducing health disparities in minority communities, increasing access to health care for the uninsured and underserved, recruiting and training healthcare professionals, and supporting early childhood development.**

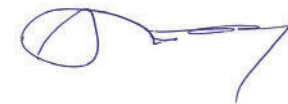
In partnership with the DCF, Highmark Delaware has maximized its philanthropic impact and earned the reputation of a go-to supporter among Delaware nonprofit organizations and the communities they serve. This year's BluePrints grants alone totaled \$10 million.

This report highlights how BluePrints 2022 grants are effecting lasting change in Delaware, thanks to Highmark Delaware's generosity and thoughtful investment. By combining Highmark Delaware's resources and healthcare expertise with the DCF's deep knowledge of strategic philanthropy and Delaware, we are improving lives and strengthening communities statewide.



NICK MORIELLO

President
Highmark Blue Cross Blue Shield Delaware



STUART COMSTOCK-GAY

President & CEO
Delaware Community Foundation

Cancer Support Community Delaware

Program: Hybrid Programming for Cancer Patients, Caregivers and Families

Grant: \$20,000

Sitting outside the doctor's office takes on a new meaning for individuals with a cancer diagnosis. Pulling out pen and paper and practicing the Zentangle Method – a kind of meditative doodling – provides a brief escape.

Teaching such exercises and artistic practices to promote stress reduction is central to the work of Cancer Support Community Delaware. The organization hosts statewide support groups and educational programming for patients and their caregivers and families. Offerings range from poetry classes to sound meditation workshops and nutritional guidance.

"At the end of the day, this funding is about each individual person we've been able to serve, because we've changed their lives for the better as they are going through probably one of the most difficult times of their life."

Erika Narducci

MSW, LCSW and Program Director
Cancer Support Community Delaware



"We provide a place where a patient and their family member can come for no cost and be supported through the emotional journey of cancer," program director Erika Narducci said.

Following the coronavirus pandemic, ensuring safe and easy access became increasingly important. BluePrints funding was critical in expanding hybrid and virtual programming, establishing a library of digital content, and training a dedicated program facilitator.

Addressing social determinants of health

2022 Grantees

Cancer Support Community Delaware	\$20,000
Choir School of Delaware	\$20,000
Code Purple Kent County	\$40,000
ContactLifeline, Inc.	\$15,000
Cornerstone Community Center	\$7,000
Del-Mar-Va Council, Boy Scouts of America	\$20,950
Delaware Pacem in Terris	\$50,000
Delaware State University Foundation	\$200,000
First State Squash	\$15,000
Food Bank of Delaware	\$250,000
Good Neighbors, Inc.	\$100,000
Healthy Communities Delaware	\$1,500,000
Into Light Project	\$10,000
Partners for Justice	\$150,000
Reach Out and Read	\$200,000
St. Francis Healthcare	\$1,000,000
The Springboard Collaborative	\$250,000
Westside Family Healthcare	\$150,000
YWCA Delaware	\$46,465



Vision To Learn

Program: Free Eye Exams and Glasses for Children in Underserved Communities of Delaware

Grant: \$50,000

When a school-aged child can't see the board, they can't see their potential. That's the crux of the mission at Vision To Learn, which deploys mobile clinics to provide eye exams and glasses to students in need, free of charge.

"It gives the kid a chance to see themselves in a new way," said Pete Silberman, chief growth officer at Vision To Learn. "They might be able to think, 'Oh, I'm not behind my peers, I'm not struggling to read, I just needed a pair of glasses.'"

About one in four children need glasses, according to the American Optometric Association. In high poverty areas, that number can be even higher, said Tina Danz, Vision To Learn Delaware program manager. "This is a real need that we can fix instantly, and it has a lifelong impact on these kids."

Families in underserved communities often face multiple barriers to vision care access, from insufficient healthcare education and awareness to lack of transportation. Vision To Learn bridges the access gap and, thanks to BluePrints funding, increased its operations statewide.

"Highmark funding has been critical in allowing us to continue running the program and reaching more students throughout the state."

