



2023

# COMMUNITY IMPACT REPORT



# Giving driven by our hearts

The heartbeat of Nsight is felt throughout the communities we serve and in the profound giving spirit of our people. Whether it was the employee-led giving program, Givin' A Little Back (GALB), demonstrating the first-hand generosity of team members or the Cellcom Green Bay Marathon, offering not just a test of endurance but a show of community unity and support, we harnessed opportunities to forge a path toward a more connected and caring world.

Nsight's commitment to sustainability remains steadfast through tenured programs such as Green Gifts, promoting environmental stewardship in the communities we serve, as well as new initiatives of corporate responsibility which we are excited to share.

Throughout our journey in 2023, Nsight supported 384 unique programs, projects and initiatives, each serving as an important facet of our collective impact.

This Community Impact Report shows the heartbeat of our employees, the communities we serve and our enduring dedication to making a difference.



Brigid Riordan  
CEO



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 2023, employees spent 2,975 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.

In the following pages we are spotlighting the dedication of employees driven by their hearts to help make our community a better place to live and work.



**384** unique programs, projects and initiatives were supported by Nsight in 2023.

In addition, we are proud to report:



**2,975** employee volunteer hours were devoted to charitable organizations.



Our support of **80** unique organizations, matching employee philanthropic efforts.



**\$21,900** in scholarships were awarded to 25 graduating seniors.



**\$23,000** was donated to 26 non-profits through Cellcom's Green Gifts program. Money generated from its handset recycling program funds green non-profit initiatives.



**\$50,000** was given to three charity partners—Feeding America Eastern Wisconsin, Greater Green Bay YMCA and New Community Shelter—through revenue generated by the Cellcom Green Bay Marathon.

Thank you for helping us be GLORIOUS! We appreciate you providing phones for game day merchandise purchases and entry tickets. Without your support, we would not be able to be successful as an organization.

**Green Bay Glory  
Women's Soccer Team**

We appreciate the Cellcom Green Bay Marathon gift immensely. With this donation, 80,000 meals will be provided to local families facing hunger in our communities!

**Feeding America  
Eastern Wisconsin**

# A YEAR OF GIVING



# Keeping the heartbeat of our community strong



## Feeding America Eastern Wisconsin

Serving 35 counties and nearly 400 local pantries, Feeding America Eastern Wisconsin used their donation to further their efforts of providing access to nutritious food and fighting hunger within our communities.

## New Community Shelter

As a refuge for the homeless in Brown County, the New Community Shelter emphasizes respect, empowerment and accountability in the services they deliver to the community. Their donation was used to support their community meal program, available to any adult or child, 365 days a year.

## Greater Green Bay YMCA

With a mission to strengthen the community in body and mind, the Greater Green Bay YMCA is a place where everyone belongs. Their donation helped support afterschool programs by providing enrichment and learning opportunities to lift up our youngest generations.

Runners tied their laces and hit the pavement in May of 2023 for the Cellcom Green Bay Marathon. The annual event welcomed thousands of runners to Green Bay celebrating wellness and driving economic impact for local businesses. The non-profit event makes a year-round impact through a donation of event proceeds to local charity partners. During the 24th year, the Cellcom Green Bay Marathon was proud to award a total of \$50,000 to three charity partners, **Feeding America Eastern Wisconsin, Greater Green Bay YMCA, and New Community Shelter.**

## GALB EMPLOYEE SPOTLIGHT: JOSH GOLDMAN

In my volunteer work with the Civil Air Patrol, I wear many hats. As a volunteer auxiliary of the US Air Force, I support airborne search and rescue, help train local emergency service agencies and work with K-12 students and youth groups to promote STEM and aerospace education.

I got started in volunteering as I was looking for something positive to do with my free time. My former flight instructor, who happens to be a good friend of mine, suggested I check out my local Civil Air Patrol unit. I was immediately drawn to the

opportunities to aid youth education and assist in actual emergency situations. It's a great cross between my love of education, aviation and desire to give back to my community.

I'm making a direct impact on the community, not because I have to, but because I want to. If everyone spent just a few hours a year helping in their communities, we would all be in a better place.



Josh Goldman



## A focus on sustainability

At Nsight, we are committed to helping sustain life within our communities. In 2023, our company's sustainability focus grew as we partnered with an outside vendor to gain a better understanding of our carbon footprint. By tracking our greenhouse gas emissions, our goal is to set emissions reduction targets for future years, managing our environmental risks and opportunities in the communities we work to protect.

