

2025

Community Impact Report



HIGHMARK
HEALTH

Working Together for Better Health

The Highmark Health enterprise has a long-standing commitment to strengthening the fabric of community health.

Guided by the belief that health is built collectively, our work is expressed through joint learning and a deep investment in the people and organizations making a difference every day.

This report highlights just some of the corporate and foundation giving of Highmark Health and certain of its affiliates, including Allegheny Health Network and Highmark Inc. via Highmark Bright Blue Futures, the Highmark Foundation, and the Highmark Caring Foundation. It demonstrates how, together, we are creating the conditions for individuals and communities to thrive now and for generations to come.

In addition, examples of the individuals and organizations that benefited from the charitable giving from our organization are included.



About Our Enterprise

Highmark Health

Highmark Health is a Pittsburgh, PA-based, tax-exempt organization that employs 42,000 people who serve millions of Americans across the country. It is the parent company of Allegheny Health Network, Highmark Inc., and enGen. Allegheny Health Network is an integrated delivery network in western Pennsylvania comprised of 14 hospitals, more than 2,400 affiliated physicians, ambulatory surgery centers, an employed physician organization, home and community-based health services, a research institute, a group purchasing organization, and health and wellness pavilions. Highmark Inc. and its subsidiaries and affiliates provide health insurance to nearly 7 million members in Pennsylvania, West Virginia, Delaware, and New York, as well as dental insurance and related health products through a national network of diversified businesses.

To learn more, visit [HighmarkHealth.org](https://www.HighmarkHealth.org).

Allegheny Health Network

Allegheny Health Network is a tax-exempt, integrated health care delivery system serving the greater Western Pennsylvania region. The network is composed of 14 hospitals, ambulatory surgery centers, Health + Wellness Pavilions, an employed physician organization, home- and community-based health services, a research institute, and a group purchasing organization. AHN provides patients with access to a complete spectrum of advanced medical services, including nationally recognized programs for primary and emergency care, cardiovascular disease, cancer care, orthopedic surgery, neurology and neurosurgery, women's health, diabetes, and more. AHN employs approximately 24,000 people, has more than 2,400 physicians on its medical staff, and serves as a clinical campus for Drexel University College of Medicine and the Lake Erie College of Osteopathic Medicine.

To learn more, visit [AHN.org](https://www.AHN.org).

Highmark Inc.

An independent licensee of the Blue Cross Blue Shield Association, Highmark Inc., together with its Blue-branded affiliates, collectively comprise the fifth largest overall Blue Cross Blue Shield-affiliated organization in the country with nearly 7 million members in Pennsylvania, Delaware, West Virginia, and Western and Northeastern New York. Its diversified businesses serve group customer and individual needs across the United States through dental insurance and other related businesses.

To learn more, visit [Highmark.com](https://www.Highmark.com).

“Highmark Health’s commitment to community is grounded in action. We are focused on addressing today’s most pressing health needs while investing in long-term solutions that strengthen communities and improve outcomes for generations to come.”



David L. Holmberg
 Chief Executive Officer
 Highmark Health

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Daniel A. Onorato and Kenya T. Boswell at the 2025 Highmark Bright Blue Futures Awards.

A Year in Review

Rooted in a long tradition of caring for our neighbors, Highmark Health and its affiliates have continued to stand beside the communities we serve — and this past year, that commitment came to life in bold new ways. What began as a vision has evolved into a powerful platform that amplifies local outcomes, expands access to care, and improves quality of life.

In 2025 alone, Highmark Health and its affiliates had more than \$1.3 billion in community impact. This includes \$763 million of charitable and uncompensated care through Allegheny Health Network and more than \$56 million in corporate and foundation giving, supporting nonprofits and programs that reach neighbors across our footprint. It also includes \$569 million in strategic investments that improved access to care and quality and delivered economic benefits for local communities. This community support reflects the boundless spirit of what we can achieve together.

This year also brought the launch of (un)Hungry, a new initiative designed to respond to rising food insecurity across the areas we serve. Grounded in the belief that no one should go hungry, (un)Hungry mobilized employees, partners, and communities during a critical time of need. Through volunteering, partnerships with regional food banks, and creative approaches to nutrition access, the effort underscores our commitment to addressing

foundational social determinants of health with compassion, urgency, and hope. At the heart of this work are the people — our employees, nonprofit partners, and community leaders — whose dedication and creativity bring these efforts to life. Their generosity of spirit is what makes our community work not only possible, but powerful.

As you explore this year's Community Impact Report, we invite you to experience Allegheny Health Network, Highmark Bright Blue Futures, the Highmark Foundation, the Highmark West Virginia Charitable Fund for Health, the United Concordia Dental Charitable Fund, and the Highmark Caring Foundation in action — and to see the collective progress we are making together. We are proud of how far we've come, energized by what lies ahead, and inspired by the opportunities to continue building stronger, brighter, healthier communities for all.

Daniel A. Onorato
Executive Vice President
Chief Corporate Affairs
Officer, Highmark Health
Chairman of the Board,
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SECTION 1

Allegheny Health Network

For many people, maintaining good health depends on more than access to medical care. Nutritious food, early detection of disease, and convenient access to screenings all play an essential role. Allegheny Health Network works within communities to make these supports easier to reach.



See the impact of AHN's giving
on the following pages.

Allegheny Health Network: Deeply Rooted in Community Health

At Allegheny Health Network (AHN), our commitment to high-quality, comprehensive, and charitable health care services runs deep. While established in 2013, the legacy of compassionate care within our member hospitals stretches back over 175 years.

This enduring dedication to our communities is evident in the charity and uncompensated care we provide, totaling \$763 million in 2025, directly supporting low-income patients and covering unpaid bills for those unable to pay.

We've completed our most recent comprehensive, system-wide Community Health Needs Assessment (CHNA) covering all 14 of our hospitals. This assessment offers a detailed view of the health challenges specific to each of our hospital communities, enabling us to strategically prioritize and direct our resources for maximum impact. It serves as a crucial roadmap for our community benefit and improvement initiatives, fostering collaboration with community agencies and public health partners. This is a key assessment for advancing community health. Its findings, presented in comprehensive reports, have been developed into actionable implementation

plans across our hospitals to address identified health disparities and community needs.

For more information visit: [AHN.org/About/Caring-For-Our-Community/Community-Health-Needs-Assessment](https://www.ahn.org/About/Caring-For-Our-Community/Community-Health-Needs-Assessment)

Furthering AHN's commitment to accessible care, the AHN Cancer Institute conducted 1,456 no-cost community cancer screening exams in 2025. Additionally, an ongoing collaboration between the nationally renowned First Steps and Beyond Program and AHN Women's Health Institute helped more than 30,000 people through maternal health initiatives, including a Food Rx program, doula care, and mobile resources.

Beyond this, AHN consistently supports the community through sponsoring a variety of community events in our service area.

AHN Healthy Food Centers: Nourishing Health, One Meal at a Time

For many, the idea of healthy eating is a luxury, not a given. When balancing tight budgets, demanding schedules, and the challenges of everyday life, access to nutritious food can feel like an impossible hurdle. Too often, this leads to food insecurity, a silent but pervasive issue that impacts well-being and drives up health care costs. In Allegheny County, for example, 12.9% of residents face food insecurity, and in Pennsylvania, this can add an average of \$1,863 to health care spending per person per year.

We are working to change that narrative. Rather than treating food insecurity as a separate social issue, we recognize it as a critical health determinant, integrating solutions directly into patient care through our AHN Healthy Food Centers (HFCs). These centers are a bridge to better health, offering a dignified space where patients can choose healthy foods, receive personalized nutrition education, and access resources that empower them to make lasting changes at no cost. This integrated approach is yielding promising clinical outcomes. For a sampling of patients with severe risk ranges, participation in HFCs led to a 1.2% reduction in A1c levels, an 83.5 mc/dl decrease in cholesterol, and a drop of 13.3 mmHg in systolic blood pressure after

six months. As one grateful patient shared, "This is wonderful, so very helpful. Everyone is so nice here. I learn something new, gain knowledge, new recipes, and foods to try."

In 2025, the HFCs served 1,940 unique patients through 8,497 visits, providing an astounding 189,710 meals. This direct intervention is making a tangible difference, with 98% of surveyed patients reporting reduced stress and 99% saving money on food to allocate to other essential needs.

In a collaborative effort, the HFCs also partnered with Penn State Health to host a statewide "Food as Medicine in the Community Forum" in Harrisburg, bringing together legislators and health care leaders to advocate for greater food security initiatives. Funding from Highmark helped support this crucial event, highlighting the broader commitment to addressing food insecurity at a systemic level.

The AHN Healthy Food Centers exemplify a holistic approach to patient care, proving that when communities come together to address fundamental needs like food access, the ripple effect on health and well-being is profound.

Community Health Screenings: Bringing Health Directly to Our Neighbors

Everyone deserves to live a healthy life. Guided by our mission to create a remarkable health experience that frees people to be their best, we're committed to improving health outcomes by bringing essential services directly into the community.

Recognizing that navigating traditional health care can be challenging, we focus on expanding access to affordable, convenient care through community-based screenings designed for early disease detection. By meeting people at times and locations that work for them, we make it easier for individuals to take proactive steps toward better health.

Over the past year, this commitment resulted in 182 no-cost community screening events, connecting 2,766 individuals with vital

health resources. These events delivered 6,284 biometric screenings, which provided personalized insights into key health indicators such as blood pressure, cholesterol, blood glucose, and body mass index. Additionally, cardiovascular health remained a major focus, with 714 blood pressure screenings helping identify and address hypertension early.

Specialized screenings further strengthened this effort, including 167 echocardiograms to detect potential heart conditions and 278 Asthma/COPD respiratory screenings addressing critical lung health concerns. In total, 7,482 screenings were delivered directly in the community, expanding access, building trust, and helping individuals take meaningful steps toward better health.

Advancing Health in Our Communities: Our 2025 Impact on Heart Disease, Cancer, and Diabetes

Our commitment to fostering healthier communities is evidenced by our strategic initiatives tackling pervasive health challenges like heart disease, cancer, and diabetes. In 2025, we made significant strides in education, prevention, and direct care, demonstrating our unwavering dedication to improving lives across our service areas.

