



The Power of Giving

**2021 ANNUAL REPORT:
BLUEPRINTS FOR THE COMMUNITY
GRANTS PROGRAM**



FRIENDS,

We are pleased to share the first BluePrints for the Community Annual Report! Highmark Blue Cross Blue Shield Delaware (Highmark Delaware) created the BluePrints grants program by establishing the Highmark Delaware Fund at the Delaware Community Foundation (DCF) in 2007.

Since then, we have awarded more than \$26 million in grants to support programs primarily in five focus areas – **addressing social determinants of health, reducing health disparities in minority communities, increasing access to healthcare for the uninsured and underserved, recruiting and training healthcare professionals, and supporting early childhood development.**

In partnership with the DCF, Highmark Delaware has maximized its philanthropic impact and earned the reputation of a go-to supporter among Delaware nonprofit organizations and the communities they serve. This year's BluePrints grants alone totaled \$6.8 million. Learn about the impact of the first 12 years of our grants in last year's comprehensive report, [**The Power of Giving: A Report on the Impact of the Blueprints for the Community Grants 2008-2020.**](#)

This report highlights how BluePrints 2021 grants are effecting lasting change in Delaware, thanks to Highmark Delaware's generosity and thoughtful investment. By combining Highmark Delaware's resources and healthcare expertise with the DCF's deep knowledge of strategic philanthropy and Delaware, we are improving lives and strengthening communities statewide.



NICK MORIELLO

President
Highmark Blue Cross Blue Shield Delaware



STUART COMSTOCK-GAY

President & CEO
Delaware Community Foundation

Reducing Health Disparities in Minority Communities

Urban Acres Home Delivery Online Market

Organization: Central Baptist Community Development Corporation

Location: New Castle County

Grant: \$156,000

Supporting a more equitable food system is central to the mission of Urban Acres, an initiative of Central Baptist Community Development Corporation, and its people are willing to go the distance to make a difference.

By pivoting from its successful produce stand concept to a delivery system for low-income households during the pandemic, Urban Acres found another way to ensure New Castle County households could access healthy foods while also supporting local farmers and artisans.

BluePrints funding helped Urban Acres grow its delivery service and hire a staffer to focus on developing its online marketplace. There, customers can sign up for a farm share box, choosing the option that best fits their household needs and income level. A sliding scale cost structure subsidizes the costs for lower-income households.

Urban Acres now makes about 150 deliveries a week and expects that number to grow.



"We've had people say that if it wasn't for Urban Acres, they wouldn't be having a full meal every day. With this new position funded by Highmark, it's going to be possible to expand the online market for all income levels."

- Jose Serrano, Director of Urban Acres

2021 Grantees

| | |
|---|-----------|
| Central Baptist Community Development Corporation | \$156,000 |
| Delaware Guidance Services | \$10,000 |
| Do Care Doula Foundation | \$24,750 |
| Friendship House Inc. | \$10,000 |
| Gamma Theta Lambda Education Foundation | \$5,000 |
| REACH Riverside | \$50,000 |
| United Way of Delaware | \$10,000 |
| Urban Bike Project of Wilmington | \$18,400 |
| Year Up Wilmington | \$100,000 |

Addressing Social Determinants of Health

2021 Grantees

| | |
|---------------------------------------|-------------|
| BlindSight Delaware | \$15,000 |
| Brain Injury Association of Delaware | \$10,000 |
| Central Delaware Habitat for Humanity | \$100,000 |
| ChristianaCare | \$50,000 |
| DE HIV Services | \$20,000 |
| Delaware Division of Libraries | \$249,260 |
| Donate Delaware | \$50,000 |
| Energize Delaware | \$250,000 |
| Habitat for Humanity of NCC | \$100,000 |
| Impact Life Inc. | \$150,000 |
| Junior League of Wilmington | \$17,000 |
| Sacred Heart Housing Inc. | \$1,000,000 |
| Sussex County Health Coalition | \$143,500 |
| Trauma Matters Delaware | \$52,150 |
| West End Neighborhood House | \$50,000 |
| Women of Value | \$10,000 |
| YWCA Delaware Inc. | \$62,500 |

Healthy Homes Initiative

Organization: Central Delaware Habitat for Humanity

Location: Kent County

Grant: \$100,000

Warm, safe and dry – Central Delaware Habitat for Humanity is checking those three boxes for homeowners with its Healthy Homes Initiative.

