

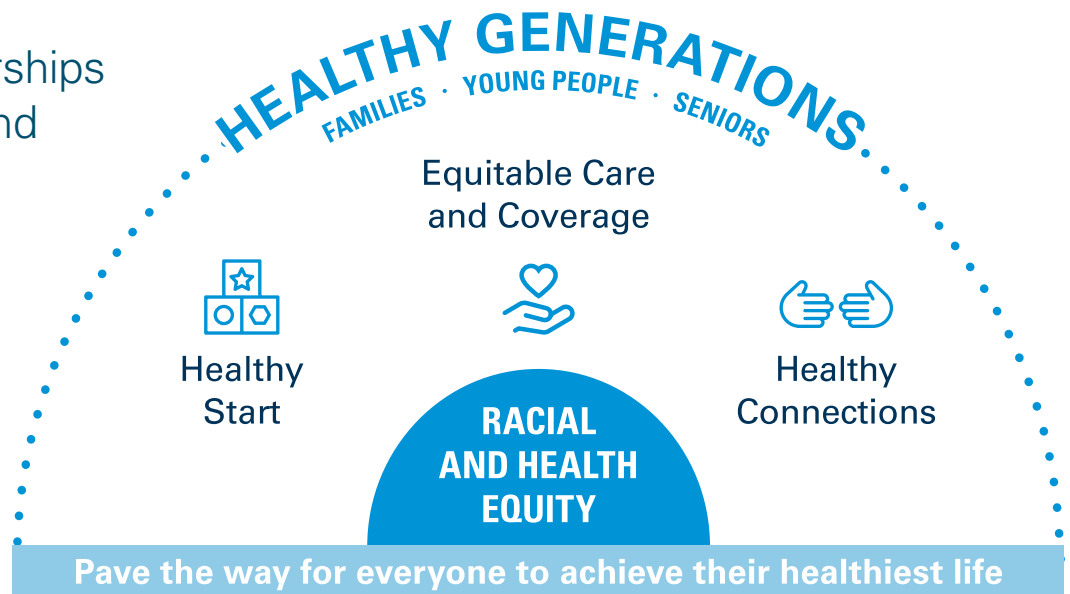
# 2023–2026 STRATEGIC PLAN

## MISSION

We build strong community partnerships to advance racial and health equity.

## GOALS

- Increase access to health insurance coverage and quality healthcare
- Increase access to and quality of early childhood care and education
- Increase social connections and reduce social isolation



## VALUES

**Put the customer first** by keeping grantee partners at the center of all we do.

**Be remarkable** by building deep, trust-based relationships.

**Succeed together** by collaborating and celebrating progress toward racial and health equity.

**Own it** by being accountable to the communities we serve alongside our grantee partners.

**Find a better way** through a culture of continuous improvement and being responsive to community.

**Do the right thing** by rooting all efforts in advancing racial and health equity.

## CORE COMPETENCIES

### Community and partner relationships

We build strong relationships with our grantees and invest in supporting their success.

### Racial and health equity

We partner with community organizations to improve health, with an intentional focus on addressing the root issues of health inequities — namely racism, discrimination and marginalization of communities.

### Upstream health drivers

We focus on social drivers that impact health outcomes.

## STRATEGIES

### Grantee partnerships

Invest in and support grantee partners focused on advancing racial and health equity.

### Advocacy

Advocate for policies that support healthy generations in collaboration with public and private partners.

### Comprehensive approach

Support grantee success through evaluation, communications, operational excellence, governance and a mission-driven culture.

## FOR MORE INFORMATION

Contact [foundation@bluecrossmnfoundation.org](mailto:foundation@bluecrossmnfoundation.org), or visit [bluecrossmnfoundation.org](http://bluecrossmnfoundation.org).