



**Horizon Blue Cross Blue Shield of New Jersey  
Corporate Social Responsibility**



# CORPORATE SOCIAL RESPONSIBILITY DEPARTMENT

## HORIZON FOUNDATION



GRANTMAKING



SIGNATURE INITIATIVES



MATCHING GIFTS

## COMMUNITY AFFAIRS



SPONSORSHIP



COMMUNITY EVENTS



VOLUNTEERISM

# The Horizon Foundation for New Jersey

- Created in 2004 to align the Company's philanthropic resources
- Mission is to support organizations that make New Jersey healthier
- Provides grants to New Jersey-based 501(c)(3) nonprofit organizations
- Awarded over \$54 million in grants since 2004

# Funding Pillars | Caring, Connecting & Creating

## MISSION

To support organizations that make New Jersey Healthier

## FUNDING PILLARS

### CARING

Health Promotion & Disease Prevention

### CONNECTING

Access to Health Care

### CREATING

Arts & Culture

## PROGRAMS

Support for prevention, education & awareness, screening, referrals for care, and complementary activities for individuals of any age, related specifically to:

- ▶ Educating individuals on preventing and managing health issues for:
  - Diabetes
  - Obesity
  - Opioid

Support for culturally and linguistically appropriate health care information and assistance for underserved New Jerseyans that bridge the gaps between need and care, such as:

- Community Health Workers
- Patient Navigators
- Education to increase knowledge about health care

Support for arts and cultural organizations that help improve the quality of life for New Jersey residents, including:

- Arts education and cultural programs and exhibits
- General operating support

# Outdoor Community Spaces



CARING

## Obesity

*(Includes support for public/community spaces for recreation)*

### Funding Category Goals

- Enhance our obesity and diabetes prevention efforts.
- Promote the health and wellbeing of communities.
- Provide free access to outdoor spaces and programming that promote physical activity, wellness and nutrition education.

# Outdoor Community Spaces – Trails

## TRUST FOR PUBLIC LAND

Award amount: \$250,000

Project: Newark Riverfront Park



# Outdoor Community Spaces - Trail



## **GREAT SWAMP WATERSHED ASSOCIATION**

Award amount: \$10,000

Project: Healthy Recreation at the Conservation Management Area

## Outdoor Community Spaces – Other Projects



### **COOPER'S FERRY PARTNERSHIP**

Award amount: \$25,000

Project: Roosevelt Park Plaza



# Funding Considerations

- Must align with the Foundation's funding priorities.
- Must be located in and serve New Jersey communities and be a 501c3 nonprofit organization
- Have demonstrated experience with the activities described in the funding proposal.
- Should not duplicate the work of other organizations already supported by the Foundation within the same geographic area.
- Be able to identify specific, measurable short- and long-term objectives.
- Have a longstanding reputation for credibility and integrity.

## How to Apply?

[community.horizonblue.com](https://community.horizonblue.com)

### **Questions?**

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**We are open to projects that align with our priorities**