The POWER of LISTENING

We listen to partners, communities and stakeholders to understand the needs and challenges of Idaho.
The Blue Cross of Idaho Foundation for Health is in Idaho, for Idaho. We continually evolve our philanthropic strategy based on the needs of our state. We understand the needs and challenges in our state because we listen to partners, community leaders and key stakeholders.

**Listening and understanding are two of our key values.** Our end goal is to create transformational change. Before developing our philanthropic giving, we must start with listening and understanding the issues from the communities we serve.

We are extremely proud of the work we have done and are doing to build a healthier Idaho. This report highlights the **power of listening** and how the Blue Cross of Idaho Foundation for Health has listened and responded to what we’ve heard in our three focus areas of Community, Education and Healthcare.

Some examples:

- We heard from Idaho mayors that housing and need for civility were two pressing issues they were facing. We added sessions on these important topics to our Community Health Academy.

- Several school districts told us they were interested in launching or expanding their early education programs. We began funding these valuable programs.

- We keep hearing about the shortage of healthcare workers, especially in rural areas. We convened a large group of stakeholders to begin tackling this complex and important issue.

This past year, we gave back more than $4.7 million to Idaho communities, schools, nonprofit organizations and government agencies. You will find the complete list of organizations we supported in 2023 at the end of this report.

This work is never done alone. We value our community and philanthropic partners who work to make Idaho a better place for all of us.

Yours in good health,

Mike Reynoldson
President and Board Chair, Blue Cross of Idaho Foundation for Health

Kendra Witt-Doyle, PhD, MPH
Executive Director, Blue Cross of Idaho Foundation for Health
IN IDAHO, FOR IDAHO.

**Our Mission:**
We are dedicated to giving back to Idaho and addressing the root causes that impact health.

**Our Values:**
- Build Partnerships
- Continuous Learning
- Transformational Change
- Opportunities for All

**Our Focus Areas:**
- **COMMUNITY**
- **EDUCATION**
- **HEALTHCARE**

**2023 HIGHLIGHTS**
- More than 600 Partners
- 272 Grants & Projects
- 44/44 Counties received funding
Engage and collaborate with local elected officials and organizations to build healthy communities and address root causes that impact health.
What We Heard
Civil discourse is causing division in communities, making it difficult for people to work together to solve problems and accomplish things that benefit the health of the community.

How We Responded
The Community Project
This grant engages community leaders and residents to create outdoor spaces that unite their community and encourage civility. The grant gives mayors and city staff tools and technical assistance to engage with and listen to residents, which is important in building healthy communities.

The Community Project grant recipients
Chubbuck, Driggs, Glenns Ferry, Payette and Wendell

Watch a video to see how The Community Project impacted The City of Wendell
What We Heard
The Community Health Academy fosters learning and skill-building among mayors and city staff to help improve the health of their communities. The academy was effective but there were additional topics communities wanted to learn about that were impacting health.

How We Responded
We expanded the focus of the academy to include topics such as housing, civility, childcare and early education that are impacting health in communities. Seeing the impact that the academy has had on attendees, we set a goal to have one-third of Idaho mayors attend this learning collaborative by the end of 2025.

Anonymous Feedback from 2023 Participants
The Community Health Academy has been so helpful! Thank you for raising awareness of what we need/can do to make our communities even better. The speakers were amazing and provided important information.

The academy gave us tools in many areas to take back to our community. It really helped to talk with other cities about what challenges they face and what they did or doing to solve.

Community Health Academy Focus Areas
- Childcare and Early Education
- Civility
- Community Health
- Designing Healthy Communities
- Food Systems
- Housing
- Leadership
- Storytelling and Branding

37 Idaho Cities have attended Community Health Academy since 2017
What We Heard
The Mayor’s Walking Challenge has allowed us to meet and build relationships with Idaho mayors for 10 years. The challenge has grown each year and more than half of Idaho’s mayors walked in 2023. It’s helped us learn about getting active in all parts of Idaho.

How We Responded
We’ve built in ways to listen to mayors during the challenge to learn about issues communities are facing. We take this feedback to help inform and adapt our strategy to meet the needs of our state.

I am proud to have been able to help my local school, while bettering my health and enjoying all the beautiful weather that the Pacific Northwest had to offer. To be able to get out and walk, especially with kids is such a forgotten pastime. I enjoyed October so much; I will let my Clerk sign me up next year.

