

2021 HEALTH EQUITY AWARDS



Our mission is to help people in our communities live healthier and more secure lives through access to high quality, affordable health care. We are excited to announce the launch of the Health Equity Awards on August 17, 2021. The 2021 Health Equity Awards focus on addressing racial and ethnic health disparities. Each region will award a minimum of \$30,000 through a competitive application process available online www.excellusbcs.com/community to qualified community-based organizations.



OUR FOCUS:

Proposals must include clear, defined goals for reducing **health** disparities and improving **health** equity in communities of color, especially within Black and Latino communities, where historic and current racism and discrimination continues to result in a higher burden of health inequities and social disadvantages. To foster a deeper understanding and outcome, proposals should take an intersectional approach when possible. Organizations will need to specify how funding will measurably assist in improving racial and ethnic health equity outcomes. Categories include, but are not limited to:

- Improving the community's physical health and mental health
- Reducing social disparities in health care
- Ensuring access to healthcare



APPLICATION RULES/REQUIREMENTS:

- Applicant must be a nonprofit organization located in our health plan region
- Application must be received on or before midnight of September 17, 2021
- The majority of constituents served by the program must be from Black, Indigenous, Hispanic, Asian and/or other communities of color
- Excellus BCBS will follow up with recipient organizations six months after funding is received to understand impact and use of funds
- Excellus BCBS does not fund political activities and/or capital campaigns



APPLICATION:

The Health Equity Award application focuses on organization and program information, and intended impact. A list of all application questions is available after you register and login online.

The application period opens on Tuesday, August 17, 2021 and closes Friday, September 17, 2021.

To apply, please visit [ExcellusBCBS.com/Community](https://www.excellusbcbs.com/Community) scroll to NEW! Health Equity Awards and click Submit Application.



REVIEW PROCESS AND NOTIFICATION:

Applications will be reviewed via internal employee committees with decisions announced in late October. We will prioritize proposals that have detailed scope, goals, rationale for support, and measures.



CONTACT INFORMATION:

If you have questions, please contact: Robyn Smith @ Robyn.Smith@ExcellusBCBS.com.

For more information about Excellus BCBS Community Investments and Partnerships, please visit [ExcellusBCBS.com/Community](https://www.excellusbcbs.com/Community).