In addition to supporting first-time homeowners, Central Delaware Habitat is working toward connecting existing homeowners with opportunities to maintain and improve their residences. Simple fixes – like adding smoke detectors, switching to green cleaning products or taking steps to remove moisture and clean the air – have the power to prevent illnesses while also improving quality of life and financial wellness.

BluePrints funding will allow the initiative to launch in 2022, and Central Delaware Habitat aims to complete repairs totaling \$5,000 or less in 15 households, as well as perform energy efficiency checkups to benefit an estimated 75 individuals.



“Highmark’s investment in the Healthy Homes Initiative is helping homeowners age in place and keep their homes in good repair so that they can pass them onto their kids one day.”

- Tim Bailey, Executive Director of Central Delaware Habitat for Humanity

Recruiting and Training Healthcare Professionals

Highmark Healthcare Center of Excellence

Organization: Delaware Technical Community College Educational Foundation

Location: Kent County

Grant: \$1,000,000

Hundreds of nurses and allied health professionals graduate from Delaware Technical Community College (DTCC) programs each year, going on to staff and support hospitals and healthcare facilities across the state. Transformational funding through BluePrints will further support the needs of the state's healthcare industry by training DTCC students for healthcare-related jobs and careers in Delaware.

Thanks to BluePrints support, DTCC was able to open its Healthcare Center of Excellence building on its Dover campus. Inside, state-of-the-art classrooms, labs and collaborative spaces are connecting students with hands-on learning opportunities needed to become the healthcare professionals of tomorrow.

Additionally, as a training center for allied health short-term certification programs, the facility will help quickly prepare Delawareans to enter one of the highest-demand labor market needs in the state – and quickly begin to make a difference for employers and residents.



“Not only was the Highmark grant significant and important to bringing these programs to Delawareans who will continue to stay in the community and have an impact, but the timing could not have been better as our healthcare sector looks to expand its workforce.”

- Mark Brainard, President of Delaware Technical Community College

2021 Grantees

| | |
|---|-------------|
| Delaware College Scholars | \$100,000 |
| Delaware Technical Community College Educational Foundation | \$1,000,000 |
| Meet Me at the Well Foundation | \$80,000 |
| Ministry of Caring Inc. | \$20,000 |
| Red Clay Consolidated School District | \$20,000 |
| Teen Warehouse Inc. | \$114,550 |
| University of Delaware | \$76,500 |

Supporting Early Childhood Development

2021 Grantees

| | |
|--|-----------|
| Choir School of Delaware & Serviam Girls Academy | \$20,000 |
| Exceptional Care for Children | \$250,000 |
| First State Squash | \$15,000 |
| Green Beret Project | \$49,740 |
| Healthy Foods for Healthy Kids | \$49,117 |
| KIDS Count in Delaware | \$15,000 |
| Latin American Community Center | \$100,000 |
| Nemours Children's Health System | \$30,000 |
| Nuestras Raices | \$10,000 |
| REACH Riverside and Wilmington Children's Chorus | \$10,000 |
| Rodel | \$20,000 |
| Ronald McDonald House of Delaware | \$20,000 |
| Supporting Kidds | \$50,000 |
| Sussex Montessori School | \$148,000 |
| Women and Children Transformational Ministry International | \$20,000 |

The Bridge Unit - A First of Its Kind Young Adult Center

Organization: Exceptional Care for Children

Location: Statewide

Grant: \$250,000

Since opening its doors, Exceptional Care for Children has discharged more than 60 children to go home – a remarkable number given that the organization focuses on medically fragile children and was originally founded with a focus on palliative care.

