

2024 COMMUNITY IMPACT REPORT



Caring about the Community

Every year, I find myself inspired by the collective impact of Nsight and our family of companies. From Green Gifts to employee volunteer opportunities and giving efforts, and hundreds of community partnerships, in 2024, we continued to push boundaries in our support for meaningful causes, working together to build a brighter future.

Last May, we celebrated the 25th and final run of the Cellcom Green Bay Marathon. While it was bittersweet to say goodbye to this iconic community event, we couldn't be prouder of its legacy. The marathon has raised millions for local charities, impacting countless lives along the way. Standing at the metaphorical finish line of this event, I was reminded of how deeply the marathon has connected us— as a community bound by shared purpose.

At the core of Nsight's efforts lies a commitment to innovation, sustainability, and team members who care about community. Each step forward has been guided by our shared values and a belief that even small contributions, when combined, can spark extraordinary change. Whether through the support of community programs or environmentally conscious initiatives, everything we do traces back to one simple goal - creating a better future for all.

This report is a celebration of what we accomplished in 2024 and an invitation to dream about what's next. Together, we're building something truly remarkable.



Bridget Kirsch

“

The microscopes we purchased with our Green Gift have worked so well and we can't wait to keep using them into our spring programming!

- Heckrodt Wetland Reserve

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THIRTY-ONE ORGANIZATIONS received a share of the \$20,984 in Green Gifts from Cellcom in 2024. From helping monitor and clean up waterways in the Fox River Watershed, to connecting communities with food forests, to expanding youth environmental education, recipients are paving the way for a more sustainable future.

The Green Gifts program uses funds generated from Cellcom's cell phone recycling program to fund green nonprofit initiatives. Customers and community members are encouraged to bring in their old or unwanted phones to be reused and recycled. Over the past 21 years, this recycling program has generated \$624,920 for local charities.



A Sample of 2024 Projects:

Boys & Girls Club of Portage County - Steven's Point, WI

Funds will help support their Voyagers Club programming, aimed at bringing hands on nature activities and learning opportunities to youth, such as pond exploration, leave no trace practices, animal track identification and more.

Bookworm Gardens - Sheboygan, WI

Funds will help restore the gardens vermicomposting infrastructure and add worms back into their education curriculum, allowing visitors and learners to explore how they can personally reduce food waste and mitigate carbon emissions.

Heckrodt Wetland Reserve - Menasha, WI

Funds helped purchase digital microscopes for use in the Reserve's youth programming such as Wetlands Testing the Waters, giving students hands-on experiences in scientific data collection and water testing methodology.

Green Bay West High School - Green Bay, WI

Funds will be used to purchase supplies for students to have the opportunity to participate in The Cornell Lab of Ornithology's Celebrate Urban Birds project. This Citizen Science Project is meant to teach students about bird populations and identification, while understanding their impact on nature and the environment.



CELLCOM GREEN BAY MARATHON

THE CELLCOM GREEN BAY MARATHON

completed its 25th and final run in May of 2024. After more than 183,000 runners crossed the finish line and nearly \$1.8 million was raised throughout the past 25 years, the celebratory finale was an ode to the beloved community event that meant so much to nonprofits, runners and spectators alike.

The last marathon event proceeds and runner fundraising efforts helped award **\$107,856** to the 2024 charity partners, Feeding America Eastern Wisconsin and New Community Shelter.

Feeding America Eastern Wisconsin serves neighbors across 35 counties, supporting 400 local pantries. Proceeds from the marathon were used to further these efforts.

New Community Shelter comes to the aid of the homeless and hungry with their emergency shelter, transitional living program and community meal program. Marathon proceeds were used to help support the community meal program, providing dinner to anyone in need, 365 days a year.

To celebrate past partnerships and the impact of the event, Cellcom Green Bay Marathon gave a final boost to its past 25 charity partners with a total donation of \$81,000.

“ Thank you for hosting this wonderful event for all these years and including Feed America Eastern Wisconsin.

We had a blast!

- Feeding America Eastern Wisconsin ”

Marathon Charity Partners Throughout 25-Year History

Children’s Hospital of Wisconsin
Civic Symphony of Green Bay
Special Olympics Wisconsin
Curative Connections
New Community Shelter
Volunteer Center of Brown County
Greater Green Bay Habitat for Humanity
American Red Cross of Northeast WI
Salvation Army of Greater Green Bay
Boys & Girls Club of the Bay & Lakes Region
CP
Family Services of Northeast Wisconsin
Junior Achievement of Wisconsin - Northeast Region
Unity Hospice
Big Brothers Big Sisters of Northeast Wisconsin
Golden House
Aspiro
Greater Green Bay YMCA

Oneida Nation Emergency Food Pantry
St. John’s Ministries
Casa ALBA Melanie
Paul’s Pantry
Disabled American Veterans
The Gathering Place
Feeding America
Eastern Wisconsin



EMPLOYEE SPOTLIGHT: Erin Roethlisberger

I have been volunteering with Happily Ever After Animal Sanctuary (HEA) since 2018. When I first started, I helped at special events when needed. After I adopted one of my dogs from the organization, I began to get more and more involved, helping them plan and run events, assist with social media, answer emails and eventually, fostering. I have fostered over 50 animals with HEA, both cats and dogs.

