



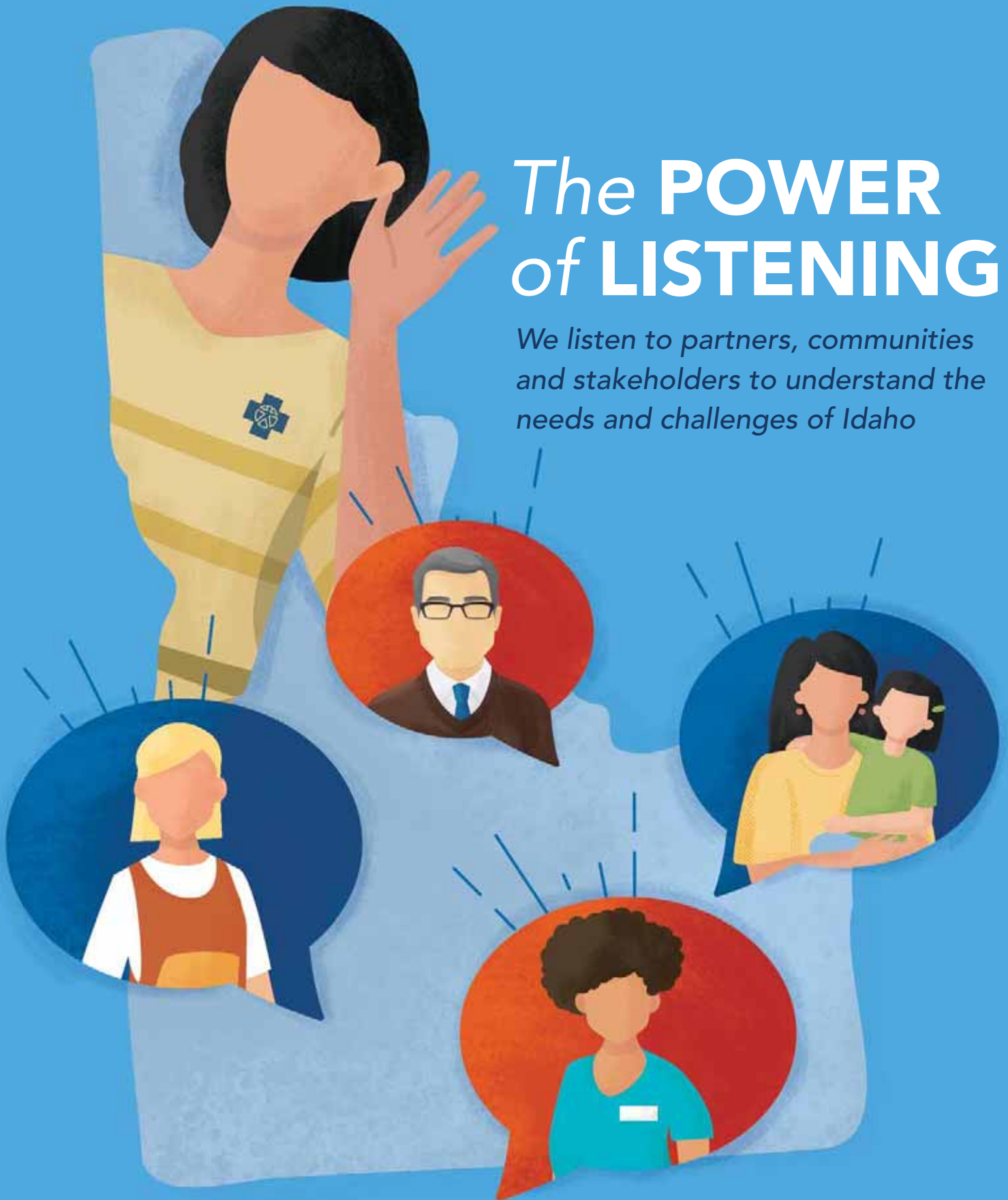
**Blue
Cross of Idaho**

Foundation
for Health, Inc.

IMPACT REPORT | 2023

The **POWER of LISTENING**

*We listen to partners, communities
and stakeholders to understand the
needs and challenges of Idaho*



The Blue Cross of Idaho Foundation for Health is in Idaho, for Idaho. We continually evolve our philanthropic strategy based on the needs of our state. We understand the needs and challenges in our state because we listen to partners, community leaders and key stakeholders.

