

Kentucky


2010
Foundation Grants:
\$681,671
Community Investments:
\$153,575
Pledged Associate Giving:
\$206,133


Radio Disney: "Get Active, Get Fit!"

WellPoint sponsored Radio Disney's "Get Active, Get Fit!" School Challenge. In 2010, the program helped educate 41,000 students in 116 schools throughout Kentucky about the importance of a healthy and active lifestyle. Schools that completed the challenge with the highest participation rates won dance parties, and those who were first to register received gym equipment.

Highlights

Giving 2010

Kentucky Health Screenings WellPoint is a longtime sponsor of free health screenings at the Kentucky Derby Festival and the Kentucky State Fair. In 2010, nearly 500 people were screened for body mass index, blood pressure, and cholesterol, and some 1,500 people were given skin-cancer check-ups.

American Heart Association A sponsorship from WellPoint helped support the Healthy Family Training Camp, a joint program of the American Heart Association and the University of Louisville. The camp promotes physical activity and heart-healthy living in a fun, family-friendly environment.

University of Louisville Research Foundation A WellPoint Foundation grant helps fund the Louisville Healthy Heart Program, which identifies individuals at risk for cardiovascular disease and offers assessments and follow-up services to aid in smoking cessation and other heart-healthy behavioral changes.

Associate Volunteerism 2010/2011

Associate Giving Campaign Kentucky associates pledged more than \$137,000 to the annual campaign, which was matched 50 percent by the WellPoint Foundation. Funds support the United Way, Community Health Charities of America, the American Cancer Society, the American Red Cross, Feeding America and St. Jude's Children's Research Hospital.

Community Service Day More than 115 volunteers registered for projects across Kentucky, including the Boys and Girls Club of Kentuckiana, Maryhurst and Neighborhood House.

Healthy Helpings Food Drive Our associates collected more than 960 pounds of food for Kentucky food banks.

Local Community Contributions

A few of the local organizations we support:

- American Diabetes Association
- American Lung Association
- Apple Patch
- Center for Women and Families
- Community Health Charities
- ElderServe
- Foundation for Health
- Fund for the Arts
- Health Kentucky
- Jefferson County Public Schools
- Jewish Hospital & St. Mary's
- Leadership Louisville
- Maryhurst
- Neighborhood House
- Women 4 Women
- Women Leaders in Insurance
- YMCA of Greater Louisville