As a lifelong animal lover, I enjoy being able to spend as much time as I can with them. Opening my home up to foster cats and dogs has been incredibly rewarding because I know that with each animal I bring home to foster, one more life that is saved and one more animal will know love. In volunteering, I found my passion for animal welfare as well as an organization whose mission and work I truly believe in.



RAY J. RIORDAN, SR. SCHOLARSHIP

Established in 1989, the Ray J. Riordan, Sr. Scholarship recognizes a Pulaski High School senior who serves as an editor for the Pulaski News, the oldest student-run community newspaper in the United States. Nsight Telservices proudly awarded two Pulaski High School seniors, Dahlia Maroszek and Sam VanZeeland, the scholarship of \$750 for their exceptional leadership and academics.

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Thank you for sponsoring the Neenah Runner's High Program and congratulations on 25 years! You have provided a positive and healthy outlet for youth, and we appreciate your support!

- Neenah High School, Runner's High Program ”



GIVIN' A LITTLE BACK

NSIGHT'S GIVIN' A LITTLE BACK (GALB)

program allows employees to turn their philanthropic efforts into monetary donations to a non-profit organization of their choice. In 2024, employees spent 3,228 hours volunteering and supported organizations that mattered to them most through monetary donations. Nsight was proud to extend these contributions, giving to 80 unique organizations through GALB.



Q EMPLOYEE SPOTLIGHT: Aaron Geary

I volunteer for the Ice Age Trail Alliance (IATA), building and maintaining segments of the Ice Age Trail that stretch across Wisconsin. The work I have done so far includes building new trail sections, cleaning up/maintaining existing trail sections, and building boardwalk through sections that are swampy or prone to flooding.

Each time I volunteer with IATA, it's an opportunity to learn and use new hands-on skills; for instance, in May, I learned how to build boardwalk, a skill I never thought I would have. Multi-day trail crew events are great opportunities to disconnect from technology and spend time in the woods while working with people who are passionate about what they are doing. I think my favorite part of volunteering with the IATA is knowing that the work I'm doing is meaningful and helps connect people with nature in their community by making it more accessible.

Q EMPLOYEE SPOTLIGHT: Amber Michur

I volunteer with Central Wisconsin Area Community Theater (cwACT), a non-profit with a mission to create a full theatrical experience that the community can enjoy. I have held several roles in the organization, I've served on the Board of Directors, Chaired Marketing and Publicity Committee, assistant directed, acted on stage, and currently, I'm serving as Chair of the Fundraising Committee and a member of the Play Reading Committee. It can be time-consuming, but it is labor of love that I am very proud to be a part of.

Performing is my passion, but I think that the people and the process are my favorite part. You see people from all walks of life, all ages (from young to young-at-heart), skill sets and professions working together to bring a production to life. It is a supportive atmosphere, and it is amazing to see how working on a production can encourage people to push themselves in ways they never considered possible.



Employee Volunteer Opportunities

Throughout the year, Nsight offers employees group volunteer opportunities as a chance to get out into communities and participate in giving back together.

Fox Wolf Watershed Cleanup

The Fox-Wolf Watershed Alliance, with a mission to protect, restore and sustain the water resources of the Fox-Wolf River Basin, has been a Green Gift recipient for many years. Cellcom is proud to support their annual watershed cleanup, a day of volunteerism to clean up litter in and along waterways between Fond du Lac and Green Bay.

During the 2024 cleanup, a group of Nsight volunteers worked their way through Meadowbrook Park in Green Bay, WI, and cleaned up 29.5 pounds of trash and debris. At 70 sites throughout the watershed, 1,749 volunteers collected more than 7,350 pounds of trash!



Volunteer Fox Cities Mystery Mission

A team from Nsight participated in the Volunteer Fox Cities Mystery Mission event, joining employees from Fox Communities Credit Union, Nicolet National Bank and 4imprint at various volunteer sites.

Nsight's team spent time at Community Benefit Tree, a nonprofit in Kaukauna, WI that helps families struggling through medical crises. Together, the teams worked on inventorying their donations, decorating their store front and cleaning rentable items.

