



Blue
Cross of Idaho

Foundation
for Health, Inc.

IMPACT REPORT | 2024

In
IDAHO
For
IDAHO



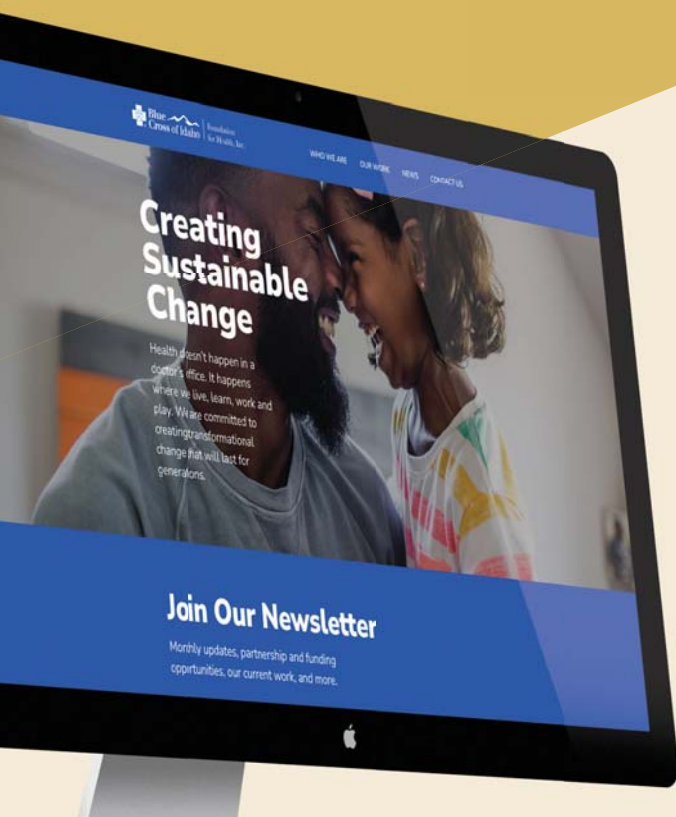
Our mission at the Blue Cross of Idaho Foundation for Health is to give back to Idaho and address the root causes that impact health. You'll often hear us proudly say that we're in Idaho, for Idaho.

What exactly does that mean?

Idaho is our home. We care deeply about the people who live in Idaho and are a trusted partner to communities, schools, and nonprofit organizations in the state.

This is what makes us unique! We work with Idaho communities and organizations. All our funding benefits Idaho communities and their people. But we are more than just a check writer, our passionate team is dedicated to meeting communities where they are, partnering with them to focus on creating transformational change that allows all Idahoans to thrive.

Our work in 2024 exemplified our commitment to Idaho. We worked with hundreds of partners and our efforts reached all 44 counties in the state. This impact report highlights our focus areas and some of the initiatives that are making a difference in Idaho. Make sure you scan the QR codes on each page to learn more about how our work is creating impact.



You can also see what we're doing throughout the year, including finding out about funding opportunities by subscribing to our monthly e-newsletter by visiting our website at bcidahofoundation.org.

MISSION & VALUES

In IDAHO For IDAHO

OUR MISSION:

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

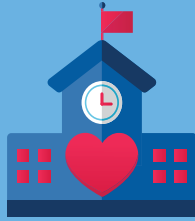
OUR VALUES:

- Build Partnerships
- Continuous Learning
- Transformational Change
- Opportunities for All

OUR FOCUS AREAS:



COMMUNITY



EDUCATION

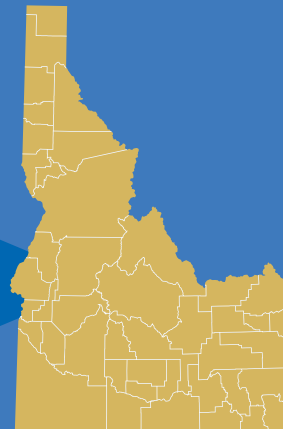


HEALTHCARE

2024 HIGHLIGHTS



288
GRANTS & PROJECTS



44/44 COUNTIES
RECEIVED FUNDING



COMMUNITY

Engage and collaborate with local elected officials and organizations to **build healthy communities** and **address root causes that impact health.**





The United States is in a national loneliness and social isolation epidemic. The sense of belonging is crucial for everyone. Loneliness and social isolation lead to mental health issues, which can significantly impact our physical health.

The Community Project is an initiative that helps Idaho cities connect with their residents and address social isolation through an outdoor public gathering space. We provide cities with training and tools to communicate with all residents. Cities use these tools to find out what residents want to see in the outdoor space, which can generate community pride and offer a place for people to get together.

