

Florida Blue Corporate Contributions Policies and Guidelines

Our commitment to making a positive impact in the community is firmly rooted in our mission to help people and communities achieve better health. Through *Corporate Contributions*, we partner to help local nonprofit organizations further their missions in local communities. We grow and develop strong relationships with nonprofit organizations that will add value, have lasting impact, and improve access in neighborhoods where we live, play, and conduct business.

The focus of Corporate Contributions is to develop strategic partnerships with Florida-based nonprofit organizations, address social determinants of health in our communities, and support causes and issues critical to our enterprise. Through our contributions, we aim to improve the quality of life for all Floridians.

OUR CONTRIBUTION PROCESS

Our contribution process includes the online application, our due diligence in the application review process, and the funded organization following the reporting requirements.

OUR CONTRIBUTION PROCESS	
Online Application	<ul style="list-style-type: none"> Interested, qualified applicants must submit a Corporate Contributions online application that is available in the application portal -- https://floridablue.smartsimple.com/welcome/login Approval will not be given until application is submitted. A final decision will be made within 60 business days from the time the online application is submitted.
Reporting Requirements	<p>If an organization receives a corporate contribution, it must:</p> <ul style="list-style-type: none"> Comply with the Florida Blue annual reporting requirements Provide data upon request Complete annual survey to be eligible to receive future funding

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ELIGIBILITY CRITERIA

Florida Blue partners with organizations that share our mission – to help people and communities achieve better health. Organizations must meet the following eligibility criteria to be considered for a Corporate Contribution:

ELIGIBILITY CRITERIA	
Serving Florida	<ul style="list-style-type: none"> • Be located in Florida and serve Floridians • Exceptions may be granted by the Corporate Social Responsibility Integration (CSRI) team
501(c)(3) Status	<ul style="list-style-type: none"> • Possess exemption by the Internal Revenue Service under section 501(c)(3) of the tax code • Be in compliance with federal and state regulations and requirements • Have a long-standing reputation within the community for credibility and integrity • Been in operation for at least three years since receiving their IRS 501(c)(3) designation • Contributions to 501(c)(3) organizations can come from sources other than Corporate Contributions. The CSRI team may refer a request to other internal resources if the request more appropriately fits within the guidelines of the other internal resource. • Public and government entities often qualify for a tax-deductible contribution even if they are not designated as a 501(c)(3). This includes K-12 public school systems, public health departments, municipalities, etc. <ul style="list-style-type: none"> ○ For K-12 public school support, we prefer to fund events at the school district level versus individual public schools. The district has a better understanding of the total needs within the community and support can reach a larger population.
Corporate Contribution Areas	<p>Aligns with the Corporate Contribution Areas:</p> <ul style="list-style-type: none"> • Food Security • Health Equity • Mental Well-being • Community and Social Context • Education • Chronic Illnesses and Conditions • Health and Wellness • Community/Neighborhood Development • Economic Stability • Arts • Disabilities

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ELIGIBILITY CRITERIA	
Financials	<ul style="list-style-type: none"> • Have sound financial standing with a diverse portfolio of funding from multiple sources • Have a current, satisfactory audit or review conducted by a certified public accountant • Must be financially sound and have the capacity to deliver what is proposed
Fundraising Events	Florida Blue sponsors fundraising events that give us the opportunity to visibly demonstrate support for an organization and to interact with other community leaders. These events may include lunches, dinners, galas, major golf and sports tournaments, speaker series, walks, and runs.

EXCLUSIONS

Florida Blue is unable to fund OR generally does not fund:

EXCLUSIONS	
501(c)(3) status	Organizations that do not meet the eligibility criteria, including organizations without IRS 501(c)(3) status.
Organizations and Foundations	<ul style="list-style-type: none"> • Profit-making organizations • Labor organizations and/or unions
Individuals	This includes celebrity and athlete foundations. We prefer to support the cause or work of the nonprofit directly instead of through the celebrity/athlete foundation, especially if the celebrity/athlete foundation is a pass-through foundation.
Religious or faith-based organizations	<ul style="list-style-type: none"> • Religious or faith-based organizations if funds are to be used to benefit a specific denomination or congregation, or if religious instruction is a requirement of receiving the services being offered in the proposed program/activity. • However, events that benefit the community at large that are sponsored by religious groups but nonsectarian in nature may be eligible for support. • Many churches have expansive community events that reach beyond their faith or congregation. If the church has a community event that reaches the underserved and does not discriminate based on faith, we will consider funding. The event should be of sufficient scale to reach a large population and have demonstrated impact.
Political Causes	<ul style="list-style-type: none"> • Political causes, organizations, events, and candidates, including groups or individuals running for elected office

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EXCLUSIONS	
	<ul style="list-style-type: none"> Political contributions, causes, and events are budgeted and allocated through Government Relations and Florida Health PAC.
Conflict of Interest	Any organization that poses a legal or business conflict of interest to us or our parent company and its subsidiaries, or is thought not to be in our best interest or the best interest of our parent company and its subsidiaries
Discrimination	Organizations that discriminate in their provision of goods and services based on race, color, religion, national origin, disability, sex, age, gender identity or expression, sexual orientation, veteran status, or marital status

QUESTIONS

If you have questions, please send them in an email to Florida Blue Charitable Contributions -- communityrelations@floridablue.com.