Our efforts in combating heart disease focused on both proactive management and comprehensive patient support. We engaged over 950 patients through specialized heart disease programming, notably reducing readmission rates for congestive heart failure. Our cardiovascular services were utilized over 18,000 times, reinforcing our mission to promote healthier lifestyle choices throughout the year.

In our continuous fight against cancer, we amplified access to crucial screenings and advanced treatment options. Through the AHN Cancer Institute, we conducted hundreds of age-appropriate screenings, including targeted lung cancer screenings for nearly 150 people. This year also marked the groundbreaking and near completion of our new Grove City Cancer Center, a significant expansion set to deliver cutting-edge care to our community.

For diabetes management and prevention, our 2025 initiatives focused on widespread biometric screenings and essential education. We also leveraged our Healthy Food Centers to provide vital nutritional support and resources,



empowering hundreds in the community to better manage their health.

Collectively, these programs underscore our deep commitment to addressing the most pressing health needs in our communities.

By integrating education, early detection, and compassionate care, we are actively improving health outcomes and fostering a more resilient and healthy future for all our neighbors.

Investing in Our Future: The Talent Attraction Program

We recognize that exceptional talent across all health care fields is the cornerstone of exceptional care. To strengthen our workforce and deepen our commitment to community health, we continue to grow and evolve our Talent Attraction Program (TAP). This innovative initiative is designed to recruit and retain dedicated health care professionals who are passionate about making a difference in underserved areas.

TAP provides significant support to graduating health care professionals and those in the early stages of their careers, fostering their growth within our system and ensuring a robust pipeline of talent across our services.

TAP is structured as a comprehensive professional advancement program. This involves mentorship within Allegheny Health

Network, ensuring participants are well-equipped for their career in health care.

In 2025, the program saw 33 students completing their studies and transitioning into their professional roles. These graduates represent an array of crucial health care disciplines, including 26 Registered Nurses, Rad Technicians, a Surgical Technician, an Advanced Emergency Medical Technician, a Physical Therapy Assistant, a Medical Laboratory Technician, and an Ultrasound Technician. Looking ahead, we anticipate even greater impact, with roughly 70 students projected to graduate in 2026. This growing pipeline of dedicated professionals, encompassing many roles, is directly contributing to our mission of providing high-quality care where it's needed most.

SECTION 2

Highmark Bright Blue Futures

Creating stronger, healthier communities requires a coordinated approach that connects people, ideas, and resources. Highmark Bright Blue Futures drives this kind of change, focusing on the conditions that shape lives and empowering communities to tackle challenges at their root. By fostering partnerships, sharing knowledge, and investing in local solutions, the platform helps families overcome obstacles, strengthens the systems that support them, and builds a foundation for long-term resilience and opportunity.



See the impact of Highmark Bright Blue Future's giving on the following pages.

Highmark Bright Blue Futures

At first glance, Highmark Bright Blue Futures is a promise of health and hope. Look closer, and it reveals something more powerful: a growing platform for systemic change. What began as a charitable giving program has evolved into a dynamic, outcome-driven approach — one that blends innovation, collaboration, and insight to meet today's most complex community challenges with intention and urgency.

Over the past year, Highmark Bright Blue Futures has deepened its work by beginning to embrace new tools, including the thoughtful use of data and artificial intelligence (AI), to better understand community needs, identify gaps, and accelerate solutions. Through expanded collaboration, community convenings, and shared learning, the program has become a hub for partnership and thought leadership — bringing together nonprofits, health care providers, and community leaders to move beyond isolated efforts toward collective change.

This evolution reflects a commitment to doing the work differently, more intentionally addressing barriers that often feel insurmountable, and transforming moments of need into trajectories of empowerment. By focusing on outcomes, Highmark Bright Blue Futures helps ensure families are supported in crisis and equipped

to reach their highest goals today and into the future. We believe lasting progress happens in partnership with the communities we serve. That means showing up as an active, engaged community partner — investing not only dollars, but time, expertise, and relationships. Beyond grants, we seek to leverage the passion and skills of our team members through volunteerism and convening community partners to drive efficiency, innovation, and shared accountability.

The past year was proof of what's possible when compassion meets collaboration. Together with community organizations, health care providers, and dedicated volunteers, Highmark Bright Blue Futures supported wide-ranging services that changed lives and strengthened systems — demonstrating that when we work together with purpose, meaningful and lasting results follow.



Community Health

Health is shaped by the conditions people experience every day. By working with trusted community organizations, we reduce barriers and expand access to care and essential resources. Our approach evolves with community needs, emphasizing co-created solutions that improve outcomes.

Our strategy focuses on five core areas that consistently shape health and well-being: access to care, economic stability, social and community context, education access, and neighborhood and built environment.



See the impact of Highmark Bright Blue Future's giving on the following pages.

Access to Care

Access to care isn't just about what services exist — it's about overcoming the invisible walls of cost, transportation, time, and trust that too often separate individuals from the essential support they need. Our commitment means actively dismantling these barriers, bringing vital services and preventive resources directly into communities. Through new approaches like mobile clinics and on-site vaccinations, we are bringing care into the community. And ultimately, access becomes a reality people can truly experience.



Penn State Health

Flu Protection, Close to Home

Flu season does not affect everyone equally.

For many home health aides and hourly caregivers, getting sick is not just inconvenient — it can mean missed wages, canceled appointments, and a ripple effect that impacts an entire household.

When you are balancing early-morning client visits, long shifts across town, and responsibilities at home, even a preventive flu shot can feel out of reach. Taking time off work may mean losing income. Getting to a clinic can require arranging transportation and childcare. Preventive care often becomes one more item on a list that rarely gets completed.

That's why Penn State Health's Community Health team brings care directly into neighborhoods where access barriers are highest.

Using Community Health Needs Assessment data, clinic locations are intentionally selected in high-need ZIP codes where preventive services are hardest to access. Instead of asking individuals to rearrange their lives around

health care, care is delivered in familiar, trusted community locations at times that accommodate working families.

In 2025, the program expanded to offer both standard flu vaccines and high-dose options for older adults, along with outreach to individuals receiving Street Medicine services. Across seven counties, 1,456 flu shots were administered — closing a critical gap in preventive care.

Behind each of those vaccinations is someone who can continue showing up for work, protect their family, and care for others without interruption. This annual effort continues to grow — but at its heart is something simple: removing everyday barriers so preventive care is accessible when and where it is needed most.



Penn State Health coordinated three major vaccination events in:

Lebanon, Steelton, and Harrisburg, alongside more than 100 neighborhood clinics throughout Berks, Cumberland, Lancaster, Perry, and Centre counties.

Rising Tide Wellness Fairs

Wellness That Shows Up

On a Thursday morning in Wilkes-Barre, a busy parking lot fills with music, conversation, and neighbors greeting one another. Tables offer health information, screenings, and medical care. For many attendees, it has been years since they've seen a doctor — appointments can be difficult to secure, and transportation even harder to arrange. But here, care feels different. It feels accessible.

That sense of possibility is what Rising Tide Wellness set out to create.

Across Luzerne and Lackawanna Counties, Rising Tide addresses a persistent challenge: too many people need care, and too many barriers stand in the way. Rather than asking individuals to navigate a complex health care system, the organization brings services directly into the community — transforming familiar spaces into welcoming Wellness Fairs grounded in dignity and trust.

These events go beyond traditional health fairs. Participants can receive on-site consultations, screenings, and vaccinations from trusted professionals — without insurance hurdles or complicated intake processes. Care is paired with conversation and connection, creating an experience that feels personal rather than clinical.

Rising Tide also embraces a broader view of wellness. Community partners share resources related to food access, environmental health,

and emerging technologies. At one fair, the Moses West Foundation demonstrated its Atmospheric Water Generator, which pulls clean drinking water from the air — sparking conversation about innovation and public health.

Accessibility is intentional and visible in every detail: multilingual outreach; locations near transportation hubs; accommodations for individuals with limited mobility; and a welcoming atmosphere that includes free meals, entertainment, and educational resources.

These fairs represent a first step back into preventive care — an opportunity to ask questions, receive screenings, and reconnect with services in a setting that feels approachable and community-centered.

Through this mobile, community-based model, Rising Tide Wellness expands access and strengthens trust — helping build a more inclusive, responsive, and resilient health care future, one neighborhood at a time.

DentMed, Inc.

Mobilizing Care

A sharp toothache can be easy to ignore — at least at first. For many working adults, finding a dentist nearby is difficult. Taking time off work is harder. Without reliable transportation or insurance, even a routine visit can feel out of reach. So small problems are postponed, and pain is endured — hoping it will pass. Too often, it doesn't.

