

Community

Investment and Social Impact Report

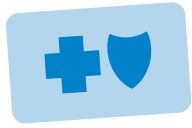
2022





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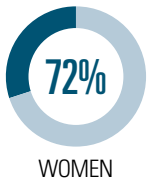
Who We Are

Belonging at Blue

At Blue Cross and Blue Shield of Nebraska (BCBSNE), we value the unique perspective every person brings to our workplace and our community. Diversity, equity and inclusion (DEI) are hallmarks of our organizational culture. Our individual differences make Team Blue stronger.

OUR WORKFORCE

1,100+
EMPLOYEES

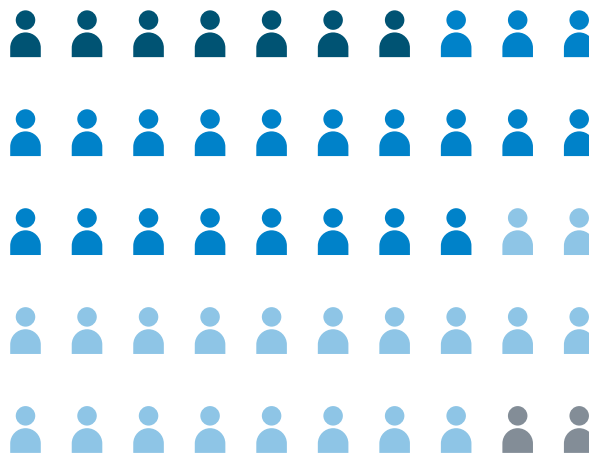


WOMEN



PEOPLE OF COLOR

Four generations in the workforce:



13% BABY BOOMER

40% GEN X

41% MILLENNIAL

5% GEN Z

OUR CULTURE

We have six employee resource groups (ERGs) that inspire and encourage DEI. Our ERGs offer a place where every employee can not only feel safe to be themselves but know they belong.

93%

of employees agree that BCBSNE encourages diversity and inclusion

34%

of employees belong to an ERG



Building Leaders Like US for Excellence (BLUE) supporting African American employees



Military Families United Together supporting veterans and military families



Fearlessly You @ Blue supporting LGBTQ+ employees



Possibilities supporting employees with disabilities



Latinos Empowered to Achieve Their Potential (LEAP) supporting Latino employees



Young Professionals (YP) Connect supporting YPs and their advocates



In 2022, BCBSNE was honored to receive the Human Resources Association of the Midlands' Inclusion, Diversity, Equity, Advocacy, Leadership (IDEAL) Award. The IDEAL Award recognizes companies in Omaha for their commitment to DEI.

DEI STRATEGIC DIRECTION

At BCBSNE, our goal is to make sure that every employee feels like they belong. Through Belonging at Blue, we are executing a multi-year strategy to advance our commitment to DEI.

Our strategic focus areas include:

- Attracting, hiring and retaining a diverse workforce
- Growing and developing our ERGs
- Cultivating a strong DEI presence internally and in the community
- Prioritizing inclusive leadership
- Nurturing a culture of equity mindedness



ERG ACTIVITIES

In 2022, BCBSNE's ERGs supported a variety of community events, providing employees with opportunities to connect and grow together outside of their usual day-to-day work environments.



Omaha Cinco de Mayo Celebration

South Omaha has hosted the celebration for decades. LEAP represented BCBSNE during this event on May 7, which included a parade along historic 24th Street, marching bands and entertainers.



Omaha Freedom Festival

BLUE represented BCBSNE with a booth at the festival featuring interactive games and giveaways. The event was held in celebration of Juneteenth, a day that honors the end of slavery in the U.S.



Heartland Pride Parade and Festival

Decked out in every color of the rainbow, Fearlessly You @ Blue led approximately 25 employees and their families in marching in the Pride Parade.



Belonging at Blue Summit

All six of BCBSNE's ERGs teamed up to host the company's inaugural Belonging at Blue Summit. This week-long event provided employees with the opportunity to grow personally and professionally.

Employee Engagement

SUPPORT FOR UNITED WAY OF THE MIDLANDS

Annual Campaign

For more than 30 years, BCBSNE has raised funds for the United Way of the Midlands (UWM), a nonprofit dedicated to the educational, financial and health needs of the community. Employees raised more than \$382,000 in the month of October while participating in activities, such as a trivia challenge and virtual 5K run/walk. Additionally, BCBSNE gave UWM a corporate gift of \$96,500.

Day of Caring

BCBSNE had 111 employees volunteer 281 collective hours at 16 nonprofits through UWM's Day of Caring event on Sept. 16.

TEAM BLUE IN ACTION

Volunteer Events

BCBSNE encourages teams to organize volunteer activities to build camaraderie while making a difference. In 2022, our interns bonded while volunteering at the Salvation Army and Marketing and Communications team members helped pack lunches for the First Responders Foundation. These are just a few examples of how Team Blue gave back to the community together.

TEAM BLUE IN ACTION



American Red Cross

BCBSNE hosts quarterly blood drives at its building and invites employees and their spouses to donate. In 2022, employees gave blood 67 times, potentially impacting 177 people in the community.



Salvation Army

In 2022, 45 volunteers gave 41 hours of their time at 16 locations as part of the Salvation Army's Red Kettle Campaign.



Food Bank for the Heartland

BCBSNE employees supported the nonprofit's Strike Out Hunger Campaign, donating 103 pounds of goods, \$4,235 in funds and 105 volunteer hours during the month of June.



Employee Giving

We believe in supporting the causes near and dear to our employees' hearts and offer a gift matching program to amplify employees' personal donations to qualifying nonprofits. In 2022, BCBSNE matched more than \$7,000 in donations to 33 organizations.