Listening and understanding are two of our key values. Our end goal is to create transformational change. Before developing our philanthropic giving, we must start with listening and understanding the issues from the communities we serve.

We are extremely proud of the work we have done and are doing to build a healthier Idaho. This report highlights the **power of listening** and how the Blue Cross of Idaho Foundation for Health has listened and responded to what we've heard in our three focus areas of Community, Education and Healthcare.

Some examples:

- We heard from Idaho mayors that housing and need for civility were two pressing issues they were facing. We added sessions on these important topics to our Community Health Academy.
- Several school districts told us they were interested in launching or expanding their early education programs. We began funding these valuable programs.
- We keep hearing about the shortage of healthcare workers, especially in rural areas. We convened a large group of stakeholders to begin tackling this complex and important issue.

This past year, we gave back more than \$4.7 million to Idaho communities, schools, nonprofit organizations and government agencies. You will find the complete list of organizations we supported in 2023 at the end of this report.

This work is never done alone. We value our community and philanthropic partners who work to make Idaho a better place for all of us.

Yours in good health,



Mike Reynoldson
President and Board Chair,
Blue Cross of Idaho
Foundation for Health



Kendra Witt-Doyle,
PhD, MPH
Executive Director,
Blue Cross of Idaho
Foundation for Health

MISSION & VALUES

IN IDAHO, FOR IDAHO.

Our Mission:

We are dedicated to giving back to Idaho and addressing the root causes that impact health.

Our Values:

Build Partnerships
Continuous Learning
Transformational Change
Opportunities for All

Our Focus Areas:



COMMUNITY



EDUCATION



HEALTHCARE

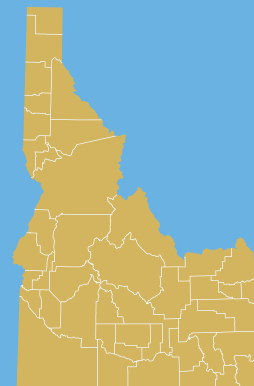
2023 HIGHLIGHTS



**MORE THAN
600 PARTNERS**



**272
GRANTS & PROJECTS**



**44/44 COUNTIES
RECEIVED FUNDING**



Engage and collaborate with local elected officials and organizations to build healthy communities and address root causes that impact health.





THE COMMUNITY PROJECT



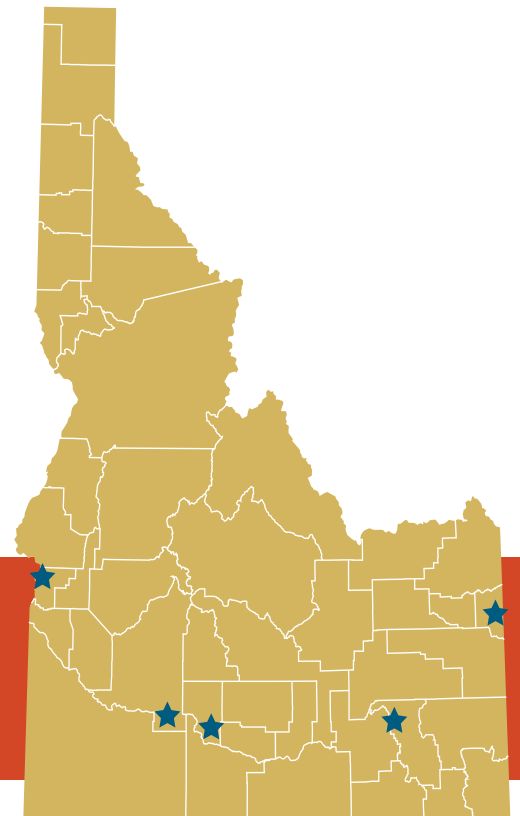
What We Heard

Civil discourse is causing division in communities, making it difficult for people to work together to solve problems and accomplish things that benefit the health of the community.

How We Responded

The Community Project

This grant engages community leaders and residents to create outdoor spaces that unite their community and encourage civility. The grant gives mayors and city staff tools and technical assistance to engage with and listen to residents, which is important in building healthy communities.



