

now more
than ever





Phil Channing

◀▼ Dozens of creative, resourceful leaders graduate each year from the Foundation's Clinic Leadership Institute, which offers key training to emerging leaders in California's community clinics and health centers.



Phil Channing

Top Left: Ignacio Ferrey, 2010 graduate of Clinic Leadership Institute, presents his leadership project. Above: The 2010 graduating class of Clinic Leadership Institute.

▶ Since 2002, the Foundation has awarded more than \$33 million to domestic violence services and prevention in California, including \$10.8 million in vital core support to more than 100 service providers.

Noah Berger



Above: Staff members at Shasta Women's Refuge, which provides intervention, education, and advocacy to prevent domestic violence and sexual assault in Shasta County.

Below: Aiko Pandorf, Executive Director of Asian Women's Shelter and Strong Field Project leadership program participant, engages in a leadership reflection exercise during the program's kickoff retreat.



Health coverage for all Californians has been a core goal from the beginning. With the enactment of health reform, the Foundation continues its vital work with stakeholders and policymakers to realize the promise of reform. ▼



▲ The Strong Field Project is a four-year effort to build a more effective, coordinated network of domestic violence service providers in California. The project builds leadership skills and stronger organizations and networks.

Above: The Women's Community Clinic of San Francisco provides Bay Area women with access to free health care and outreach services.

“Talking to people across California, I've been inspired by the resourcefulness of our grantees – often in the face of incredibly challenging circumstances. Your resilience and creativity infuse every page of this report. You give us hope that together we can accomplish great things. And nothing less than the full measure of collective effort will suffice in the remarkable time we're living in!”

Peter Long, President and CEO

letter from the president



Noah Berger

We stand at a crossroads, still emerging from a very difficult period into one of potential promise. We share a vision of a future when all Californians have access to quality health care, and no one experiences domestic violence. On both of these issues, we have arrived at a threshold moment when real change is possible. Fortunately, we have both the dedication and opportunity to accomplish our ambitious goals.

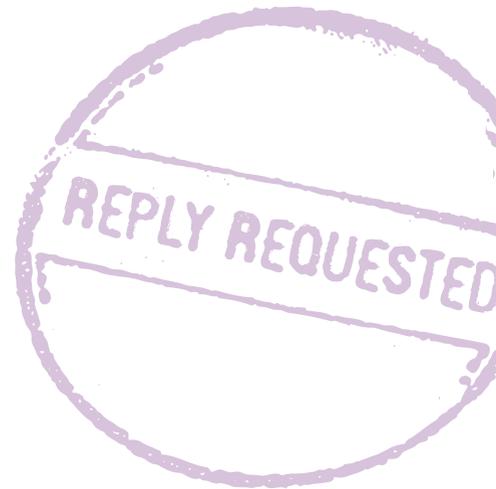
With the passage of national health reform, we have an opportunity to reinvent California's healthcare system for the 21st century. We need to work to ensure that implementation of health reform results in expanding access to health care to millions of Californians. And for those not covered under the law, we must ensure that quality care is accessible.

In our struggle to end domestic violence, we have built on our longstanding support for shelters to launch a new effort to strengthen the field. Additionally, we see new opportunities to elevate the visibility of this critical issue and to attract new allies for our work.

Let us work with our amazing partners to seize the opportunity before us. We hope that these stories inspire you to be part of the solution.

A handwritten signature in black ink that reads "Peter V. Long". The signature is written in a cursive, flowing style.

Peter V. Long
President and CEO



seizing the moment

...to maximize opportunity.

Suddenly, it seems that everything has changed – except for the Foundation's commitment to make health care accessible and effective for all Californians, and to end domestic violence. Together, we have an opportunity to move California's healthcare safety net toward the future. We can leverage this period of great innovation to strengthen the domestic violence field to be a formidable force for change.



Phil Channing

Above: Staff at Rainbow Services of Los Angeles County, which provides support and assistance for women and children dealing with family violence.



