Nsight’s 2019 Community Giving

- Health and Wellness: 36%
- Community, Civic and the Arts: 30%
- Children and Education: 4%
- Environment: 30%
We are grateful for the generosity of the Cellcom Green Bay Marathon in bringing our YMCA Full Circle program to life. Their support allowed us to cultivate inclusive programs for hundreds of children with autism and created lasting connections among their families. Each child has a success story, whether it is learning to swim safely and independently, kicking their first soccer goal or sitting next to a new friend while singing a camp song at Y Day Camp. We are forever grateful to the Cellcom Green Bay Marathon for making our community a place that honors the incredible talents, potential and gifts of ALL children.

Kathleen McKee  
Vice President of Programs and Innovation

Message From Our CEO

Communities across our service area of Northeast and Central Wisconsin, along with Upper Michigan, are very fortunate to be served by many strong, committed organizations that have repeatedly demonstrated the ability to lead positive change. Throughout the year the Nsight family of companies sought opportunities to partner with local nonprofits and community leaders to further extend their efforts and increase their impact. Strategic alliances and collaboration are yielding success.

2019 marked the Cellcom Green Bay Marathon’s 20th season. Over those two decades the marathon has generated over $1.5 million in financial support to 18 charity partners. The Greater Green Bay YMCA Full Circle Program and the Greater Green Bay Habitat for Humanity were the benefactors in 2019, receiving a total of $53,997 in funds. With the additional contributions received as multi-year charity partners, the well-established, highly respected nonprofits were able to expand their programming and make long-lasting impressions. Two hundred children with autism were able to make connections through the Full Circle program. The future construction of one additional Habitat house will not just be building a home, but also building stability and self-reliance.

Our customers are strong environmental stewards and Nsight continued to support these efforts. Old and unwanted phones were brought into our retail locations for proper disposal and Cellcom gave the recycling proceeds back to community organizations dedicated to sustainability. In 2019 Cellcom awarded $37,398 in Green Gifts to 32 local organizations, including an additional $4,232 to the Bay Beach restoration project. In the prior year we were able to make a $100,000 gift to this community project using funds from recycled phones.

These are just a few examples of how Nsight bolstered critical community initiatives. We were proud to have partnerships with 637 unique programs and projects that are in highly capable hands. I encourage you to read our full Community Impact Report and view our video by visiting nsight.com/community or go to youtube.com/mycellcom to learn more. We have tremendous confidence in local nonprofits and believe that together we can shape a better, brighter tomorrow.

Mark M. Naze  
CEO
Children and Education

Take innovative technology, pair it with inquisitive minds and passionate teachers, and the sky will always be the limit. That's why we tap opportunities that empower and inspire youth. We're confident that fueling imagination and critical thinking is a win for everyone.

In 2019 Nsight partnered with enthusiastic educators at 39 schools to place 825 virtual reality (VR) kits in the hands of curious students. VR viewers and smartphones provided a shared experience and visualizations that wouldn't otherwise be possible in a classroom, stimulating and engaging children in a whole new way. Students could tour ancient Rome or visit the Sahara Desert. Climb Mount Everest or explore the underwater world. Travel through space or through the human body.

The immersive learning platform has become a highly valued classroom tool, with over 3,000 VR kits distributed to schools and other groups over the past four years.

To support young scholars in their continued pursuit of academic achievement, Nsight awarded $21,900 in scholarships to 25 high school seniors. Cellicom presented $750 scholarships to 16 students and Nsight Telservices recognized seven individuals with $1,200 scholarships. The R.J. Riordan scholarships of $750 were awarded to two students who served as an editor for the Pulaski News.

Nsight was also proud to further the efforts of area Parent Teacher Organizations, booster clubs, youth sports and school fundraisers across our service area.

The Brown County Children with Disabilities Education Board thanks you for your generosity. All donations support our programming which teaches children to become independent, resulting in a self-confident child who will grow and develop into a productive member of our community. Thank you for your kindness and caring spirit.

Kim Pahlow
Syble Hopp School Administrator
The Greater Green Bay Chamber and Partners in Education appreciates your financial support and valuable time your organization invested for this year’s Find Your Inspiration Event. Your efforts helped provide an amazing career exploration opportunity for over 3,700 area 8th grade students!

The success of this event is possible because of your dedication, enthusiasm and support. We value our partnership with you and look forward to working together on next year’s event!

April Pingel
Youth Career Development Manager
Greater Green Bay Chamber
Health and Wellness

The Cellcom Green Bay Marathon is a high-energy event that appeals to runners and spectators alike. The 2019 event drew participants from 42 states and seven countries outside of the US. And with an estimated economic impact of $1 million in the greater Green Bay area over the three-day marathon weekend, businesses also look forward to the event.

Individuals of all ages and all levels of athleticism participated in the various events, including a kids’ run, 5K, half marathon and marathon. The Cellcom Green Bay Marathon is known for its signature lap around Lambeau Field, a high level of enthusiasm and for consistently delivering an exceptional experience, which required an estimated 3,000 volunteers.

Cellcom has been the title sponsor of the marathon since its inception in 2000. In that time, the marathon has generated $1,523,268 for its charity partners. In 2019 Cellcom provided in-kind support valued at $137,338 and Nsight employees donated time to ensure yet another successful event.

In addition to the marathon, Nsight supported cycling events, fun runs and walks, and other venues that encouraged physical activity, health and wellness.
Thank you so much for supporting the community and our garden. Your generosity is very much appreciated. Thank you for helping our children “grow!”

Tracy Albrecht
Bonduel Elementary School Garden

Environment

Our Green Gifts program is a strong partnership between consumers who bring in their unwanted phones for recycling, area organizations dedicated to environmental stewardship and Cellcom. Together, we properly dispose of mobile phones and reinvest the funds generated by recycling into local initiatives focused on sustainability.

In 2019 a total of $37,398 was awarded in Cellcom Green Gifts to 32 local organizations. With Cellcom’s financial support, nonprofit organizations can continue to make great strides in protecting and caring for our environment. Funded projects included community gardens, monitoring water quality, Fox River clean up, creative educational programming and using solar energy as an alternative to fossil fuels.

Cellcom’s Recycling Program has generated $484,373 for local charities.
Thank you so much for all your work in coordinating and implementing the Make a Difference Day for SAM25. It made a huge difference for us. We estimate this saved our organization about $5,500! We still are in awe of all that was accomplished. You truly made the demo of our new building so much easier. We are so grateful.

Jen Laude Bisterfeldt
Executive Director
SAM25

Community, Civics and the Arts

The Nsight family is comprised of committed, dedicated individuals who strive for excellence in the workplace as well as betterment of their communities. In 2019 our employees volunteered 4,824 hours to 89 unique organizations. Nsight extended these efforts with corporate gifts totaling $7,900.

We are also proud to support the annual United Way campaign. Our employees donated $12,802 to the campaign and Nsight made a corporate gift of $9,100, for a total of $21,902.

We recognize that community organizations and events rely heavily on communication and technology for their continued success. Cellcom donated 199 lines of service, including mobile phones and internet, valued at $201,711 to local nonprofits that deliver critical services to our neighbors in need. We also provided in-kind wireless technology valued at $16,400 to community events throughout our service area. Nsight Telcservices provided services valued at $20,782, including Internet, DSL, web hosting, cable TV and landline phone service to local organizations.
Your support is greatly appreciated. It is through support from people like you that we can make the dramatic impact we have on the lives of thousands of children every year. Thank you for your generosity. You are making a difference here.

Chris Langenfeld
Heckrodt Wetland Reserve