



## Humana Cares About Community —We Know You Do Too

Helping others is one way to make healthcare more human. It doesn't just benefit them; it benefits you too. Volunteering can increase your happiness, improve your physical health and extend your longevity.<sup>1</sup> It's also good for business and may boost brand perception.<sup>2</sup>

Volunteerism is a unique grassroots marketing opportunity to connect with your community in a meaningful and authentic way, especially when other types of community events may be limited. When you learn about and engage with community organizations early on, you'll have more connections and resources on hand when your clients may need them later.

Here's how you can put human care to work in your community.



### Everyone's Health is Connected

A community is only as healthy as its least healthy resident. And health extends beyond physical and mental components; it can be affected by a person's lifestyle, environment and social circumstances. That's why Humana believes in addressing the health needs of the whole member and the communities we serve. When you volunteer, you may be helping to improve both the clinical and social health outcomes in your community.

### Every Action Makes a Difference

National organizations like the following can connect you to local opportunities to help those most in need while building your network.



#### General

##### Volunteer Match

- Helps to connect volunteers with organizations through the power of community, relationships and partnerships for a wide array of causes from seniors to veterans, from technology to racial equity. Enter your location to find in-person and [virtual opportunities](#).

<sup>1</sup>[https://greatergood.berkeley.edu/article/item/helping\\_others\\_can\\_help\\_you\\_cope\\_with\\_lockdown](https://greatergood.berkeley.edu/article/item/helping_others_can_help_you_cope_with_lockdown)

<sup>2</sup><https://www2.deloitte.com/us/en/pages/about-deloitte/articles/citizenship-deloitte-volunteer-impact-research.html>



## Food Insecurity

### Feeding America

- **Funded in part by the Humana Foundation. Humana Foundation donated \$450,000 to Feeding America's COVID-19 response fund.**<sup>3</sup>
- Distributes 4.3 billion meals each year<sup>4</sup> through a nationwide network of 200 food banks.<sup>5</sup> [Search for your local food bank](#) to find a volunteering opportunity to help sort and pack, distribute or deliver food. You can even volunteer from home to help fundraise and drive awareness.

### Meals on Wheels

- Addresses senior isolation and food insecurity through a network of more than 5,000 community-based programs across the country.<sup>6</sup> [Sign up to deliver warm meals](#) on a schedule that works for you.

### Move for Hunger

- Helps reduce food waste and fight food insecurity by coordinating non-perishable food donations when people move. [Learn ways](#) you can help them take action in your community.



## Senior-Focused

### *Older Adults Technology Services (OATS)*

- **Funded in part by the Humana Foundation. In 2020, Humana Foundation donated \$3 million to improve internet access for 1 million+ seniors.**<sup>7</sup>
- Helps seniors learn and use technology to live better in the digital age. OATS participants often leverage their newfound skills to improve their health and well-being.<sup>9</sup>

<sup>3</sup><https://www.humanafoundation.org/Foundation/news>

Humana+Foundation+Donates+%24500%2C000+in+Support+of+Coronavirus+Pandemic+Relief+and+Recovery+Efforts

<sup>4</sup><https://www.feedingamerica.org/about-us>

<sup>5</sup><https://www.feedingamerica.org/find-your-local-foodbank>

<sup>6</sup><https://www.mealsonwheelsamerica.org/learn-more/national>

<sup>7</sup><https://www.humanafoundation.org/Foundation/news/>

OATS+Receives+%243+Million+Humana+Foundation+Investment+to+Launch+National+Digital+Engagement+Consortium+for+Older+Adults+

<sup>8</sup><https://oats.org/oats-by-the-numbers/>

## Elder Helpers

- Matches screened and trained volunteers with seniors in need for services such as shopping, cooking, gardening, companionship and more. [Register as a volunteer](#) to be matched with a senior in your community.

## Senior Companions

- Provides assistance and friendship to seniors to stay independent as a program of the Corporation for National & Community Service. (Must be 55 and older to volunteer.)

## Volunteers of America Senior Services

- Offers senior support services like adult daycare, affordable housing, senior centers, meal programs and daily living assistance. Find a senior living and care community in your area [here](#).



## Health

### Alzheimer's Association

- Works to end Alzheimer's and all other dementia through research, risk reduction, early detection and improving quality care and support.

### American Diabetes Association

- Advocates and educates on diabetes and raises funds for research and awareness campaigns.

### American Heart Association

- Fights heart disease and stroke to help save and improve lives through education and research.



## Ways to Stay Safer

When volunteering, you'll want to take extra precautions for your own and others' safety:

- Wear a mask
- Keep a six-foot distance between yourself and others
- Wash your hands frequently
- Don't touch your face
- Follow [CDC guidelines](#)
- Obey local government regulations

## A Company that Cares

Humana focuses on promoting community health and equity because we know health happens everywhere—not just in the doctor’s office.

For Career and DMS Agents	For Partner Agents	For All Agents
<a href="#">Humana Together</a> —Humana’s internal employee resource for finding and tracking volunteer and giving opportunities.	<a href="#">Local Support</a> —your Broker Relationship Executive or Manager can help you identify local efforts and get involved.	<a href="#">zoom in™</a> —Humana’s advanced data visualization and heat mapping technology to identify resources at the neighborhood level. Enter your ZIP code to find organizations who may need volunteers in your community.

## Our Bold Goal

Humana’s Bold Goal is a population health strategy focused on addressing social determinants of health like food insecurity and loneliness to improve the health outcomes of our members and the communities we serve. Learn more about Humana’s Bold Goal [here](#). You can also use the Bold Goal Whole Health Toolkit in the Marketing Resource Center to help address your client’s social health needs, including informational flyers and a resource referral guide to help members who screen positive for one or more social determinant of health.

## Keep Connected Post-Enrollment

When you strengthen your ties within your community, you develop a network of support and resources for your clients. You’re better able to serve your existing Book of Business and connect them to local programs and services when they need them most, proving yourself as a trusted partner and advocate.

Looking for ways to get involved in your community with Humana?

Reach out to your [local support team](#).