"There is a sense of urgency. There are huge changes taking place, and we can either be the drivers of the change and say what's right for our community, or we're going to have external forces tell us what to do."

– Margarita Pereyda, M.D., Medical Director, Share Our Selves

...to sustain frontline services.

Many families will continue to rely on free and low-cost health care as the economy recovers its footing. Recovery won't happen at the same pace for everyone, which is why we're being vigilant about helping to meet the needs of today.

...to turn promise into reality.

Helping California make the most of opportunities created by national health reform will be one of the Foundation's top priorities. We're bringing together the best minds in the private and public sectors to identify opportunities, spur innovative new ideas, and begin implementation that, above all, puts Californians' health and well-being first.

...to build the leaders of tomorrow.

Navigating the road ahead requires leaders we can count on. We need the insights and knowledge of direct service providers who understand their communities. We need leaders in the safety net who are grounded in the realities of their fields and poised to ignite new solutions and elevate their issues as priorities.



Noah Berger

Left: LifeLong Medical Care of Berkeley provides services to older adults through its Over 60 Health Center. Below: Participants in the Strong Field Project leadership program collaborating and problem solving.



Noah Berger



Left: Alvin Sockolov, M.D., Sacramento physician, and Steve McDermott, CEO of Hill Physicians Medical Group, at the May 2010 California Task Force on Affordable Care meeting.

"The new health landscape is truly an opportunity to build the type of healthcare system we've always needed. Because it will affect so many, we need many different stakeholders to both articulate and then fulfill a shared vision for better, more affordable care for all."

– Leif Wellington Haase, Director, New America Foundation – California Program

realizing the promise

The next chapter in healthcare reform will be written by the states. As California policymakers gear up for the important task of implementing the new law, the Foundation is also shifting its priorities to where the action will happen.

Our key activities include:

Assisting state and local policymakers. We took stock of our portfolio and emerged with a renewed focus on leveraging the public-private sector relationships we've built over the years. We're providing technical assistance to policymakers to help them hammer out system-wide changes so that California can take maximum advantage of the new law and millions of Californians will have better access to quality, affordable health coverage.

Educating key stakeholders on opportunities. Policymakers are not the only stakeholders we're working with to adapt to and leverage the potential benefits of reform. Small businesses currently employ half of all uninsured Californians, making them an important linchpin for successful implementation of reform. We've funded **Small Business Majority** to help these businesses better understand how the law can help them provide coverage for their employees, including tapping into the new tax credit and other tools to make coverage more affordable.

Below: Speakers at the Sacramento Task Force meeting: Jean Fraser, Chief, San Mateo County Health System; Assemblymember Isadore Hall III, 52nd Assembly District; Kim Belshé, Secretary, California Department of Health and Human Services.



Making the Medi-Cal waiver work. We've provided support to help the state develop a more comprehensive Medi-Cal waiver as a bridge to the healthcare system of the future. The goal is to expand coverage to more uninsured Californians and create a better integrated and coordinated healthcare system serving everyone.

Encouraging coverage expansion. We're helping California be an early-adopter of the coverage expansions made possible by healthcare reform by supporting counties' development of new options for covering the uninsured through a Medi-Cal waiver. We will provide planning assistance so that counties can create new coverage initiatives that will allow a smooth transition for many lower-income adults into Medi-Cal or the new state health insurance exchange in 2014.

Containing costs. Keeping spiraling healthcare costs under control is the key to sustaining reform. We're supporting a statewide task force led by the **New America Foundation** to create a "high value" health system for California so the best quality care is achieved at the lowest possible cost. The task force has developed its "Top 10" recommendations to reduce the state's total healthcare spending by \$300 billion over the next 10 years. These recommendations – which include adopting a universal claims processing system to reduce administrative costs and promoting healthy activities that prevent chronic conditions – are a key starting point for policy discussions.