The Community Project grant recipients

Chubbuck, Driggs, Glens Ferry, Payette and Wendell



Watch a video to see how The Community Project impacted The City of Wendell



COMMUNITY HEALTH ACADEMY

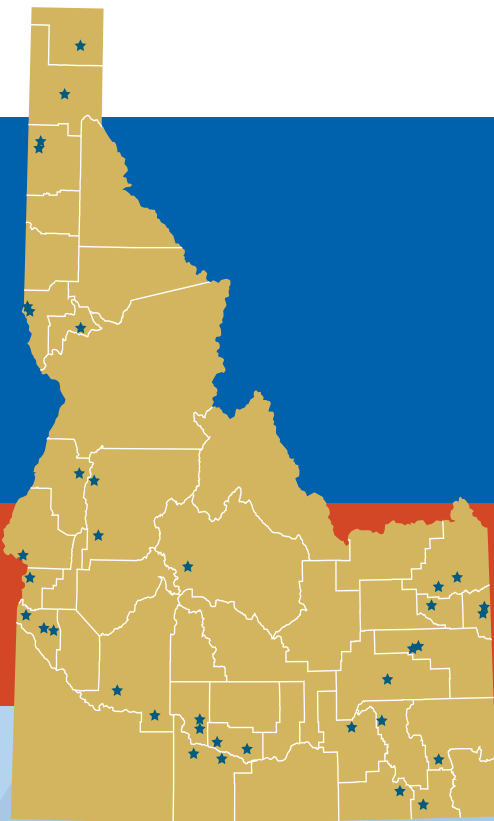


What We Heard

The Community Health Academy fosters learning and skill-building among mayors and city staff to help improve the health of their communities. The academy was effective but there were additional topics communities wanted to learn about that were impacting health.

How We Responded

We expanded the focus of the academy to include topics such as housing, civility, childcare and early education that are impacting health in communities. Seeing the impact that the academy has had on attendees, we set a goal to have one-third of Idaho mayors attend this learning collaborative by the end of 2025.



Community Health Academy Focus Areas

Childcare and Early Education

Food Systems

Civility

Housing

Community Health

Leadership

Designing Healthy Communities

Storytelling and Branding

37 Idaho Cities have attended Community Health Academy since 2017

Anonymous Feedback from 2023 Participants

The Community Health Academy has been so helpful! Thank you for raising awareness of we need/ can do to make our communities even better. The speakers were amazing and provided important information.

The academy gave us tools in many areas to take back to our community. It really helped to talk with other cities about what challenges they face and what they did or doing to solve.



MAYOR'S WALKING CHALLENGE



What We Heard

The Mayor's Walking Challenge has allowed us to meet and build relationships with Idaho mayors for 10 years. The challenge has grown each year and more than half of Idaho's mayors walked in 2023. It's helped us learn about getting active in all parts of Idaho.

How We Responded

We've built in ways to listen to mayors during the challenge to learn about issues communities are facing. We take this feedback to help inform and adapt our strategy to meet the needs of our state.

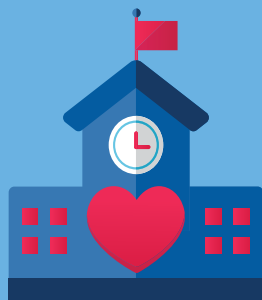
I am proud to have been able to help my local school, while bettering my health and enjoying all the beautiful weather that the Pacific Northwest had to offer. To be able to get out and walk, especially with kids is such a forgotten pastime. I enjoyed October so much; I will let my Clerk sign me up next year.

Lonnie Orr
Oldtown Mayor

Year	Participants	Amount Awarded
2014	14	\$7,300
2015	27	\$46,500
2016	25	\$50,750
2017	34	\$59,000
2018	69	\$62,000
2019	75	\$68,000
2020	81	\$76,000
2021	83	\$65,500
2022	98	\$84,000
2023	104	\$86,500



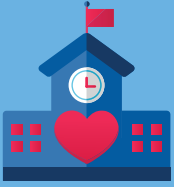
104 Mayors participated in the 2023 Mayor's Walking Challenge



EDUCATION

Engage and collaborate with schools and community organizations to ensure Idaho youth thrive.





COMMUNITY SCHOOLS

What We Heard

Schools are the hearts of our communities, especially in rural areas. Schools are looking for ways to help children and families thrive. Data shows that academic performance and health outcomes are linked.