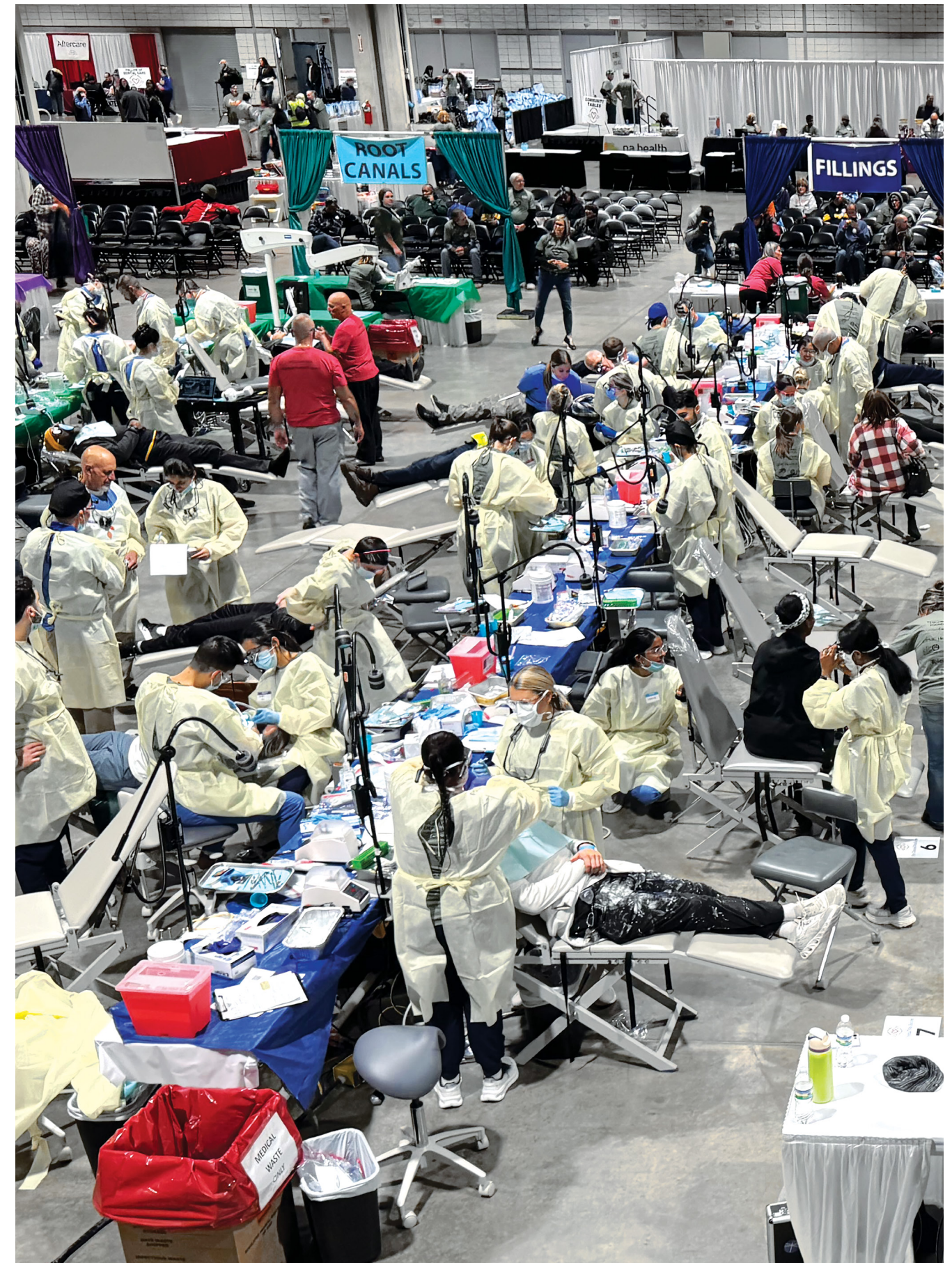
Health challenges rarely exist in isolation, yet access to care often does. Dental, vision, and primary care services are frequently scattered across systems that require time, transportation, and resources many families simply do not have. These gaps don't reflect a lack of need — they reflect a lack of access. Millions of Americans live in “dental deserts,” where preventive care is limited and manageable issues can quietly become serious health risks.

DentMed, Inc. is working to change that.

Through its mobile health initiative, care is delivered directly into Philadelphia neighborhoods where comprehensive

services are often unavailable. Pop-up clinics provide dental, medical, and vision care in a single, accessible setting — removing barriers such as cost, transportation, and fragmented scheduling.

Over a two-day weekend, individuals can receive a dental exam, an eye screening, and a medical consultation — all under one roof. This integrated model addresses immediate concerns while supporting long-term health. By bringing care directly into the community, DentMed, Inc. makes it simpler for people to access essential services and address small issues before they become crises.



Ronald McDonald House

When a Hospital Stay Becomes a “Home-Away-From-Home”

When a young child is admitted to the hospital, families often prepare for a short stay. Sometimes, that stay becomes much longer than expected. For parents who live an hour or more away, distance quickly becomes another burden — hotel costs rise, commutes are exhausting, and leaving a child’s bedside, even to sleep, can feel impossible.

For many families, proximity is not a luxury — it is part of care itself. Being close means hearing updates firsthand, offering comfort in difficult moments, and showing up each day without the added strain of travel or financial pressure.

Just minutes from Nemours Children’s Hospital, Delaware, and ChristianaCare’s Newark Campus, Ronald McDonald House Charities of Greater Delaware provides families with a place to stay, home-cooked meals, and moments of stability during medical crises — so parents and caregivers can focus fully on their child’s recovery.

Families who stay travel at least 25 miles, coming from across Delaware and neighboring states. In 2025, over 1,600 families were supported during some of the most challenging chapters of their lives.

For those families, the impact is simple but profound: the ability to remain close, to rest between treatments, and to be present when it matters most. As many parents express, without access to the House, maintaining proximity to critical pediatric care would be significantly more difficult.



Distribution of AEDs and CPR Training

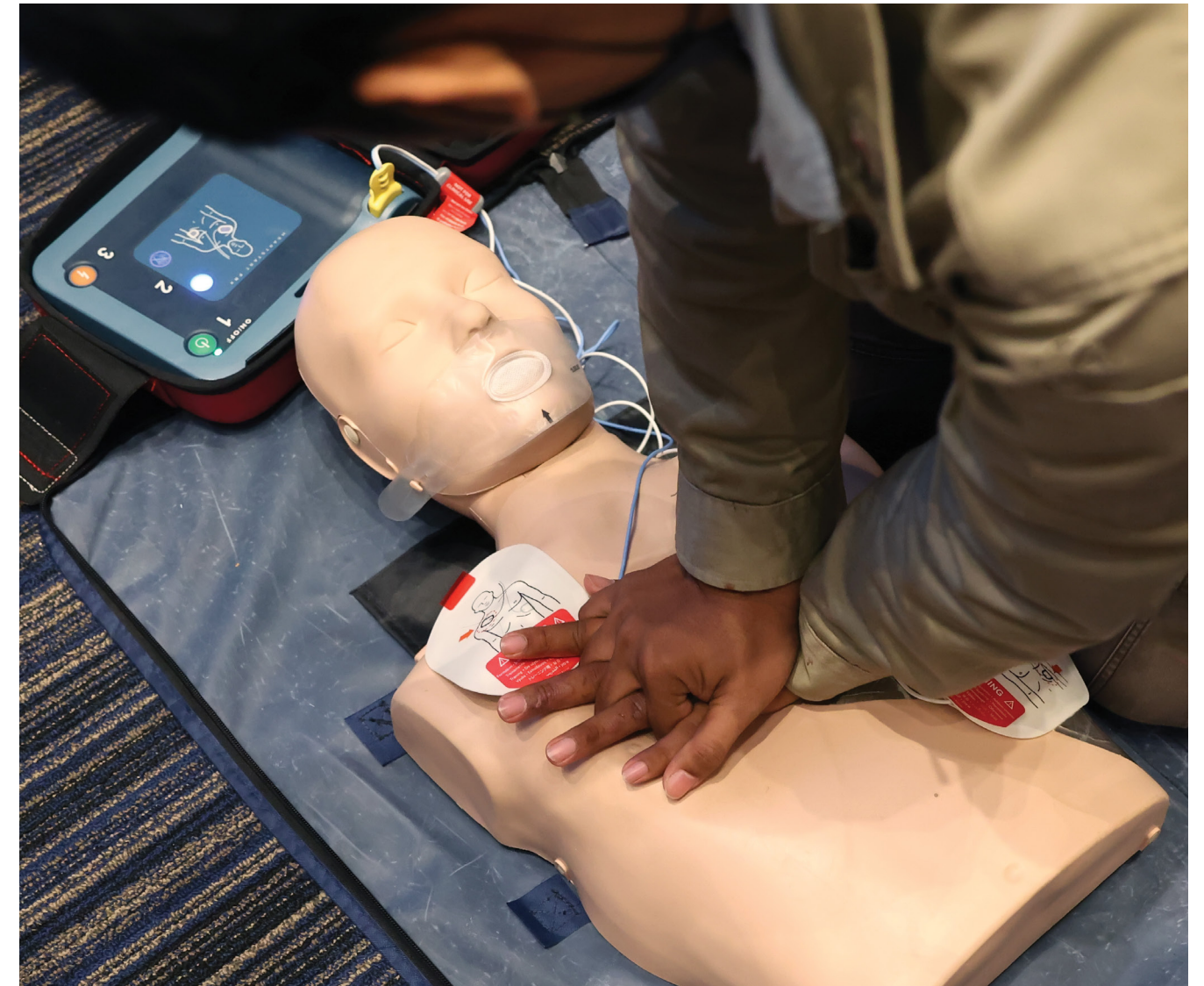
When Seconds Matter, Expanding Access to Emergency Care

In a cardiac emergency, access to care isn't measured in miles or minutes — it's measured in seconds. Survival often depends on whether someone nearby knows what to do and has the right tools on hand. Yet in many communities, lifesaving equipment and CPR training remain out of reach, leaving families and bystanders unprepared when the unthinkable happens.

Across Western and Northeastern New York, we focused on closing that gap by embedding emergency readiness into community spaces. In Western New York, youth sports fields and school gyms became hubs for Hands-Only CPR education and automated external defibrillator (AED) access. Through an ongoing collaboration with the American Heart Association and the Buffalo Bills, this work strengthened local response networks and supported the Association's Nation of Lifesavers™ movement, which aims to double survival rates from sudden cardiac arrest by 2030.

Community momentum carried into moments of shared action, including CycleNation, where cardiovascular education and CPR demonstrations transformed awareness into preparedness. As part of the event, AEDs were donated to youth-serving organizations across the area, extending protection past a single event and into everyday settings where emergencies are most likely to occur.

In Northeastern New York, this approach was tailored to reach individuals facing heightened vulnerability. Emergency readiness investments



at Vanderheyden — an organization serving youth and adults who have experienced trauma or live with intellectual, developmental, or behavioral challenges — helped ensure that staff and facilities are equipped to respond immediately to cardiac emergencies.

These efforts reflect a growing commitment to community-based emergency care — one that

recognizes preparedness as a critical pathway to access. By placing training and tools where people already are, we are helping ensure that when emergencies happen, care is not delayed by distance or circumstance, but delivered in the moment it's needed most.

Economic Stability for Individuals and Families

Economic stability is a cornerstone of community health. Families with reliable access to food, safe housing, and basic needs are better able to thrive and care for their loved ones. Yet nearly 1 in 8 U.S. households face food insecurity, and millions spend over 30% of income on housing.

In response, we advance community-driven solutions that address immediate needs and long-term stability, from bridging homelessness to homeownership to reducing the cost of care. Together with partners, we help families build a secure foundation — one that supports dignity, confidence, and opportunity for every child, parent, and neighbor.