These community engagement tools help cities build more effective communications tactics that can be used going forward and can make people feel heard and involved in their community. This inclusion fosters a greater sense of belonging and builds a stronger community connection for all residents.

Photo: Unity Minton



STORIES OF IMPACT

Community engagement feedback advises plaza improvements



STORIES OF IMPACT

Grant provides small city with more than just funding



COMMUNITY HEALTH ACADEMY



Community Health Academy fosters learning and skill-building among mayors and city staff to help improve the health of their communities. This intensive, six-month learning collaborative offers the attendees the opportunity to learn from national and local experts and build relationships with peers across the state.

Community Health Academy continues to evolve based on feedback from attendees as well as what's happening in Idaho. The current mental health crisis in our state led to adding a session on youth behavioral health in 2024, providing an understanding to city officials on what's happening and what they can do in their own communities to help.

Communities that graduate from the academy earn a grant to fund a project or program. Examples of what these grants have funded include skate parks, comprehensive plan updates, swimming pool projects, gazebos, pedestrian safety projects, and youth behavioral health supports.



STORIES OF IMPACT

Watch a video showing the impact of Community Health Academy



Focus Areas

- Childcare and Early Education
- Civility
- Community Health
- Designing Healthy Communities
- Food Systems
- Housing
- Leadership
- Storytelling and Branding
- Youth Behavioral Health



STORIES OF IMPACT

Innovative thinking leads to childcare center in New Meadows

MAYOR'S WALKING CHALLENGE

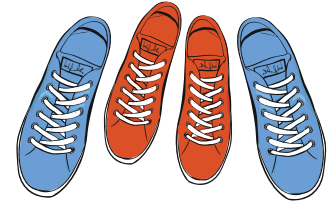


The Mayor's Walking Challenge is our longest-running program, dating back to 2014 when it began as a small, regional event. Today, the Mayor's Walking Challenge is a statewide program that attracts a majority of mayors in our state.

The Mayor's Walking Challenge takes place in October and rewards mayors for walking and setting a great example in their communities. Mayors who walk at least 5,000 steps per day during the challenge earn funds that can be used to promote physical activity.

Mayors have used their earnings in a variety of ways to encourage physical activity. Some mayors have sponsored walking clubs and community events, donated funds to local schools, painted crosswalks, made park improvements, and even saved for larger projects such as walking paths or splash pads.

The Mayor's Walking Challenge put \$93,500 into Idaho communities in 2024 and has given back more than \$699,000 since 2014.



Mayor's Walking Challenge



116

Mayors participated in the 2024 Mayor's Walking Challenge



STORIES OF IMPACT

Malad mayor starts city walking challenge

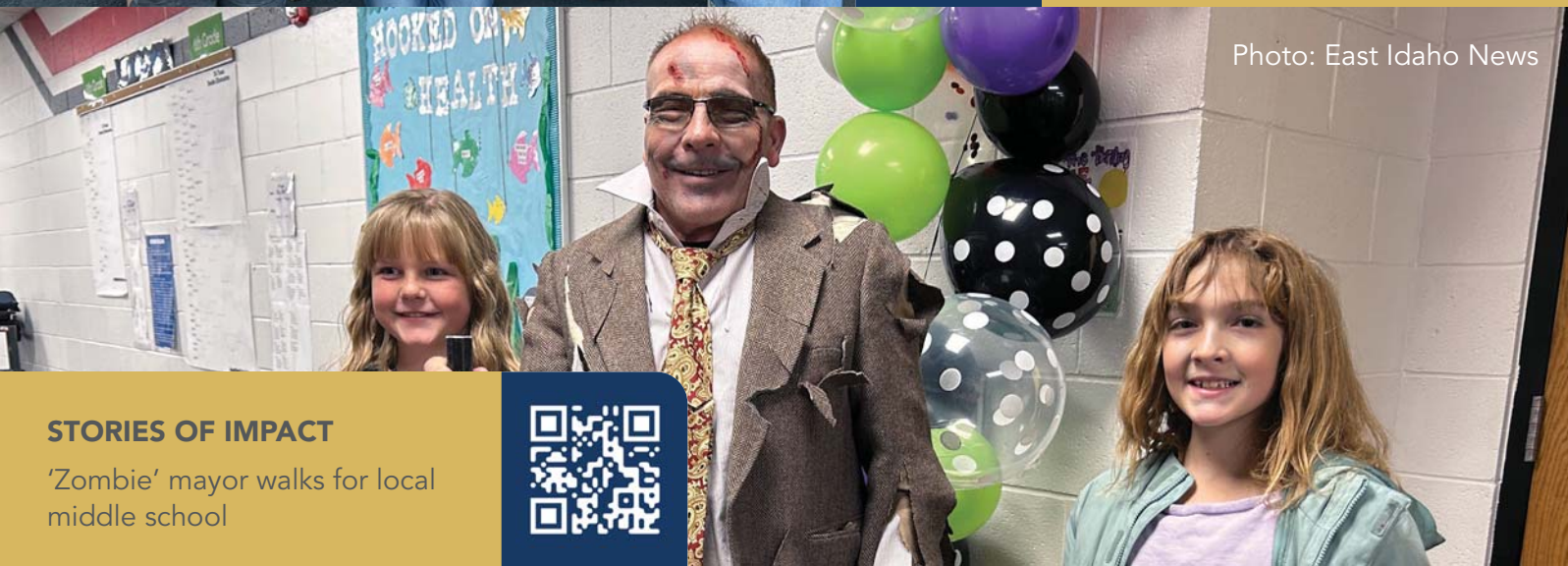
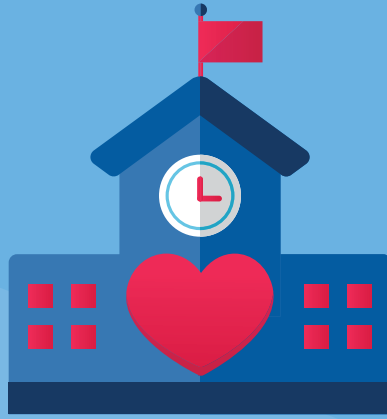