Mammoth Lakes Big Sur Marina Monterey Pacific Grove Salinas Napa Grass Valley Nevada City Truckee Anaheim Costa Mesa Fullerton Garden Grove



All photos: Noah Berger

what's needed now



Noah Berger

Above: In October 2009, the Foundation convened clinic and shelter grantees to discuss California's long-term budget challenge and its implications for the state's community clinics and domestic violence shelters.

a resource for community clinics

The changing landscape in the wake of reform will impact community clinics, and we will be an ally for our clinic partners so they can learn, grow, and adapt to a reformed healthcare environment.

Coordinate – and integrate. Post-health reform, coordinated care will be at the heart of the healthcare delivery system. The Foundation will support efforts by our clinic partners to get us there – ensuring that all Californians have access to quality, affordable healthcare services.

Invest in leadership. We are priming the **Clinic Leadership Institute's** third cadre of emerging community clinic leaders to take full advantage of new reforms, while planning ways to invigorate current leaders in this dynamic era. This includes forging strategic partnerships and adapting to a changing healthcare landscape so that these safety net providers can thrive in the new environment.

Provide core support. We're continuing our commitment to core support for community clinics. In these times of change, core support is a financial anchor to help clinics with daily operations as they devote more resources to pivoting their organizations forward.

PROGRESS

SIGNED: _____

DATE: _____

“Blue Shield of California Foundation's core support grants have been incredibly valuable in helping us sustain our operations – and are even more important as we explore what community health clinics will look like in the future with healthcare reform.”

– Cathy Frey, Executive Director, Alliance for Rural Community Health



Photos this page: Phil Channing

Above: 2010 Clinic Leadership Institute graduates Karen Hill and Felicia Jones present their leadership projects on graduation day. Right: The Saban Free Clinic provides health care and services to the vulnerable and underserved of Los Angeles.





Above: Tara Shabazz, Executive Director of the California Partnership to End Domestic Violence. *Top Right:* A Strong Field Project regional workshop in Northern California. *Middle Right:* BOM ("Boss of Me") campaign youth ambassadors. *Bottom Right:* Catalyst Domestic Violence Services of Butte County.

building the field

what will it take to end domestic violence?

We believe the answer lies in reaching the right balance between supporting direct service – especially amidst budget cuts and increases in demand for services – and driving bold solutions that move the field forward.

That's why the Foundation is building on eight years of core support for shelters with the new **Strong Field Project**. This \$7 million, four-year initiative aims to build a stronger, more coordinated network of domestic violence service providers in California. The project will develop leaders, organizations, and networks – essential elements to a stronger field.

We're also providing customized technical assistance to domestic violence organizations to develop new skills and to help them think creatively about structure, funding, and sustainability.

The Foundation is also strengthening the field by funding the **California Partnership to End Domestic Violence** to advocate for public support for domestic violence services and promote a statewide collective voice through its membership-driven policy advocacy efforts.



“The greatest opportunity we have is to create stability while embracing change. We are building a practice...with critical support from the Foundation, who has always been with us on this issue.”

– Patti Giggans, Executive Director, Peace Over Violence

a closer look

Our investment in high-need and underserved populations reflects a commitment to finding out what works by testing and scaling innovation, and contributing new knowledge to the field.

When soldiers and other military personnel return from the front, their trauma and stress can translate to violence at home. That's why we're supporting grantees **Swords to Plowshares** and **Iraq and Afghanistan Veterans of America** to prevent violence in the homes of military families, and to bring new partners to the table.

We're also continuing our efforts to stop domestic violence before it starts through our pioneering work on teen dating violence prevention:

BOM (“Boss of Me”): We support Youth Radio's campaign to engage teens to prevent dating violence using radio and social media tools.

Start Strong: Peace Over Violence, a dynamic Los Angeles social service agency, is the California Start Strong site supported by the Foundation as part of a national effort to prevent teen dating violence and abuse.

A Thin Line: We partnered with MTV's national campaign, sponsoring a youth contest to generate fresh ideas to combat digital abuse.



The grantmaking and operations of Blue Shield of California Foundation are entirely funded by an annual contribution from Blue Shield of California.

The company's commitment to the Foundation reflects the corporate mission and values.

