



As we close out another year, I'm reflecting on the many things in our lives that come to an end. The end of a season, the end of a football game or the end of a long day often come to mind. What about the end of fear? You may not even realize when a fear ceases to exist.

Many times, the courage to “Live Fearless” happens in everyday life. While it can refer to someone who climbs a mountain, runs a marathon or steps outside of his or her comfort zone, it can also be how someone handles adversity. People just doing what they can for their friends and family, or sometimes for someone they barely even know.

In this issue of Giving magazine, we take a closer look at two local families and their fearlessness. One mother was faced with an unexpected diagnosis for her child. She didn't crumble, but instead flourished into an awe-inspiring advocate for her daughter Lila. And now Lila is living without limits. Read about Lila and her mother Padgett on page 4.

We also revisit the Strehlow family. We last profiled them back in 2007. The family's 7-year-old twins, Henry and Haley, were both diagnosed with Type 1 diabetes. Now the twins are in college. You can find the Strehlow's story on page 6.

You often hear that it takes a village to raise a child. Ever think about coaching youth sports? You can read on page 8 about two fearless employees who give their time to coach children in our community.

Employees were among the first to ride the BlueCross BlueShield-sponsored Blue Bikes. Columbia's bike share program launched in early September, but not before employees got a chance to try out the bikes. Fearless riders said it had been decades since they had been on a bicycle. Find out more about the Blue Bike program on page 12.

The end of another year also signifies the end of another successful United Way Campaign. You gave fearlessly, and it shows. BlueCross employees raised more than \$2,818,745.36 to help “Flip the Script” for many.

I hope these stories inspire you. As we enter the busy holiday season, remember that it's not always WHAT you do or HOW you do it, but the fact that you ARE doing it. Keep giving. You may be more fearless than you think.

Jill Davis
Senior Vice President,
Strategic & Ancillary Services