Blue Cross Volunteers Support 90 Service Projects Across Massachusetts on 12th Annual Service Day

Since Service Day's inception in 2011, Blue Cross has contributed nearly\$11 million of value to local not-for-profits through this annual volunteer day

BOSTON, Sept. 29, 2022 / PRNewswire / -- Today, nearly 3,000 Blue Cross Blue Shield of Massachusetts ("Blue Cross") employees are volunteering to support 90 service projects across Massachusetts focused on creating more equitable, just, and healthy communities as part of the company's 12th annual Service Day.



Blue Cross partnered with 76 not-for-profit organizations to design both in-person and virtual volunteer opportunities that align with the company's health equity work. 2,200 Blue Cross employees are volunteering at community partner sites across the state and 800 are volunteering virtually from home.

"We're proud to support not-for-profits around the state that are working to address health inequities in our communities," said Andrew Dreyfus, president and CEO of Blue Cross. "The idea for Service Day came from our employees. Over the past 12 years it has grown to become our largest company event and one of our most beloved traditions. It is incredible to see the collective impact that can be accomplished in one day to support the critical work of our community partners."

Volunteers participating in-person are supporting 80 projects in 50 cities and towns across Massachusetts focused on addressing the social and environmental conditions affecting the health of children and families. Service projects include creating new outdoor play spaces for children to stay active, harvesting fresh produce to donate to local food pantries, and cleaning beaches and clearing trails to improve access to green space.

Simultaneously, 800 employees are participating from home in 10 virtual projects. Together on Zoom, volunteers are completing projects such as writing letters to seniors isolated at home, packing themed Happy Hope Bags filled with creative activities for hospitalized children and creating lifesaving paracord bracelets for military and first responders.

The company is also partnering with Common Impact to engage 30 employees in virtual skills-based projects, addressing business challenges facing five community partners – About Fresh, East Boston Neighborhood Health Center, Eastie Farm, Parents for Peace, and Shine Initiative.

Projects are chosen based on their alignment with the company's focus on health justice. In addition to sending a group of enthusiastic volunteers to complete the task, Blue Cross also provides a grant to cover the project costs. Since Service Day's inception in 2011, the total value of the company's financial and volunteer support to local not-for-profits is nearly \$11 million.

For more information on Blue Cross' annual Service Day and the company's commitment to health justice, visit its Corporate Citizenship website or read its latest Corporate Citizenship Report.

Service Day community partners and projects:

| Organization | City | Project Description |
|------------------|---------|--|
| | Virtual | 5 volunteers are advising About Fresh around data security best practices and staff training recommendations to ensure that their Fresh Connect program is HIPAA-compliant |
| | | |
| About Fresh | project | and safe from phishing threats. |
| Annie's Kindness | | 100 volunteers are creating blankets to donate to community members experiencing |
| Blankets | Hingham | substance abuse or mourning the loss of a loved one. |

