Deepening Blue Cross Blue Shield’s Impact

THE NEED
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 PROPOSED SOLUTION
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, was approached by BCBSMA. The two organizations worked closely together to craft a program that would address BCBSMA’s community goals while integrating into its core operations and business practices. Ultimately, a program was launched in which small teams of BCBSMA associates provided guidance and deliverables that addressed key strategic challenges at BCBSMA’s current nonprofit partners 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 RESULTS
Now entering its third year, the Skills-Based Volunteer Program has generated tremendous results:

- **Over $735,000** in community investment and over **4000 pro bono hours** contributed
- **Amplified philanthropic investment** to 50% of BCBSMA’s community partners
- **Deepened partnership** between BCBSMA and the community

COMMON IMPACT’S VISION
One day, all companies will activate their most strategic philanthropic asset, their people, as their key resource in tackling the critical social issues in their communities.