

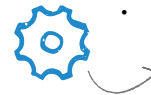
20 years of milestones

1981



- The initial Blue Shield Foundation is established, primarily supporting scholarships for employees' children.

2002



- Bruce Bodaken, CEO of Blue Shield of California health plan, re-envision and begins to expand the Foundation with a new focus on community health and domestic violence.

2004



- Blue Shield of California Foundation launches, operating as a peer with other California health philanthropies and Blue Cross Blue Shield-affiliated foundations for the first time.
- Crystal Hayling is hired as the first external president and CEO of the Foundation, and the state approves amendments to the Foundation's charter.
- The Foundation receives its first large gift from Blue Shield of California to invest in the community and files with the IRS as a private grantmaking foundation.

2007



- The Foundation launches the Clinic Leadership Institute, its first major investment in emerging leaders of community health centers. This signature program became a premier model of leadership development, and many of the participants went on to new leadership roles in nonprofit health care.

20 years of milestones

2010



- **The Foundation is recognized by *BusinessWeek*** as one of America's 20 most generous corporate foundations.
- **Peter Long becomes president and CEO**, and the Foundation continues to expand its vision and partnership base.
- **The Foundation starts the Strong Field Project** to support leadership development in the domestic violence field. Working with partners in philanthropy, advocacy, and the nonprofit sector, the project set out to build strong leadership, organizations, and networks, successfully bolstering the domestic violence movement in California.
- **The Foundation begins providing significant technical assistance to California state agencies** to support successful implementation of the Affordable Care Act. Foundation grantmaking is critical for the success of the Low Income Health Program, which enrolled more than 600,000 Californians in the early expansion of coverage under the ACA. The Foundation also funded a study of the amount of uncompensated care provided by California hospitals, resulting in the federal government awarding California \$944 million for safety net health care.

2011



- Prompted by the expansion of health care coverage through the Affordable Care Act, **the Foundation launches a patient engagement initiative** to understand the issues of importance to newly insured Californians and improve community health centers' ability to engage these patients in health care decisions.

2018



- **The Foundation makes a major strategy shift** from mainly funding services and programs to focusing on prevention and the root causes of health inequity and domestic violence.
- **The Foundation launches Reimagine Lab**, a fellowship of diverse leaders working both within and outside of the domestic violence field. The lab designed and piloted innovative, community-centered solutions to prevent domestic violence, relying on the core principle that people most affected are best at defining the problems and developing solutions.

20 years of milestones

2019



- To support its new strategy, **the Foundation commissions seminal research on domestic violence prevention and publishes A Life Course Framework for Preventing Domestic Violence.** It focused on the risk factors leading up to domestic violence, rather than the impacts and responses after the violence has occurred.
- **The Foundation begins supporting organizations advancing paid family leave policies in California.** Over the next few years, they successfully increase the amount a person receives while taking paid leave, expand the definition of “family” for protected leave, and strengthen safe leave for survivors of domestic violence and their families.

2020



- **Debbie I. Chang becomes president and CEO of the Foundation** and leads a strategy refinement process, developing three new approaches to large-scale policy and systems change.

2023



- **The Biden administration releases the first-ever National Plan to End Gender-Based Violence,** including contributions from the Foundation and naming prevention as its first pillar.
- **The Foundation funds a statewide study on homelessness** that includes the experiences of domestic violence survivors in the study design and findings.

2024



- **The Foundation supports the California Racial Equity Commission** to host an inaugural series of community conversations to inform its agenda.
- **The Foundation partners with the California Department of Social Services** and community-based organizations to improve CDSS services for domestic violence survivors.
- **Blue Shield of California Foundation celebrates its 20th anniversary.** Since 2004, the Foundation has awarded more than 6,000 grants, totaling nearly \$600 million, to have an impact in California communities.



what's remained the same

our mission:

The Foundation supports lasting and equitable solutions to make California the healthiest state and end domestic violence. When we work together to remove the barriers to health and well-being, especially for Californians most affected, we can create a more just and equitable future.

our funding source:

The Foundation is funded entirely by contributions from Blue Shield of California, a mission-based, nonprofit health plan founded by physicians in 1939.

our focus:

We remain focused on California communities, health equity, and domestic violence.

our values:

The Foundation's core values are possibility, integrity, partnership, equity, and dignity.



blue  of california
foundation



20 years of mission-driven impact



what's evolved

our people:

Prior to 2004 and Crystal Hayling's appointment as president and CEO, the Foundation had no dedicated staff. By 2024, the Foundation team had grown to 38 people.

our partnerships:

While our approach to working with partners in close, respectful collaboration has remained the same, the number of organizations we work with has increased greatly since 2004.

our strategy:

The Foundation has refined its strategy from mostly funding direct services, such as community health centers and domestic violence shelters, to investing in large-scale prevention, research, and policy and systems change initiatives with grantee partners, including community-based organizations and advocacy groups.

our investment:

Since 2004, the Foundation's investment strategy has evolved, increasingly giving larger grants to fewer partner organizations to enable greater impact.

our culture:

While maintaining our core mission, the Foundation has evolved from a small and homegrown grantmaker to an independent, professional, and highly effective foundation.

our impact:

With a robust Foundation staff, an ever-growing network of partners and fellow grantmakers, and a refined strategy that focuses on large-scale policy and systems change, we continue to expand our impact in communities across California and the country.

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