Building Capacity at Nonprofits Across the Commonwealth

Blue Cross Blue Shield of Massachusetts' Skills Based Volunteer Program Lends Professional Support and Expertise to Resource-Strapped Community Based Organizations

BOSTON — May 5, 2014 — Blue Cross Blue Shield of Massachusetts (BCBSMA) announced today the 11 nonprofit organizations selected as partners in this year's Skills-Based Volunteers program. The initiative, now in its fourth year, matches the expertise of BCBSMA associates with the business needs of the nonprofit organizations, providing them with the resources they need to more effectively serve the Massachusetts community.

"The 34 Blue Cross associates participating in the program this year have highly sought after business skills," said Jeff Bellows, Vice President of Corporate Citizenship at BCBSMA. "These volunteer projects are designed to maximize the impact of these unique skills on an issue that is critical to the participating nonprofit's growth."

The Skills-Based Volunteer program is part of BCBSMA's overall civic engagement initiative. All associates are supported and encouraged to be engaged in the community. The company offers paid time off to volunteer and provides opportunities for all employees to get involved. Volunteering is one component of a broader Corporate Citizenship strategy that also includes focused community investments, coordinated employee giving and environmental sustainability work.

BCBSMA associates will partner on the following projects:

- Big Sister Association of Greater Boston - Ensure job descriptions and salaries align with the organization's compensation philosophy.
- Community Servings - Provide improvement recommendations on how the organization can better leverage and collect data.
- Daily Table - Create a leadership development training platform.
- Father Bill's & Mainspring - Develop a comprehensive tracking and reporting system for its programs and assets throughout the community.
- Greater Boston Food Bank - Evaluate its smaller non-profit partners to prioritize investments and collaboration opportunities.
- Massachusetts League of Community Health Centers - Recommend changes for the company's current data collection methods.
- The Possible Project - Assess and make recommendations to strengthen the organization's operations.
- Project Bread - Develop an approach to support the organization's new communications campaign.
- Rosie's Place - Assist the organization in benchmarking a new program.
- United South End Settlements - Create a centralized policy manual.
- YMCA of Cape Cod - Evaluate the capabilities of a new online system.

Advancing the health and wellbeing of children and families is essential to BCBSMA's corporate mission. Through strategic investment, targeted initiatives, and the civic leadership of its associates, Blue Cross works to improve the lives of families and communities in need. In 2013 BCBSMA associates contributed more than 28,000 volunteer service hours valued at $1.2 million, and the company donated $6 million in grants and sponsorships to more than 535 nonprofit organizations that address the health and wellbeing of children and families facing economic hardship. To learn more about BCBSMA's Corporate Citizenship efforts, view the annual Corporate Citizenship Report.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

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