



**FOR IMMEDIATE RELEASE**

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**Florida Blue triples impact of United Way giving campaign in response to COVID-19**  
*\$2-for-\$1 company match in 2020 to support increased community needs*

JACKSONVILLE, Fla., April 1, 2020 – Florida Blue, the state’s leading health insurer, announced today that it will double the company’s match to United Way on all employee contributions made during its 2020 employee giving campaign, to provide additional support in communities across Florida and the United States in response to urgent needs around the COVID-19 public health crisis.

Traditionally during its annual United Way giving campaign, Florida Blue and its parent company, GuideWell, will match every dollar donated by employees. Recognizing the additional long-term economic and health effects that many hardworking families will face this year because of the pandemic, the company is now matching \$2 for every \$1 donated to the employee’s local United Way impact fund.

Florida Blue has led an annual United Way employee campaign for more than 50 years and is currently the top corporate contributor to the United Way of Northeast Florida where the company is headquartered, as well as a significant donor partner in cities across Florida where it has large regional offices. Last year GuideWell, Florida Blue’s parent company, donated a combined \$2.6 million to 64 United Way organizations across the country through its employee-company match effort. This year, COVID-19 has disrupted fundraising abilities for so many nonprofits and the needs of local United Ways are expected to be even greater.

“We are facing an unprecedented public health and community crisis and our communities need us like never before,” said Pat Geraghty, president and CEO of GuideWell and Florida Blue. “Our employees tell us they feel grateful to be working during the COVID-19 emergency and want to support their friends and neighbors now more than ever. This year’s campaign theme is *‘Be the Difference — Be a Champion’* and we are proud to help triple the impact of every dollar our team of employee champions donates this year.”

More than 13,000 people are employed by the GuideWell family of companies across 35 states, more than half of those in Florida, and employee donations to area United Way organizations remain local to where employees live, give and work.

**Community Grants for Crisis Relief Support**

In addition to several policy adjustments to increase access to care during the COVID-19 crisis, the company recently announced more than \$2 million in immediate crisis relief investments to address urgent and immediate health and safety needs in local communities with a focus on food security for

seniors and children as well as other immediate health and safety needs. Many of these grants are going to support United Way agencies.

### **Free Emotional Support Helpline for All Floridians**

Additionally, Florida Blue partnered with New Directions Behavioral Health to [open a free emotional support helpline for all Floridians](#), including those who do not have insurance or have coverage with another health plan. The toll-free, bilingual helpline is available 24 hours a day at 833-848-1762. It connects individuals with specially trained behavioral health counselors who can assist anyone experiencing feelings of stress, anxiety, trauma and grief due to the health crisis. These counselors cannot answer questions about COVID-19 testing or treatment.

### **About Florida Blue**

[Florida Blue](#), the state's Blue Cross and Blue Shield company, has been providing health insurance to residents of Florida for more than 75 years. Driven by its mission of helping people and communities achieve better health, the company serves more than 5 million health care members across the state. In total, Florida Blue and its affiliated companies serve 27 million people in 35 states. Headquartered in Jacksonville, Fla., it is an independent licensee of the Blue Cross and Blue Shield Association.

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