

# Blue & You Foundation

**For a Healthier Arkansas**   
An Independent Licensee of the Blue Cross and Blue Shield Association



For more information, contact:  
Patrick O'Sullivan  
Blue & You Foundation  
[posullivan@arkbluecross.com](mailto:posullivan@arkbluecross.com)  
501-378-2221

Chris Love  
Arkansas Community Foundation  
[clove@arcf.org](mailto:clove@arcf.org)  
501-372-1116

For Immediate Release

## **\$1,000 Grants Available for Health Improvement Projects in Arkansas**

*LITTLE ROCK, ARK (March 28, 2011)* – A new grant program from the Blue & You Foundation for a Healthier Arkansas will offer \$1,000 minigrants to enable Arkansas organizations to implement health improvement projects. The grant program, administered by Arkansas Community Foundation (ARCF), begins March 31, and applications will be reviewed and approved on a weekly basis.

“In addition to its annual, large-grants program, the Blue & You Foundation wanted to offer a new minigrants program that would help more Arkansas communities through a simpler application process and a quicker funding decision,” said Patrick O’Sullivan, executive director of the Blue & You Foundation. “It’s also an opportunity to partner with Arkansas Community Foundation to help spread the word, administer the application process and collaborate on working to improve the health of all Arkansans.”

Any 501(c)(3) public charity, public school, government agency or nonprofit hospital in Arkansas is eligible to apply, but grants will not be made to individuals. Funding can be used to support an existing health improvement program or to support a new start-up project. Grants will not be awarded to individuals and can’t be used for annual fundraising campaigns, capital campaigns or scholarships.

“This grant program has the potential to impact a wide range of health projects across Arkansas, from community health fairs to fitness programs to cancer screenings,” said ARCF President & CEO Heather Larkin.

“We’re pleased to partner with the Blue & You Foundation to get these grants into the hands of organizations working to make our communities healthier.”

To apply, organizations can go to [www.arcf.org](http://www.arcf.org) starting March 31 to download an application form and review the full guidelines for the grant program. Applications will be reviewed each week, and the selected applications will be funded within two weeks.

The Blue & You Foundation was established in 2001 by Arkansas Blue Cross and Blue Shield as a charitable foundation to promote better health in Arkansas. It awards grants annually to nonprofit or governmental organizations and programs that positively affect the health of Arkansans. In its nine years of operation, the Blue & You Foundation has awarded nearly \$12 million to 185 health improvement programs in Arkansas.

Arkansas Community Foundation makes grants to improve the quality of life in our state and collaborates with individuals, families and organizations to build local communities through philanthropy. ARCF has more than \$130 million in assets and has provided more than \$80 million in grants since it began operation in 1976. Contributions to ARCF, its funds and any of its 27 local affiliate offices are fully tax deductible.

###