HACKENSACK, NJ – February 19, 2020 – The Diabetes Foundation, New Jersey’s premier not-for-profit organization that empowers individuals living with diabetes, recently received a $25,000 grant from Horizon Blue Cross Blue Shield of NJ (Horizon BCBSNJ). The generous donation, made through The Horizon Foundation for New Jersey, will be used throughout 2020 to support the Foundation’s Diabetes Resource Advocacy Program.

“We are grateful for Horizon’s ongoing partnership and generosity, especially as we continue to grow the size, scope and reach of our Diabetes Resource Advocacy Program,” said Ginine Cilenti, Executive Director of the Diabetes Foundation. “The program helps us make a remarkable impact on the lives, health and wellness of our participants. It is industry partners like Horizon that allow us to positively impact the lives of those living with diabetes, while limiting the potential for their hospitalization and the enhanced medical care of patients that results from uncontrolled blood sugar.”

The Diabetes Foundation’s Diabetes Resource Advocacy Program provides participants with long-term one-on-one support that is dedicated to helping them actively manage their diabetes. The program aims to help participants understand that being diligent with medication, nutrition and other healthcare needs will substantially increase the opportunity for a healthier life. Diabetes Resource Advocates in the program remain paired with participants for as long as they need support, with an average length of service ranging from six months to a year. Advocates listen and support participants, while connecting them with local resources to help manage and support their diabetes and other healthcare needs.

The Horizon Foundation for New Jersey, the charitable giving arm of Horizon BCBSNJ, made its first contribution to the Diabetes Foundation in 2006.
“We are pleased to support the Diabetes Foundation’s efforts to help individuals and families manage diabetes and prediabetes,” says Jonathan R. Pearson, Executive Director, The Horizon Foundation for New Jersey. “Their program aligns with Horizon’s commitment to helping our members access the resources they need to manage their health. We are improving the health of the communities we serve, by helping people living with diabetes manage the disease and improve their quality of life.”

About the Horizon Foundation for New Jersey
The Horizon Foundation for New Jersey is committed to working alongside those who can help us improve our neighbors’ health, inform their health decisions and inspire them to lead healthier, more fulfilling lives. The Foundation’s new funding pillars are Caring, Connecting and Creating. Horizon Blue Cross Blue Shield of New Jersey is the sole member of The Horizon Foundation for New Jersey, both of which are independent licensees of the Blue Cross and Blue Shield Association. For more information please visit www.Horizonblue.com/Foundation.

About Diabetes Foundation
The Diabetes Foundation is a 501(c)(3) foundation started in 1990 with the goal of empowering individuals struggling with prediabetes, Type 1, Type 2, or gestational diabetes. The Foundation is committed to providing access to critical resources and medication necessary for people living with diabetes to remain healthy. The Foundation provides a number of programs serving children, parents, adults, caregivers and their families regardless of income or healthcare coverage. The generous support from patrons and sponsors allows the Diabetes Foundation to continue to offer services to the community for free. You can learn more about the foundation at www.diabetesfoundationinc.org or by calling (201) 444-0337.

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