SUPPORTING PROGRAMS

12th Annual City of Marinette Logging & Heritage Festival

Aldo Leopold Association of Parents Teachers and Others (ALAPTO)

American Culinary Federation Middle Wisconsin Chefs

American Red Cross of Northeast WI

Ascend Services

Ashwaubenon High School Dance Team

Aspiro

Assumption of the Blessed Virgin Mary Parish & School

Baird Creek Preservation Foundation

Bay Port Hockey Team

Bay View Middle School Environmental Club

BayCare Clinic

Bay-Lakes Council, Boy Scouts of America

Big Brothers Big Sisters of Door County

Big Brothers Big Sisters of Northeast Wisconsin

Big Powderhorn Mountain Resort

Bookworm Gardens

Boys & Girls Club of Greater Green Bay

Boys & Girls Club of Portage County

Boys & Girls Club of Shawano

Brown County Tailwaggers 4-H

Casa ALBA Melanie

Casco Volunteer Fire Department

Catholic Charities of the Diocese of Green Bay

Celebrate Bonduel, Inc.

Central Wisconsin Area Community Theater (cWACT)

Children's Hospital of Wisconsin

Chippewa Falls Area Chamber

City of Green Bay - Conservation Corps

City of Sturgeon Bay

Civic Symphony of Green Bay

College of Menominee Nation

Community Benefit Tree

Compassion International

CP (Cerebral Palsy, Inc)

Crossroads at Big Creek, Inc.

Curative Connections

DC Everest School District - Twin Oaks School Forest

De Pere Area Chamber of Commerce

De Pere Rapids Youth Soccer

Denmark High School - Denmark Viking Trap Team

Dirt City Motorplex

Disabled American Veterans

Dolly Parton's Imagination Library - Little Suamico

Down Syndrome Association of Wisconsin - Green Bay

Downtown Green Bay, Inc.

Eau Claire Area Chamber of Commerce

Eau Claire Marathon - 5K Series

Environmental Park Trust of Sheboygan County (The Trust of Maywood)

Evergreen Theater

Family Services of Northeast Wisconsin

Feeding America Eastern Wisconsin

Florence County Shop With A Cop

Fox Cities Festival of Lights, Inc.

Fox River Classic

Fox Valley Literacy

Fox-Wolf Watershed Alliance

Fred White Memorial - Veterans Benefit Golf Outing

Freedom House Ministries

Friends of Abrams

Friends of Community Gardens, Inc.



Friends of Pals, Youth and Families
 Get Toby Home
 GiGi's Playhouse Wausau
 Girl Scout Troop 2312
 Girl Scout Troop 4715
 Golden House
 Greater Green Bay Community Foundation
 Greater Green Bay Habitat for Humanity
 Greater Green Bay YMCA
 Green Bay 8U Sluggers
 Green Bay Botanical Garden
 Green Bay Glory, Inc.
 Green Bay Preble Girls Volleyball
 Green Bay Preble Quarterback Club
 Green Bay Sail & Paddle
 Green Bay West High School
 Gresham Scholarship Fund
 Happily Ever After Animal Sanctuary
 Heart of the Valley Chamber
 Heart of WI Chamber of Commerce
 Heckrodt Wetland Reserve
 Hemlock Creek Elementary School
 Hodag Country Festival
 Ice Age Trail Alliance
 Izaak Walton League of America Inc - Brown
 County Chapter
 Junior Achievement of Wisconsin - Northeast
 Region
 Junior Red Raiders Basketball
 Kewaunee County 4-H
 Kickin It With The Cows
 Knights of Columbus Council #12269
 L.H. Barkhausen Waterfowl Preserve
 Lakeshore Humane Society
 Lakeside Packaging Plus
 Leading with Power
 Ledge View Nature Center
 Lifest
 Linwood Community
 Loving The Skin I'm In, Inc.
 Luxemburg Casco FFA
 Luxemburg Casco School District
 Luxemburg Chamber of Commerce
 Manitowoc County Historical Society



“
 We are so grateful to Cellcom
 and the Green Gifts program for your
 support of the Garden. You truly make
 such a remarkable impact here in helping
 us meet our mission of connecting people
 and plans. It means the world to us as well
 as the thousands of people who come to
 visit this community treasure.
 ”
 - Green Bay Botanical
 Garden

Manitowoc Sunrise Rotary
 Marinette Menominee Area Chamber Foundation,
 Inc.
 Marshfield Area Chamber of Commerce & Industry
 Maryhill Manor
 MC United Soccer Club
 Meals On Wheels Of Steven's Point
 Menominee Nation High School
 Mosinee Area Chamber of Commerce
 Mosinee Basketball
 National Railroad Museum
 Navarino Nature Center
 New Community Shelter
 New Day Women's Center
 New Leaf Foods
 Newcap, Inc.
 Newport Wilderness Society
 Niagara Area Emergency Unit, Inc.
 Nichols Nitros Baseball
 Notre Dame Academy FT Softball
 Oneida Nation Emergency Food Pantry