Pete Silberman
Chief Growth Officer
Vision To Learn

Increasing access to health care for the uninsured and underserved

2022 Grantees

Brain Injury Association of Delaware	\$15,000
Delaware Health Information Network	\$50,000
Education Health & Research International, Inc.	\$200,000
Exceptional Care for Children	\$25,000
Gaudenzia, Inc.	\$700,000
Keystone Service Systems, DBA Keystone Human Services	\$86,225
Practice Without Pressure Pike Creek	\$36,725
United Way of Delaware, Inc.	\$120,000
University of Delaware	\$300,000
Vision To Learn	\$50,000

Delaware Medical Education Foundation

Program: Primary Care Investment Initiative

Grant: \$1,000,000

Across the U.S., primary care practices are underfunded and under stress. Yet increased spending on primary care is associated with fewer emergency department visits and hospitalizations.

With this in mind, and with BluePrints funding, the Delaware Medical Education Foundation launched the Primary Care Investment Initiative. Simple measures – like hiring care coordinators to ensure patients make follow-up appointments and receive necessary medication – can make a big difference, noted Dr. Brian Levine, chair of the Delaware Medical Education Foundation.

“This grant delivered much needed investments directly to independent primary care practices, providing them with the resources they need to do their jobs.”

Dr. Brian Levine

Chair
Delaware Medical Education Foundation



Through the funding, more than two dozen practices were able to make improvements like increasing access to telehealth, enhancing clinical support or adding services like drug and alcohol counselors.

“Each office has utilized these finances for a different aspect that has been limiting their ability to provide the best primary care services, so this is a win-win – not just for the physician, not just for the community, but for the individual patient as well,” Levine said.

Recruiting and training healthcare professionals

2022 Grantees

Beebe Medical Foundation	\$1,000,000
Delaware Business Roundtable Education Committee (Rodel)	\$45,000
Delaware Medical Education Foundation Primary Care Capacity Expansion	\$1,000,000
Delaware Medical Education Foundation Educational Program Reboot	\$50,000
Junior Achievement of Delaware	\$50,000
Ministry of Caring, Inc.	\$25,000
Tilton Society of Delaware	\$11,850

Do Care Doula Foundation, Inc.

Program: Central Delaware Community Doula Program

Grant: \$125,000

Black pregnant people are three times more likely to die from a pregnancy-related cause than white pregnant people. Multiple factors contribute to this disparity, from variation in accessible health care to structural racism.

Founded in July 2021, Do Care Doula Foundation aims to eliminate such birth disparities in Kent County and beyond. Thanks to BluePrints funding, this emerging organization provided doula support at no cost to members of the Black community, as well as community outreach and education for expectant families.

"I can't express how much we appreciate Highmark. They have definitely made a difference in us making a difference."

Erica Allen

Certified Birth Doula and Founder
Do Care Doula Foundation, Inc.



Providing physical, emotional and informational support is key to making a difference, said Erica Allen, Do Care Doula founder. Thanks to Highmark, the organization has steadily increased its number of doulas, with the funding most recently covering the training of more than 20 doulas in January 2023.

"We, as doulas, are a part of the recipe," Allen said. "It takes everybody coming together to facilitate and make sure people are safe, educated and feel supported when they are having their babies."

Reducing health disparities in minority communities

2022 Grantees

American Heart Association	\$100,000
Delaware Breast Cancer Coalition	\$50,000
Delaware Health Equity Coalition	\$500,000
Do Care Doula Foundation, Inc.	\$125,000
Donate Delaware	\$20,000
Public Allies Delaware	\$44,547
The Nemours Foundation	\$100,000
YMCA of Delaware	\$700,000

Tether Foundation

Program: Camp Abilities Delaware

Grant: \$23,000

A stay at overnight camp is an empowering and exciting rite of passage. For campers with Camp Abilities Delaware, who are blind or have low vision, this is especially true.

Coming from across Delaware, campers try a variety of sports, like cross-country running, football, boating and dance. Through such physical activity, as well as learning to take care of themselves away from home, campers develop confidence and improve self-esteem.

“The Highmark funding was the best thing that happened to us. We went from having a day camp to an overnight camp and the cost tripled. The Highmark funding really came through.”

Shawn Musgrove
Board Member
Tether Foundation



“Camp is a culture. It’s something that if you never experienced, you couldn’t realize how excited these kids get and how positive and empowering everyone is while they’re there,” said Shawn Musgrove, a teacher for the visually impaired and board member of the Tether Foundation, which organizes the camp.

The camp requires specialized equipment for adaptive sports to operate, and the ratio of campers to counselors is one to one. BluePrints funding helped cover such costs and assisted Camp Abilities Delaware in introducing an overnight camp, which allowed for more opportunities for participants.