How We Responded

We engaged the Idaho Coalition for Community Schools and supported its statewide expansion. Community Schools is a strategy used by public schools to help children and their families thrive. Community schools listen to families to understand their needs, then create community partnerships to integrate and embed programs and services in schools to meet those needs.

Why Community Schools?

The best way to address root causes that impact health in schools

The ultimate form of community engagement

Community determines what services are integrated into the school

The goal of a community school is to figure out what needs the community has and what desires they have, and our job as a community school is to actively seek for those community partnerships and bring in those services and resources to be able to help kids.

Don Fryberger, Principal
Harwood Elementary School, Rigby

I think our communities as a whole need to work together to make sure that when children show up, they have that ability to get focused in the classroom. Sometimes it takes the resources of an entire community to make this happen. The Community Schools strategy is really the mechanism that we can use to get that done.

Josh Hurley, Community Schools Coordinator
Cascade School District



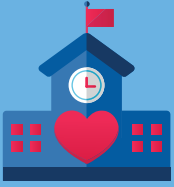
We've helped 17 schools start or expand Community Schools Strategy.

\$46.5 MILLION

We helped the Idaho Coalition for Community Schools secure a \$46.5 million grant from the U.S. Department of Education to expand Community Schools Strategy to rural Idaho. This local-driven strategy connects students to the supports they need, expanding choices of resources and opportunities available to families.



Watch a video to learn more



BEHAVIORAL HEALTH

What We Heard

We had a dialogue with the City of Lapwai in 2013 and city leaders expressed concerns about youth behavioral health. Since then, the topic has been raised in nearly every meeting or conversation we have been involved with throughout the state. Every meeting with educators and administrators reinforces that behavioral health is a top issue facing Idaho.

How We Responded

We've expanded our work in behavioral health. We partner with schools to provide behavioral health programs, training and services to create environments that improve student well-being.

We know education and health are closely linked. The Blue Cross of Idaho Foundation for Health launched a project focusing on Positive Behavior Interventions and Supports (PBIS) in schools, knowing the vital role that schools play in building healthier communities in Idaho. I am honored to be a part of this work.

Katie Azevedo, EdD

Owner, Azevedo Consulting and Results Learning Center

The PBIS training has been pivotal in helping us move the mark in clear behavior expectations along with celebrating students and staff here at Notus Jr. Sr. High School. We needed the reminder of PBIS best practices to help us see a remarkable change in our school culture that ultimately helps support students as a whole.

Jennifer Wright, EdS

Principal & Federal Programs Director, Notus Jr. Sr. High School

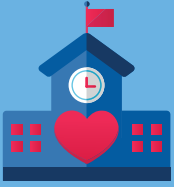


A New Focus

We have developed a more comprehensive behavioral health strategy and approach to support schools that includes prevention, training and intervention programs.

15 Idaho schools
& school districts

supported with behavioral health training,
prevention and intervention programs



EARLY EDUCATION

What We Heard

Reports show that 51% of Idaho students aren't kindergarten-ready when they start school. School districts are seeing lower test scores, and they cite the lack of early education opportunities as the root cause of the issue. The lack of early education programs is making it difficult to hire and retain staff, creating workforce issues in communities.

How We Responded

We began funding early education programs because education and health outcomes are linked. These programs help prepare students for kindergarten. We've helped three Idaho school districts either launch or expand early education programs with catalytic, one-time funding. Many other school districts have expressed interest in learning about launching or expanding their early education programs. We created a learning series for districts to inform and recommend best practices and will be offering grants to support their efforts.

The benefits are that our children come into kindergarten ready to go. They know the routine. They know how to go to lunch. They know where to line up. They know where their classroom is. They have social skills. They come in knowing their colors and knowing their numbers 1 to 10. They are familiar with finding their name, reading their name and writing their names. They hold their pencils correctly.

Marietta Leitch, Kindergarten Teacher
Nezperce Elementary

We have had so many people tell us how grateful and are excited about this. I think parents are comfortable knowing their child is coming somewhere that is safe and to a place with a great academic background and doing something that's learning based.

Rachel Puschel
Third Grade Teacher & Preschool Project Manager
Castelford School District



Early Education Programs Supported

- Castelford School District
- Homedale School District
- Lincoln County Youth Center
- Nezperce School District

25

IDAHO SCHOOLS AND DISTRICTS

attended our early education learning series in winter 2023



HEALTHCARE

We identify opportunities to increase the quantity and quality of Idaho's healthcare workforce.





