



## GROWING RESILIENT COMMUNITIES

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Research shows only 15% of Florida's ZIP codes are home to half of the state's children living in poverty. That is why as part of their Equity Alliance commitment, Florida Blue launched the Growing Resilient Communities initiative to improve prosperity and reduce generational poverty in five ZIP codes in four cities: Fort Lauderdale (33311), Jacksonville (32206), Orlando (32805) and Tampa (33612 & 33613). The initiative identifies critical ZIP codes and partners with community organizations to build cross-sector collaboration with government, nonprofits, faith institutions and local businesses. Florida Blue engaged local partners to address goals of improved health outcomes, quality education, financial security, personal safety, community success, and other needs.

### AROUND THE STATE:

- Orlando**  
 Broke ground on the Heart of West Lakes Health and Wellness Center as part of a partnership with the Lift Orlando purpose-built community initiative.
- Tampa**  
 Invested \$1.7 million in collaboration with the Tampa Innovation Partnership to provide better health, housing, employment and other opportunities in two of Tampa Bay's poorest zip codes.
- Jacksonville**  
 Helped launch the nonprofit Lift JAX to revitalize Jacksonville's historic Eastside neighborhood and eradicate generational poverty.
- Fort Lauderdale**  
 Invested nearly \$2 million to develop affordable housing options, offer free job training and educational opportunities and support residents' economic mobility.

"Poverty has always plagued the Central Florida community, but during the pandemic we saw an alarming rate of growth. There was a critical need for an organization [Florida Blue Foundation] to stand in the gap by offering essential resources that could uplift and enable members of the community to have sustainable incomes. We're honored to serve the Central Florida community and are delighted at this opportunity to expand our support through the challenge funding."

— Lynette Fields, executive director, Poverty Solutions Group, Winter Garden, FL

