



# COMMUNITY INVESTMENT AND SOCIAL IMPACT REPORT



**TOGETHER,  
WE CAN BUILD  
STRONGER  
NEBRASKA  
COMMUNITIES  
FOR GENERATIONS  
TO COME.**

At Blue Cross and Blue Shield of Nebraska (BCBSNE), our commitment to championing health and well-being goes beyond simply providing health insurance coverage. We strive to uplift all who call Nebraska home. For more than 85 years, we've proudly served the Cornhusker State and we remain deeply invested in the state's future. Our responsibility is in our name – Of Nebraska.

In 2025, we continued our legacy of helping the citizens of our state live their best and healthiest lives by building strategic partnerships and investing in programs that improve access to care, promote healthy lifestyles and support organizations that help make Nebraska a vibrant place to live and work. From rallying Team Blue employees to volunteer, to awarding grants through the Nebraska Blue Foundation, we worked to create meaningful impact across the state.

While we celebrate the progress made, we know there is more to do. Our commitment is ongoing, and we continue to seek innovative ways to address challenges and open doors to healthier futures for our members and all Nebraska communities.

Thank you for taking the time to read our 2025 Community Investment Report and learn more about our efforts to improve health and well-being. Together, we can build stronger Nebraska communities for generations to come.

Warm regards,



**JEFF RUSSELL**  
**PRESIDENT AND CEO**  
**BLUE CROSS AND**  
**BLUE SHIELD OF NEBRASKA**



# Contents

- 04** Nebraska Blue Foundation
- 06** Employee Engagement
- 08** Community Events and Sponsorships
- 10** Support for Students and Teachers
- 11** Investing in the Future Workforce

# EMPOWER. SUPPORT. UPLIFT.

The Nebraska Blue Foundation, founded in 2024, powers BCBSNE's philanthropic initiatives. Through the foundation, we support programs improving the health and well-being of Nebraskans and the economic vitality of the state.



## Our why

BCBSNE's customers and employees have lived, worked and played here for over 85 years, and we're proud to be part of the Cornhusker State's history. As a local business, we are also invested in Nebraska's next chapter because your communities are our communities.

We share in the successes and challenges facing our state and are committed to helping Nebraskans thrive by serving as a champion for health and well-being.

## Our work

In 2025, the foundation launched two grant cycles, awarding **\$500,000** in four focus areas:

- **Preventive Health:** HOPE - Esperanza; International Council for Refugees and Immigrants; Cozad Hospital Foundation; Creighton University; Elkhorn Logan Valley Public Health Department Foundation; Intercultural Senior Center; MilkWorks; Methodist Hospital Foundation; and OneWorld Community Health Centers
- **Serving Seniors:** The Dreamweaver Foundation; Live Well Go Fish; Lincoln Hygiene Network; Asian Community and Cultural Center; Catholic Charities of Omaha; CHI Health Good Samaritan Foundation; Eastern Nebraska Community Action Partnership; Webster County Community Hospital Foundation; Rebuilding Together Platte Valley East; Saline County Aging Services; and Whispering Roots
- **Economic Vitality:** African Immigrant Family Services; Communities for Kids Lincoln County; Avenue Scholars; CareerLadder; Community Hospital Association; Dignity in Health Collective; Heart Ministry Center; Nebraska Enterprise Fund; Northeast Community College Foundation; United Way of the Kearney Area; and Willow Rising
- **Third Places:** Prairie Loft Center for Outdoor and Agriculture Learning; Forward Wayne – Majestic Theatre; 23 Trails, Inc.; Alliance Rec Center; Citizens for a Greater Ord, Nebraska Inc.; Conservation Nebraska; No More Empty Pots; One Omaha; Spark; Susan LaFlesche Picotte Center; and YMCA of McCook

To further support Nebraskans, the foundation awarded **\$267,500** to eight additional organizations, including: Children's Nebraska Foundation; Food Bank for the Heartland; Geneva Senior Center Foundation; Health Center Association of Nebraska; Howard County Medical Center Foundation; Norfolk Senior Citizens Center; Sterling Public Schools; and United Way of the Midlands.

The foundation also amplifies BCBSNE employee giving through a gift matching program. In 2025, the foundation matched **\$5,505** in donations to 27 nonprofits.



## Our next chapter

The foundation will host two grant cycles in 2026. The first cycle will launch in the spring and focus on preventive health and serving seniors while the second cycle will take place in the fall and support economic vitality and third places, which are social settings separate from home and work that build communities.

To stay up to date on the latest news, join our mailing list at [NebraskaBlue.com/Foundation](https://NebraskaBlue.com/Foundation).

## Our team

The foundation is led by:

- **Board President: Jeff Russell,**  
President and CEO, BCBSNE
- **Board Treasurer: Chad Werner,**  
Executive Vice President and Chief Financial Officer, BCBSNE
- **Board Secretary: Gretchen Twohig,**  
Executive Vice President, Health Outcomes and Provider Partnerships, BCBSNE
- **Board Member: Karen Aman,**  
Board Chair, BCBSNE
- **Executive Director: Jay Warren-Teamer,**  
Community and Strategic Engagement Leader, BCBSNE



## Learn more

For more information, visit [NebraskaBlue.com/Foundation](https://NebraskaBlue.com/Foundation).

# 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. In 2025, employees supported the campaign by volunteering, pledging funds or participating in fundraising events, such as a trivia challenge and best dressed pet contest. In total, BCBSNE donated \$326,770 to UWM through the campaign.

### Day of Caring

Team Blue also supported UWM's Day of Caring, an annual event that brings community members together to volunteer with local nonprofits. Employees gave back to a variety of organizations during the event.



