

THE CARING Connection

For friends of The Oklahoma Caring Foundation, Inc.

bcbsok.com

New Caring Van serving central Oklahoma

A new and improved Caring Van was revealed to the Oklahoma City community on April 20, 2010 at Oklahoma City Educare. This more functional and attractive van was made possible through generous funding from the Wal-Mart Foundation, the Walton Family Foundation (through Arvest Bank) and matching funds from the Oklahoma City Community Foundation. Nearly 2,000 children and 100 adults in the central part of the state received immunizations aboard the new van by the end of 2010.



A new and improved Caring Van was revealed to the Oklahoma City community on April 20 at Oklahoma City Educare.

“It is wonderful for us to have a new van that is both reliable and updated – a van that allows us to be more consistent in our scheduling and efficient in our work...”

“It is wonderful for us to have a new van that is both reliable and updated – a

van that allows us to be more consistent in our scheduling and efficient in our work,” said Kendra Trice, Oklahoma City Caring Van specialist. Trice, alongside Oklahoma City-County Health Department Immunization Nurse David Legg, travels four days each week providing life-saving vaccines to local children.

The new Caring Van replaces the program’s original 1999 van that was donated to Rebuilding Together OKC, a nonprofit organization serving the community’s elderly citizens by making needed improvements to their homes.

Champions of Health raises record funds

The seventh annual Champions of Health awards ceremony and dinner was held Oct. 18, 2010 at the National Cowboy and Western Heritage Museum in Oklahoma City. With nearly 450 individuals in attendance, more than \$64,000 was raised through event sponsorships and auctions, marking the third year in a row that record funds were raised.

Emmitt Smith, former Dallas Cowboy and Pro Football Hall of Fame inductee, delivered the keynote address and joined Master of Ceremonies Toby Rowland in the live auction of an autographed Smith jersey. Football enthusiasts and friends of the Oklahoma Caring Foundation had the opportunity to purchase additional autographed items through a silent auction held prior to the dinner.

The evening's highest honor, the Dr. Rodney L. Huey Memorial Champion of Oklahoma Health, was awarded to the Farm to You program. Through Farm to You, the Oklahoma Cooperative Extension Service positively impacts the health of Oklahoma youth by delivering research-based programs through a walk-through exhibit that visits school and community sites statewide.

“We are proud to celebrate all of the good work that is happening to improve the state of Oklahoma’s health...”

The Champions of Health program is designed to recognize individuals and organizations that are working to improve the health of Oklahomans. In addition, the awards ceremony and dinner serves



Emmitt Smith delivered the keynote address at this year's Champions of Health awards ceremony. Smith, a former Dallas Cowboy and Pro Football Hall of Fame inductee, also auctioned off an autographed jersey to Chip Lott (left).

as the Oklahoma Caring Foundation's premier annual fundraiser.

Bert Marshall, chairman of the Oklahoma Caring Foundation Board of Directors remarked, “We are proud to celebrate all of the good work that is happening to improve the state of Oklahoma’s health, and I am very happy that the Oklahoma Caring Foundation is a part of that effort. This event was a wonderful opportunity to reflect on all of the positive ways we can impact public health.”

For more information about the 2010 event, go to championsofhealth.org. The 2011 Champions of Health dinner and awards ceremony will be held in October in Tulsa.

Caring Vans called to action

One of the many positive attributes of the Caring Van program is the ability to respond quickly during times of public health crisis. True to the nature of the program, Oklahoma City Caring Van staff took action immediately following a deadly tornado outbreak in eastern Oklahoma County in May. Due to the widespread damage, public health officials were concerned that families encountering destruction and debris would need tetanus shots to prevent disease. The Caring Vans entered neighborhoods and drove block by block offering free shots to people who were sorting their belongings.

“It was an eye-opening experience to see tornado destruction first-hand,” said

Jenny Koetter, Caring Van Specialist. “We really felt proud that we could provide life-saving vaccines immediately to people who were dealing with such devastating circumstances.”