HEALTHCARE WORKFORCE ADVISORY GROUP

What We Heard

Idaho has a severe healthcare workforce shortage, which is a complex issue that impacts our entire state. The shortage threatens the quality and access of healthcare available in Idaho.

How We Responded

Collaboration is essential to finding solutions for the healthcare worker crisis. Knowing this issue was complicated, we offered to serve as a convener and bring together more than 30 healthcare stakeholder organizations. The purpose of these convenings was for everyone involved to listen, learn, and develop an action plan to tackle the healthcare workforce shortage problem.

This group divided into subcommittees to create action plans in the following areas that would could help address the shortage:

Public Policy

Education & Training

Attract & Retain

34 ORGANIZATIONS

Idaho Department of Health and Welfare
 Idaho Hospital Association
 Idaho Department of Labor
 Idaho Medical Association
 Blue Cross of Idaho
 Idaho State Pharmacy Association
 Retail Pharmacy Council
 Idaho Division of Occupational and Professional Licensing

Office of Governor Brad Little
 Idaho Medical Association
 Idaho State Board of Education
 College of Eastern Idaho
 North Idaho College
 College of Southern Idaho
 University of Idaho WWAMI
 North Idaho College
 Idaho State University
 Idaho Business for Education

Boise State University
 Idaho Health Care Association
 Public Health Districts
 Nurse Practitioners of Idaho
 Primary Health
 Idaho Community Health Center Association
 St. Luke's Health Care System
 Kootenai Health
 Cascadia Home Health

Edgewood Health Care
 Delta Dental
 Idaho Caregivers Alliance
 Independent Doctors of Idaho
 Idaho Division of Veterans Services
 Idaho Center for Nursing
 Minidoka Memorial
 Idaho Workforce Development Council

Idaho's rapid growth as the nation's fastest-growing state is met with severe healthcare challenges, ranking 50th for physicians per capita and facing shortages in all healthcare sectors, particularly impacting its 35% rural population. Despite economic growth, the solution demands a historic healthcare investment, necessitating collaboration from businesses, government, academia, philanthropy, and foundations. The Blue Cross of Idaho Foundation for Health's pivotal role in forming the Idaho Healthcare Workforce Shortage Committee, uniting key stakeholders, is a crucial step towards changing the state's healthcare landscape and securing a better future.

Jeff Seegmiller, Regional Dean/Director
Idaho WWAMI Medical Education Center

ORGANIZATIONS SUPPORTED

Idaho Cities

Albion	Downey	Jerome	Nezperce	Shelley
American Falls	Driggs	Juliaetta	Oldtown	Smelterville
Ammon	East Hope	Kamiah	Onaway	Spirit Lake
Arimo	Franklin	Kendrick	Orofino	St. Anthony
Bancroft	Fruitland	Ketchum	Osburn	St. Charles
Bellevue	Emmett	Lapwai	Parma	Stanley
Blackfoot	Fairfield	Leadore	Paul	Stites
Bovill	Ferdinand	Lewiston	Payette	Tensed
Buhl	Firth	Lewisville	Peck	Tetonia
Caldwell	Garden City	Malad	Pierce	Twin Falls
Carey	Genessee	McCall	Placerville	Victor
Cascade	Glenns Ferry	McCammon	Plummer	Weiser
Chubbuck	Gooding	Meridian	Pocatello	Wendell
Clark Fork	Grace	Montpelier	Ponderay	Weston
Cottonwood	Hayden Lake	Moscow	Post Falls	Winchester
Crouch	Hazelton	Mountain Home	Preston	
Culdesac	Heyburn	Moyie Springs	Rexburg	
Dalton Gardens	Hollister	Murtaugh	Richfield	
Dayton	Homedale	Nampa	Rigby	
Deary	Idaho City	Newdale	Riggins	
Dover	Idaho Falls	New Meadows	Roberts	

