

## Colorado


**2010**
**Foundation Grants:**
**\$307,289**
**Community Investments:**
**\$100,300**
**Pledged Associate Giving:**
**\$228,013**


### American Lung Association: “Run the Republic”

WellPoint was a sponsor of the American Lung Association’s Fight for Air Climb, which highlighted the importance of our lungs and the difficulty some people experience breathing. Held at the Republic Plaza in Denver, the event challenged participants to climb 56 flights of stairs of the tallest building in the Rocky Mountain West.

### Highlights

#### Giving 2010

**Rocky Mountain Public Broadcasting Service** With support from a WellPoint Foundation grant, Rocky Mountain PBS launched “Healthy Impact 2010.” This educational initiative offers a range of resources to help baby boomers and seniors live healthier, more fulfilling lives. It features on-air segments and online programs with tips about seniors’ well-being, and a phone bank at the PBS studios providing answers to health-related questions and issues.

**Alzheimer’s Association** WellPoint was a sponsor of the Alzheimer’s Association’s Walk to End Alzheimer’s events in cities all across Colorado. More than 100 WellPoint associates participated in the walks. These events raise vital funds to support programs and educational services offered at no cost to 72,000 families and caregivers in Colorado living with Alzheimer’s. They also aid in the advancement of research, and in efforts to find a cure.

#### Associate Volunteerism 2010/2011

**Associate Giving Campaign** Colorado associates pledged more than \$152,000 to the annual campaign, which was matched 50 percent by the WellPoint Foundation. Funds supported the United Way, Community Health Charities of America, the American Cancer Society, the Red Cross, Feeding America and St. Jude’s Children’s Research Hospital.

**Community Service Day** More than 225 volunteers registered for projects across Colorado, including Ronald McDonald House Charities, the Starlight Children’s Foundation and local food banks.

**Healthy Helpings Food Drive** Our associates collected more than 665 pounds of food for Colorado food banks

### Local Community Contributions

#### A few of the local organizations we support:

- American Heart Association
- American Red Cross
- Colorado Managed Care News
- Denver Business Journal
- Denver Press Club
- Florence Crittenton Services
- Girl Scouts of Colorado
- Howard Dental