Due to the relationships that have been built with school districts and child care facilities statewide, the Caring Vans are also called upon to immunize both children and teachers when outbreaks, such as recent incidents of whooping cough, impact our communities.

In addition, all four Caring Vans work to prevent the spread of influenza by providing flu shots in Oklahoma City and Tulsa. In October and November alone, nearly 5,000 children received flu shots aboard the Caring Vans.

Oklahoma Caring Foundation launches new website

After months of planning and activity, a new Oklahoma Caring Foundation website was launched in August. The new site, oklahomacaringfoundation.org, links to information on the Caring Van Program, Caring Program for Children, a communications newsroom as well as the two annual fundraisers, Capitol Challenge and Champions of Health.

“It was our goal to have a user-friendly site – one that is appealing to both consumers and donors,” said Brooke Townsend, Oklahoma Caring Van manager. “We are proud of the site and look forward to future enhancements related to donor recognition and social networking.”

The most frequently used portion of the site contains Caring Van schedules and contact information for families



searching for immunization services. This refers individuals to monthly clinic opportunities, an option that was not available historically.

The design work for the site was donated by Health Care Service Corporation, an independent licensee of the Blue Cross and Blue Shield Association, which operates Blue Cross and Blue Shield of Oklahoma.

Individual donors are a valuable resource

During challenging economic times, we are reminded that individuals supporting the Oklahoma Caring Foundation are tremendously important to the overall financial structure of the organization.

Individuals in the community donate to the organization through our Tribute Gift program, which was established in 2006 as a way to honor friends and loved ones. In addition, contributions are made through two annual fundraisers – Capitol Challenge and Champions of Health. Runners who participate in Capitol Challenge support program operations through their race entry fees. By purchasing sponsorships, attendees at Champions of Health contribute to what has become the premier fundraising event for the Oklahoma Caring Foundation.

As an organization supported by Blue Cross and Blue Shield of Oklahoma (BCBSOK), Oklahoma Caring Foundation staff has the opportunity to engage BCBSOK employees through four small fundraising events held throughout the year. Through an annual giving campaign, employees pledge contributions through payroll deduction. In an overwhelming show of support, \$43,000 has been pledged by employees for 2011.

“We are so thankful for those individuals who find it worthwhile to make personal donations to the Oklahoma Caring Foundation. We recognize that individual donors play a very important role in our annual development planning,” said Ivy Lark, development coordinator.

Foundation welcomes new leadership



Paula Huck
Executive Director

In July, Paula Huck was named Executive Director of the Oklahoma Caring Foundation, Inc. Huck continues in her role as Manager of Community Affairs for Blue Cross and Blue Shield of Oklahoma (BCBSOK) in addition to her responsibilities with the Foundation. With experience in leading BCBSOK’s community investment and corporate contributions efforts, Huck brings a depth of knowledge that will positively impact the development work of the organization.

“I am very excited to have the opportunity to lead this organization through a time of growth in public awareness and program services,”

commented Huck. “I look forward to working to improve the health of the underserved children of our state.”

In June, Julie Sloan, Vice President of Network Management for BCBSOK, was named to the Board of Directors. Sloan’s experience in working with insured groups and provider networks, as well as her work with Oklahoma City-area nonprofit organizations, makes her an outstanding addition to the Board.

Dr. Joseph Cunningham, Chief Medical Officer for BCBSOK, was elected to the Board of Directors in August. Cunningham is uniquely suited to contribute to the Foundation operations due to his experience in serving women and children through private practice.

We welcome these talented individuals and look forward to success under the leadership of Paula Huck.

Donor Spotlight

The Oklahoma Caring Foundation offers our heartfelt thanks to a host of philanthropic foundations, businesses and individuals for their contributions and event sponsorships that provided immunizations to children in 2010. As a token of our appreciation, we would like to recognize two of our most generous donors.