Photo: East Idaho News

STORIES OF IMPACT

'Zombie' mayor walks for local middle school





EDUCATION

Engage and collaborate with schools and community organizations to **ensure Idaho youth thrive.**



BEHAVIORAL HEALTH



Idaho has a youth behavioral health crisis. Many children and families are struggling, even dying, because there is not a system in place to meet their behavioral health needs. All 44 Idaho counties have a behavioral health provider shortage, and rural areas have even fewer providers.

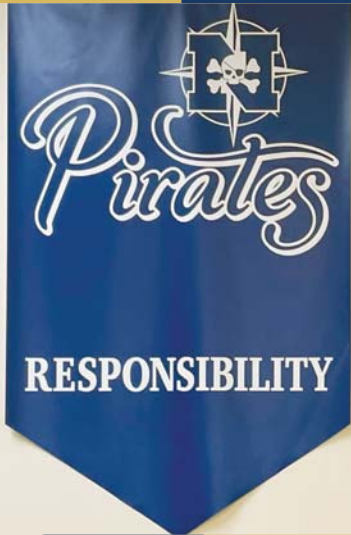
School districts are looking for other ways to help students and families. We partner with schools to provide behavioral health programs, trainings, and services to create environments that improve student well-being.

Behavioral health issues affect student learning. Since educational outcomes and health outcomes are directly linked, it's paramount that we continue to support behavioral health work in Idaho. Our future depends on it.



STORIES OF IMPACT

Idaho Youth Well-Being Assessment provides districts with needed data



STORIES OF IMPACT

Program helps Notus schools address youth behavioral health needs



COMMUNITY SCHOOLS

Community Schools are neighborhood public schools where parents, educators, and community partners work together to expand the support available to families and create meaningful learning experiences for students.

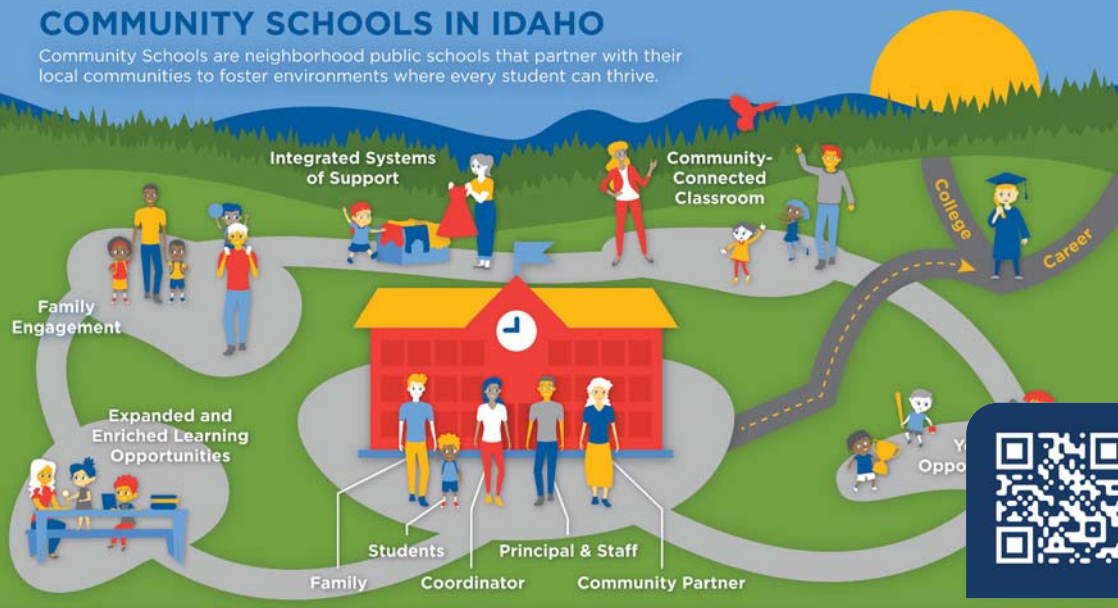
Community Schools are an effective way to address the root causes that impact health in the education sector.

