



# SERVICE DAY 2023

We are One Community. One Blue.

## 2023 SERVICE DAY APPLICATION OVERVIEW

Thank you for your interest in partnering with Blue Cross Blue Shield of Massachusetts for our 13th annual Service Day: One Community. One Blue. On **Thursday, September 28, 2023**, our signature volunteer initiative will engage nearly 3,000 employees in service to not-for-profits across Massachusetts.

### PROJECT PROPOSALS

**Service Model:** Our approach is driven by the needs of our community partners and informed by our hybrid workforce. For Service Day 2023, we will support three types of volunteer service projects: community-based projects that take place at a partner site, building-based projects hosted at a Blue Cross office, and virtual projects that allow our employees to participate from home.

If you have multiple project needs, we invite you to apply for more than one type of project or complete a second application.

<b>COMMUNITY-BASED PROJECTS</b> <i>We come to you</i>	<b>BUILDING-BASED PROJECTS</b> <i>You come to us</i>	<b>VIRTUAL PROJECTS</b> <i>We all meet on Zoom</i>
Half-day or full-day projects engaging 30-50 volunteers that take place at your selected location.	Half-day projects that engage 50-75 volunteers at our Blue Cross office in Hingham, Quincy or Boston.	Half-day projects that engage 50-100 volunteers via Zoom. Organizations are responsible for shipping materials and providing day-of training.

**Funding:** Funding will be determined based on the proposed project size and scope. All partners will receive a minimum partnership contribution of \$2,500, with additional funding available based on volunteers engaged, number of shifts hosted, and the cost of materials required to engage volunteers.

**Project Focus Areas:** We will prioritize projects that align with our Health Justice strategy and address social drivers of health, with special attention to our three focus areas: Food Justice, Environmental Justice and Racial Justice. [Click here](#) for more information about our strategy and focus.

**Support for Service Day Partners:** Selected organizations will be invited to participate in a virtual orientation on Wednesday, June 21 from 12-2pm. Partners will be matched with a Blue Cross employee who will serve as site lead and support the planning process from June to September.

[Click here to access the online application](#)

If this is your first time applying for support from Blue Cross Blue Shield of Massachusetts, you will need to create an account and profile before logging in. Once you've created an account, enter the login credentials sent to your email to access the application form.

Applications are due by March 31, 2023. All selected organizations will be notified by late May 2023.

Please contact [Brianne.Tangney@bcbsma.com](mailto:Brianne.Tangney@bcbsma.com) with any questions.