Lonnie Orr
Oldtown Mayor

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
<th>Amount Awarded</th>
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</table>
Engage and collaborate with schools and community organizations to ensure Idaho youth thrive.
COMMUNITY SCHOOLS

What We Heard
Schools are the hearts of our communities, especially in rural areas. Schools are looking for ways to help children and families thrive. Data shows that academic performance and health outcomes are linked.

How We Responded
We engaged the Idaho Coalition for Community Schools and supported its statewide expansion. Community Schools is a strategy used by public schools to help children and their families thrive. Community schools listen to families to understand their needs, then create community partnerships to integrate and embed programs and services in schools to meet those needs.

We’ve helped 17 schools start or expand Community Schools Strategy.

Why Community Schools?
The best way to address root causes that impact health in schools
The ultimate form of community engagement
Community determines what services are integrated into the school

The goal of a community school is to figure out what needs the community has and what desires they have, and our job as a community school is to actively seek for those community partnerships and bring in those services and resources to be able to help kids.

Don Fryberger, Principal
Harwood Elementary School, Rigby

I think our communities as a whole need to work together to make sure that when children show up, they have that ability to get focused in the classroom. Sometimes it takes the resources of an entire community to make this happen. The Community Schools strategy is really the mechanism that we can use to get that done.

Josh Hurley, Community Schools Coordinator
Cascade School District

$46.5 MILLION
We helped the Idaho Coalition for Community Schools secure a $46.5 million grant from the U.S. Department of Education to expand Community Schools Strategy to rural Idaho. This local-driven strategy connects students to the supports they need, expanding choices of resources and opportunities available to families.

Watch a video to learn more
BEHAVIORAL HEALTH

What We Heard
We had a dialogue with the City of Lapwai in 2013 and city leaders expressed concerns about youth behavioral health. Since then, the topic has been raised in nearly every meeting or conversation we have been involved with throughout the state. Every meeting with educators and administrators reinforces that behavioral health is a top issue facing Idaho.

How We Responded
We’ve expanded our work in behavioral health. We partner with schools to provide behavioral health programs, training and services to create environments that improve student well-being.

We know education and health are closely linked. The Blue Cross of Idaho Foundation for Health launched a project focusing on Positive Behavior Interventions and Supports (PBIS) in schools, knowing the vital role that schools play in building healthier communities in Idaho. I am honored to be a part of this work.

Katie Azevedo, EdD
Owner, Azevedo Consulting and Results Learning Center

The PBIS training has been pivotal in helping us move the mark in clear behavior expectations along with celebrating students and staff here at Notus Jr. Sr. High School. We needed the reminder of PBIS best practices to help us see a remarkable change in our school culture that ultimately helps support students as a whole.

Jennifer Wright, EdS
Principal & Federal Programs Director, Notus Jr. Sr. High School

A New Focus
We have developed a more comprehensive behavioral health strategy and approach to support schools that includes prevention, training and intervention programs.

15 Idaho schools & school districts
supported with behavioral health training, prevention and intervention programs
What We Heard
Reports show that 51% of Idaho students aren’t kindergarten-ready when they start school. School districts are seeing lower test scores, and they cite the lack of early education opportunities as the root cause of the issue. The lack of early education programs is making it difficult to hire and retain staff, creating workforce issues in communities.

How We Responded
We began funding early education programs because education and health outcomes are linked. These programs help prepare students for kindergarten. We’ve helped three Idaho school districts either launch or expand early education programs with catalytic, one-time funding. Many other school districts have expressed interest in learning about launching or expanding their early education programs. We created a learning series for districts to inform and recommend best practices and will be offering grants to support their efforts.

The benefits are that our children come into kindergarten ready to go. They know the routine. They know how to go to lunch. They know where to line up. They know where their classroom is. They have social skills. They come in knowing their colors and knowing their numbers 1 to 10. They are familiar with finding their name, reading their name and writing their names. They hold their pencils correctly.

**Marietta Leitch**, Kindergarten Teacher
Nezperce Elementary

We have had so many people tell us how grateful and are excited about this. I think parents are comfortable knowing their child is coming somewhere that is safe and to a place with a great academic background and doing something that’s learning based.

