

Healthy Kids, Healthy Families application process opens April 15

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ALBUQUERQUE – Blue Cross and Blue Shield of New Mexico is accepting applications for its Healthy Kids, Healthy Families grant initiative from April 15 through May 31. BCBSNM encourages nonprofit organizations with innovative programs that are working to improve the health and wellness of New Mexican children and their families to apply.

“The Healthy Kids, Healthy Families grant program supports BCBSNM’s commitment to the communities we serve,” said Janice Torrez, associate vice president of external affairs and chief of staff, BCBSNM. “We want to inspire a new generation of wellness in our state by helping to find, fund, and focus programs on the most effective ways to address the pressing health issues facing our state. Together, we can truly make a difference in communities throughout New Mexico.”

Established in 2011, the HKHF grant initiative is part of BCBSNM’s commitment to invest in and work with nonprofit organizations that offer sustainable and measurable programs in the areas of nutrition, physical activity, disease prevention and management, and safe environments. Applying organizations must have 501(c)(3) status.

To learn more about HKHF and the application process, visit bcbsnm.com and look for the Healthy Kids, Healthy Families link under Company Information. All applications must be submitted online.