| | | 20 volunteers are helping make the performing arts accessible to Applause Academy's |
|---------------------------|--------------|--|
| Applause | | diverse community of children by organizing and repairing props, sets, and costumes and |
| Academy MA | Taunton | painting and decorating the dance studio. |
| Adductify MA | radition | 25 volunteers are weeding, mulching, and clearing pathways in an urban garden to help |
| | | provide healthy, fresh food to low- to moderate-income residents of Gloucester, including |
| Backyard Growers | Gloucester | many immigrant and refugee families. |
| | 0.100.000.00 | 20 volunteers are bringing the joy and magic of a birthday party to the homeless children |
| | | and families that Birthday Wishes serves, by wrapping birthday gifts and filling Birthdays- |
| Birthday Wishes | Natick | in-a-Box. |
| | | 50 volunteers are ferrying to Peddocks Island to help ensure this beautiful environment |
| Destan Harbar | | remains a vibrant, public space - now and for future generations - by cleaning beaches, |
| Boston Harbor | Llingham | tracking collected trash, and clearing trails. |
| Now | Hingham | |
| | | 25 volunteers are hosting an Adaptive Sports and Recreation Day for Boston Home |
| Boston Home | Dorobootor | residents and outpatients that will provide them the special opportunity to bowl, play bocce, and participate in target games using assistive technology and adaptive devices. |
| Boston Nature | Dorchester | 25 volunteers are building nature play areas that provide children with more ways to |
| | Mattanan | |
| Center | Mattapan | connect with nature by encouraging self-directed, informal play. 12 volunteers are planting shrubbery & bushes around the outside perimeter of the Boys & |
| Boston SCORES | East Boston | Girls Club, creating a welcoming space for the 2,500+ youth served every year. |
| Boys and Girls | Last Doston | 10 volunteers are creating activity kits that will ensure club members will have access to |
| Club of Lowell | Lowell | their favorite programming while the Club is undergoing construction. |
| CIGD OF LOWER | FOMEII | 25 volunteers are providing a safe and welcoming space for Club members by helping |
| Boys and Girls | | clean the kitchen, prep a healthy meal, landscape the front entry, and clean up the |
| Clubs of Boston | Roxbury | playground and baseball field. |
| Broadmeadow | . toxbury | playground and basoball noid. |
| Brook | Worcester | 10 volunteers are building a fence to define the property line. |
| Cardinal Cushing | Wordester | 20 volunteers are helping bring the gift of fresh air and outdoor activity to Cardinal Cushing |
| Academy | Hanover | residents by helping clear walking trails around their campus. |
| Houdomy | South | 20 volunteers are packing care packages for deployed military containing high-calorie food |
| Carepacks | Weymouth | products, socks and t-shirts, personal care items, books, magazines, and more. |
| | | 20 volunteers are painting, landscaping and winterizing Sunset Point Camp ensuring at- |
| Catholic Charities | Hull | risk children can enjoy a fun summer of exploration and friendships for years to come. |
| Community Farms | | 15 volunteers are weeding, transplanting, harvesting or other farm field tasks that will help |
| Outreach | Waltham | the farm deliver fresh produce to neighbors in need. |
| Community | North | 25 volunteers are participating in farm work that will allow CHP to donate food to over 20 |
| Harvest Project | Grafton | hunger relief agencies in Central and Eastern MA. |
| Community | Jamaica | 50 volunteers are preparing, and packaging scratch made, medically tailored meals for |
| Servings | Plain | Community Servings' 2,200+ weekly clients who are experiencing critical illness. |
| Cradles to | Hingham | 150 volunteers are helping sort, package and label gently used clothing and books to |
| Crayons | and Newton | distribute to children in need across Massachusetts. |
| | | 50 volunteers are helping close the campgrounds for the season and prepping the site for |
| Crossroads | Duxbury | fall and winter events. |
| Dimock Health | , | 20 volunteers are revamping the backyard of a residential house for women in recovery |
| Center | Roxbury | and their children to enjoy. |
| Dream Day on | | 25 volunteers are helping close the facilities for the season to ensure that seriously ill |
| Cape Cod | Brewster | children and their families will have a safe a welcoming environment next summer. |
| East Boston | | 5 volunteers are creating a roadmap for East Boston Neighborhood Health Center to |
| Neighborhood | Virtual | improve staff and provider knowledge of and engagement with community-based healing |
| Health Center | project | practices. |
| | | 5 volunteers are developing a budget framework and recommendations for implementation |
| | Virtual | for Eastie Farm that helps them to track their revenue, expenses, grants, and salary costs |
| Eastie Farm | project | more efficiently. |
| Esplanade | | 25 volunteers are beautifying the Esplanade by picking up trash and litter from the fields, |
| Association | Boston | gardens, and water edges of the park. |
| | | 20 volunteers are packing "Bags for Dads" duffels filled with supplies and resources to |
| | | help dads experiencing re-entry from incarceration ease their transition and remind them |
| Father's Uplift | Dorchester | that they have a support system that cares. |
| | _ | 15 volunteers are packing "Just Eats" grocery boxes that provide over 3,000 Boston area |
| Food for Free | Somerville | families in need approximately twenty-five pounds of produce and pantry staples. |
| Friends of Holly | | 20 volunteers are harvesting produce to distribute to local food pantries, preparing garden |
| Hill Farm | Cohasset | beds for fall plantings and helping to compost at the farm. |
| 010 | D | 15 volunteers are sorting brand-new sporting equipment, apparel, and footwear at Good |
| Good Sports | Braintree | Sports warehouse to distribute to communities in need. |