A new supporter of the Oklahoma Caring Foundation, the Oklahoma City-based E.L. and Thelma Gaylord Foundation awarded a \$10,000 grant to further the work of the Oklahoma Caring Van Program last year. With a wide range of charitable activities in fields including health and human services, culture and the arts, children’s issues and education, this organization significantly impacts the quality of life for all central Oklahoma residents in a manner that reflects Mr. and Mrs. Gaylord’s love of

their community. The Oklahoma Caring Foundation is proud to count them among our partners in protecting the health of Oklahoma children.

The Hille Foundation, founded by Jo Bob and Mary Ann Hille in 1997, gave a \$5,000 grant in support of the Oklahoma Caring Van Program’s service to Tulsa-area children in February. This gift brought the Hille Foundation’s total Oklahoma Caring Foundation contributions to \$25,000. This organization was born of the Christian ideal that service to others is a privilege. Through its philanthropic giving, it strives to improve the educational, spiritual and physical well-being of those helpless or ignored in society and promote projects which benefit and revitalize the Tulsa community.

2010 Tribute Gifts and Donors

In Memoriam

JAY ARMITAGE

by Charles and Gracie Mitchell

FRANK EDMUNDSON

by Beverly Binkowski

RODNEY HUEY, MD

by Mary Jane Lindaman

KAREN KNUTSON

by Brett and Lisa Barrowman

JAMES STOVALL

by Roger and Ruby Huston

In Honor Of

ROSALYN BENJAMIN

by Regina Brown

JEANNE BOOTH

by Regina Brown

APRIL BOWMAN

by Regina Brown

ANDREA CANTREL

by Regina Brown

JOANNE CRINER

by Regina Brown

PETER and KAREN CUMMINS

by Brett and Lisa

Barrowman

DENNIS and JUDY

DesLAURIERS

by Brett and Lisa

Barrowman

ROBERT DORRELL

by Bert and Martha Marshall

TRACY DRYWATER

by Bert and Martha

Marshall

KARENA FINNERTY

by Regina Brown

RAINE IGARTA

by Bert and Martha

Marshall

WALTER and CHRISTY

JOHNSON

by Brett and Lisa

Barrowman

VAN and PAULA JONES

by Brett and Lisa

Barrowman

GENE and ALICE

LITTEKEN

by Brett and Lisa

Barrowman

VANESSA MITCHELL

by Regina Brown

MARISHA MOORE

by Bert and Martha Marshall

JOHN and CINDY

PETREE

by Brett and Lisa

Barrowman

GALE POINDEXTER

by Bert and Martha Marshall

JAN POE

by Regina Brown

BOB and BETSY

THORPE

by Brett and Lisa

Barrowman

DARLENE THURSTON

by Regina Brown

ELIZABETH LAINE AIKO

TOWNSEND

by Brett and Lisa

Barrowman

HERB and SACHI

TOWNSEND

by Brett and Lisa

Barrowman

CAMI TYLER

by Bert and Martha

Marshall

KRISTEN WALTERS

by Regina Brown

Businesses

American Fidelity

Foundation

Availity

Bank of Oklahoma

Beale Professional Services

Beginnings and Beyond Learning Center

Bella Flowers

Benefit Plan Strategies

Blue Cross and Blue

Shield of Oklahoma

Cancer Treatment

Centers of America

Capitol Benefits Group

Charley Brown’s Day Care Center, Inc.

Chesapeake Energy

Dearborn National

Dental Network of

America

Freddy’s Frozen Custard

Global Health

Group Service

Employees Federal

Credit Union

Hallmark Services Corporation
 Happy Hearts Academy of Early Learning
 Health Care Service Corporation
 Hillcrest Healthcare System
 Imagine Nation Books
 INTEGRIS Health
 Mercy Health System
 Midwest Regional Medical Center
 Prime Therapeutics
 Southwest Regional Medical Center
 Willis of Oklahoma

Civic and Professional Organizations

BlueCorps
 Greater Oklahoma City Chamber of Commerce
 Oklahoma Home and Community Education
 Oklahoma Hospital Association
 Oklahoma Foundation for Medical Quality
 Oklahoma Osteopathic Association
 Oklahoma State Medical Association
 The State Chamber