\$46 MILLION

The Blue Cross of Idaho Foundation for Health is a member of the Idaho Coalition for Community Schools and funded a grant writer to help the organization bring a \$46 million federal grant from the U.S. Department of Education to expand and create community schools in rural areas.

COMMUNITY SCHOOLS IN IDAHO

Community Schools are neighborhood public schools that partner with their local communities to foster environments where every student can thrive.



STORIES OF IMPACT

Foundation helps fortify, expand coalition



STORIES OF IMPACT

District builds student supports, engagement through Community Schools Strategy





The connection between early childhood education and health outcomes has become increasingly apparent in recent years, prompting many health foundations, including ours, to invest in early learning initiatives.

Most of the early childhood education programs the Blue Cross of Idaho Foundation for Health funded are for children ages 4-5, which is a critical time for brain development. From birth to age 5, children's brains are developing rapidly and their capacity for learning is at or near its peak. Children are laying the cognitive and behavioral foundation for the rest of their development and learning. This skill development helps children do well in school, and success in school is proven to lead to better health outcomes.



Learning Series

In partnership with the Idaho Association for the Education of Young Children (IAEYC), we offered a learning series about best practices for starting or expanding early education programs that more than 30 districts attended. All participating districts were invited to apply for grant funding, and 11 districts were awarded grants.

STORIES OF IMPACT

Grants help Castleford School District offer quality early education programs



STORIES OF IMPACT

Early education program a big hit for West Side School District





HEALTHCARE

Identify opportunities to **increase the quality and quantity of Idaho's healthcare workforce.**



HEALTHCARE WORKFORCE



Idaho has a severe healthcare workforce shortage. In the United States, Idaho ranks last or near the bottom for almost all healthcare professions. This threatens most Idahoans' access to necessary care, and the situation is much worse in rural parts of our state.

The Blue Cross of Idaho Foundation for Health is taking a holistic approach to this important issue. We support education programs that focus on healthcare workforce and offer scholarships to students in high-demand healthcare majors. We also support innovative solutions for healthcare entities that are helping bolster Idaho's healthcare workforce.

The healthcare workforce shortage is a complicated issue that affects everyone. That's why we also support the work of a large healthcare workforce collaborative made up of officials from more than 30 Idaho business, community and educational organizations with a vested interest in improving the quality and quantity of Idaho's healthcare workforce.



STORIES OF IMPACT

Health Professions CTE programs prepare future workforce



ECHO
IDAHO
Healthcare Vitality



STORIES OF IMPACT

Project ECHO series takes aim at healthcare worker burnout

ORGANIZATIONS SUPPORTED

Idaho Cities

Albion	Deary	Iona	Nampa	Rupert
American Falls	Dover	Jerome	Newdale	Sandpoint
Ammon	Downey	Juliaetta	New Meadows	Shelley
Arco	Driggs	Kellogg	Oldtown	Shoshone
Arimo	Drummond	Kendrick	Onaway	Smelterville
Ashton	Dubois	Ketchum	Orofino	St. Anthony
Bancroft	Eagle	Kooskia	Osburn	Stanley
Bellevue	East Hope	Lapwai	Parma	Star
Boise	Fairfield	Lava Hot Springs	Paul	Stites
Bovill	Ferdinand	Leodore	Pierce	Swan Valley
Buhl	Firth	Lewiston	Pinehurst	Tensed
Caldwell	Franklin	Lewisville	Plummer	Tetonia
Cambridge	Fruitland	Mackay	Pocatello	Twin Falls
Carey	Garden City	Malad City	Ponderay	Victor
Cascade	Genesee	Marsing	Post Falls	Wallace
Chubbuck	Glenns Ferry	McCall	Potlatch	Weiser
Clark Fork	Grace	Menan	Preston	Wendell
Clifton	Hayden Lake	Meridian	Rexburg	Weston
Council	Hazelton	Montpelier	Richfield	Winchester
Cottonwood	Heyburn	Moscow	Riggins	
Crouch	Hollister	Mountain Home	Ririe	
Culdesac	Homedale	Moyie Springs	Roberts	
Dayton	Idaho City	Mud Lake	Rockland	

