



Blue Cross and Blue Shield of Minnesota  
**FOUNDATION**



**EQUITABLE ACCESS TO HEALTHCARE COVERAGE**

**APPLICANT WEBINAR**

**APPLICATIONS DUE: JUNE 26, 2024, 1PM CENTRAL TIME**

Photo: Native American Community Clinic



# THE FOUNDATION

## OUR MISSION

We build strong community partnerships to advance racial and health equity.

## OUR APPROACH

We support grantee partners, advocate for policies that support healthy generations and provide a comprehensive approach so families, young people and seniors can achieve their healthiest lives.

## KEY FACTS

- We are a racial and health equity funder, part of the Blue Cross and Blue Shield of Minnesota enterprise.
- We are a 501(c)(3), private non-operating foundation.
- Our \$72 million in assets is dedicated exclusively to improving community health across Minnesota.
- We provided more than \$4.6 million in grants in 2023.

**RACIAL AND  
HEALTH EQUITY  
IS THE *OUTCOME*  
AND THE *PROCESS*  
THROUGH WHICH  
WE DO OUR WORK**

**Racial Equity as an outcome –**

Through our grantmaking, we work to eliminate racial and health inequities and address the impacts of systemic racism.

**Racial Equity as a process -**

We actively center racial equity by applying a racial and health equity lens to our work and centering those most impacted by systemic racism.

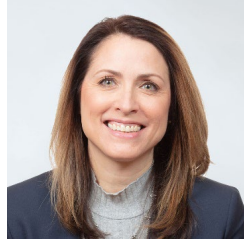


## OUR TEAM

A SMALL, EXPERIENCED  
TEAM, HIGHLY ENGAGED  
WITH THE COMMUNITY

# OUR GOVERNANCE

A KNOWLEDGEABLE  
AND COMMITTED  
BOARD, FIRMLY  
BEHIND OUR MISSION



Dana Erickson  
President and CEO,  
Blue Cross and Blue Shield of  
Minnesota



Bukata Hayes  
Vice President, Racial and Health  
Equity, Chief Equity Officer,  
Blue Cross and Blue Shield of  
Minnesota



Emily Piper, JD  
Chief Legal, Advocacy &  
Compliance Officer,  
Hazelden Betty Ford  
Foundation



Kristine Rhodes  
Director, Office of American  
Indian Health, Minnesota  
Department of Health;  
Chief Executive Officer,  
Asemaake, LLC



Nash Shaikh  
Chief of Staff to the CEO,  
Blue Cross and Blue Shield of  
Minnesota



Dr. Mark Steffen  
Senior Vice President and Chief  
Medical Officer,  
Blue Cross and Blue Shield of  
Minnesota



May Vang  
Vice President of Treasury and  
Chief Investment Officer,  
Blue Cross and Blue Shield of  
Minnesota

# HEALTHY GENERATIONS

FAMILIES · YOUNG PEOPLE · SENIORS

Equitable Care  
and Coverage



Healthy  
Start



Healthy  
Connections

**RACIAL  
AND HEALTH  
EQUITY**

Pave the way for everyone to achieve their healthiest life



# OUR FOCUS

## Equitable Access to Healthcare Coverage

- **Increase** healthcare coverage among Minnesota communities most impacted by a lack of healthcare access
- **Reduce** racial disparities in insurance coverage
- **Maintain** historic-low uninsurance rate across Minnesota

# FUNDING CRITERIA

## APPLICATIONS SHOULD:

- Include outreach, application and enrollment assistance
- Utilize skilled, MNsure-certified navigators, either as a single organization or through a partnership
- Serve Hennepin, Kandiyohi, Nobles, Ramsey, Rice and/or Stearns counties
- Center racial and health equity
- Demonstrate deep community engagement

## ELIGIBLE ORGANIZATIONS

- 501(c)(3) tax-exempt, nonprofit organizations that are not private foundations
- Tribal Nations
- Fiscally sponsored groups
- Organizations serving **Hennepin, Kandiyohi, Nobles, Ramsey, Rice** and/or **Stearns** counties

## INELIGIBLE ORGANIZATIONS

- Individuals
- Organizations that discriminate on the basis of race, color, religion, gender, national origin, citizenship status, age, disability, sexual orientation or veteran status
- Organizations that require membership in their religious tradition, or advance religious beliefs or practices (Faith-based organizations are eligible if they welcome and serve all members of the community regardless of religious belief)
- Government agencies or units of government; public schools





Mid-Minnesota Legal Aid Mobile Office

JUSTICE BUS

# APPLICATION PROCESS

# APPLICATION PROCESS

- Eligibility questionnaire
- Completing full application
- Site visits

<https://bcbsmn.smartsimple.com/>

# APPLICATION QUESTIONS

## Application Questions

Provide a 2–3 sentence summary of your request.

Describe the opportunities and challenges your application addresses and your proposed solution.

How was the focus determined, and who was involved in that decision-making process?

Describe your organization's capacity and relevant expertise. *Include your organization's cultural competency and its experience serving communities within areas of high social vulnerability in the specified county/ies.*

Describe your goals and objectives for this project.

Describe the specific activities for which you seek funding and who will carry out the activities.

How will this project advance racial and health equity?

Describe how you will evaluate the work. What impact will you have? How will you measure? Who will be involved?

If applicable, describe your strategies for sustaining this effort.

We invite you to provide any additional information here that would be helpful for us as we review your request. (optional)

Upload any additional attachments here that would be helpful for us as we review your request. (optional)

# BUDGET

- Foundation grants cannot exceed 50% of an applicant organization's annual revenue. Typically, the Foundation does not fund more than 25% of an org's total budget.
- A project budget and project budget narrative are required. You may use our budget templates, or your own budget forms.
- Indirect administrative costs can account for up to 20% of the project budget.



## **OUR GOAL:**

Understand how applicants are engaged with and reflect the communities they serve

## **OUR APPROACH:**

Quantitative: Require organizations to self-report whether the majority of their senior staff and/or board identify as Black, Indigenous or people of color.

Qualitative: Provide opportunity for organizations to tell a more nuanced story of who will benefit, and how they're connected to that community.

# **LEADERSHIP DEMOGRAPHICS**

# TIMELINE



<https://bcbsmn.smartsimple.com>

## CONTACT US

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**All materials are  
available on the  
Foundation's website:  
[www.bcbsmnfoundation.org](http://www.bcbsmnfoundation.org)**



**THANK YOU.**

Photo: Portico Healthnet