# \$326,770

BCBSNE donated to UWM





## TEAM BLUE IN ACTION

### Volunteer Events

BCBSNE encourages teams to organize volunteer activities to build camaraderie while making a difference. In 2025, 165 employees volunteered for 400 hours at 15 nonprofits for National Volunteer Month in April.

### Food Bank for the Heartland

BCBSNE employees supported the nonprofit's Strike Out Hunger campaign, donating 15,747 meals during the month of June.

### Angel Guardians Inc.

BCBSNE donated 18 projectors and two TVs to support both existing initiatives and the development of new programs. Angel Guardians Inc. is dedicated to creating an inclusive environment where people of all abilities can build life skills, self-sufficiency and self-esteem.



# 400 hrs

Volunteered at  
15 nonprofits

# 15,747

Meals donated

# 18

Projectors and  
two tvs donated



# Community Events and Sponsorships

## COMMUNITY EVENTS

### Flu Shot Clinics

BCBSNE hosted 17 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 over 400 shots were provided through these events.

### National Walk at Lunch Day

On April 30, 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. BCBSNE also awarded one participating nonprofit a \$1,000 grant. The 2025 grant went to Latino Center of the Midlands.

**\$1,000**

one nonprofit grant

**400+**  
flu shots

**\$5,000**

donated to Special Olympics Nebraska



combined health agencies drive

### 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. In 2025, BCBSNE supported 21 of CHAD's member agencies through its Health of Nebraska sponsorship. 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 2025, we hit our stride by supporting several events in the community, including MUD's Heat the Streets Run and Walk for Warmth, Born & Raced in Nebraska's 10K series and Crofton's Dam Race, to name a few.



# COMMUNITY ALWAYS SUPPORTS



## Statewide Support

BCBSNE is proud to uplift a variety of programs and signature events across Nebraska. In 2025, we supported the following organizations:

- American Association of Healthcare
- Administrative Management
- Box Butte Charity Foundation
- Boys Town
- Bryan Health Connect
- Children's Hospital and Medical Center
- Crohn's and Colitis Foundation
- Fillmore County Hospital
- First Responder's Foundation
- Food Bank for the Heartland
- Fred and Pamela Buffett Cancer Center
- Freedomtainment
- Goodwill
- Greater Omaha Chamber of Commerce
- Healthcare Financial Management Association
- Howard County Health Partners
- Inclusive Communities
- Jefferson Community Health
- Lexington Regional Charity
- Lincoln Chamber of Commerce
- Madonna
- Make a Wish Nebraska
- Methodist Health Partners
- National Health Association
- National Medical Association
- Nebraska Dental Association
- Nebraska Humane Society
- Nonprofit Association of the Midlands
- Partnership 4 Kids
- Secure Care
- Together Omaha
- Urban League of Nebraska
- Vetter Gives

## 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 2025, we supported students and teachers through the following philanthropic initiatives:



**\$1,000**

grant to South Platte 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.



**250**

submissions recognizing teachers across Nebraska for Touchdown for Teachers. Five outstanding teachers were recognized at the Husker Games in April.

**\$50,000**

donated to Nebraska high schools through BCBSNE’s Healthy Home Team initiative, which provides \$500 grants to fund local well-being projects. In 2025, Sandhills High School received an additional \$5,000 grant to install a water filtration system to improve water quality throughout the building.

**400+ students**

at Conestoga Elementary School supplied with notebooks, folders, crayons and more for the new academic year through BCBSNE’s annual school supply drive. In addition to the items donated, our employees raised over \$800 to put toward teachers’ highly requested items, such as tissues and sanitizing wipes.

**\$18,000**

grant to Morrill 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.



**400+**

pieces of gently used fitness equipment donated to local schools and senior programs to champion well-being



**25**

laptops donated to Ignite Nebraska to support participants in the nonprofit’s 10x10 Program, which helps people prepare for entry-level roles.

# Investing in the Future Workforce



## IGNITE NEBRASKA

In 2022, BCBSNE helped launch Ignite Nebraska, an apprenticeship program fueling the way toward a more equitable future. Through this workforce development model, Ignite Nebraska's partners, like BCBSNE, work together to 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 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.

To learn more about Ignite Nebraska, visit [IgniteNebraska.org](https://igniteNebraska.org).



## AVENUE SCHOLARS

Since 2012, BCBSNE has been a proud employer partner of the Avenue Scholars program, which helps Omaha area students ages 18 to 25 prepare for and enter financially sustaining, high-demand careers.

BCBSNE has hosted 123 Avenue Scholars during their internship. Scholars like Brooke Gute and Jennifer Interiano have graduated from the program and are creating successful careers at BCBSNE.

**"I AM SO GRATEFUL FOR GETTING THE OPPORTUNITY TO BE A FULL-TIME BLUE EMPLOYEE IN AN ENVIRONMENT THAT I TRULY VALUE AND FEEL ENCOURAGED TO GROW IN. BEING ABLE TO DO MY PART AND KNOWING I'M IN IT FOR THE MEMBER IS THE MOST REWARDING PART."**

**- JENNIFER INTERIANO**

**"THE INTERNSHIP WITH AVENUE SCHOLARS REALLY ALLOWED ME TO GET MY FOOT IN THE DOOR AND GAIN EXPERIENCE IN THE FIELD WITH AN ACTUAL CAREER PATH. I ENDED UP WITH SUCH A SUPPORTIVE, DIVERSE GROUP OF INDIVIDUALS WHERE A HEALTHY WORK-LIFE BALANCE IS POSSIBLE."**

**- BROOKE GUTE**



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