Statements of Financial Position

(Dollars in Thousands)

June 30, 2010

Assets

| | |
|---------------------------|------------------|
| Cash and Cash Equivalents | \$ 29,543 |
| Investments | 13,575 |
| Other Assets | 34 |
| Total Assets | \$ 43,152 |

Liabilities and Net Assets

Liabilities:

| | |
|---|------------------|
| Accounts Payable | \$ 136 |
| Grants Payable | 7,365 |
| Total Liabilities | 7,501 |
| Net Assets | 35,651 |
| Total Liabilities and Net Assets | \$ 43,152 |

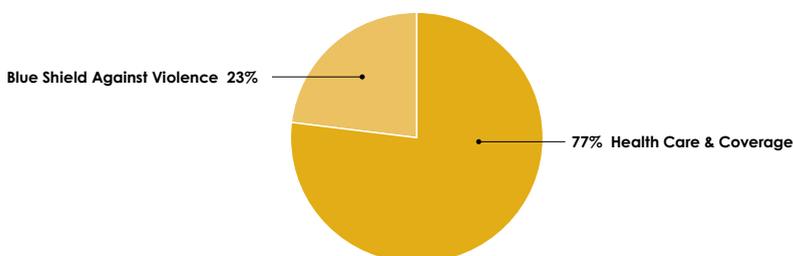
Approved to pay

Statements of Activities and Changes in Net Assets For the 18 Months Ended June 30, 2010

(Dollars in Thousands)

| | 18-Month Total |
|--|--------------------|
| Revenue and Support | |
| Blue Shield of California Contributions | \$ 27,754 |
| Net Investment Income | 1,604 |
| Total Revenue and Support | \$ 29,358 |
| Expenses | |
| Grant Awards | \$ 32,357 |
| Program Expenses | 7,095 |
| General and Administrative Expenses | 1,572 |
| Total Expenses | \$ 41,024 |
| Increase (Decrease) in Net Assets | \$ (11,666) |

Program Grant Awards January 2009–June 30, 2010



Percentages are based on program dollars awarded.

For a list of our grantees, please visit us at blueshieldcafoundation.org.

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how – and where – we're meeting the need

Who and what we fund – and where – is not just information we want to share with our grantees and peers. We also want to be transparent about the specific strategies we're applying to address the most pressing needs of Californians – today and tomorrow.

grant award strategies

| | Health Care and Coverage | Blue Shield Against Violence | Both Programs |
|-----------------------------|-----------------------------|---------------------------------|---------------|
| Capacity Building | 20% | 62% | 30% |
| Convening and Collaboration | 6% | 11% | 7% |
| Demonstration | 2% | 13% | 4% |
| Direct Service | 60% | 0%* | 46% |
| Education and Advocacy | 8% | 7% | 8% |
| Policy | 3% | 2% | 3% |
| Research and Evaluation | 1% | 5% | 2% |
| | 100% | 100% | 100% |

Data include all program awards made from January 2009 to June 2010 (18 months). Percentages are based on total dollars awarded.

*Blue Shield Against Violence shelter core support grants are awarded on a two-year cycle. Shelter grants for the 18-month period covered by this report were awarded in September 2008.