(un)Hungry

Tackling Food Insecurity

As December approaches, many families are not focused on wish lists or travel plans. They are doing quiet math at the kitchen table. Each trip to the grocery store becomes a series of tradeoffs — fewer fresh items, smaller portions, meals planned carefully down to the last can in the pantry.



For households experiencing food insecurity, the holidays don't replace everyday stress — they amplify it. The season's visible abundance can stand in sharp contrast to a persistent, private question: Will there be enough food this week?

Across the country, millions of families face that uncertainty year-round. Food insecurity is not confined to a single season, and it is rarely visible at first glance.

That reality is what (un)Hungry was created to address.

(un)Hungry is a community movement designed to shine a light on food insecurity during the holiday season and connect awareness to action. Rather than leading only with statistics, the campaign begins with story — creating space for reflection and recognition.

At the heart of (un)Hungry is an animated short film featuring Amethyst and her twin neighbors, Marc and Marq, along with their loyal bulldog, Montague. In the story, the children notice a family on their block who may be struggling. Instead of looking away, they rally their neighbors to help. The narrative is warm and hopeful, reminding viewers that hunger often exists closer than we think — sometimes right next door.

For many viewers, the film reflects familiar realities: careful budgeting, the pride that can make asking for help difficult, and the relief that comes when support arrives without judgment. It also reinforces a broader truth — food insecurity is not just a holiday hardship. It is a year-round health issue connected to stress, chronic illness, and long-term well-being.

Through Highmark Bright Blue Futures, (un)Hungry connects awareness to tangible support. Investments in local food banks, produce farms, farmers markets, nutrition education, and healthy meal programs help expand access to nutritious food beyond the holiday season. Our employees also contributed significant volunteer hours to support food partners working to keep shelves stocked and meals available.

(un)Hungry serves as a reminder to the broader community: addressing hunger is not only about food. It is about health, dignity, and neighbors choosing to show up for one another — especially during a season when disparities are most visible.

Learn more at unhungry.org.

Brethren Housing Association

Creating new solutions to housing challenges

Safe, stable housing can change everything — but for many families, it can feel painfully out of reach. After months of moving between temporary arrangements, apartment applications often end the same way: a past eviction, imperfect credit, or a background check that closes doors before they fully open. Each rejection deepens uncertainty, leaving families in constant transition and unsure where they will sleep next.

Brethren Housing Association works to meet families in that moment with understanding rather than judgment — and with guidance instead of additional barriers. Dedicated to helping individuals and families experiencing homelessness achieve their full potential through stable housing, supportive services, and compassionate relationships, the organization provides more than shelter. It provides structure, advocacy, and a pathway forward.

When stable housing is secured, the shift can be immediate and profound. Daily stress begins to ease. Mornings grow calmer. Children have a consistent place to complete homework. Evenings bring safety, routine, and rest.

That stability often unlocks something deeper: the ability to plan beyond survival. Parents can focus on employment, budgeting, and long-term goals. Children gain the space to learn, play, and imagine their futures without the weight of constant disruption.

This is the quiet transformation that occurs when families are given not just a roof, but a foundation. By walking alongside families through crisis and toward stability, Brethren Housing Association helps turn temporary shelter into lasting security — and houses into true homes where futures can take root.

Operation Warm

Providing More Than a Coat

When a child steps outside on a cold winter afternoon without a proper coat, the chill is more than uncomfortable — it can be distracting, isolating, and even unsafe. For many children, a winter coat offers more than protection from the elements — it provides a sense of security and confidence.

That simple but powerful need has driven a partnership that began several years ago in Buffalo and continues to grow, reaching more children across Western and Northeastern New York each winter.

Through an expanding partnership with Operation Warm, a national nonprofit that manufactures high-quality coats and shoes for children in need, that sense of security reached hundreds of children this past year. In Schenectady alone, 400 students at Dr. Martin Luther King Jr. Elementary School each received a brand-new winter coat, selected with the help of more than 200 volunteers and community partners.

Since 1998, Operation Warm has helped improve the lives of more than 7 million children by partnering with organizations across the country to meet urgent needs and create lasting, community-driven impact.

For students, the day is more than a distribution — it's a celebration. School hallways fill with excitement as children choose colors and styles that reflect their personalities, transforming a basic necessity into a moment of pride. Beyond the smiles, the impact is lasting: children are better equipped to stay warm, healthy, and ready to learn throughout the winter months.

Achieva

Helping Families Find Their Way Home

For some families, the word “home” can begin to feel like a distant memory.

When a child requires constant medical care — machines humming, monitors flashing, specialists always on call — love is never the question, and commitment is never in doubt. But navigating the maze of approvals, equipment needs, staffing requirements, and delayed funding can keep a child in a hospital room long after doctors say it is safe to leave.

Days stretch into months. Birthdays are marked alongside beeping monitors. Bedtime stories are whispered under fluorescent lights. What should be family routines become

hospital rhythms, and the waiting can feel endless.

For families in this situation, uncertainty becomes part of daily life. They wait. They worry. They wonder whether returning home is truly possible.

Through Achieva — a nonprofit dedicated to helping people with disabilities and complex needs live full, meaningful lives in their communities — families find a partner in navigating that complexity. Achieva understands not only the medical realities



involved, but also the emotional toll of prolonged hospitalization. With urgency and compassion, barriers that once felt immovable — home modifications, specialized equipment, care coordination, and funding navigation — are addressed. Processes that had stalled for months begin to move forward. A clear and achievable path home comes into focus.

When a child is finally discharged, the moment is often both quiet and extraordinary.

A familiar bedroom. A family meal at the table. The comfort of everyday routines.

It is the relief of knowing a child can heal, grow, and simply be a kid — surrounded by family instead of hospital walls.

For families supported in this way, home is more than a location. It is connection. It is dignity. It is childhood reclaimed. And when the right support arrives at the right moment, what once felt out of reach becomes possible.

Social & Community Context

Strong communities grow from connection, belonging, and shared experiences. As Highmark Bright Blue Futures continues to evolve, our investments have become increasingly human-centered – designed to reflect lived experiences and remove barriers to participation. By supporting programs that bring people together, we nurture social well-being, strengthen emotional health, and create more opportunities for individuals of all ages to feel supported, valued, and connected. Whether through music, movement, or inclusive youth enrichment, these programs expand access to connection and help build healthier, more vibrant communities.



Ferrwood Music Camp

Where Music, Wellness, and Belonging Come Together

Camp begins as young musicians arrive at Ferrwood Music Camp with instruments slung over their shoulders and shy smiles that, by week's end, grow into confidence and pride.

Here, music is just the beginning. Campers learn to trust their voices, form new friendships, and experience what it means to belong — sometimes for the very first time.

The camp welcomes young people of all abilities, backgrounds, and incomes, including many children with special needs who might not otherwise have access to a summer camp experience.

Over the course of each session, growth unfolds in ways both big and small. Parents and volunteers often describe noticeable changes — children becoming more expressive, more independent, and more connected to those around them. For some families, milestones that once felt distant begin to feel possible, reflected in simple but meaningful moments of affection, communication, and confidence.

Ferrwood offers something especially meaningful for families of children with medical, sensory, or dietary needs: peace of mind. Every meal is prepared with intention — nourishing, allergy-aware, and inclusive — so each child can eat safely and confidently. Staff complete ServSafe food safety training, and a registered nurse is always on-site, helping ensure campers remain healthy, active, and fully immersed in the experience. When meals are safe and accessible, children can do what they do best: play, create, laugh, and learn without worry.

Powered by volunteers and a deeply committed seasonal staff, Ferrwood is more than a program — it is a community. It is a place where young people are seen, supported, and celebrated, and where the harmony they create together echoes long after summer ends.



Photo courtesy of Ferrwood Music Camp.

Lake Erie Cyclefest

Celebrating Health, Movement, and Community

Each summer in Erie, the hum of bicycle wheels and the sound of anticipation echo across the lakefront. Friends gather at the starting line, families tighten helmet straps, and longtime riders swap stories about miles they've ridden and moments that kept them coming back.

Coordinated by seven local nonprofit partners, the multiday festival unites six unique, self-guided rides into one dynamic celebration of active living and community pride. What makes Cyclefest truly special is the diversity of its experience — and the way every route invites riders to move their bodies, clear their minds, and feel just a little more alive with every mile.

Riders set out along sunlit beaches, through quiet stretches of old-growth forest, across Erie's vibrant downtown streets, and into the

rolling hills of nearby grape country. Along the way, first-time cyclists discover their confidence, seasoned riders push toward new personal goals, and neighbors who began as strangers fall into the natural rhythm of riding side by side.

With every turn of the pedals, the festival becomes more than a ride — it becomes a powerful reminder of the link between movement and well-being. Hearts grow stronger, stress melts away, spirits lift, and the simple act of riding transforms into an investment in physical, emotional, and community health.

By weekend's end, what lingers is the feeling of connection, strength, and possibility. Lake Erie Cyclefest is not only a tradition, but a testament to what happens when community, health, and the open road come together.

“

My family, friends, and I have participated in several Lake Erie Cyclefests and have not been disappointed. The routes are carefully planned to take you through beautiful countryside, are well-marked, and serve a variety of abilities. Along the way, there are opportunities to stop, refuel, and refresh, and at the end of the ride, there's always fantastic food and drink giving you an opportunity to mix and mingle with fellow riders. Lake Erie Cyclefest is truly an enjoyable and well-organized event and one that I would happily recommend.

”

Karen, event participant



WNY Compassion Connection

Opening Doors to Healing and Grief Support

When a child loses a sibling or parent, the world around them keeps moving – but their own can feel as though it has stopped. Death is the ultimate disruptor. At school, participation may fade. At home, caregivers struggle to answer questions they are still asking themselves. Everyone is grieving, yet few know how to navigate that grief together.

Families facing this reality are more common than many realize. According to the JAG Institute, more than one in 11 children in our region will experience the death of a parent or sibling before age 18. Yet in many communities, support tailored specifically to grieving children and their caregivers remains limited, leaving families to handle profound loss largely on their own.

WNY Compassion Connection was created to offer something different. Developed as an expanded service of P.U.N.T. Pediatric Cancer Collaborative's bereavement program to serve any origin of loss, the center is Western New York's first dedicated peer support family grief center — designed to provide consistent, compassionate programs at no cost, for as long as families need it.

