



Boys & Girls Club of Greater Green Bay, Anthem Foundation Partner to Serve Kids In New Ways During COVID-19 Crisis

\$110,000 grant helps Boys & Girls Clubs go virtual, provide supplemental meals and staff new projects

GREEN BAY, Wisc. (May 20, 2020) – The [Anthem Blue Cross and Blue Shield Foundation](#) announced today that it is directing \$110,000 to support the [Boys & Girls Club of Greater Green Bay](#) and other Boys & Girls Clubs in Milwaukee, Fox Valley, Kenosha and Oshkosh in their efforts to offer youth safe, virtual programming and supplementary meals during the COVID-19 health crisis.

Boys & Girls Clubs across the state have been forced to quickly transition their vital services to Wisconsin's youth, but their goal remains the same: providing youth with a safe haven in which their minds and bodies can flourish.

In Green Bay, the Boys & Girls Club is using \$25,000 from the Anthem Foundation to serve kids and adapt to social distancing through their Cyber Clubhouse virtual programming. Weekly themed learning and enrichment content and engaging videos created by staff provide ongoing opportunities for youth to access traditional Club programming, just in a digital environment. In addition, the grant is supporting the club in collaborating with community organizations including Ben's Wish, Operation Community Cares, and Jake's Diapers to assemble and distribute care packages to hundreds of families in the greater Green Bay area. Along with providing a regular supply of groceries that include fresh fruits and other healthy meal items, the care packages contain hygiene supplies and enrichment activities for children and teens in each household served.

"This generous support from the Anthem Foundation has made it possible for our organization to serve our community's youth in new ways during the COVID-19 crisis, all while developing healthy lifestyles and staying true to our mission," said Boys & Girls Club of Greater Green Bay Executive Director, Lisa Kogan-Praska. "We are grateful for the continued partnership with the Anthem Foundation, especially during this challenging time when our Club members need us most."

The Cyber Clubhouse programming allows kids to follow along at home with a variety of virtual activities led by familiar staff. In doing so, the weekly video series addresses the social-emotional needs of youth participants by maintaining an important human connection with the Club's positive adults. These digital activities incorporate the Club's traditional program areas, with a focus on physical health and mental wellness to support the needs of the whole child.

Promoting healthy lifestyles is also focus of the Club's care package initiative. According to the parent of two Club members, the weekly care packages "make a huge impact on families like ours." A Club member from the same household added "I miss playing sports with Mr. Jordan," one of his favorite staff at the Club. Together, the Club's virtual programming and care package initiative engages an average of 300 youth each week.

The east and west side Clubhouses, located at 1451 University Avenue and 311 South Oneida Street, are distributing care packages to Club member families on Thursdays from 1:00-4:00 PM for the rest of the month of May.

The grants are part of a \$900,000 ongoing commitment that Anthem Blue Cross and Blue Shield in Wisconsin and its Foundation have made to support Wisconsin nonprofit organizations on the front lines of the pandemic. The Foundation has been working with partner nonprofit organizations to support emergency response, food access, personal protective equipment supplies, education, cancer support, and virtual youth programming. Approximately \$680,000 has already been committed to organizations across the state, with another \$210,000 slated for emerging needs in the coming weeks and months.

“The Boys & Girls Club of Greater Green Bay’s quick and effective transition of services to continue its mission in the face of a global pandemic is a great example of Wisconsin’s creativity and spirit of service,” said Anthem Blue Cross and Blue Shield in Wisconsin President Paul Nobile. “We’re proud to continue supporting Wisconsin Boys & Girls Clubs and our communities. They can count on us through this crisis and beyond.”

If you would like to support the Boys & Girls Club of Greater Green Bay, the Club requests financial contributions in lieu of donated items to minimize physical contact while our community is practicing safe social distancing. Make a donation online or access their Cyber Clubhouse programming at www.bgcgb.org or reach them at (920) 494-7090 for more information about the care package initiative.

About Boys & Girls Clubs of Greater Green Bay

[The Boys & Girls Club of Greater Green Bay](http://www.bgcgb.org), 1451 University Avenue, believes every child deserves to be in an environment that brings out the very best in them. For more than 50 years, the Club has provided youth aged 7-18 with a safe place to learn and grow during out-of-school hours, while also opening the door to positive relationships with caring adult professionals and life-changing opportunities through educational programs. The Club has twelve locations throughout greater Green Bay, where memberships are available for only \$10 per year. For more information, please visit www.bgcgb.org. You can also find us on [Facebook](#), [Instagram](#) and [Twitter](#)!

About Anthem Blue Cross and Blue Shield Foundation

Through charitable grant making, the Anthem Blue Cross and Blue Shield Foundation LLC, an independent licensee of the Blue Cross and Blue Shield Association, promotes Anthem’s inherent commitment to improving lives and communities. Through strategic partnerships and programs, the Foundation addresses the social drivers that will help create a healthier generation of Americans in communities that the company serves. The Foundation focuses its funding on critical initiatives that make up its Healthy Generations Program, a multi-generational initiative that targets: maternal health, diabetes prevention, cancer prevention, heart health and healthy, active lifestyles, behavioral health efforts and programs that benefit people with disabilities. The Foundation also coordinates the company’s year-round Dollars for Dollars program which provides a 100 percent match of associates’ donations, as well as its Volunteer Time Off and Dollars for Doers community service programs. ®ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. To learn more about the Anthem Blue Cross and Blue Shield Foundation, please visit <http://www.anthem.foundation> and its blog at <https://medium.com/anthemfoundation>.

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