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## Premera Invests \$1,000,000 to United Way's CORE Approach

(Everett, WA) – At the CORE Perspectives breakfast on Thursday, Sept. 20, Premera Blue Cross announced a total investment of \$1,000,000 to United Way of Snohomish County over the next three years, directly supporting the organization's collaborative approach to the complex conversation around poverty in our community.

Last year, United Way of Snohomish County announced its move beyond the traditional role of simply being a funder. This new work, Creating Open Roads to Equity (CORE), is a whole-family approach focused on outcomes around five components—early childhood education, postsecondary and employment pathways, economic assets, health and well-being, and social capital for both children and adults in each family.

“At Premera, we believe in prevention and the overall well-being for those in our community, and that's a big part of what CORE is about. It removes barriers for families, allowing them to better access the services they need, including health and mental health,” said Paul Hollie, head of social impact investments at Premera Blue Cross.

Launched in January 2018, five CORE Collaboratives, made up of more than 68 nonprofit, business, public and private partners, are working together in intentional and innovative ways around a shared purpose.

“Our collaborative approach truly addresses the root causes of poverty by changing the system that keeps our families trapped. You can feed a child, but if that child goes home to a caregiver who is faced with a confusing web of services and multiple barriers to the necessary employment to consistently put food on the table, simply giving that child a meal, while critical, doesn't address root causes,” said United Way of Snohomish County President and CEO, Allison Warren-Barbour.

“This investment will change the lives of families through our CORE Collaboratives. We are incredibly grateful to have Premera's continued support as a partner and philanthropic leader in the community,” added Warren-Barbour.

Last June, Premera announced a \$250,000 investment into United Way of Snohomish County's CORE Fund.

Learn more about CORE at [www.uwsc.org](http://www.uwsc.org) and read our 6-month Collaborative report at <https://www.uwsc.org/reports>.

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*CORE: Creating Open Roads to Equity is a collaborative approach of United Way of Snohomish County that removes barriers to help families escape the traps of poverty. We are the only organization in Snohomish County that is both a funder and an active partner in five CORE Collaboratives—groups of cross-sector partners focused on shared, long-term solutions for families struggling to get by. To learn more, visit [www.uwsc.org](http://www.uwsc.org).*