

## Dear Friends,

On behalf of all of us at Anthem Blue Cross and Blue Shield in Maine (Anthem), I'm pleased to share our 2013 Maine Community Report. This report shows how we're investing in Maine's communities and supporting the health and well-being of our state's nearly 1,300,000 residents.

Serving people to help improve the health of our members and our communities is at the very core of our mission. For more than 75 years, we've helped people in Maine enjoy happier, healthier lives, and we look forward to continuing this support for years to come. In 2013 alone, we contributed \$1.6 million to more than 75 non-profit organizations and agencies throughout the state. These contributions were made up of donations, foundation grants and our annual associate giving campaign.

The giving didn't stop there. In addition, our associates gave thousands of hours in community service to support people in need and improve Maine's communities. Throughout the year, we volunteered at non-profit organizations, the Boys & Girls Clubs of America, the Maine Children's Cancer Program, the YMCA of Southern Maine, the United Way of Greater Portland and the American Heart Association.

Maine is home to more than 800 Anthem associates. We are your neighbors, friends and colleagues, working alongside you to help improve the health and wellness of members of our communities, now and in the future.

Wishing you the best of health,

*Daniel P. Corcoran*

Daniel P. Corcoran  
President, Anthem Blue Cross and Blue Shield in Maine

## A healthy investment in our communities

In 2013, Anthem Blue Cross and Blue Shield in Maine, the Anthem Blue Cross and Blue Shield Foundation and our parent company invested more than \$1.6 million through community initiatives, associate giving and health policy groups to support organizations, such as:

Alzheimer's Association  
American Academy of Family Physicians\*  
American Cancer Society \*\*  
American College of Sports Medicine\*  
American Diabetes Association  
American Heart Association\*\*  
American Lung Association\*\*  
American Red Cross\*  
Androscoggin County Chamber of Commerce  
Associated General Contractors of Maine  
Bangor Region Community Council  
Barbara Bush Children's Hospital  
Bicycle Coalition of Maine  
Big Brothers Big Sisters  
Boys & Girls Clubs of America\*\*  
Cancer Community Center  
Cary Medical Center  
Convergence Center for Policy Research\*  
Day One  
Disabled Sports USA\*  
Easter Seals  
Free Maine from Lung Cancer  
Girl Scouts of Maine  
Girls on the Run  
Good Shepherd Food Bank  
Goodall Hospital\*  
Healthy Androscoggin  
Hear Me Now  
Katahdin Area Council Boys Scouts

Kennebec Valley Chamber of Commerce  
Maine Anglers for Research and Conservation  
Maine Basketball LLC  
Maine Cancer Foundation  
Maine Children's Cancer Program  
Maine Development Foundation  
Maine Health Management Coalition  
Maine Hospital Association  
Maine Irish Heritage Association  
Maine Medical Association  
Maine Quality Counts  
Maine State Chamber of Commerce  
March of Dimes\*  
National Breast Cancer Coalition\*  
National Family Caregivers\*  
Oasis Institute\*  
Olympia Sports Foundation  
OneSight\*  
Pen Bay Healthcare Foundation  
Piscataquis Regional YMCA  
Portland Museum of Art  
Portland Regional Chamber of Commerce  
Portland Public Schools  
Portland Trails  
Rippleffect  
Ronald McDonald House of Bangor  
Ronald McDonald House of Portland  
Saco Bay Rotary



# 2013 Maine Community Report

Supporting the health of our communities and neighbors in Maine

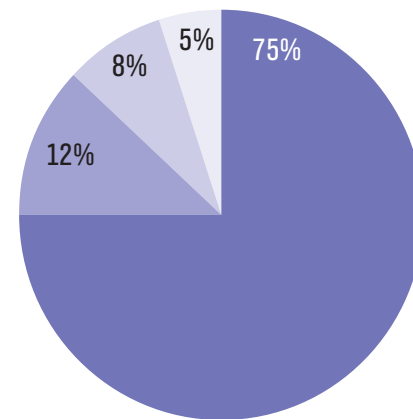
South Portland Historical Society  
South Portland Land Trust  
Southern Maine Agency on Aging  
Special Olympics  
Spectrum Generations  
Spurwink Services  
STRIVE  
Susan G. Komen Breast Cancer Foundation  
Susan L. Curtis Foundation  
Sweetser  
The Center for Grieving Children  
The Patrick Dempsey Center for Cancer Hope & Healing  
The Salvation Army  
Third Way  
United Way of Greater Portland  
US Business Leadership Network\*  
University of Southern Maine Corporate Partners  
Wellness Council of Maine  
Western Foothills Land Trust  
Windham/Raymond School  
Aged Care Association  
WinterKids  
YMCA of Southern Maine

\*Foundation grant  
\*\*Both local and foundation

### Charitable giving in 2013

A look at which types of organizations we supported ...