\$7,000

in individual donations were matched by the company

Community Events and Sponsorships

COMMUNITY EVENTS

Flu Shot Clinics

BCBSNE hosted 20 flu vaccination clinics in October, in collaboration with YMCAs across the state and Hy-Vee Pharmacy. Clinics were open to everyone age six and up at no cost to them, and 535 shots were provided through these events.

National Walk at Lunch Day

On April 27, Nebraskans across the state strode toward better health and a stronger community during National Walk at Lunch (NW@L) Day. Participants helped raise \$5,000 for Special Olympics Nebraska through this annual event.

535
flu shots

\$5,000
donated to Special
Olympics Nebraska

SPONSORSHIPS



Combined Health Agencies Drive

Combined Health Agencies Drive (CHAD) is a local organization that has been raising funds with and for Nebraska's premier statewide health charities since 1972. It has 23 member agencies under its umbrella, which support Nebraska's most vulnerable populations. BCBSNE's sponsorship directly benefits the missions of each of the health charities, as well as enhances CHAD's existing inter-agency collaboration, community awareness, education and fundraising efforts.

Active Events

BCBSNE has a long-standing tradition of supporting events that encourage movement. In 2022, we hit our stride by supporting 17 events in the community, including the American Lung Association's Corporate Cup, Born & Raced in Nebraska's 10K series and Bicycle Across Nebraska, to name a few.

SUPPORT FOR STUDENTS AND TEACHERS

BCBSNE is proud to provide health insurance coverage for Nebraska's teachers through the Educators Health Alliance. We believe creating a brighter future for our state includes being there for the next generation of Nebraskans. In 2022, we supported students and teachers through the following philanthropic initiatives:



\$1,000

grant to Cozad Public Schools' physical education department for participating in NW@L Day. BCBSNE awards a grant to one participating school each year.

\$25,000

awarded to 12 incoming University of Nebraska at Kearney (UNK) and University of Nebraska Medical Center health science students through BCBSNE's endowed UNK Health Sciences Scholarship Fund.

500

tickets to the Huskers' homecoming game given to Nebraska educators, staff, administrators and school board members as part of Teacher Appreciation Day.

37,797



children screened by the Nebraska Lions Foundation Mobile Screening Unit, sponsored by BCBSNE. The Nebraska Lions travel the state to provide free vision and hearing screenings at schools, offices and events to improve the lives of children and adults.

10 years

as an employer partner of the Avenue Scholars program, which helps Omaha-area students prepare for and enter financially-sustaining, high-demand careers. Avenue Scholars at BCBSNE are part of the company's overall internship program, which provides opportunities for students to attend informational seminars, support their BCBSNE department and volunteer together.

\$18,000

grant to Hitchcock County Elementary School for the purchase of new equipment for its physical education department. The funds enabled the school to partner with Project Fit America, a national nonprofit devoted to encouraging kids to become healthier and more active.



1 of BCBSNE's multi-year sponsorships wrapped up in August with a ribbon cutting at the new Buena Vista YMCA Express. The facility, attached to Buena Vista High School, offers personalized workout experiences to those 14 and up.

425 students

at Conestoga Elementary School supplied with notebooks, folders, crayons and more in August of 2022 for the new academic year through BCBSNE's annual school supply drive. In addition to the items donated, our employees raised \$940 to put toward teachers' highly requested items, such as tissues and sanitizing wipes.



16 girls

in fourth through sixth grade at Conestoga Elementary participated in Girls on the Run. This training program, sponsored by BCBSNE, prepared them for a 5K and provided female empowerment and confidence-building lessons.

Increasing Access to In-Demand Careers

In February of 2022, BCBSNE helped launch Ignite Nebraska, an apprenticeship program fueling the way toward a more equitable future. Through this workforce development model, community partners, employers and educational institutions collaborate to provide paid apprenticeship opportunities with the promise of a full-time job offer in a high-demand, high-skilled, high-paying (H3) career for participants who successfully complete the program.

Ignite Nebraska works to solve a far-reaching problem: Many people who are active in the workforce are under-resourced and cannot achieve financial stability. Despite working full time, they do not earn enough to move past financial barriers in their current jobs. This problem disproportionately impacts people of color, who are under-represented in H3 careers due to systemic inequalities. At the same time, employers often struggle to find talent to fill high-demand roles within their organizations.

Ignite Nebraska's partners, like BCBSNE, work together to solve these challenges and help apprentices succeed by providing them with access to:

- **Higher learning at no cost**, eliminating the financial barriers that can keep people out of the classroom.

- **Accelerated, paid on-the-job training**, enabling apprentices to begin their H3 careers as soon as possible.
- **Family and financial resources**, providing participants with additional support, so they can focus on the new skills they're learning without having to worry about losing access to assistance.

The first Ignite Nebraska apprenticeship cohort, hosted by BCBSNE, graduated in October of 2022. Through the program, the apprentices gained the skills they'd need for a career in information technology by working in BCBSNE's Information Services department and learning in the classroom at Bellevue University.

Upon graduation, the four apprentices received full-time job offers from BCBSNE.

The next chapter: BCBSNE continues to serve as an Ignite Nebraska employer partner, offering apprenticeship opportunities through the program.

➔ To learn more about Ignite Nebraska, visit NebraskaBlue.com/Ignite.





Awards and Recognition

BCBSNE WAS HONORED TO WIN THE FOLLOWING AWARDS IN 2022:

- Best of B2B - Omaha Magazine
- Human Resources Association of the Midlands' IDEAL Award
- LifeBridge Nebraska Recognition Award
- Omaha's Choice Awards – First Choice in Health Insurance





An independent licensee of the Blue Cross and Blue Shield Association.
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