Inside the center, grief is met with patience rather than pressure. Children process loss through play, art, and age-appropriate conversation. Adults connect with others who understand the weight they are carrying.

Over time, families begin to rebuild — not by moving beyond grief, but by learning how to live with it and integrate it into everyday life, together.

The center builds on proven, peer-based grief support models that have helped families feel less alone in the aftermath of loss and mobilizes their mission of grief sensitivity out into our community, extending this approach to reach more children, more caregivers, and more populations in need.

As Gwen Mysiak, Executive Director of P.U.N.T. Pediatric Cancer Collaborative and WNYCC co-founder, shares, “Our goal was to create a place where families feel seen, supported, and understood — a source of help and hope not just today, but for generations to come.”

WNY Compassion Connection does not erase or fix loss. It bears witness to it and offers tools, skills, and a community and place where healing is possible, together.

Education Access

Education is a key predictor of health and economic stability. Adults with more schooling live longer and face lower risks of chronic disease — a connection made urgent by the growing shortage of health care professionals, which threatens access to quality care.

Through Highmark Bright Blue Futures, we invest in education as a pathway to opportunity and community health. By supporting educators, strengthening schools, and expanding health care career pathways, we build the workforce communities rely on. Our scholarships open doors for aspiring nurses, clinicians, and other professionals — helping to build a stronger workforce and expand access to care.



Wood County Society

Advancing Care, Advocacy, and Inclusion Across West Virginia

Caregivers of children and adults with physical and developmental disabilities often shoulder an extraordinary load.

Managing medical appointments, coordinating therapies, navigating school systems, and advocating within complex benefit structures can feel like a full-time job — once layered on top of work, family responsibilities, and daily life. Too often, these systems operate in silos, leaving families to connect the dots on their own.

Wood County Society was created to help carry that weight.

With decades of experience, the organization provides coordinated education, advocacy, and therapeutic services tailored to each individual's strengths and goals. By working closely with families, Wood County Society

helps remove barriers, streamline support, and create clearer pathways toward independence and fuller community participation.

Through individualized programming and compassionate guidance, children and adults build skills and confidence while caregivers gain a trusted partner who understands both the complexity of the systems and the humanity of the people navigating them.

Today, Wood County Society stands alongside youth and adults across Wood County and surrounding areas of West Virginia — expanding opportunity, fostering inclusion, and helping families move forward with steady, informed support.



Excelsior University Nursing Scholarship Program

Strengthening the Front Lines of Community Health

The shortage isn't coming — it's already here.

Across the country, hospital floors are running thin. Clinics struggle to keep appointment slots open. Nurses carry heavier loads, longer shifts, and the quiet weight of knowing there are more patients than hands to care for them. With more than one million registered nurses expected to leave the workforce by 2030, communities are feeling the strain now — especially in regions where access to care already hangs in the balance.

For many aspiring nurses, the path forward is clear — but out of reach.

At Excelsior University, nursing students are driven by purpose and persistence. Many are adult learners — parents, caregivers, working professionals — answering a call to serve their communities through health care. Yet a barrier often stands in the way at a crucial point in their education: the cost and logistics of required clinical and testing experiences to prepare students for careers in the nursing field. Expenses required for clinical rotations can be significant and land at the very moment students are closest to entering the workforce.

For those balancing jobs, families, and tuition, that cost can mean delay — or derailment — just steps from the finish line.

This is where opportunity meets urgency. Our partnership with Excelsior makes scholarships available to students at this juncture, enabling students to move forward when the health care system needs them most. These clinical experiences are the bridge between classroom learning and patient care, between aspiration and action.

The results are immediate and deeply local. Most nurses who complete their clinical rotations through this program go on to work in the very facilities where they trained — improving care teams, easing staffing shortages, and improving continuity of care for patients and families. Hospitals like Albany Medical Center gain not just new hires, but prepared professionals ready to step into high-demand roles with confidence and skill.

This work is about ensuring that when a patient presses a call button, someone is there. When a community needs care, the workforce is ready. And those nurses who are willing to serve are not held back at the threshold.

By supporting nursing students at a pivotal moment in their journey, this effort helps rebuild the workforce from the inside out — supporting hospitals and caregivers, and safeguarding access to quality care for communities today and into the future.

Nazareth Prep

Supporting Students and Families

A career in health care often seems out of reach — viewed from a distance rather than experienced directly. When students are given meaningful, real-world exposure, curiosity transforms into clarity, and possibilities become tangible directions.

At Nazareth Prep, rigorous academics are paired with real-world learning. Through the school's internship program, students step beyond the classroom to build confidence, explore potential career paths, and connect coursework to purpose.

From October through April, participants serve as student interns at Allegheny General

Hospital. They observe care teams, support daily operations under professional supervision, and gain firsthand insight into how health care careers take shape. With each shift, students deepen their understanding — not only of the profession, but of what their own futures might hold. Together, these experiences help young people move forward with greater confidence — expanding aspirations, strengthening skills, and taking tangible steps toward futures that once felt out of reach.



Neighborhood and Built Environment

Families strive for stable, healthy lives, but lasting progress requires place-based strategies addressing poverty and housing instability. Targeted investments – repairing infrastructure, improving services, and creating safe spaces – strengthen communities.

Through Highmark Bright Blue Futures, we have reduced indicators of poverty and expanded homeownership opportunities. By combining housing, financial support, neighborhood revitalization, and community-led planning, we create lasting change and equip neighborhoods to support health, opportunity, and belonging – today and for generations to come.



Mon Valley Initiative

Longevity. Together.

In Clairton, access to everyday essentials once required planning, tradeoffs, and long drives outside the neighborhood. Decades of disinvestment had left families with limited options for fresh food, quality housing, and economic opportunity — gaps that quietly shaped health outcomes long before anyone entered a doctor’s office.

That began to change when Mon Valley Initiative partnered with residents and businesses through sustained, place-based investment. This was made possible by Pennsylvania’s Neighborhood Partnership Program. It helped fuel an approach that evolved over time — from addressing urgent needs to strengthening the foundations of long-term community health.

One of the first turning points centered on food access. When the Clairton Produce Marketplace opened in 2018, it filled a long-standing void in what had functioned as a food desert. What began as a grocery store quickly became a trusted neighborhood hub. Today, it offers more than 50 varieties of fresh fruits and vegetables, serves roughly 600 customers each month, and helps families stretch food dollars

through SNAP Food Bucks and Produce Prescription programs.

The impact extends beyond groceries. On “Tune-Up Tuesdays,” health care and human service providers set up inside the store, offering nutrition education, health screenings, and cooking demonstrations. Schools and churches collaborate on workforce development efforts and holiday meal programs — creating steady, visible reminders that resources and support are close to home.

As momentum grew, investments expanded into housing and economic stability. The renovation of the historic Clairton Inn transformed an underused property into affordable housing and commercial space that now anchors downtown revitalization.

Additional initiatives supported critical home repairs for low-income homeowners, improving safety and long-term stability. Today, five commercial spaces at the Inn are being renovated, including a new community library — another sign of renewed energy in the heart of town.

The results are measurable. Since its launch, the Clairton Neighborhood Partnership Program reaches between 1,500 and 1,800 residents annually and strengthened 82 local and regional organizations. Poverty

has declined from 29% to 23%, while homeownership has risen from 52% to 60%.

Together, these changes tell a broader story: health does not begin in hospitals. It begins where people live. By investing in food access, housing stability, and economic opportunity, the partnership with Mon Valley Initiative demonstrates what is possible when communities are strengthened from the inside out — and when neighborhoods like Clairton are given the opportunity to thrive.



Danny's Ride

Honoring a Life, Fueling New Beginnings

At the heart of Danny's Ride is a simple but life-changing idea: when a person is trying to rebuild their life, a safe ride can be the bridge between hope and possibility.

The organization was founded in honor of Danny Teichman — a young man remembered for his compassion, generosity, and unwavering belief in second chances. Danny understood that recovery is built through everyday acts of support, and his legacy lives on each time someone steps into a car headed to a recovery meeting, a counseling appointment, a job interview, or their first day of work.

For people living with substance use disorders, transportation is often the barrier that keeps them from care, stability, and progress. Danny's Ride removes that barrier — quietly, reliably, and with dignity. To date, the organization has provided more than 77,300

free rides to over 7,600 individuals, ensuring that the path to recovery is not derailed by the simple lack of a way to get there. Through these rides, individuals can stay connected to treatment, maintain employment, meet legal and family responsibilities, and take meaningful steps toward long-term recovery. Each trip is more than mileage on a map — it represents trust, momentum, and the reassurance that someone believes in their journey.

The results are reflected not only in numbers, but in lived experience. In a recent rider survey, nine in 10 participants said Danny's Ride was highly important in helping them get where

In a recent rider survey, nine in 10 participants said Danny's Ride was highly important in helping them get where they needed to go, and 93% reported it was helpful or extremely helpful in achieving or maintaining sobriety.

they needed to go, and 93% reported it was helpful or extremely helpful in achieving or maintaining sobriety. Riders most often relied on the service for outpatient and medication-assisted treatment, recovery meetings, medical appointments, and work — destinations that form the backbone of stability and progress.

Behind those data points are powerful stories. One rider in early recovery arrives at treatment without the anxiety of wondering how they'll get there. Another is able to use money once spent on Uber toward groceries and basic needs. Many riders report that the service

provides peace of mind and emotional relief — reducing stress and reinforcing the feeling that they are not alone. Over time, these moments compound into something transformative: confidence, consistency, and the belief that a better future is truly within reach.

What began as a tribute to one life has become a lifeline to thousands. Danny's Ride is driven by community, sustained by compassion, and grounded in the conviction that no one's journey toward recovery should stall simply because they can't get from here to there.

SafetyWorks for Seniors

Restoring Safety, Dignity, and Independence at Home

On a summer morning in Carbondale, Pennsylvania, the sound of hammers and ladders signals more than routine maintenance. Across the city, older homeowners — many of whom have lived in their houses for decades — receive long-needed repairs that help them remain safely in the place they call home. For seniors, these improvements represent far more than upkeep: they restore safety, confidence, and peace of mind.