- Health
- Community investment and other
- Associate giving
- Policy

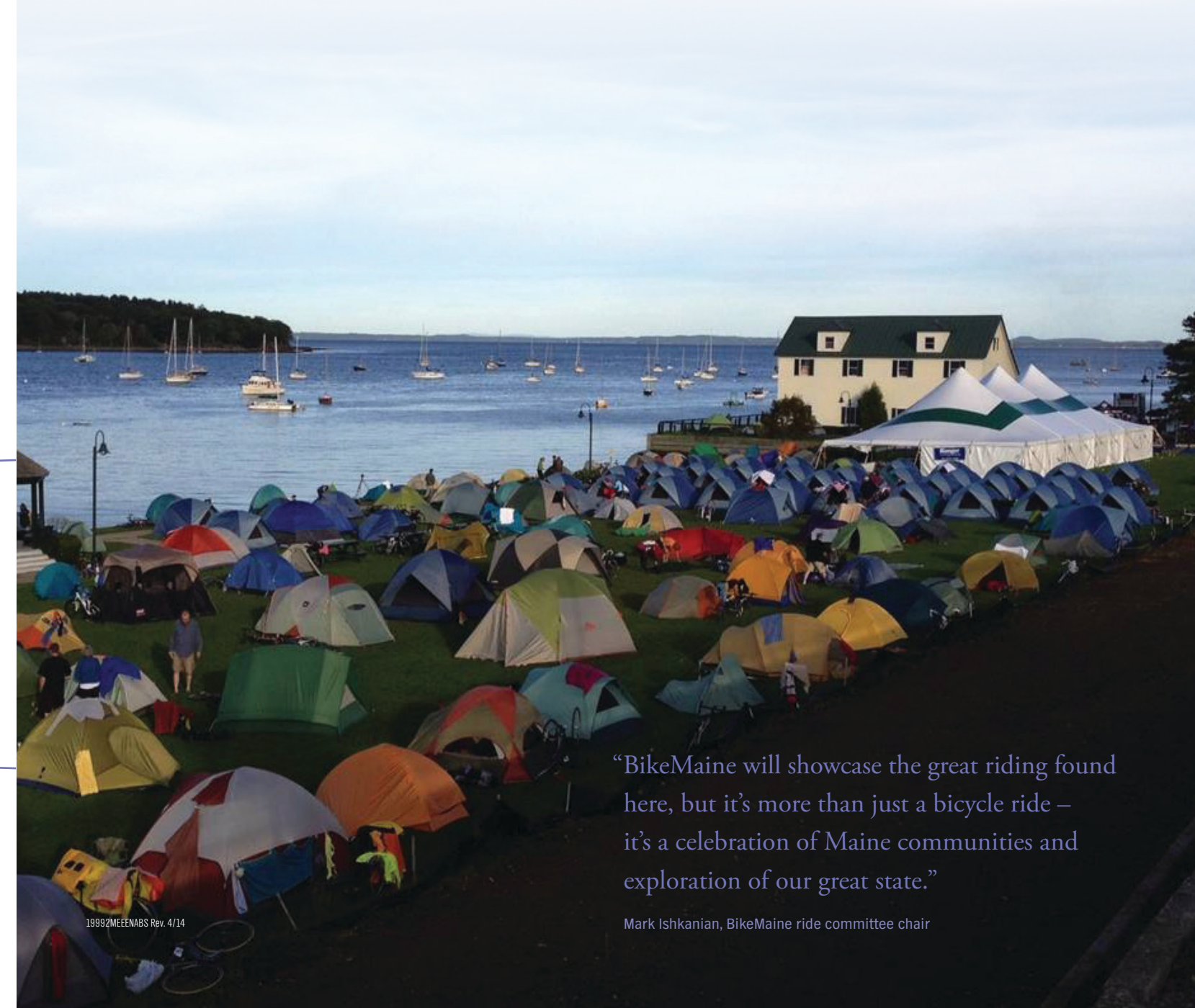


### Questions about community giving?

If you would like to learn more about how your non-profit organization can work with us to improve the health and well-being of Maine's communities, go to [wellpointfoundation.org](http://wellpointfoundation.org).



Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans of Maine, Inc. Independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.



"BikeMaine will showcase the great riding found here, but it's more than just a bicycle ride – it's a celebration of Maine communities and exploration of our great state."

Mark Ishkanian, BikeMaine ride committee chair

1989/ME/ENABS Rev. 4/14

## We enjoy lending a helpful hand

Throughout Maine, you can find Anthem associates helping to fund health programs, working in community organizations and sharing our skills and education. After all, giving back to our community is central to what we do — and who we are. This is a snapshot of the many ways you can find us serving the people of Maine.



### Community Service Day

In April 2013, nearly 75 Maine associates, their families and friends took part in Anthem's Community Service Day by volunteering at local non-profit organizations. In the Portland area, volunteers assisted with projects at the Ronald McDonald House, the Boys & Girls Clubs and the Special Olympics bocce ball tournament. In Bangor, volunteers spent time raking and refurbishing outdoor spaces at the Ronald McDonald House. Anthem also offered the Community Service Day event to our associates nationally. Throughout the day, 3,800 associates, families and friends worked together to make a difference at 150 non-profit organizations.