SUPPORTING PROGRAMS

Open Door Bird Sanctuary
 Operation Not Alone, Inc.
 Oshkosh United Soccer Club
 Oshkosh Zoological Society
 Packerland Kennel Club Outreach
 Paul Bunyan Ski Patrol
 Paul's Pantry
 PBS Concessions, Inc.
 Peace Lutheran School
 Peshtigo Softball
 PONG (People's Organization of Network Gaming)
 Porterfield Country Music Festival and Cruisin'
 Oldies Festival
 Preble Girls Basketball Futures Program
 Preble Girls Volleyball Booster Club, Inc.
 Promote Pulaski 2024 Casimir Days Committee
 Pulaski Area Community Education (PACE)
 Pulaski Area Historical Society
 Pulaski Baseball
 Pulaski Baseball, Inc.
 Pulaski Polka Days
 Pulaski Rugby
 Pulaski Softball



Pulaski Youth Soccer Club
 Red Smith School
 Redbird Basketball Booster Club
 Rekindle the Spirit Parade
 Rosholt Fair Association
 Safe Haven Domestic Abuse Shelter
 Salvation Army of Greater Green Bay
 Schreiber Institute for Women's Leadership at UW-Green Bay
 Servants of the Good Help
 Seymour Area Wrestling
 Seymour Extreme Dance Club
 Shawano Area Waterways Management
 Shawano Area Young Professionals
 Shawano BID
 Shawano Community Middle School
 Shawano Country Chamber of Commerce
 Shawano County Brunch on the Farm
 Shawano County Historical Society
 Shawano County Land Conservation
 Shawano Folk Music Festival
 Shawano Menominee Resiliency Coalition (SMRC)



“
 Thank you for everything
 you have done and continue
 to do for campers like me.
 The experience and memories
 you give us are inspiring and
 leave a lasting impact.

- Libby, Wisconsin Lions Camp

Shawano Optimist Club
 Shawano Pathways
 Shawano School District's Title VI Indian Education Program
 Shawano Ski Sharks
 Sheboygan Senior Community
 Shoto Conservation Club
 Special Olympics Wisconsin
 Special Olympics Wisconsin - Bay Navigator Softball Team
 St. Bernadette Parish
 St. John's Ministries
 St. Joseph Catholic Parish
 St. Mark Ministries
 St. Mary Parish
 St. Matthew Parish
 St. Norbert College
 Suamico Bike Co.
 Sugar and Spike Volleyball Team
 SunDrop Dayz
 Sunrise Elementary School PTO
 The Cottages Senior Living & Memory Care
 The Gathering Place
 The Urban Hub
 ThedaCare FOCUS Program
 Trees for Tomorrow
 Trinity Lutheran Church & School
 Tundra Softball
 Ukwahwa
 Unified School District of De Pere
 United Way - Brown County
 Unity Hospice
 UW - Green Bay Cheer Team
 UW-Green Bay
 Van Ert Electric Company, Inc.
 Village of Suamico - Bird City
 Volunteer Center of Brown County
 Walk to End Alzheimer's
 Wausau 12U Fastpitch
 Wausau Whitewater Canoe and Kayak Corporation
 Wausau Woodchucks
 Wausau/Central Wisconsin Sports Authority, Inc. - Badger State Games
 West De Pere Fast Break Basketball
 West De Pere Intermediate School

Wild Instincts
 Winnegammie Home Builder Association
 Wisconsin Humane Society
 Wisconsin Lions Foundation
 Wisconsin Maritime Museum
 Wisconsin Rapids Figure Skating Club
 Wisconsin Rapids Johnson O'Malley Program
 Wisconsin Rapids Public School District's Title VI Indian Education Program
 Wisconsin Rapids Rafters
 Woodland Dunes Nature Center
 Wounded Heroes
 Wrightstown Area Baseball Association
 Wrightstown Middle School
 YWCA of Greater Green Bay

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Thank you for enabling another group of students to attend this impactful program! We appreciate your support!

- ThedaCare Family of Foundations, FOCUS Event





“ I extend our sincere appreciation for your recent support of our trail improvement projects at the park. Your support is vital in providing safe access for community programs, along with improving access for the general public. ”

- The Environmental Park Trust of Sheboygan County



PARENT COMPANY OF CELLCOM,
NSIGHT TELSOURCES, GLAS
AND NSIGHT TOWER

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