Combined Federal Campaigns

Central Oklahoma CFC
 Fort Sill/Lawton CFC
 Greater Tulsa CFC
 Jackson County CFC
 Muskogee Area CFC

Educational Institutions

Oklahoma State University College of Human Environmental Sciences
 Oklahoma State University Nutritional Sciences Department

Oklahoma State University Seretean Wellness Center
 Oklahoma Union Public Schools
 University of Oklahoma College of Public Health
 University of Oklahoma Health Sciences Center
 University of Oklahoma School of Community Medicine

Foundations

H.A. and Mary K. Chapman Charitable Trust
 E.L. and Thelma Gaylord Foundation
 Hille Family Foundation
 George Kaiser Family Foundation
 The Herman Kaiser Foundation
 Kirkpatrick Family Fund
 Magerus Memorial Foundation
 McGee Foundation
 The Meinders Foundation
 James H. and Madalynne Norick Foundation
 Oklahoma City Community Foundation
 Walton Family Foundation
 The Wegener Foundation
 Anne and Henry Zarrow Foundation
 Maxine and Jack Zarrow Family Foundation

In-Kind Donors

Blue Cross and Blue Shield of Oklahoma
 Camille's Sidewalk Café
 Crest Foods
 Cupcakes To Go Go
 The Cheesecake Factory
 Earl's Rib Palace

Irma's Burger Shack
 Johnnie's Charcoal Grill
 Los Amigos Restaurant
 McAlister's Deli
 McNellie's Public House
 OK Runner
 Oklahoma Union Public Schools
 Old School Bagel Café
 On the Border
 Pei Wei
 Qdoba
 Reasor's
 Wal-Mart
 Walgreens

Individual Donors

Diana Abbott
 Suzette Abrahams
 Margaret Allen
 William Anderson
 Barbara Azar
 Andra Baker
 Jennifer Bailey
 Sherry Baker
 Paul Bales
 Cimone Ballenger
 Linda Barker
 Kerin Barngrover
 Jennifer Barrington
 Diane Barton
 Marie Barton
 Marsha Barton
 DeAnn Beach
 Heather Marie Bean
 Barbara Beck
 Margaret Beeker
 Stacey Bell
 Steven Berry
 James Beth
 Wendy Binkley
 Beverly Binkowski
 Carol Bird
 Leah Blan
 Charles Brashers
 Dennet Brecheen
 Heather Brooks
 Bobby Brown
 Jason Brown
 Katherine Brown
 Kristina Brown
 Michelle Brown
 Regina Brown

Sharon Brown
 Valerie Brown
 Angela Brumley
 Rhonda Bruner
 Glenda Burkett
 Patti Burnette
 Bruce Burns
 Suzanne Burrow
 Susan Byrd
 Debbie Campbell
 Shannon Capetillo
 Elizabeth Carter
 Calvin Chambers
 Debbie Chastain
 Jamie Choate
 Rildia Cleary
 Jeanine Clifford
 Kathleen Cline
 Kelly Coblentz
 Roxie Coburn
 Stephen Comtois
 Greg Corn
 Joanne Criner
 Jeanne Criss
 Kelly Crowder
 Gay Cuenca
 Sherri Cypert
 Catherine Davenport
 Bridget Davidson
 Jane Davis
 Gina Delcour
 Sherri Doolittle
 Cynthia Driver
 Tracy Drywater
 Barbara Duckett
 Tanja Dufrene
 Judy Dunford
 Dana Durasso
 Chip Edmunds
 Angie Edwards
 Kandise Eggers
 Frances Emerson
 Denise Fennell
 Sandra Fidler
 Beverly Fish
 Terry Flatten
 Melissa Foster
 Fay Foyil
 Sandra Friday
 Shayne Frye
 Mitzi Fullingim
 Jeanette Gamba
 Dianne Gasbarra, MD