Idaho Nonprofit Organizations

American National Red Cross & Its Constituent Chapters	Idaho Community Foundation Inc.	Pocatello Free Clinic
Bannock Youth Foundation	Idaho Falls Rescue Mission	Primary Care Initiative
Blackfoot Charter Community Learning Center	Idaho Head Start Association	Sandpoint Area Seniors
Boise Public Schools Education Foundation	Idaho Hispanic Foundation Inc.	Serving Love Foundation
Bonner General Health	Idaho Medical Association Foundation Inc.	Southwest Idaho Mountain Biking Association Inc.
Bonner Partners In Care	Idaho Nonprofit Center	Terry Reilly Health Services
Coeur d'Alene Rotary Endowment Foundation	Idaho School Board Association	The Home Partnership Foundation
Clearwater Valley General Health	Interlink Volunteer Caregivers	Unique Center for Athletes of All Needs
Genesis Community Health	Jannus Inc.	United Way of Treasure Valley
Giraffe Laugh Early Learning	League of Idaho Cities Inc.	Vineyard Medical Clinic
Greater Boise Aquatics Foundation	LEAP Charities Inc.	Volunteers Against Violence
Idaho Association for the Education of Young Children	Magic Valley Ducks	Wellness Tree Community Clinic
Idaho Association of School Administrators	Mustard Seed Ministries	West End Senior Citizens of Buhl
Idaho Botanical Garden Inc.	National Law Enforcement Foundation	Western Idaho Community Action Partnership
	Nimiipuu Community Development Fund	
	North Canyon Medical Center	

Schools and School Districts

Aberdeen School District #58
American Falls School District #381
Bryan Elementary
Burton Elementary (Madison School District 321)
Canyon Ridge High
Cascade School District
Central Canyon Elementary
Chaparral Elementary
Chief Tahgee Elementary Academy Inc.
Clark County School District 161
Coeur d'Alene Charter Academy
Coeur d'Alene High
Cottonwood School District #242
Council Elementary
Blackfoot School District #55
County of Franklin West Side School District #202
Elevate Academy (Idaho Falls)
Farmin-Stidwell Elementary
Firth School District #59
Garfield Elementary
Georgetown Elementary
Glenns Ferry High
Hawthorne Elementary
Highland Joint School District #305
Hunter Elementary
Idaho Falls School District #91
Idaho Youth Challenge Academy
Jefferson Elementary
Jerome School District (Falls City Academy)
Joplin Elementary
Kimberly School District #414
Kootenai Classical Academy
Kuna School District (Kuna Pre-K)
Lakeland School District
Lava Elementary
Liberty Charter
Longfellow Elementary
Madison Early Childhood Center
Madison School District
Marsh Valley Joint School District #21
Mary McPherson Elementary
Meridian Elementary
Meridian Medical Arts Charter High
Middleton Academy
Monroe Elementary
Mountain View Middle
Nampa Christian Schools, Inc.
Nezperce School District
North Gem School District #149
Notus School District #135
Oakley High
Park Intermediate
Parma School District #137
Pierce Park Elementary
Plummer-Worley School District
Pocatello/Chubbuck School District 25
Preston High
Rockland School District
Ronald Reagan Elementary (Nampa SD 131)
Sacajawea Elementary
Salmon School District #291
Shoshone Elementary
Silver Trail Elementary
Skyline High
Snake River School District
Spalding Stem Academy
Sugar-Salem School District #322
Taylorview Middle, District 91
Treasure Valley Academy
Twin Falls School District #411
Valley School District 262
West Ada School District
Westside District 202
Westside Elementary, District 91
Whittier Elementary

Colleges and Universities

Boise State University Foundation Inc.
Idaho State University Foundation Inc.
Idaho Stem Action Center Foundation
Lewis-Clark State College Foundation Inc.
The College of Idaho
University of Idaho Foundation

Government Organizations

Cascade Public Library
Challis Public Library
Idaho Workforce Development Council
Gooding Public Library District
Homedale Library District
Public Health District 4
State of Idaho, Department of Education
The Idaho Commission for Libraries
Valley of the Tetons Library

ABOUT THE BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

The Blue Cross of Idaho Foundation for Health, Inc., is a nonprofit private foundation established by Blue Cross of Idaho in 2001.

The Foundation is dedicated to giving back to Idaho and addressing the root causes that impact health.

The Foundation is a catalytic organization dedicated to transformational approaches that will impact Idaho today and for future generations.

Audited financial statements of the Blue Cross of Idaho Foundation for Health, Inc., are available, once issued, by emailing info@bcidahofoundation.org.

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