grant awards by type

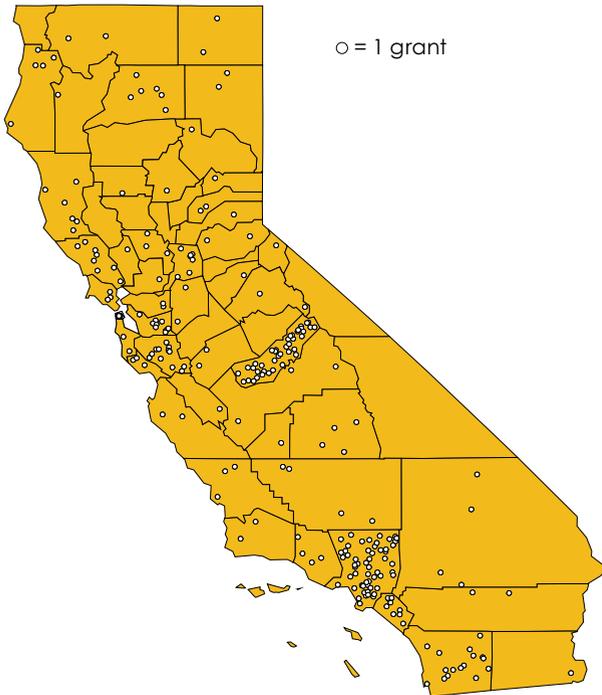
| | Health Care and Coverage | Blue Shield Against Violence | Both Programs |
|------------|-----------------------------|---------------------------------|---------------|
| Initiative | 64% | 0% | 50% |
| Proactive | 32% | 96% | 46% |
| Responsive | 4% | 4% | 4% |
| | 100% | 100% | 100% |

Data include all program awards made from January 2009 to June 2010 (18 months). Percentages are based on total dollars awarded.

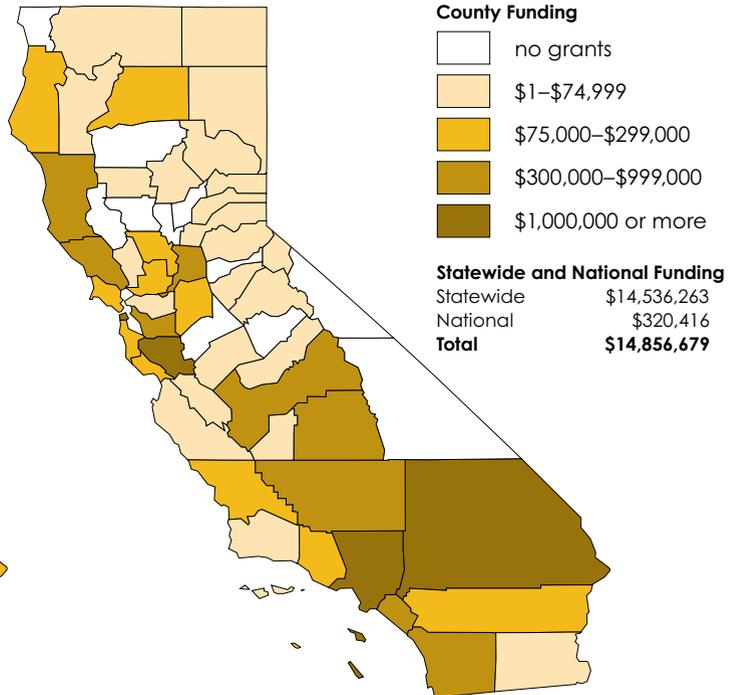
“[BSCF] is the most extraordinary example I have seen of true partnership in our field by a powerfully dedicated, intelligent philanthropy. You are an inspiration. Your impact is hugely significant in building a strong, safe future for California families.”

– Carol A. Adelfoff, CEO and Executive Director, 1736 Family Crisis Center

number of grants by county



funding levels by county



| region | number of grants | amount awarded | counties |
|------------------------|------------------|---------------------|--|
| North | 32 | \$1,226,418 | Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba |
| San Francisco Bay Area | 55 | \$4,320,292 | Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma |
| Sacramento Valley | 13 | \$822,192 | El Dorado, Placer, Sacramento, Yolo |
| Central | 37 | \$3,117,369 | Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Cruz, Stanislaus, Tulare, Tuolumne, Ventura |
| Los Angeles | 55 | \$4,424,000 | Los Angeles |
| South | 32 | \$2,749,358 | Imperial, Orange, Riverside, San Bernardino, San Diego |
| Statewide | 26 | \$14,536,263 | |
| National | 2 | \$320,416 | |
| Total Grants | 252 | \$31,516,308 | |

Data include all program awards made from January 2009 to June 2010 (18 months).

www.blueshieldcafoundation.org

Blue Shield of California Foundation

50 Beale Street

San Francisco, CA 94105