Eve Gatwood
 Mary Glenn
 Linda Glore
 Micheal Goodell
 Kari Govier-Brown
 Donna Grady
 Marie Antoinette Gregory
 Brad Griffey
 Stephania Grober
 Penny Guglielmo
 Michael Haddican
 Lucas Haines
 Nova Hammersley
 Leigh Ann Hancock
 Crystal Hanshaw
 Darci Hardrick
 Lisa Harris
 Naomi Hays
 Karin Haywood
 Dan Henley
 Cheryl Hicks
 Steve Hill
 Cynthia Holloway
 Kevin Holmes
 Brian Hopkins
 Kayla Hopkins
 Jean Horner
 Laura Hottel
 Hilarie Houghton
 Tiffany Nicole Howell
 Paula and Rick Huck
 Ashley Hudgeons
 Sheila Huff
 Linda Huey
 Angela Hughes
 Suzanne Hunsberger
 Cynthia Hurst
 Ruby Huston
 Stephanie Hutchison
 Lee Ann laeger
 Raine Igarta
 Betty Jamison
 Marie Jeffers
 Christine Jenen
 Deborah Jensen
 Angela Johnson
 Cathy Johnson
 Donna Lynn Johnson
 Michael P. Johnson
 Rachel Johnson
 Sue Johnson
 Tracy Johnson

Travis Johnson
Donna Johnson-Perry
Edie Jones
Lora Jones
Sandy Jones
Craig Jones
Landis Kautz
Vanessa Keith
Ashley Nicole Kellogg
Bonni Kennedy
Rosalyn Michelle
Kimble
Rena King
Kody Kline
Patricia and Robert
Knaub
Jenny Koetter
Sue Koonce
Kristin Koontz
Charles Knife Chief, MD
Juliana Kraft
Janis Lacy
Cherie Lake
Jaime Lane
Shalonda Langston
Ivy Lark
Donna Lester
Eric Lindaman
Linden Todd Lindsey
Denise Loeza
Lizabeth Londono
Suzanne Loomis
Edward Lott
Elizabeth Lott
Cynthia Luckens
Teresa Lumpkin
Pia Lupeika
Jan Lyon
Andrew Maddox
Tracy Manning-Gibbs
Bert and Martha
Marshall
Clifford Martin
Harvie Martin
Shanon Lea Martin
John Mavros
Melanie McCarstle
Brandye McCart
Jo Ann McDaniel
Sandy McKee
Rhonda Lee McMurphy
Tammy McMurrian
Kathy Medford

Damian Merrill
Deborah Miles
Jean Miller
Kimberly Miller
Lisa Lynn Miller
Kendra Milligan
Mary and Marc Milsten
Kimberly Mitchell
Deborah Moncooyea
Marisha Moore
Kymberly Morella
Jennifer Morgan
Linea Morrell
Amber Morrical
Debra Murray
Toni Napier
Joseph and Susan
Neely
Patricia Teresa Nelson
Tona Nepote
Joseph Nicholson, DO
Mark Niles
Debra Norfleet
Jennifer O'Leary
Elaine Olzawski
Suzie Omstead
Leslie Paris
Jerry Parker
Patricia Patty
Chandra Payne
Donna Delores Payne
Khristi Peabody
Melissa Perry
Kimberly Platt
Jan Poe
Stephen Poe
Jennifer Pointer
Brenda Porter
Robin Potter
Angela Powell
Tonya Powell
Karla Presley
Donna Price
Lydia Primo
Nancy Pruitt
Angela Qualls
Kathryn Queen
Jodi Rains
Debbie Reinauer
Jeanne Reinsch
Michelle Riddell
Roni Rierson
Maruta Ries