**Rachel Puschel**
Third Grade Teacher & Preschool Project Manager
Castleford School District

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**Early Education Programs Supported**

- Castleford School District
- Homedale School District
- Lincoln County Youth Center
- Nezperce School District

**25 Idaho Schools and Districts**

attended our early education learning series in winter 2023
We identify opportunities to increase the quantity and quality of Idaho’s healthcare workforce.
What We Heard
Idaho has a severe healthcare workforce shortage, which is a complex issue that impacts our entire state. The shortage threatens the quality and access of healthcare available in Idaho.

How We Responded
Collaboration is essential to finding solutions for the healthcare worker crisis. Knowing this issue was complicated, we offered to serve as a convener and bring together more than 30 healthcare stakeholder organizations. The purpose of these convenings was for everyone involved to listen, learn, and develop an action plan to tackle the healthcare workforce shortage problem.

This group divided into subcommittees to create action plans in the following areas that would could help address the shortage:

Public Policy
- Idaho Department of Health and Welfare
- Idaho Hospital Association
- Idaho Department of Labor
- Idaho Medical Association
- Blue Cross of Idaho
- Idaho State Pharmacy Association
- Retail Pharmacy Council
- Idaho Division of Occupational and Professional Licensing

Education & Training
- Office of Governor Brad Little
- Idaho Medical Association
- Idaho State Board of Education
- College of Eastern Idaho
- North Idaho College
- College of Southern Idaho
- University of Idaho WWAMI
- North Idaho College
- Idaho State University
- Idaho Business for Education
- Boise State University
- Idaho Health Care Association
- Public Health Districts
- Nurse Practitioners of Idaho
- Primary Health
- Idaho Community Health Center Association
- St. Luke’s Health Care System
- Kootenai Health
- Cascadia Home Health

Attract & Retain
- Edgewood Health Care
- Delta Dental
- Idaho Caregivers Alliance
- Independent Doctors of Idaho
- Idaho Division of Veterans Services
- Idaho Center for Nursing
- Minidoka Memorial
- Idaho Workforce Development Council

Idaho’s rapid growth as the nation’s fastest-growing state is met with severe healthcare challenges, ranking 50th for physicians per capita and facing shortages in all healthcare sectors, particularly impacting its 35% rural population. Despite economic growth, the solution demands a historic healthcare investment, necessitating collaboration from businesses, government, academia, philanthropy, and foundations. The Blue Cross of Idaho Foundation for Health’s pivotal role in forming the Idaho Healthcare Workforce Shortage Committee, uniting key stakeholders, is a crucial step towards changing the state’s healthcare landscape and securing a better future.

Jeff Seegmiller, Regional Dean/Director
Idaho WWAMI Medical Education Center
**Idaho Cities**

Albion  
American Falls  
Ammon  
Arimo  
Bancroft  
Bellevue  
Blackfoot  
Bovill  
Buhl  
Caldwell  
Carey  
Cascade  
Chubbuck  
Clark Fork  
Cottonwood  
Crouch  
Culdesac  
Dalton Gardens  
Dayton  
Deary  
Dover  
Downey  
Driggs  
East Hope  
Franklin  
Fruitland  
Emmett  
Fairfield  
Ferdinand  
Firth  
Garden City  
Genesee  
Glenns Ferry  
Gooding  
Grace  
Hayden Lake  
Hazelton  
Heyburn  
Hollister  
Homedale  
Idaho City  
Idaho Falls  
Jerome  
Juliaetta  
Kamiah  
Kendrick  
Ketchum  
Lapwai  
Leadore  
Lewiston  
Levisville  
Malad  
McCall  
McCammon  
Meridian  
Montpelier  
Moscow  
Mountain Home  
Moyie Springs  
Murtaugh  
Nampa  
Newdale  
New Meadows  
Nezperce  
Oldtown  
Onaway  
Orofino  
Osburn  
Parma  
Paul  
Payette  
Peck  
Pierce  
Placerville  
Plummer  
Ponderay  
Post Falls  
Preston  
Rexburg  
Richfield  
Rigby  
Riggins  
Roberts  
Shelley  
Smelterville  
Spirit Lake  
St. Anthony  
St. Charles  
Stanley  
Stites  
Tensed  
Tetonia  
Twin Falls  
Victor  
Weiser  
Wendell  
Weston  
Winchester