This inspiring number, however, has also led Exceptional Care leaders to recognize a gap in the healthcare system for medically complex children who become medically complex adults.

With support from BluePrints, Exceptional Care moves forward with its vision for the Bridge Unit, a future young adult center that will provide specialized care for youth aging out of pediatric care. Currently, Exceptional Care residents leave its facility before their 21st birthday. As Exceptional Care looks ahead to the future – and works to create rehabilitation services for aging-out youth unlike any in the state – this investment will help leaders work on plans to expand its Newark campus and add a home for adolescents and young adults.



“The Highmark funding is a badge of confidence that this is a worthwhile cause, and the Bridge Unit will be transformative for Exceptional Care for Children as we focus on what’s to come for our patients and providing the best quality of life possible for them.”

- Dr. Stephen Falchek, Chair of Exceptional Care for Children

Increasing Access to Healthcare for the Uninsured and Underserved

Libraries of the Future: Remote Social Service and LPN Initiative

Organization: Seaford District Library

Location: Sussex County

Grant: \$152,656

As trusted informational professionals for the people of Sussex County, the librarians of Seaford District Library are focused on enhancing the quality of life for all who walk through their doors. Increasingly, the work is not only about checking out what's on the shelves, but also checking up on their patrons.

Since 2017, Seaford District Library has connected library patrons with health professionals in the form of social workers hosting open office hours. Through BluePrints, the library was able to add part-time registered nurses in the fall of 2021. Due to the level of funding, the library was able to add not one, but two nurses, who have a collective 70 years of experience.

The library nurses are available once a week in Bridgeville, Seaford and Laurel, helping residents with blood pressure and glucose screenings, diabetes monitoring and preventative care, among other basic medical services to the uninsured and underinsured.



“The Highmark funding has been instrumental in creating this program - it wouldn't have happened without it - and we want to show other libraries that it's something they can create and sustain to ultimately benefit their patrons.”