| | T | 20 valuntaara ara impraving the community gorden by taking days hade miling and |
|-------------------|-------------|--|
| GreenRoots | Chelsea | 20 volunteers are improving the community garden by taking down beds, piling and dispersing wood chips, and shoveling compost. |
| Greenhoots | | dispersing wood chips, and shoveling compost. |
| | Pocasset | QEO valuntages are greating Hanny Hann Kita with calcular about and fun activities that |
| Hanny Hana | and virtual | 250 volunteers are creating Happy Hope Kits with coloring sheets and fun activities that |
| Happy Hope | projects | will bring a smile and a bit of fun to hospitalized children. |
| Holbrook Food | | 12 volunteers are painting the interior of the Holbrook Food Pantry, so clients are |
| Pantry | Holbrook | welcomed into an inviting and dignified space. |
| Home For Little | | 20 volunteers are restoring a peace pond and garden that provide a quiet place to sit and |
| Wanderers | Plymouth | relax in nature for adolescent youth involved with the Department of Children and Families. |
| Hope Floats | | |
| Healing and | | 30 volunteers are helping set up and prepare for Hope Floats' annual Memory Walk that |
| Wellness Center | Kingston | will provide a space for grieving families to come together and honor the lives of those lost. |
| Hull Lifesaving | | 50 volunteers are painting the fleet of boats and cleaning the museum space and repairing |
| Museum | Hull | the museum's wheelchair accessible ramp. |
| Jewish Family | | |
| Services | | 20 volunteers are support Framingham's immigrant community by helping JFS staff sort, |
| MetroWest | Framingham | package and load seasonal children's clothing that will be distributed to families in need. |
| | | 20 volunteers are repairing the home of a veteran by performing basic home repairs and |
| JoinedForces | Chicopee | enhancements. |
| Kind Hearts for | | 15 volunteers are assembling kindness kits and decorating the office space where foster |
| Kids | Bourne | children come for visits. |
| Letters Against | Virtual | 300 volunteers are writing handwritten notes to isolated seniors that will provide joy and |
| Isolation | projects | encouragement. |
| MA Coalition for | | 20 volunteers are building beds for homeless children that will provide a safe refuse and |
| the Homeless | Lynn | sense of security. |
| | , | 50 volunteers are creating a magical space for children with cancer to escape and be a kid |
| Magical Moon | Marshfield | by helping revamp the Garden of Hope, Fairy Nook, and Hobbit House. |
| Mass Military & | | |
| Cape Cod Military | | |
| Support | | 75 volunteers are wrapping donated gifts for that families of veterans and active military |
| Foundation | Hyannis | during the holidays. |
| Merrimack Valley | , | 20 volunteers are packing bags of nutritious food that will be distributed to students who |
| Food Bank | Lowell | rely on school meals for food through the weekend. |
| Mystic River | | 25 volunteers are removing litter from parks and paths that will reduce the amount of trash |
| Watershed | Everett | that ends up in the Mystic River and protect local wildlife. |
| Neighborhood of | | ' ' |
| Affordable | | |
| Housing (NOAH) | East Boston | 25 volunteers are assembling emergency survival kits and replacing three garden beds. |
| Old Colony YMCA | East | 15 volunteers are creating a "sensory house" with a variety of sensory stations to promote |
| East Bridgewater | Bridgewater | social play, communication, and motor skill development. |
| | | 25 volunteers are installing a water wall, an outdoor abacus, and a site word wall to ensure |
| Old Colony YMCA | | campers do not fall victim to the "summer slide" by providing fun, active learning |
| Middleboro | Middleboro | opportunities in the Y's new "Poolside Classroom." |
| Old Colony YMCA | Wildalobolo | 50 volunteers are installing a water bottle filling station and planting a rain garden to |
| Plymouth | Plymouth | prevent erosion near their beach to make Camp Clark more sustainable. |
| Old Colony YMCA | 1 lymouth | 25 volunteers are creating a sensory playground for campers at Camp Christina to |
| Stoughton | Stoughton | encourage open-ended play and stimulate creative thinking. |
| Operation | Virtual | and an age open on doa play and administration or attive trimining. |
| Gratitude | projects | 200 volunteers are making paracord survival bracelets and writing letters to provide |
| J. attitudo | p. 0,000 | military members and first responders with a tangible, lasting expression of gratitude. |
| | | 5 volunteers are assessing Parents For Peace marketing and communications assets and |
| | | developing messaging recommendations for educating and informing mental health |
| | Virtual | providers on the services the organization offers to address radicalization and support |
| Parents For Peace | project | families. |
| | | 20 volunteers are improving the facilities at Peter Igo Park spreading new sand on the |
| | | volleyball court, spreading woodchips, installing a slide in the kiddie area, planting flowers, |
| | Marshfield | and power washing the tennis and basketball courts. |
| Peter Igo Park | Marsilleid | |
| Peter Igo Park | Marshileiu | |
| Peter Igo Park | | 25 volunteers are beautifying the playground at Gomes Elementary School to create a |
| _ | New | 25 volunteers are beautifying the playground at Gomes Elementary School to create a safe and inclusive recess space, transform recess culture, and promote active lifestyles for |
| Playworks | | 25 volunteers are beautifying the playground at Gomes Elementary School to create a safe and inclusive recess space, transform recess culture, and promote active lifestyles for students. |
| _ | New | 25 volunteers are beautifying the playground at Gomes Elementary School to create a safe and inclusive recess space, transform recess culture, and promote active lifestyles for |