Through NeighborWorks' SafetyWorks for Seniors initiative, more than 300 volunteers came together to complete 40 essential home repair projects throughout the community. Work included fixing unstable steps, improving accessibility, addressing trip hazards, and completing exterior repairs that protect homes from further deterioration. Each project was guided by resident needs, with volunteers working respectfully and collaboratively to strengthen both safety and connection.

These efforts are about more than physical repairs. By reducing fall risks and addressing

deferred maintenance, SafetyWorks helps protect health, preserve independence, and support aging in place for older adults who might otherwise face difficult housing transitions.

Our ongoing partnership with NeighborWorks helps ensure that remaining at home is not only possible, but supported — strengthening neighborhoods one home, one resident, and one act of care at a time.



Community and Economic Resilience

Across many communities, cultural spaces, neighborhood traditions, and shared gathering places are at risk — threatened by economic pressures, displacement, and the loss of intergenerational connection. When these anchors fade, communities lose belonging, identity, and social cohesion.

By supporting organizations that preserve culture, promote well-being, and strengthen civic engagement, we help neighborhoods thrive. These efforts uplift local voices, revive spaces, and carry forward traditions and stories — enriching the cultural fabric and building stronger, more resilient communities for generations.



See the impact of Highmark Bright Blue Future's giving on the following pages.

Pittsburgh Opera

Where Art, Community, and Well-Being Come Together

Often, the first encounter with Pittsburgh Opera is not under a chandelier or behind velvet curtains. It might happen in a classroom, a library, a community center, or a neighborhood gathering space — where music arrives not as a performance to be watched, but as an experience to be shared.

Each year, more than 80,000 individuals participate in programs offered by Pittsburgh Opera, spanning generations, backgrounds, and life experiences. A young student hears her first aria and discovers a new way to express herself. A family attends a performance together, finding joy and connection in a moment. An older adult recognizes a familiar score and feels memory, comfort, and belonging return all at once.

These moments matter. Participation in arts and cultural activities has been shown to improve mood, strengthen social bonds, and slow cognitive decline — supporting mental and emotional well-being at every stage of life. Pittsburgh Opera's programs offer more than artistic inspiration: they provide connection, confidence, and a sense of being seen and welcomed.

That progress is made possible through partnerships with schools, libraries, social service agencies, and fellow arts and nonprofit organizations throughout the region. By working alongside trusted community partners, the Pittsburgh Opera offers engaging, relevant performances and educational experiences while minimizing financial, physical, and perceptual barriers. Free tickets and dress rehearsal passes ensure that students and families facing economic challenges can still experience the power of live opera, often for the very first time.

Rooted in artistic excellence and driven by a belief that culture should be accessible to all, Pittsburgh Opera reaches well past the stage. It weaves music into everyday life, reminding us that art not only entertains — it nurtures connection, supports well-being, and strengthens the communities it serves.



York County Veterans Memorial Project

A Legacy of Courage Lives On

On a quiet stretch of York City parkland, a new memorial is beginning to take shape — one born from a story of courage, sacrifice, and selfless humanity. It's located in Veterans Memorial Park beside the beautiful Gold Star Healing and Peace Garden. It honors the Four Chaplains and Coast Guardsman Charles David, Jr., men who, in a moment of unthinkable fear during World War II, chose compassion over survival and gave their life jackets and lives so others could survive. Their actions became a timeless symbol of unity and moral courage — a story passed down through families, veterans, and faith communities for generations.

On Memorial Day 2025, the community gathered to break ground on what will become

the nation's first memorial dedicated to these extraordinary heroes. Veterans stood alongside students, families, and local leaders as soil was lifted from the earth — a promise that their legacy would not fade with time. When complete, the memorial will welcome school groups and visitors from across the area, inviting young people to stand in the very place where history is remembered and courage is made real.

This project is a living landmark that preserves a powerful American story, strengthens civic pride, and ensures that future generations continue to learn from the compassion, bravery, and shared humanity embodied by the Four Chaplains and Charles W. David, Jr.

Buffalo AKG Art Museum

Making Art Cool

Our two-decade partnership with the Buffalo AKG Art Museum began long before the first brushstroke or gallery tour — it started the moment a student walked through the museum doors and realized that art could be a mirror for their own imagination. Each year, more than 22,000 K – 12 students from across Western New York step into the gallery, explore world-class exhibitions, and roll up their sleeves for hands-on experiences that spark creativity, confidence, and curiosity. For many, it's their very first time inside an art gallery — and the beginning of a lifelong relationship with the arts.

At the heart of this access is the AKG's Art'scool Program, presented by Highmark, which removes financial and logistical barriers so schools can participate fully in museum-based learning. Through guided tours, curriculum-connected lessons, and interactive

artmaking, students are encouraged not just to observe art, but to express themselves, think critically, and build emotional awareness — skills that support both academic success and personal well-being.

In 2025, this commitment deepened even further. Alongside the AKG, we hosted the Impact Breakfast for Buffalo Public Schools educators and administrators, creating space for connection, conversation, and shared purpose around how arts education strengthens student learning and supports mental health.

Over the years, the heart of this partnership has remained the same: nurturing social and emotional wellness, building human connection, and fostering empathy and understanding through the transformative power of art.

Each year, more than 22,000 K – 12 students from across Western New York step into the gallery, explore world-class exhibitions, and roll up their sleeves for hands-on experiences that spark creativity, confidence, and curiosity.

Community Health & Engagement Programs

Our community health and engagement programs create opportunities for employees and collaborators to turn intention into action and make a tangible difference in people's lives.

From volunteer initiatives that bring neighbors together to programs that spotlight organizations driving meaningful change, these efforts strengthen connections, expand access to essential services, and foster a culture of care that extends beyond the workplace into the broader community.



See the impact of Highmark Bright Blue Future's giving on the following pages.

Empowering Employees to Make a Difference

Our People, Our Communities

Many Highmark employees join the company with a desire to make a difference beyond their day-to-day roles. Through Highmark Bright Blue Futures, that interest in community impact becomes action.

At an all-team meeting, employees are introduced to YourCause — Highmark’s enterprise volunteerism and giving platform available to all employees — and the Highmark Bright Blue Futures Volunteer Passport — a program housed on YourCause that’s designed to help employees explore causes they care about and find practical ways to serve alongside colleagues.

One of the first opportunities many employees engage in is Highmark Bright Blue Futures Care It Forward during Mental Health Awareness Month. Teams volunteer with local

organizations, supporting vulnerable neighbors and reminding one another that community health is strengthened through small, thoughtful acts — showing up for people when they need it most.

From there, involvement often grows. At the Highmark Walk for a Healthy Community, employees arrive early to welcome families, nonprofit partners, and fellow colleagues. They help guide participants, cheer on walkers, and see firsthand how every dollar raised goes directly to local nonprofits — making the impact tangible and immediate.



Throughout the year, service becomes part of the rhythm of work. During the United Way Employee Campaign, employees contribute to causes aligned with their values, including organizations focused on food access and housing stability. On the United Way Day of Caring, teams pack school supplies for students — knowing that a backpack filled with essentials can make a meaningful difference at the start of the school year.

By the time employees earn their third Volunteer Passport stamp, the recognition is appreciated —

but the deeper reward is connection. Colleagues feel more engaged with their communities, more connected to one another, and more aligned with the company’s mission.

This is Highmark Bright Blue Futures in action — creating space for employees to show up authentically and meaningfully. It is a reminder that healthier communities are built not through a single program or moment, but through people choosing, repeatedly, to care for one another.

Highmark Community Hero Program

Spotlighting Everyday Champions

Each football season, we team up with the Buffalo Bills to celebrate the remarkable community partners that strengthen Western New York. Now in its fifth year, the Highmark Community Hero Program shines a light on local organizations — providing meaningful impact, financial support, and the opportunity to inspire thousands.

This year's Community Heroes demonstrate what's possible when a community comes together to uplift people at every stage of life. Collectively, their work expands opportunity; saves lives; strengthens families; and builds healthier, more connected neighborhoods across Western New York.

Lasting change is created through practical investments that expand access and meet real needs. Scholarships and mentorship help thousands of children succeed in school. Families in crisis find safe places to stay near essential care, while lifesaving training equips community members to respond when emergencies arise. Inclusive programs — from adaptive recreation to affordable housing for veterans — strengthen independence, stability, and belonging. Together, these efforts show how the Community Heroes deliver measurable results year after year.



SECTION 3

Highmark Foundation

Access to care isn't determined only by the presence of hospitals or clinics. More often, it's shaped by everyday barriers — distance, cost, transportation, and time.

The Highmark Foundation collaborates with community organizations to remove these obstacles and bring essential services closer to home. By investing in preventive care, mobile health services, and support for families during times of medical need, the Foundation expands access while strengthening the community systems that keep people healthy.



See the impact of the Highmark Foundation's giving on the following pages.

Highmark Bright Blue Futures Awards & Thought Leadership Forum

Lighting the Way to Healthier Communities

Launched in 2023, and made possible by the Highmark Foundation, the Highmark Bright Blue Futures Awards honor nonprofit organizations delivering real, measurable improvements across Pennsylvania, Western and Northeastern New York, West Virginia, and Delaware.

“The Highmark Bright Blue Futures Awards program recognizes organizations that don’t just promise change — they deliver it by expanding access to vital care,” said Kenya T. Boswell, senior vice president of Community Affairs for Highmark Health and president of the Highmark Foundation. “By investing in their outcome-driven initiatives, we’re fostering sustainable solutions that translate into tangible improvements in community health.”

To honor this collective impact, our downtown Pittsburgh headquarters was glowing bright blue on the evening of the award ceremony — an enduring symbol of optimism, partnership, and the belief that bright futures begin with access and care for all.

As part of the award experience, we hosted a Thought Leadership Forum to create space

for nonprofit leaders, health care providers, educators, and community advocates to come together around a shared goal: advancing community health through collaboration. The day centered on honest dialogue and shared learning, with awardees reflecting on what it takes to sustain progress and participants exploring topics like trauma-informed care, street medicine, mental health, and storytelling as a tool for engagement.

The forum fostered relationships, surfaced shared challenges, and sparked new ideas for partnership. It underscored that progress rarely happens in isolation. Instead, it grows when diverse voices learn together, work across sectors, and translate insight into action. That spirit carried through to the Bright Blue Power Hour, where participants engaged in hands-on volunteer experiences, meaningful networking, and community tours. This allowed them to experience firsthand where meaningful difference takes root and helped bring the forum’s central message to life through learning, collaboration, and service.