Glenda Riley
Debra Roberts
Susan Roberts
Miriam Robinette
Donna Robinson
Paula Root, MD
Cynthia Rose
Barbara Rucker
Hipolito Ruiz
Regina Runge
Teresa Rutledge
Charles Rygiel
Melissa Sanden
Denice Schneider
Jacque Schulze
Kenneth and Nancy
Setter
Kathryn Seward
Mae Sharp
Karla Shrier
Daphne Sills
Jim Sires
Georgetta Skaggs
Kathy Skorvaga
Dustin Slisz
Julie Sloan
Amy Smith
Angela Smith
Lance Smith
Lloyd Smith, Jr.
Mandy Lynn Smith
Valerie Smith
Robertta Stapleton
Linda Starr-Bales
Terry Steele
Janeen Stephens
Melanie Stevens
Misty Strider
Carol Strout
Deborah Summers
Mary Swentowsky
Renita Taber
Joyce Taylor
Patricia Gail Tedder
Joseph Theban
LaTreshia Thomas
Jeffrey Tikkanen
Vicki Town
Brooke Townsend
Dale Tranberg
Debra Treutlein
Kendra Trice
Patsy Trickel

Glenda Van Duyn
Tomi Vandiver
Karen Vaultz
Cynthia Vu
Christine Carroll Wager
Alicia Walker
Wayne Wallace
Linda Warford
Lisa Wassom
Mary Wedman
Bobette Wells
Selena Wells
Elaine Whitman
Don L. Wilber, MD
John Wilkinson
Dianne Williams
Ellen Williams
Joann Williams
Janet Winfield
Tonya Wilson
Doris J. Wood
Sherri Wright
Janice Yancey
Kimberly Ziegler

Sunshine Leadership Club

*The Sunshine
Leadership Club
recognizes individual
donors who gave a
minimum of \$250 to
support the Oklahoma
Caring Programs in
2010.*

Linda Barker
Brett and Lisa
Barrowman
Margarett Beeker
Steven Berry
James Beth
Beverly Binkowski
Charles Brashers
Jason and Regina
Brown
Susan Byrd
Kelly Crowder
Catherine Davenport
Gina Delcour
Chip Edmunds
Jeanette Gamba
Dianne Gasbarra, MD
Brad Griffey
Stephania Grober

Nova Hammersley
Laura Hottel
Paula and Rick Huck
Linda Huey
Stephanie Hutchison
Lee Ann Jaeger
Michael P. Johnson
Travis Johnson
Charles Knife Chief, MD
Ivy Lark
Edward Lott
Cynthia Luckens
Bert and Martha
Marshall
Harvie Martin
Melanie McCarstle
Brandye McCart
Sandra McKee
Damian Merrill
Kimberly Mitchell
Marisha Moore
Debra Murray
Elaine Olzawski
Leslie Paris
Tonya Powell
Nancy Pruitt
Paula Root, MD
Hipolito Ruiz
Charles Rygiel
Mandy Lynn Smith
Jeffrey Tikkanen
Brooke Townsend
Lisa Wassom
John Wilkinson

*We apologize for any
errors or omissions.*

Capitol Challenge encourages both competitive runners and families

The third annual Capitol Challenge was held Sept. 18, 2010 in Oklahoma City, raising nearly \$7,000 to support the Oklahoma Caring Foundation. The 1 mile, 5K and 10K events attracted 220 runners while participation in the Little Champion's Children's Dashes more than doubled previous events.

Jerry Faulkner of Edmond was the overall male 10K winner, finishing in 33:08 and the female overall 10K winner was Annie Hartmann, finishing in 49:25. Both overall winners received gift cards from OK Runner to spend on new running gear. Twelve local businesses donated gift cards for first and second place winners in each age division in both the 5K and 10K events. One new aspect of the 2010 event that received very positive feedback from participants was the choice of a limited edition tie-dye or dri-fit shirt.

"We are very thankful to all of the runners who dedicated a Saturday morning to being fit and healthy," said Paula Huck, Oklahoma Caring Foundation executive director. "The day was a true example of how families can make a commitment to living a healthy lifestyle."

Partnering to host the event was OK Runner and Blue Cross and Blue Shield of Oklahoma. An expanded Capitol Challenge event is slated for 2012.



Blue Cross and Blue Shield of Oklahoma, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

71779.0111

NON-PROFIT ORG.
U.S. POSTAGE
PAID
TULSA, OK
PERMIT NO. 2146

The Oklahoma
Caring Program for Children
Oklahoma Caring Van Program
PO Box 3283
Tulsa OK 74107-3283

