

# Special Announcement

## Florida Blue Addresses Generational Poverty Growing Resilient Communities initiative



Florida Blue, Florida's Blue Cross, and Blue Shield plan, announced it is investing nearly \$2 million into organizations doing work in Fort Lauderdale's 33311 zip code as part of the insurer's initiative to address generational poverty.

This summer, Florida Blue launched its Growing Resilient Communities initiative, a philanthropic program focused on breaking the cycle of generational poverty in five select ZIP codes across the state.

The initiative partners with residents and organizers in each community on specific needs, including access to quality education, financial security, safe and healthy living conditions, improved health status, and focused support from organizations and services.

The Urban League of Broward County was selected as one of three organizations, receiving \$1 million to invest into The Village at Oakland Park. The Urban League plans to build a vibrant, intergenerational neighborhood in the heart of Oakland Park. The first phase of the new development will offer affordable, and workforce housing options for families, seniors, and individuals and will aim to improve the social and economic mobility of low- to moderate-income residents in the area.

***"We are grateful to Florida Blue for their investment in creating a sustainable foundation for families to thrive. Such investments empower us to focus more on population impact through proven solutions initiated by providing safe and affordable residence for our community," says Urban League of Broward County President and CEO Dr. Germaine Smith-Baugh. Affordable, sustainable housing sits at the core of human survival, and it is here that we build strong communities."***

Florida Blue awarded gifts to Greater Fort Lauderdale Alliance and Broward College's BrowardUp program during a ribbon-cutting ceremony for a new Partners in Education for Business Success (PEBS) facility at Dillard High School in late October.

Urban League of Broward County  
[www.ulbroward.org](http://www.ulbroward.org)



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