“The Highmark Bright Blue Futures Awards program recognizes organizations that don’t just promise change—they deliver it by expanding access to vital care.”

Kenya T. Boswell, Senior Vice President of Community Affairs for Highmark Health and President of the Highmark Foundation



2025 Highmark Bright Blue Futures Signature Awardees

Beacon Clinic for Health and Hope

HARRISBURG, PA

Providing free, culturally competent primary care for uninsured adults, Beacon Clinic removes barriers through disease management, health education, on-site prescriptions, and a Food as Medicine program.

Beacon Clinic for Health and Hope is helping vulnerable adults in Central Pennsylvania by providing culturally competent primary care that removes barriers to access, understanding, and continuity of care. As a result, patients report greater confidence in managing their health — and emergency room reliance has dropped significantly, with only 3% of post-care visits deemed non-medically necessary. This measurable shift reflects a stronger, healthier, and more stable community.

Ebenezer Medical Outreach, Inc.

HUNTINGTON, WV

A lifeline for underserved individuals, Ebenezer Medical Outreach is helping close critical gaps in access to care in West Virginia by providing free, comprehensive medical services that empower patients to better manage chronic conditions. In 2024, 74% of patients with hypertension achieved well-controlled blood pressure and more than 80% of patients with diabetes reached optimal A1c levels — far surpassing national averages. These indicate fewer preventable complications and stronger long-term health for the community.

Gerard Place

BUFFALO, NY

Supporting families through housing stability, maternal health, and workforce development, Gerard Place equips parents and adults with pathways to self-sufficiency and long-term well-being. The Healthy Mom and Baby Program provides intensive, wraparound support for homeless and low-income mothers — pairing nurse-led education, advocacy, and mentoring with stability-focused services that help

families rebuild their lives. The results are transformative: while more than half of families nationwide return to homelessness, over 90% of Gerard Place participants successfully transition to independent housing and remain stably housed. This lasting stability strengthens family well-being and creates a foundation for healthier futures.

Lancaster Cleft Palate Clinic

LANCASTER, PA

For 85 years, the Lancaster Cleft Palate Clinic has delivered world-class, team-based craniofacial care to patients regardless of financial circumstance — serving 2,500 individuals each year and providing specialty dental care to 4,500 children to ensure coordinated, compassionate treatment and lifelong wellbeing. A global leader in new approaches, the clinic pioneered the

collaborative care model now recognized as the gold standard and continues to advance results as the coordinating center of the Americleft Project, the only North American study comparing cleft care results across providers. By driving evidence-based best practices and measurably improving health, the clinic is shaping the future of craniofacial care locally and worldwide.

Squirrel Hill Health Center

PITTSBURGH, PA

Squirrel Hill Health Center delivers comprehensive primary, behavioral, and dental care to Allegheny County's underserved and highly diverse communities — achieving health improvements that consistently exceed local and national benchmarks. For 18 years, no more than 3% of babies born under the center's care have had low birthweight, compared with

8.5% nationally and 9% countywide, and more than 80% of patients with diabetes now receive regular testing and maintain controlled A1c levels, far above the 52% national average. These results reflect measurable gains in maternal, infant, and chronic disease health — advancing the well-being of families.

Star Awardees

In addition, nine organizations were recognized as Star Awardees. The Star Awards recognize organizations for their innovative, community-centered approaches to health. These awardees are expanding access to affordable care, strengthening behavioral and mental health supports, addressing basic needs, and creating pathways to stability.

Community Health Case Studies

These are two examples of how the organizations that the Highmark Foundation supports are making a difference in our communities.

Gwen's Girls: Cooking Up Confidence, Health, and Bright Futures

When Gwen Elliott was serving as a Pittsburgh Police Commander, she saw the same pattern repeat itself — girls growing up amid poverty and violence, full of potential but lacking the support systems that could help them thrive. In 2002, she decided to do something about it.

Gwen's Girls was born from that firsthand insight, with a simple but powerful belief: when girls are supported, whole communities change.

More than 20 years later, that belief has shaped the lives of nearly 10,000 girls across Allegheny County. Gwen's Girls has become a place where confidence is built, leadership is practiced, and wellness is treated as essential — not optional. It's a space where girls are encouraged to imagine futures that feel both possible and personal.

That vision comes to life with their kitchen and café workforce development program, where learning begins not in a classroom, but around a table. The program addresses urgent health challenges facing African American communities — high rates of diabetes, obesity,

and hypertension — while opening doors to careers many participants have never seen up close. Here, food becomes a pathway to both health and opportunity.

Over twelve weeks, girls roll up their sleeves alongside professional chefs and registered dietitians, learning how to prepare nutritious meals that reduce sugar, sodium, and processed ingredients. They test their skills through catering projects, pop-up cafés, and community meal events — real work with real responsibility. Along the way, they're building confidence, teamwork, and pride that extends well past the kitchen.

The impact lasts long after the last dish is cleared. Girls leave with practical skills, stronger health knowledge, mentorship connections, and access to credentials that can shape what comes next. With our support, the Gwen's Girls workforce development programming is helping young women build healthier lives and stronger futures — one meal, one skill, and one moment of belief at a time.



The Chuck Noll Foundation for Brain Injury Research: Advancing Brain Health Through Innovation

To honor Chuck Noll's legacy, Arthur J. Rooney II and the Pittsburgh Steelers looked beyond a statue and worked to create something more enduring.

Noll wasn't just a Hall of Fame coach: he was someone who cared deeply about the long-term well-being of the players who trusted him with their bodies and their futures. The most fitting tribute, Rooney believed, would be one that protected the game Noll loved and the people who play it.

That belief led to the creation of the Chuck Noll Foundation for Brain Injury Research in 2017. Guided by Noll's discipline and his quiet insistence on doing things the right way, the Foundation is changing how traumatic brain injuries — especially sports-related concussions — are understood, diagnosed, and treated. To date, it has invested more than \$4.4 million in research grants to 40 projects, helping unlock more than \$18.5 million in follow-on funding and accelerating discoveries that could redefine athlete safety.

The Foundation is advancing a two-pronged strategy that looks both forward and deep into the pipeline. Its Innovative Research

Program backs early-stage, high-potential studies exploring breakthroughs in biomarker discovery, advanced neuroimaging, and wearable technologies — tools that could transform how concussions are detected and managed in real time.

At the same time, the Early Career Researcher Program reflects Rooney's long view of the game. By investing in emerging scientists across the Pittsburgh region — through pilot funding, mentorship, and pathways to larger federal and foundation grants — the Foundation is cultivating the next generation of leaders in brain injury research. Together, these efforts are validating new tools for safer return-to-play decisions, generating peer-reviewed science, and improving prevention and treatment strategies.

With a deliberate focus on expanding representation in concussion research, particularly among female and minority athletes, the Foundation is helping ensure that the future of brain health is not only smarter — but fairer. It's a legacy Chuck Noll would recognize, and one Rooney continues to carry forward with purpose.

Highmark West Virginia Charitable Fund for Health

Strengthening Health, Empowering Communities

Across rural West Virginia, managing a chronic condition can require persistence and planning. Clinics may be miles away, appointments can be limited, and preventive care is often postponed in the face of more immediate concerns. These challenges are not isolated.

Throughout the state, families face ongoing health barriers shaped by geography, access constraints, and limited local capacity.

It is in response to these realities that the Highmark West Virginia Charitable Fund for Health (HWVCFH) was created. A restricted fund of the Highmark Foundation, HWVCFH was designed to support trusted local organizations working to improve health, well-being, and quality of life across all 55 counties.

Rather than offering one-size-fits-all solutions, the fund invests in programs grounded in local needs and expertise. Its approach is practical and community-centered: expanding access to essential services, strengthening prevention efforts, and helping ease pressure on an already strained

health care system. Each investment reflects a clearly identified need — and a belief that lasting improvements in health happen when solutions are shaped by the communities they serve.

The programs highlighted this year share a common purpose. They reduce barriers, improve health outcomes, and address the everyday factors that influence well-being — from access to care to the conditions that allow individuals and families to stay healthy over time. Together, they tell a broader story: communities strengthening their own health, supported by investments that respect local strengths and respond to real challenges.

Connecting Champions: Empowering Young Cancer Patients to Imagine What Comes Next

In pediatric cancer units, most conversations revolve around test results, treatment plans, and what comes next medically. Amid the focus on immediate care, something equally important can fade into the background: the opportunity for young patients to imagine a future beyond the hospital walls.

Connecting Champions begins with a powerful but practical question — What do you want to be when you grow up? — and then works to make that future feel tangible. Each participant is paired with a mentor in their field of interest, opening doors to career exploration, school readiness, and one-to-one encouragement

at a time when confidence can be fragile. Designed alongside adolescent cancer survivors, Connecting Champions reflects the realities of treatment and recovery. Its model has gained national attention for reshaping how hospitals support young patients, earning international recognition.

Through its partnership with WVU Medicine Children’s Hospital, the program is woven directly into clinical care. That integration ensures hope and future planning are not postponed — they become part of healing itself, helping young people focus not only on what they are fighting, but on who they can become.

Healthy Neighborhood: Nourishing Health From the Ground Up

Imagine facing the daily struggle of choosing between rent and food, or living miles from a grocery store with fresh, healthy options. For too many, this is a stark reality — impacting not just their wallets, but their well-being. Recognizing this, Vandalia Health Network, with our Social Determinants of Health team, launched a groundbreaking initiative: Healthy Neighborhood.

Funded by our charitable grant, Healthy Neighborhood fights food insecurity one patient at a time. The journey begins in a primary care office, where patients are screened. Those who qualify work with a dedicated intake specialist and receive a prefunded debit card — a “wallet” — to buy nutritious food at accessible stores like Dollar General, Kroger, and Walmart. The goal: make healthy food a tangible reality and improve health outcomes.

Launched in 2023 with an ambitious goal of enrolling over 300 participants annually,

Healthy Neighborhood immediately focused on rural communities often designated as food deserts. Its early success quickly led to the expansion and launch of Healthy Neighborhood 2.0 in late 2025, a testament to its impact. Since its inception, enrollment has doubled, demonstrating the critical need it addresses.