**Idaho Nonprofit Organizations**

American National Red Cross & Its Constituent Chapters  
Bannock Youth Foundation  
Blackfoot Charter Community Learning Center  
Boise Public Schools Education Foundation  
Bonner General Health  
Bonner Partners In Care  
Coeur d’Alene Rotary Endowment Foundation  
Clearwater Valley General Health  
Genesis Community Health  
Giraffe Laugh Early Learning  
Greater Boise Aquatics Foundation  
Idaho Association for the Education of Young Children  
Idaho Association of School Administrators  
Idaho Botanical Garden Inc.  
Idaho Community Foundation Inc.  
Idaho Falls Rescue Mission  
Idaho Head Start Association  
Idaho Hispanic Foundation Inc.  
Idaho Medical Association Foundation Inc.  
Idaho Nonprofit Center  
Idaho School Board Association  
Interlink Volunteer Caregivers  
Jannus Inc.  
League of Idaho Cities Inc.  
LEAP Charities Inc.  
Magic Valley Ducks  
Mustard Seed Ministries  
National Law Enforcement Foundation  
Nimiipuu Community Development Fund  
North Canyon Medical Center  
Pocatello Free Clinic  
Primary Care Initiative  
Sandpoint Area Seniors  
Serving Love Foundation  
Southwest Idaho Mountain Biking Association Inc.  
Terry Reilly Health Services  
The Home Partnership Foundation  
Unique Center for Athletes of All Needs  
United Way of Treasure Valley  
Vineyard Medical Clinic  
Volunteers Against Violence  
Wellness Tree Community Clinic  
West End Senior Citizens of Buhl  
Western Idaho Community Action Partnership
Schools and School Districts
Aberdeen School District #58
American Falls School District #381
Bryan Elementary
Burton Elementary (Madison School District 321)
Canyon Ridge High
Cascade School District
Central Canyon Elementary
Chaparral Elementary
Chief Tahgee Elementary Academy Inc.
Clark County School District 161
Coeur d’Alene Charter Academy
Coeur d’Alene High
Cottonwood School District #242
Council Elementary
Blackfoot School District #55
County of Franklin West Side School District #202
Elevate Academy (Idaho Falls)
Farmin-Stidwell Elementary
Firth School District #59
Garfield Elementary
Georgetown Elementary
Glenns Ferry High
Hawthorne Elementary
Highland Joint School District #305
Hunter Elementary
Idaho Falls School District #91
Idaho Youth Challenge Academy
Jefferson Elementary
Jerome School District (Falls City Academy)
Joplin Elementary
Kimberly School District #414
Kootenai Classical Academy
Kuna School District (Kuna Pre-K)
Lakeland School District
Lava Elementary
Liberty Charter
Longfellow Elementary
Madison Early Childhood Center
Madison School District
Marsh Valley Joint School District #21
Mary McPherson Elementary
Meridian Elementary
Meridian Medical Arts Charter High
Middleton Academy
Monroe Elementary
Mountain View Middle
Nampa Christian Schools, Inc.
Nezperce School District
North Gem School District #149
Notus School District #135
Oakley High
Park Intermediate
Parma School District #137
Pierce Park Elementary
Plummer-Worley School District
Pocatello/Chubbuck School District 25
Preston High
Rockland School District
Ronald Reagan Elementary (Nampa SD 131)
Sacajawea Elementary
Salmon School District #291
Shoshone Elementary
Silver Trail Elementary
Skyline High
Snake River School District
Spalding Stem Academy
Sugar-Salem School District #322
Taylorview Middle, District 91
Twin Falls School District #411
Valley School District 262
West Ada School District
Westside District 202
Westside Elementary, District 91
Whittier Elementary

Colleges and Universities
Boise State University Foundation Inc.
Idaho State University Foundation Inc.
Idaho Stem Action Center Foundation
Lewis-Clark State College Foundation Inc.
The College of Idaho
University of Idaho Foundation

Government Organizations
Cascade Public Library
Challis Public Library
Idaho Workforce Development Council
Gooding Public Library District
Homedale Library District
Public Health District 4
State of Idaho, Department of Education

The Idaho Commission for Libraries
Valley of the Tetons Library
ABOUT THE BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

The Blue Cross of Idaho Foundation for Health, Inc., is a nonprofit private foundation established by Blue Cross of Idaho in 2001.

The Foundation is dedicated to giving back to Idaho and addressing the root causes that impact health.

The Foundation is a catalytic organization dedicated to transformational approaches that will impact Idaho today and for future generations.

Audited financial statements of the Blue Cross of Idaho Foundation for Health, Inc., are available, once issued, by emailing info@bcidahofoundation.org.

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