| Regional | | 10 volunteers are building a fence that will protect the garden from animals and help |
|----------------------|--|--|
| Environmental | | increase their harvest to continue to provide healthier, affordable, locally grown food for |
| Council | Worcester | the Worcester community. |
| | | 14 volunteers are sorting and packing bundles of baby and toddler items for the families in |
| Room to Grow | Hyde Park | need with children ages 0-3. |
| Save the Harbor | , | 40 volunteers are cleaning up Malibu Beach in Savin Hill following the busy season and |
| Save the Bay | Dorchester | getting it ready for the winter. |
| Sharing the | | gening in ready in the miner |
| Harvest / YMCA | | 25 volunteers are replacing the greenhouse coverings and planting strawberries and |
| Southcoast | | raspberries to provide these popular fruits to individuals and families experiencing food |
| (Dartmouth) AM | Dartmouth | insecurity. |
| South Shore Stars | Westwood | 20 volunteers are cleaning up the camp after a busy summer and readying it for winter. |
| South Shore | | 20 volunteers are harvesting and gathering food at the YMCA's farm to donate to local |
| YMCA | Hanover | food pantries. |
| St. Mary's Center | 11010101 | Tood partition. |
| for Women and | | 20 volunteers are beautifying the residential spaces to ensure St. Mary's Center residents |
| Children | Dorchester | feel supported, empowered, and inspired. |
| Jimaron | 20101100101 | 25 volunteers are making locally grown, healthy food more accessible to low-income |
| | | families and people of color in Greater Boston by weeding, mulching, harvesting, and |
| The Food Project | Lincoln | washing vegetables. |
| The Food Floject | LITIOOTT | 12 volunteers are packing dry goods, frozen goods, and fresh produce to ensure the food |
| The Salem Pantry | Salem | pantry is equipped to provide meals for its 100-150 home delivery clients. |
| The Salem Failtry | Virtual | 5 volunteers are developing a newsletter template for the Shine Initiative that includes |
| The Shine Initiative | | structure and content recommendations. |
| The Simile minarive | project | 25 volunteers are preparing for the Trustees' annual Fall Festival, a family event that |
| | | invites hundreds of people to the farm to play games, visit with barn animals, and enjoy the |
| The Trustees | Hingham | farm. Volunteers will be helping with festival set up. |
| THE TRUSTEES | Hingham | Tarm. Volunteers will be neighing with lestival set up. |
| | and virtual | 250 volunteers are providing comfort, support, and happiness for kids in foster care by |
| Together We Rise | projects | creating birthday kits, assembling STEM boxes, and building skateboards. |
| Urban | projects | 15 volunteers are painting the new facility to ensure athletes and members can feel great |
| Powerhouse | Hyde Park | about their community and training space. |
| VA Boston | Tiyue Taik | about their community and training space. |
| Healthcare System | | 30 volunteers are planting vegetables in the indoor greenhouse used at the hospital's farm |
| (Brockton VA) | Brockton | to table meal program. |
| (BIOCKIOII VA) | DIOCKIOII | 20 volunteers are creating booths for its annual Fitness Carnival focusing on teaching |
| West End House | Alleten | youth healthy eating habits. |
| West End House | Allston | 20 volunteers are helping run a pop-up food pantry at Crossroads Worship Center that will |
| Waymayth Food | | |
| Weymouth Food | \\/ aa.atla | distribute shelf stable foods and fresh fruits and vegetables to neighbors on the South |
| Pantry | Weymouth | Shore. |
| Wlfl | \A/I=!#! :!!! - | 25 volunteers are renovating family visiting rooms at the Southcentral DCF office using a |
| Wonderfund | Whitinsville | trauma informed approach so children and families can have calming and productive visits. |
| V4404 0 0 1 | 0 1 1 1 | 20 volunteers are packaging shelf-stable meal bags, creating culturally relevant menu |
| YMCA Cape Cod | Sandwich | cards, and cleaning up the kitchen facility and community garden. |
| YMCA Greater | Conto | 40 volunteers are repairing benches and picnic tables, painting indoor spaces, and |
| Boston | Canton | cleaning up and organizing summer games at Camp Ponkapoag. |
| VMOA Carathara | \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | 25 volunteers are cleaning up the campgrounds and trails, painting foursquare and |
| YMCA Southcoast | Wareham | hopscotch on the blacktop, painting, and assisting with light office projects. |
| 7 NE | Danta | 50 volunteers are revamping the Giraffe Entrance ensuring that it looks beautiful to benefit |
| Zoo NE | Boston | the surrounding community. |

About Blue Cross Blue Shield of Massachusetts:

Blue Cross Blue Shield of Massachusetts (<u>bluecrossma.org</u>) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable and equitable health care with an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on <u>Facebook</u>, <u>Twitter</u>, <u>YouTube</u>, and <u>LinkedIn</u>.

SOURCE Blue Cross Blue Shield of Massachusetts

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