

Community Investments & Partnerships Funding Guidelines



Program overview

Excellus BlueCross BlueShield is committed to improving the health of our communities, making them better places to live, work, play, and raise a family. As a not-for-profit health plan, we strive to offer affordable access to health care. We aim to tackle health disparities, social determinants of health, and discrimination affecting our members and their communities. Our investment initiatives help us reach this objective.

Member & Community Health Improvement (MACHI) Grants

Through our Member and Community Health Improvement grant program, we're working to improve the health of our members and communities. We are committed to positively impacting all members of our communities, especially the marginalized or minoritized, by enhancing their health and quality of life. The Blue Cross Blue Shield Association's current goals are improving behavioral health, maternal health, and chronic condition management for members. Programs and initiatives focused on these areas are our current priority. We are interested in multi-year initiatives involving multiple community organizations with specific objectives and measurable outcomes. Our focus is on health improvement initiatives, and we encourage you to align your proposals with this goal.

Consideration for funding

Communication should occur with the Community Investments & Partnerships Regional Lead to discuss alignment and opportunity. When funding is available, organizations will be invited to complete a Letter of Intent outlining their initiative or program to begin the review process. During this process, the Community Investments & Partnerships Regional Lead will contact you regarding any questions or necessary revisions to the proposal.

Eligibility criteria and geographical considerations:

Our corporate giving must follow all applicable laws, regulations, and corporate policies and refrain from contributing to political organizations, political candidates, and labor unions (unless the payees are registered 501(c)(3) charitable organizations).

In addition, we will not fund organizations that conflict with our corporate mission, goals, policies, or products, including organizations that discriminate against persons or groups based on age, political affiliation, race, nationality, ethnicity, gender, gender identity, disability, sexual orientation, HIV/AIDS status, or religion.

We look for programs or initiatives that span multiple years and include more than one community organization within our 31-county region. The most critical component of the program or initiative is that it aligns with our current focus areas and/or our Health Equity Strategy. The program or initiative should also address health disparities in the region and include specific objectives with measurable outcomes.

A successful proposal should meet the following criteria for both the organization and the project:

- Establish why it is appropriate for the organization to implement the proposed project
- Demonstrate an ability to accomplish the proposed activities
- Promote mutual trust and reciprocity among various stakeholders
- Be in good fiscal condition
- Demonstrate a vital community need and shared support for the proposed approach
- Have a significant, sustainable impact on social determinants of health (see above)
- Have a clearly outlined project plan and accompanying activities
- Identify achievable, measurable outcomes and include a deliberate evaluation plan
- Secure other sources of financial and in-kind support
- Be viable in the long term and show a plan for acquiring future funds

Please note that Excellus BlueCross BlueShield generally does not provide grants for ongoing operational support, maintenance, and construction of facilities or infrastructure, scholarships, or loans. Additionally, government-funded services do not qualify for supplemental grant funding.

Excellus BlueCross BlueShield is a nonprofit health plan serving a 31-county region that includes Broome, Cayuga, Chemung, Chenango, Clinton, Cortland, Delaware, Essex, Franklin, Fulton, Hamilton, Herkimer, Jefferson, Lewis, Livingston, Madison, Monroe, Montgomery, Oneida, Onondaga, Ontario, Otsego, Oswego, Schuyler, Seneca, Steuben, St. Lawrence, Tioga, Tompkins, Wayne, and Yates counties.

Reporting requirements:

If your organization receives funding, you will receive notifications requesting reports from our team. These reports will assist in assessing future investment efforts.

Funding timeline:

MACHI budgets typically cover a two-to three-year timeframe, but they may vary depending on the program or initiative.

Community-Based Organizations approved for multi-year funding, the health plan may request the following items:



- Board of Directors List
- Schedule of board meetings
- Most recent fiscal year-end financial statements
- Current year operating budget
- Fiscal year-to-date Balance Sheet and Statement of Support and Expenses