Healthy Neighborhood is about building a foundation for lasting health. Baseline health indicators are meticulously recorded for participating individuals, and improvements in key areas like HbA1c and BMI are carefully tracked, measured, and recorded throughout the program. This rigorous evaluation allows us to understand the true impact of this vital intervention on participants’ health. By tackling both food insecurity and health outcomes simultaneously, this program is cultivating a healthier future for communities in need.

United Concordia Dental Charitable Fund

Advancing Health Through Access

United Concordia Dental is guided by a simple belief: healthy smiles help build strong communities. That belief shows up not just in delivery of dental benefits that ensure access to care for its members every day, but in the way the organization invests in people and places that too often go without.

Through the United Concordia Dental Charitable Fund — a restricted fund of the Highmark Foundation — that commitment becomes tangible. Children receive oral health care that protects their health and confidence. Adults regain access to essential dental services that restore dignity and stability. Aspiring dentists and dental hygienists find pathways into careers where they can serve, lead, and give back.

Across neighborhoods and communities nationwide, these investments are helping close gaps in care — one patient, one provider, and one opportunity at a time. In partnership with organizations on the ground, United Concordia Dental is opening doors to better health, brighter futures, and communities built to thrive for generations to come.



Howard University: Supporting the Next Generation of Dental Leaders

A commitment to dentistry often begins long before dental school — with a personal understanding of what happens when oral health care is out of reach. In many communities, routine dental appointments require hours of travel and months of waiting. Small, preventable issues too often escalate into painful emergencies simply because providers are scarce.

Across the country, the path to a healthy smile remains longer than it should be. An estimated 64 million Americans live in Dental Health Professional Shortage Areas, where the need for care far exceeds the number of practicing clinicians. In under-resourced neighborhoods, families face extended waitlists or long-distance travel just to receive basic dental services. What begins as an inconvenience quickly becomes a barrier to oral and overall health.

Closing that gap doesn't start in a dental chair — it starts years earlier, with students who aspire to serve their communities but face significant financial and systemic barriers on the path to becoming clinicians.

For generations, Howard University College of Dentistry has been a place where those students find both opportunity and purpose.

Founded in 1881, it is the fifth oldest dental school in the nation and a training ground for clinicians committed to providing excellent care to everyone. As both a teaching institution and a patient-care provider, Howard University has prepared thousands of dentists — many of whom go on to practice in communities where access to oral health care has long been limited.

Through our support of Howard University, that legacy continues. Scholarships help aspiring dentists remain focused on their studies rather than financial strain. They open doors for students from historically underrepresented backgrounds — individuals whose lived experiences often mirror those of the patients and neighborhoods they hope to serve.

Each supported student represents a future provider, a trusted caregiver, and a bridge between communities and the care they deserve. By investing in the next generation of dental professionals, this work is helping reshape access — one student, one practice, and one community at a time — moving the nation closer to a brighter future for oral health.

UCLA School of Dentistry: Expanding Care Through Community-Based Clinical Education

Access to dental care can unravel quickly when mobility is limited, transportation is unreliable, and appointments are booked months in advance. Many people in our community face persistent barriers that make even routine care difficult to obtain.

Delays in treatment often mean pain goes unaddressed and minor issues escalate into urgent needs. Preventable oral health conditions can quietly undermine nutrition, confidence, and overall well-being — compounding chronic health challenges and deepening isolation at a stage of life when stability and support are essential.

That's where care meets community. Through our support of the UCLA Community-Based Clinical Education program, dental care is reaching people directly in the clinics they rely on and the neighborhoods they call home. The program places dental students on the front lines of care, embedding them in community-based settings where vulnerable populations depend on consistent, compassionate services. In 2025, the students treated 4,145 patients, providing over 10,000 dental procedures including restorations, crowns, tooth extractions, dentures, and root canals.

Under the supervision of experienced clinicians, students provide essential oral health care while gaining real-world experience that no classroom can replicate. For patients, these placements mean shorter wait times, expanded access, and the dignity of being seen before problems escalate. For students, they offer a

powerful lesson in empathy, service, and the realities facing patients whose barriers are structural, not personal.

Behind each placement is the practical support that makes it possible. Funding covers the often-overlooked essentials — transportation to remote sites, safe accommodations, technology, and the administrative infrastructure that allow clinics and universities to work as true partners. Without this support, many placements would never occur — and critical gaps in care would remain.

By investing in community-based clinical education, this work meets urgent oral health needs today while strengthening the future dental workforce. It ensures patients receive the care they need now, while preparing tomorrow's providers to lead with skill, compassion, and a deep understanding of where the need is greatest.

Funding covers the often-overlooked essentials ... that allow clinics and universities to work as true partners.

Virginia Health Care Foundation: Growing the Dental Safety Net in Under-Resourced Communities

Pain has a way of reshaping daily life. In rural Virginia, a persistent toothache can mean weeks of discomfort — meals cut short, conversations avoided, sleep interrupted — while access to care remains out of reach.

In several counties, small dental clinics have lost their only full-time dentists, leaving chairs empty and appointment books closed. The nearest alternative may be hours away — an impossible trip for residents living on fixed incomes or without reliable transportation. As a result, manageable concerns are often forced to wait, quietly worsening over time.

Across the Commonwealth, these gaps reflect a broader workforce shortage. Dental chairs sit unused not because patients don't need care, but because there simply aren't enough providers to meet demand. Vacant positions strain already-limited safety-net clinics, extending wait times and pushing families to delay treatment until routine needs become emergencies.

Closing that gap requires more than reopening clinic doors — it means rebuilding the workforce behind them. Through our support of the Virginia Health Care Foundation, a targeted challenge grant is helping bring dentists back to the communities that need them most. The funding provides critical signing bonuses, enabling five safety-net practices to fill long-standing vacancies — roles essential to restoring consistent access to care.

When those positions are filled, the impact is immediate. Appointment schedules expand. Wait times shrink. Patients are seen sooner — before pain turns into infection and small problems spiral into crises. Preventive care returns, and with it, greater stability for families and clinics alike.

At a moment when workforce shortages threaten access to care across the state, this investment delivers both relief and resilience — strengthening clinics today while building a more responsive, sustainable dental care system for Virginia's most vulnerable neighbors.

“Virginia Health Care Foundation extends our sincere gratitude to the United Concordia Dental Charitable Fund for their support and partnership in launching Sign Up, Pay Down, a critical workforce initiative. United Concordia's investment in this program enabled the recruitment of five dedicated dentists, each committing two years of full-time service, at vital dental safety-net practices across the Commonwealth. This innovative program is significantly enhancing access to essential oral health care for thousands of Medicaid and uninsured patients, ultimately contributing to their overall well-being and health outcomes.”
— Rachel L. Rees, Chief Executive Officer



SECTION 4

Highmark Caring Foundation

The Highmark Caring Foundation, primarily funded by its sole member Highmark Inc., serves as the cornerstone of support for the Highmark Caring Place, a center for grieving children, adolescents, and their families.



See the impact of the Highmark Caring Foundation's giving on the following pages.

The Highmark Caring Place

Finding Hope in Grief

The loss of a family member is a profoundly impactful experience, capable of disrupting the very fabric of an individual's and family's life. At the Highmark Caring Place, we are dedicated to helping individuals and families navigate their unique grief journey toward healing and hope.

For over 25 years, the Highmark Caring Place has been a critical community resource, offering free, compassionate grief support to children, teens, young adults, and families, regardless of insurance coverage. Beyond direct family support, our comprehensive approach includes consultation services, presentations, and valuable resources for schools and other professionals. This empowers them to better support grieving children and their communities, effectively broadening our reach and impact.

Since its founding in Pittsburgh in 1997, with additional facilities now in Erie, Harrisburg, and Warrendale, PA, the Highmark Caring Place has served over 100,000 family and community members. With four convenient locations across western and central Pennsylvania and a proven track record of helping thousands of families, the Highmark Caring Place demonstrates that support and hope begin here.

In 2025, our impact continued to grow significantly, serving an average of 1,500 children and adults in our grief peer support groups. This fostered a profound sense of shared understanding and actively reduced isolation within the grieving community. This extensive reach was made possible by the dedication of over 500 compassionate volunteers, whose generous contributions of time and empathy form the essential backbone of our support services. Furthermore, our commitment to community integration was strengthened through working together with over 1,000 schools across western and central Pennsylvania, effectively extending our reach and providing crucial resources to educators and students.

A Sanctuary of Shared Grief: The Highmark Caring Place Nurtures Healing in Pittsburgh and Beyond

Grief can feel isolating. For families who have experienced the loss of a cherished loved one, the immediate aftermath can leave a profound void. It is during this raw, vulnerable time that many discover a sanctuary at the Highmark Caring Place — a space to find community and comfort.

Participants often describe the environment as “friendly, kind, and loving,” recognizing a shared experience that fosters mutual understanding and healing. One parent noted, “We’re all in this together because everybody has the same group problem.” This simple, yet powerful observation encapsulates the essence of the Highmark Caring Place: transforming solitary sorrow into a shared journey toward healing. Families find consistency and structure in the peer support sessions, attending weekly for eight to 10 weeks, with each session lasting approximately two hours. This provides a supportive rhythm for navigating complex emotions.

Stepping into a Highmark Caring Place site offers an immediate sense of warmth and invitation. In Pittsburgh, vibrant artwork graces the walls, reflecting a journey toward

life and continuity. The distinctive butterfly logo, “Hope,” gently appears throughout, symbolizing transformation and new beginnings. A quote from Mister Rogers, the organization’s honorary chairman, is prominently displayed in the large community room where families first gather. It reinforces that while grief is undeniably present, so too is the inherent potential for growth and healing. This carefully designed environment empowers individuals to authentically express the wide spectrum of emotions that grief evokes — sadness, joy, excitement, anger — all within a safe, nonjudgmental space. As one participant shared, “You can speak your mind. If you feel sad, you can be sad. If you feel happy, you can be happy. No one judges you,” highlighting the freedom of emotional expression fostered within these walls.

Those who have experienced its transformative power often recommend the Highmark Caring Place to others navigating loss. The message is clear: “There is hope for the future.” It is this profound hope, cultivated within a community of understanding, that truly defines the enduring legacy of the Highmark Caring Place.