Supporting early childhood development

2022 Grantees

Boys & Girls Clubs of Delaware	\$200,000
Capital School District	\$20,000
Delaware Association for the Education of Young Children	\$40,000
EDGE for Tomorrow	\$50,000
Harper’s Heart	\$49,969
Healthy Foods for Healthy Kids	\$30,000
Nehemiah Gateway CDC	\$10,000
Red Clay Consolidated School District	\$27,000
Seaford School District Foundation	\$20,000
Serviam Girls Academy	\$28,160
St. Francis Healthcare	\$50,000
Tether Foundation	\$23,000

2022 Grants: BluePrints Five Focus Areas of Impact

Total: \$9,996,891 million



\$4,044,415

Addressing social determinants of health



\$1,582,950

Increased access to health care for the uninsured and underserved



\$2,181,850

Recruiting and training healthcare professionals



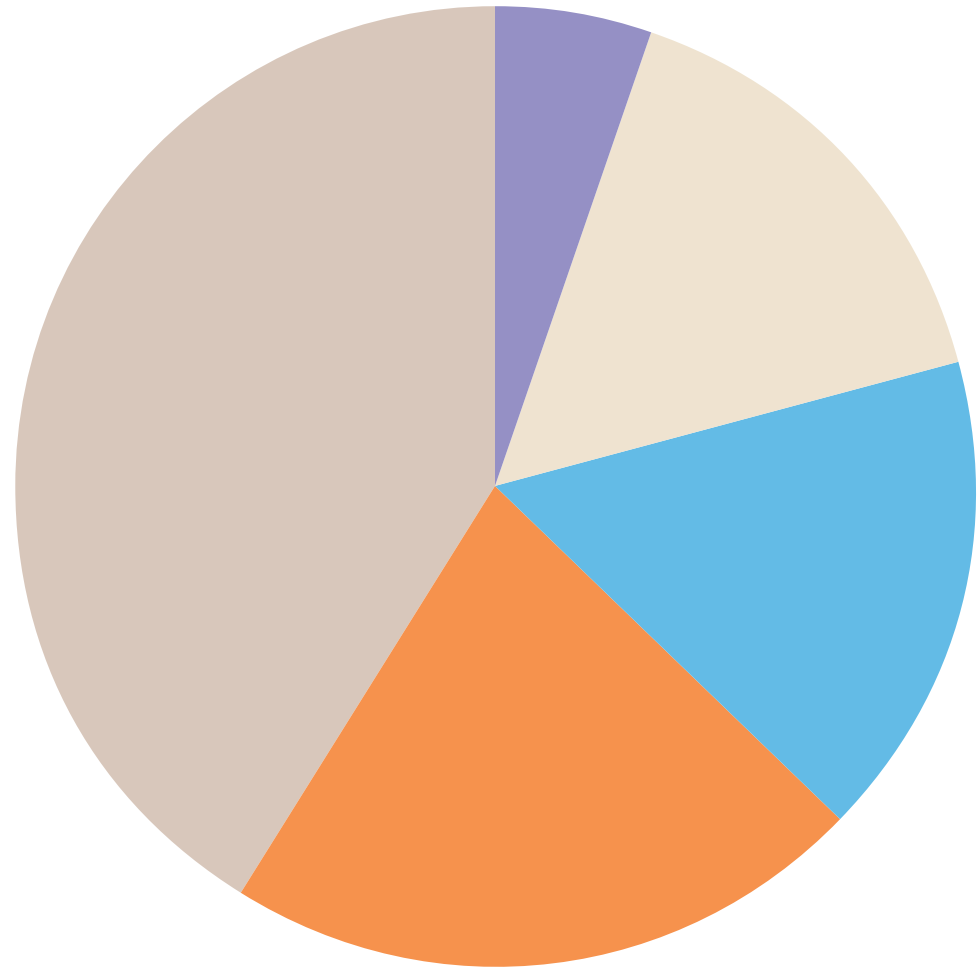
\$1,639,547

Reducing health disparities in minority communities



\$548,129

Supporting early childhood development



Questions? Contact BluePrints for the Community representatives:

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Priority area totals reflect primary application designations. Many grants often address more than one priority area.

BluePrints for the Community Advisory Council

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