



PRESS RELEASE

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Uninsured Children Will Soon Receive Health Insurance

Mobile, AL, September 22, 2008 — Thanks to a matching program between The Community Foundation of South Alabama, Blue Cross and Blue Shield of Alabama and the Alabama Child Caring Program, many of South Alabama's uninsured children will soon receive the security of health insurance they so desperately need.

“On behalf of The Community Foundation of South Alabama, we ask that you give today to this powerful program that will help improve the health of Alabama's many uninsured children,” says Randy Wingard, CFSA Vice Chairman and Grant Distribution Committee Chairman. “The Alabama Child Caring Program knows how to reach the children who have not been reached or are not eligible for other programs.”

The Community Foundation of South Alabama (CFSA) invites individuals, agencies, clubs, foundations, businesses and churches throughout south Alabama to participate in this much needed, extraordinary matching program, *Insure Alabama's Children*. For every \$240 gift, one child will receive insurance coverage for one year that will include checkups, visits for illness or injury, routine immunizations, vision services, emergency care, and hospital outpatient care. The Community Foundation will match the first \$60,000 in donations. Blue Cross and Blue Shield of Alabama will then provide dollar-for-dollar matching funds resulting in a total of \$4 for each \$1 contribution. That means for every \$240 gift, four children will receive health insurance! The Community Foundation's goal is to raise \$60,000 in contributions by December 30, 2008 because of the large number of children waiting for insurance right now. However, CFSA will continue to accept donations until March 1, 2009. The public is invited to join this venture to quadruple the impact. Your help is needed this very hour.

"I applaud this innovative partnership between Blue Cross and Blue Shield's Alabama Child Caring Program and The Community Foundation of South Alabama. By working together, they will help children who would otherwise not have health insurance. I hope this partnership will encourage more local organizations and businesses throughout Alabama to join forces to tackle difficult challenges our citizens face," said Alabama Governor Bob Riley.

Because of the slowing economy and the high cost of healthcare, thousands of children continue to be without health insurance. Many families cannot afford a trip to the doctor for their children, something many of us take for granted.

"Our goal is for Alabama to be the first state in the nation with every child having access to the best healthcare possible," said Phillip Pope, President and CEO, Blue Cross and Blue Shield of Alabama. "Working together, we can insure every disadvantaged child in Alabama and continue to set a positive example for other states and the nation to follow." Mr. Pope added, "We're delighted about our new partnership with CFSA and hope to see other areas of the state assist children in their regions, just as the CFSA is doing."

Please join us in helping uninsured children get the basic healthcare they need. Many of you will be able to help several children. You can be assured that 100 percent of your gift will go to Alabama children because Blue Cross will also pay all the administrative costs. With the best care, these children will grow up and have the opportunity to become healthy, productive citizens. Checks should be made out to The Community Foundation of South Alabama, earmarked for the *Alabama Child Caring Program*, and mailed to Post Office Box 990, Mobile, Alabama 36601. For more information on this program, please call The Community Foundation at 251-438-5591 or visit www.communityendowment.com.

The Community Foundation of South Alabama is a publicly supported non-profit foundation that supports philanthropy from all walks of life to benefit the livelihood of all Alabamians.

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