



FOR IMMEDIATE RELEASE

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**Big Brothers Big Sisters of Northwest Florida Wins \$10,000 Donation
Thanks to Social Media Post**

Florida Blue Foundation donates \$50,000 to five nonprofits across state in #FloridaGives social media campaign for Giving Tuesday

PENSACOLA – The holidays are a little brighter this year for Big Brothers Big Sisters of Northwest Florida in Pensacola thanks to a social media post that rewarded the organization with a \$10,000 donation.

The Florida Blue Foundation joined the #GivingTuesday movement last month asking Floridians to share on social media which local nonprofits they supported and why along with the hashtag #FloridaGives.

The Foundation then randomly selected five of the social media posts and surprised the Florida 501(c)3 charities with a \$10,000 donation just in time for the holiday season.

As the nation's largest donor- and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers and children.

Other nonprofits selected across the state for a \$10,000 donation included:

- Kids House of Seminole (Sanford) - In collaboration with law enforcement, the state attorney's office, medical personnel, child protection professionals, social workers, and licensed mental health counselors, they work to break the cycle of violence often seen with child abuse.
- Transition Sarasota - is a non-profit organization, of the greater Transition U.S. movement, committed to developing community-driven solutions for the local food system.
- AnnieRuth Foundation – (Jacksonville) Their goal is to equip participants with knowledge and skills to assist with making healthy life choices; thus empowering them to become positive contributors to society.

- Tampa Bay Healthcare Collaborative - The Collaborative is a member-driven non-profit that promotes and advances the health and wellness of those underserved through community collaborations.

More than 2,100 people submitted names of nonprofits to the #FloridaGives campaign that reached more than four million people on social media.

“Our nonprofit community is struggling this year. The need for their support and services is greater than ever due to the pandemic. Meanwhile, many organizations are struggling to stay afloat due to decreased donations,” said Florida Blue Foundation Vice President Susan Towler. “We’re thrilled to provide these five charities with a financial boost as well as some well-deserved attention during this season of giving.”

Florida Blue and the Florida Blue Foundation have invested more than \$7 million in organizations across the state addressing urgent health and safety needs in response to COVID-19.

About Florida Blue Foundation

[Florida Blue Foundation](#) enables healthy communities by making grants, building coalitions and rewarding best practices. More than three million people in Florida have received direct health services as a result of grants made to nonprofit organizations since our founding in 2001. Florida Blue Foundation is a trade name of the Blue Cross and Blue Shield of Florida Foundation, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association. www.FloridaBlueFoundation.com.

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