



NEWS RELEASE

March 4, 2025

FOR IMMEDIATE RELEASE

Alberta Blue Cross® announces return of Community Wellbeing grant program

Alberta Blue Cross is bringing back its very popular Community Wellbeing grant program for 2025, to support the diverse work of community organizations promoting the physical, mental and social wellbeing of Albertans.

"We were overwhelmed last year by the positive response to this program, with more than 650 applications from across the province," says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. "So, we're thrilled to be able to continue to provide this support again through 2025."

The Community Wellbeing grant program was launched in conjunction with the 75th Anniversary of Alberta Blue Cross in 2023 and was extended into 2024 where it awarded 50 community organizations with a \$1,000 grant each to support wellbeing in their communities. Funding for the program is provided through the Alberta Blue Cross community foundation.

Until April 30, Alberta Blue Cross welcomes applications and nominations from [urban and rural Alberta-based organizations](#) (including Alberta chapters of national organizations) that promote the physical, mental or social wellbeing of community members. This includes organizations that support newcomers and refugees, seniors, families, vulnerable youth, children, LGBTQ2S+, individuals with disabilities, individuals requiring mental health support, Indigenous Peoples and visible minorities. Applications can be submitted on the Alberta Blue Cross website.

Each organization awarded with the grant helps Albertan communities thrive.

The 2024 Alberta Blue Cross Community Wellbeing grant recipients have incredible stories, highlighting their work, including the following:

Calgary Veterans Services Society

The Calgary Veterans Services Society is a nonprofit that supports veterans and first responders by providing access to nutritious food and essential services. Through their food bank, financial assistance and therapy services, the organization helps individuals navigate challenges and improve their quality of life. The Community Wellbeing grant will supply critical food bank items that are often missing.

Canadian National Institute for the Blind (CNIB)

The CNIB is dedicated to helping people impacted by blindness live independently. The CNIB Mobile Hub brings essential services to rural and remote communities across Alberta, including job skills workshops, adaptive yoga



®*The Blue Cross symbol and name are registered marks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans. Licensed to ABC Benefits Corporation for use in operating the Alberta Blue Cross Plan. ®†Blue Shield is a registered trade-mark of the Blue Cross Blue Shield Association.

ab.bluecross.ca

classes, youth music programs and senior coffee chats. Through this grant, the CNIB will expand its reach and provide more opportunities for people with vision loss to connect, learn and feel supported.

Highbanks Independent Living for Parenting Youth Society

For more than 20 years, Highbanks Independent Living for Parenting Youth Society has supported young mothers in breaking the cycle of poverty, addiction and homelessness. This organization provides safe housing and essential support services. The Community Wellbeing grant will fund a 10-week group addictions counselling program for approximately 20 mothers, led by an Indigenous social worker. This program will help these young mothers take further steps in their sobriety journey while strengthening their life and parenting skills.

The Calgary region grant recipients also include

- Airdrie Urban Farm Collective
- Hospice Calgary Society
- Made by Momma
- Plants for a Purpose
- Starlings for Community INC
- The Bethany Care Foundation
- Zero Food Waste

The full list of the 2024 Community Wellbeing recipients and their stories are available on the [community website](#).

As Alberta's largest provider of health and dental benefits, Alberta Blue Cross is committed to serving as a champion for wellbeing by promoting the health of Albertans.

==30==

For more information, please contact Sharmin Hislop, director, Corporate Communications, Alberta Blue Cross, at 780-498-8283 or shislop@ab.bluecross.ca.



®*The Blue Cross symbol and name are registered marks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans. Licensed to ABC Benefits Corporation for use in operating the Alberta Blue Cross Plan. ®†Blue Shield is a registered trade-mark of the Blue Cross Blue Shield Association.

ab.bluecross.ca