

Growing Resilient Communities

Supporting underserved populations.

GuideWell believes every community has its own unique fabric. And while many communities flourish, there are a disproportionate number of under-resourced neighborhoods that experience economic disparities. That is why as part of our Equity Alliance commitment, Florida Blue launched the Growing Resilient Communities initiative to improve prosperity and reduce generational poverty in five ZIP codes in four cities: Fort Lauderdale (33311), Jacksonville (32206), Orlando (32805), and Tampa (33612 and 33613). The initiative identifies critical ZIP codes and partners with community organizations to build cross-sector collaboration with government, nonprofits, faith institutions, and local businesses to address health, education, housing, and other needs.

Support and programming have included:

- Announced \$3.5 million investment for our Growing Resilient Communities initiative to improve prosperity and reduce generational poverty in four Florida regions
- Broke ground on the Heart of West Lakes Health and Wellness Center as part of the [Lift Orlando](#) purpose-built community initiative, in partnership between Florida Blue, Orlando Health, and AdventHealth
- Invested \$1.7 million in collaboration with the [Tampa Innovation Partnership](#) to provide better health, housing, employment, and other opportunities in two of Tampa Bay's poorest ZIP codes
- Invested nearly \$2 million to develop affordable housing options, offer free job training and educational opportunities, and support residents' economic mobility through the Partners in Education for Business Success (PEBS) program in Fort Lauderdale. Awards were made to: [Urban League of Broward County](#), [Greater Fort Lauderdale Alliance](#), [Broward College's BrowardUp](#), and [Dillard High School](#) Partners in Business Education for Success (PEBS) program.
- Helped launch the nonprofit [LIFT JAX](#) to revitalize Jacksonville's historic Eastside neighborhood and eradicate generational poverty
- Recognized by the [Florida Chamber Foundation](#) as official "ZIP code adopters" in their Florida 2030 Blueprint. They are encouraging organizations to take a leadership role and adopt high-poverty ZIP codes across the state, and Florida Blue was one of the first companies to sign on to the initiative.

GuideWell Innovation and the Florida Blue Foundation also partnered to host the Growing Resilient Communities Challenge to identify solutions aimed at empowering sustainable economic stability and long-term resiliency. The four-month competition in 2021 was dedicated to identifying social innovators and organizations that have the potential to enable individuals, business owners and leaders to design their own paths to economic stability. We launched the challenge in four Florida regions, and later invited finalists from each region to a virtual Statewide Challenge. As a result, \$100,000 in awards was distributed to fund solutions to build economic prosperity and healthy communities across the state.

[Poverty Solutions Group](#), the winner of the 2021 Challenge, offers resources to empower individuals and households to achieve economic stability by addressing systemic barriers that perpetuate community-wide poverty. They provide training, mentorship, and support to help residents develop their own plans for economic stability and then work closely with them for the next 18 months to help implement their plans.