**- Rachel Wackett, Deputy Executive Director
of Seaford District Library**

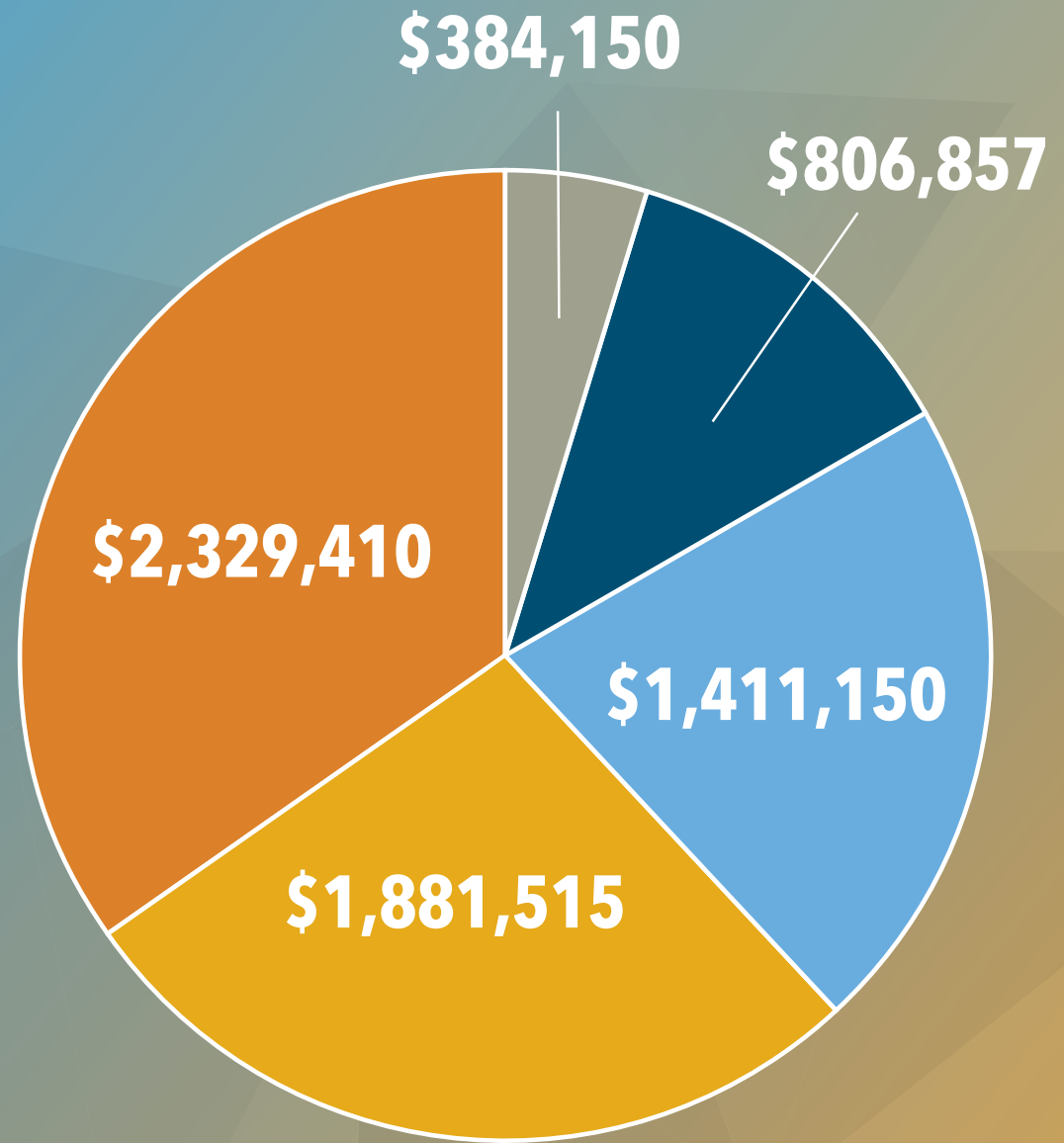
2021 Grantees

| | |
|---------------------------------------|-----------|
| Amanecer Counseling & Resource Center | \$150,000 |
| American Cancer Society | \$50,000 |
| American Heart Association | \$100,000 |
| Cancer Support Community Delaware | \$20,000 |
| Catholic Charities | \$19,859 |
| Community Education Building | \$80,000 |
| Delaware College of Art & Design | \$9,500 |
| Dover Interfaith Housing | \$40,000 |
| Friendship House Inc. | \$100,000 |
| Jewish Family Services of Delaware | \$150,000 |
| Latin American Community Center | \$20,000 |
| Lewes Senior Activity Center | \$45,000 |
| Lighthouse for Broken Wings | \$5,000 |
| Limen House Inc. | \$30,000 |
| Lions Eye Bank of Delaware Valley | \$15,000 |
| Partnership for Healthy Communities | \$200,000 |
| Peace by Piece | \$50,000 |
| Philadelphia Arms Townhomes | \$150,000 |
| Seaford District Library | \$152,656 |
| St. Francis Healthcare | \$200,000 |
| Stop Soldier Suicide | \$150,000 |
| The Leukemia & Lymphoma Society | \$50,000 |
| Tomaro's CHANGE | \$94,500 |

2021 Grants: BluePrints Five Focus Areas of Impact

Total: \$6.8 million

-  Addressing Social Determinants of Health
-  Increasing Access to Healthcare for the Uninsured and Underserved
-  Recruiting and Training Healthcare Professionals
-  Supporting Early Childhood Development
-  Reducing Health Disparities in Minority Communities



Priority area totals reflect primary application designations. Many grants often address more than one priority area.

BluePrints for the Community Advisory Council

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