



2 August 2021

Dear Steven,

Please find the reply to your email in regards to the collaboration with Clark County Fire Department for Covid 19 vaccination campaign.

- The reason for the donation. “community outreach/assist in COVID-19 vaccination initiative as a community partner.”
With the rise of positive cases in NV, Anthem BCBS would like to help drive the Covid vaccination campaign to help the community to be vaccinated.
- The intended purpose of the donation. “COVID-19 vaccination incentive”
The incentive to thank the community for receiving their vaccinations by giving the \$10 giftcard to each person that gets vaccinated
- The amount of the donation. “\$100.00”.
I have \$1000 (\$10 each giftcard) on hand now 7/28/21. When you run low, I can ask for additional funding for the giftcards cause Anthem BCBS is committed in helping drive the COVID vaccination campaign.
- The form of the donation. “ 10- \$10.00 Visa gift cards”-
Giftcard varies from Walmart to Visa \$10 each giftcard
- What is required from us is “ accountability of distributed visa cards on a daily, weekly, monthly basis. “
Tracking of the total #'s, date, time location of events, minority/not minority (possible to do this one?)
- The expectation of undistributed donation.
Just contact me Olivia Smith email: Olivia.smith@anthem.com and we can discuss for future incentive campaigns that the CCFD can do (flu, back to school vaccinations etc)
- Time frame.
Ongoing if possible. We can discuss future collaborations because I work with Kelly Foster for other community outreach projects (turkey drives, resource fairs)

Sincerely,

Olivia Smith
Community Outreach Manager, Anthem Medicaid NV