Idaho Nonprofit Organizations

Boys & Girls Club of Magic Valley	Health West Inc.	Idaho Rez Rising Inc.
Boys & Girls Club of Southeast Idaho	HOSA Inc.	Ignite Idaho Family Resource Center
Cascade Medical Center Foundation	Idahoans for Prosperous Workforce	Jannus Inc.
Challis Area Health Center	Idaho Commission on Hispanic Affairs	LEAP Charities
Clearwater Economic Development Association	Idaho Community Foundation Inc.	NeighborWorks Boise
Ethan Murray Fund Inc.	Idaho Diaper Bank	Open Arms of Idaho Inc.
Everybody House	Idaho Healthcare Institute	Primary Care Initiative
Girls on the Run, Idaho Inc.	Idaho Nonprofit Center	Teton Valley Healthcare Inc.
	Idaho Period Project	United Way of Treasure Valley

Schools and School Districts

Adams Elementary (Boise)
American Falls School District
Amity Elementary (Boise)
Basin School District (Idaho City)
Boise Public Schools Education Foundation
Bruneau Grand View Joint School District
Butte School District (Arco)
Caldwell School District
Capital High (Boise)
Cascade School District
Cassia County School District (Burley)
Castleford Joint School District
Chief Joseph Elementary (Meridian)
Clark County School District
Coeur d'Alene School District
County of Franklin West Side School District
Dietrich School District
Elevate Academy North LLC (Post Falls)
Ethel Boyes Elementary (Idaho Falls)
Firth School District
Garfield Elementary (Boise)
Genesee Joint School District
Gooding Joint School District
Grace Jordan Elementary (Boise)
Grangeville Elementary
Hillcrest High (Ammon)
Horseshoe Bend School District
Hunter Elementary (Meridian)
Idaho Falls High
Idaho Youth Challenge Academy (Pierce)
Iowa Elementary (Nampa)
Jefferson Elementary (Boise)
Joint School District 60 (Shelley)
Joint Jerome School District
Joplin Elementary (Boise)
Kamiah Joint School District
Kershaw Intermediate (Sugar City)
Kootenai Classic Academy (Post Falls)
Kootenai Elementary
Lindy Ross Elementary (Dubois)
Madison Early Learning Center (Boise)
Madison School District (Rexburg)
Malad High
Marsing Joint School District
Marsing Middle
McCall-Donnelly School District
Meadows Valley School District
Meridian Middle
Meridian High
Middleton School District
Moscow Charter
Moscow School District
Murtaugh High
Nampa Christian
North Gem School District (Bancroft)
North Idaho STEM Charter Academy (Rathdrum)
North Junior High (Boise)
Notus School District
O'Leary Middle (Twin Falls)
Orofino Joint School District
Parma School District
Payette River Regional Technical Academy (Emmett)
Potlatch School District
Preston High
Preston School District
Reagan Elementary (Nampa)
Riverside Elementary (Boise)
Sacajawea Elementary (Caldwell)
Salmon School District
Spalding Elementary (Boise)
Star Elementary
Sugar Salem Joint School District
Taylorville Middle (Idaho Falls)
Teton School District (Driggs)
Thirkill Elementary (Soda Springs)
Thomas Jefferson Charter (Caldwell)
Timberline High (Boise)
Treasure Valley Classical Academy (Fruitland)
Twin Falls School District
Valley School District (Hazelton)
Valley View Elementary (Bonners Ferry)
Washington Elementary (Caldwell)
West Ada School District
West Bonner School District (Priest River)
Whittier Elementary (Boise)
Willow Creek Elementary (Nampa)

Colleges and Universities

Boise State University Foundation
College of Eastern Idaho Foundation
College of Idaho
College of Southern Idaho Foundation
College of Western Idaho Foundation
Idaho State University Foundation
Lewis-Clark State College Foundation
University of Idaho Foundation

Government Organizations

Idaho Association of School Administrators
Idaho School Board Association
Idaho School Psychologist Association
Idaho Department of Health and Welfare
State of Idaho, Department of Education



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.

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