



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.



MASSACHUSETTS



Blue Cross Blue Shield of Massachusetts

www.bluecrossma.com

“This skills-based program is an initiative that goes beyond pure labor to helping our community partners build and sustain expertise and infrastructure needed for their continued success and growth.”

Andrew Dreyfus, President & CEO
Blue Cross Blue Shield of
Massachusetts

6000 Pro Bono Hours
Contributed

\$1M + in Community
Investment

Interested in learning more?
We'd love to hear from you.

Blue Cross Blue Shield of Massachusetts utilizes skills-based programs to help their community partners

The Challenge

Over the past 75 years, Blue Cross Blue Shield of Massachusetts (BCBSMA) has maintained a strong commitment to its community partners, bringing strong financial and traditional volunteering support to improve health outcomes and the quality of life for residents of the Commonwealth. They recognized, however, that their community partners were struggling to invest in the critical organizational infrastructure they needed to deliver healthy foods, respond to crisis situations and deliver on-the-ground healthcare services their clients needed to thrive. Leveraging their greatest strength, BCBSMA found the solution: a **company-wide launch of a skills-based volunteer program that would leverage the skills and talent of their associates to unlock acute capacity challenges faced by their community partners.**

The Solution

BCBSMA approached Common Impact, a pioneer in designing tailored, strategic skills-based volunteer programs that build the capacity of the nonprofit sector and talent in the corporate sector at once. Common Impact **crafted a program that would address BCBSMA's community goals while integrating its core talent development goals and business practices.** Ultimately, Professional Mentoring Partnerships was launched and teams of BCBSMA associates provided guidance and deliverables that addressed key strategic challenges at local nonprofits in 4 month engagements - each intended to impact their community partner's ability to help the communities most vulnerable children and families thrive and engage as healthy citizens.

The Impact

Now entering its fifth year, the Skills-Based Volunteer Program has generated tremendous results:

- Over **\$1 Million** in community investment and over **6000** pro bono hours contributed
- Amplified philanthropic investment to **50%** of BCBSMA's community partners
- Deepened the consulting, program management & leadership skills of BCBSMA top talent

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