### Associate Giving Campaign

Every year, our associates have the opportunity to give to people in need through our Associate Giving Campaign. In 2013, we collected \$140,000 for agencies statewide. In addition to donations, many of our associates give their time volunteering at organizations, like United Way's Day of Caring, a community revitalization initiative organized by the United Way of Greater Portland.

### Anthem Community Angels

The Anthem Community Angels program recognizes people who have helped strengthen our local communities. Many of them helped build playgrounds, led youth athletic games and regularly volunteered at local non-profit organizations. We honor these local heroes at Portland Pirates home hockey games and a \$500 donation is made in the honoree's name to a health-related organization of his or her choice.

### Partners in wellness

We partnered with the Wellness Council of Maine to help local businesses start or improve their workplace wellness programs. The goal of the council is to promote healthy and productive workforces. We're proud to work together with the council to develop health programs that keep employees healthier and keep costs under control.

### Fitness at any age

Many people find sports fun at every age. And, thanks to the Southern Maine Agency on Aging, adults over the age of 50 who live in Maine can keep playing and competing through the Maine Senior Games. Now in its 28th year, we partner with this organization to offer the Maine Senior Games and help older adults have fun and stay fit.



"We are truly grateful to have Anthem as an engaged partner in our mission to heal the child with cancer and to support the entire family through the difficult journey of living with childhood cancer."

Matt Parks, Director of Development at Maine Children's Cancer Program

### A focus on public health

Using State Health Index measures, we look at how Maine is doing in public health areas, like preventive care and prenatal care. Then, we target our annual giving in the areas that need the most support. In 2013, we focused on helping adults and children in Maine:

- Lower their risk for childhood obesity
- Lower their risk of heart disease
- Lower their risk of diabetes
- Stay more active
- Enjoy healthier pregnancies and babies
- Prevent the flu
- Quit smoking
- Lower their risk of all types of cancer

We're proud to say that in 2013, nearly 90% of our local charitable giving dollars supported organizations that make positive changes in these areas.

### Striking Out Cancer in Kids

Last year, we partnered with the Maine Children's Cancer Program to support the Strike Out Cancer in Kids campaign. We brought together local businesses and the Portland Sea Dogs minor league baseball team to raise funds for kids with cancer and blood disorders.

### Bug Light 5K

In October 2013, Anthem partnered with the South Portland Land Trust and South Portland Historical Society for the second annual Bug Light 5K run/fitness walk. The event took place along a scenic waterfront course and through historic neighborhoods in South Portland, Maine. Hundreds of people of all abilities, from competitive runners to leisurely walkers, joined in to support these organizations.

### Biking across Maine

Anthem is a founding sponsor of BikeMaine, a seven-day, 400-mile cycling event that started in September 2013 and helps support local businesses. More than 350 cyclers started in Orono, with stops in Dover-Foxcroft, Belfast, Castine, Bar Harbor and Ellsworth. This event was a huge success and is expected to grow to 2,000 riders in the future. Each year, the route will visit a different part of the Pine Tree State.

## Grants from the Anthem Blue Cross and Blue Shield Foundation

### Anthem Blue Cross and Blue Shield Foundation

This is a private, non-profit organization wholly funded by Anthem's parent company. Through charitable contributions and programs, the foundation promotes our company's commitment to enhance the health and well-being of individuals and families in the communities we serve. Beneficiaries of foundation funding include not-for-profit organizations with projects and initiatives that align with our Healthy Generations program. For a complete list of foundation grants, see the back page of this community report.

### Healthier babies in York County

Goodall Hospital received the second part of a two-year grant to support the Collaboration Allows Real Empowerment Prenatal Program. The program helps women get better health care and enjoy healthier pregnancies right from the start. It helps women who are at a higher risk make important lifestyle changes, so they're more likely to have a healthy baby. More than 750 women in the greater Sanford/Springvale area who are at a higher risk for pregnancy health issues are expected to join the program.

### Triple Play Youth Program

The Boys & Girls Clubs in Maine were awarded funding to support the Triple Play Youth Program. This important program offers age-appropriate after-school programs that help kids eat better and enjoy exercise.

### Healthy habits for life

The Oasis Institute received a grant to support adults over age 50 and children in grades K-5. Through a unique program, called CATCH (Coordinated Approach to Child Health) Healthy Habits, the Oasis Institute helps older adults teach children about healthy eating and the importance of physical activity. You can find this program in schools and youth centers in the greater Portland area.

### Lowering cancer risk

Our parent company's foundation is supporting important cancer screening programs through the American Cancer Society. This non-profit organization is helping our community learn why some people are more at risk for cancer than others and how they can have better health outcomes. Through the Maine Screening Initiative, they're also helping people get access to lifestyle cancer screenings. Our two-year grant to support these programs began in 2013.