A few steps Nsight has taken to implement positive environmental change include:

- Introducing eco-friendly, compostable retail bags at all Cellcom retail stores.
- Expanding native grass and pollinator zones at our corporate campus in Howard, Wis.
- Reducing vehicle idling among engineering teams to reduce fuel consumption and emissions.
- Growing our 5G network, known to be greener than predecessors with improved energy efficiency.

For 20 years, Cellcom has offered a cell phone recycling program, allowing customers to bring in their old or unwanted phones to be reused and recycled. Money generated from these recycling efforts helps fund the Green Gifts program, which supports environmentally focused non-profit initiatives.

In 2023, Cellcom's Green Gifts supported 26 non-profits and their efforts of addressing sustainability, supporting environmental outreach and educational efforts, conserving local natural resources, and inspiring the next generation of environmental advocates.

### What are greenhouse gases?

Greenhouse gases are the gases in the atmosphere, such as carbon dioxide, methane, ozone and nitrous oxide that raise the surface temperature of the Earth and other planets.

### What is a carbon footprint?

A carbon footprint is the total amount of greenhouse gases that are generated by our actions.

Source: [climate.nasa.gov](https://climate.nasa.gov)



## Scholarships

Nsight is proud to support high school seniors in their pursuit of higher education. In 2023, 25 students were recognized and awarded a combined total of \$21,900.

Seven students received the \$1,200 Nsight Telservices scholarship and 16 students were awarded the \$750 Cellcom scholarship. Recipients demonstrated academic success and leadership within their schools and community, paving the way for others as they worked to reach their full potential.

Established in 1989, the Ray J. Riordan, Sr. Scholarship recognizes Pulaski High School seniors who serve as editors for the Pulaski News. As the oldest student-run community newspaper in the U.S., the Pulaski News enlists student reporters and editors to share important community updates while serving as a workforce development tool. In addition to their work as editors, scholarship recipients are selected on a basis of academic achievement, leadership and participation in school and community activities and in 2023, two students were awarded a \$750 scholarship.

Thank you so much for choosing me as a scholarship recipient. I will put it to great use in my future as I attend UW-Stevens Point to major in business administration.

**Mackenzie Bailey**  
**2023 Graduate**  
**Suring High School**

### GALB EMPLOYEE SPOTLIGHT: LISA CHERNEY

I serve as a court-appointed special advocate for children in foster care or under other protection through CASA of Brown County. In my role, I am assigned a case through the court system and I visit with the child involved. Once a week, I am a consistent presence in the child's life throughout their journey to permanency. My sole focus is advocating for the child, serving as their voice through the court process.

I started volunteering with my mom at the New Community Shelter when I was in

middle school. It has always been important to me to give back and I can't think of a better way than to help ensure our next generations have the support they need to thrive.

Seeing my CASA child is a highlight of my week. It is incredibly rewarding to see them learn and grow over time, especially knowing I am making a real difference in their future.



**Lisa Cherney**

# 384 UNIQUE PROGRAMS, PROJECTS, AND INITIATIVES

## Supported through Nsight giving

4th Annual Badgerland Kids Classic  
All Stars Under the Stars  
Allouez Girls Softball  
Alzheimer's Association  
American Cancer Society  
American Culinary Federation of Middle Wisconsin Chefs  
American Legion Auxiliary Unit 523  
Apple Tree Connections  
Appleton East DECA  
Ascend Services, Inc.  
Ashwaubenon High School Dance Team  
Ashwaubenon Nordic Ski Team  
Ashwaubenon School District  
Association of Churches for Emergency Support  
Awaken Inc.  
Baird Creek Preservation Foundation  
Bay Beach Wildlife Sanctuary - Friends of the Wildlife Sanctuary  
Be A Light of De Pere Ltd.  
Big Brother Big Sister of Northcentral Wisconsin  
Big Brother Big Sister of Northeast Wisconsin  
Big Brothers Big Sisters WI Shoreline  
Big Powderhorn Mountain Resort Ski Patrol  
Black Sheep Baseball  
Bonduel Area Fire Department  
Bonduel High School  
Bonduel High School - Reality Store  
Boston School Forest  
Boy Scouts of America, Bay-Lakes Council  
Boys & Girls Club of Manitowoc County  
Boys & Girls Club of Portage County  
Breanne Sleater Memorial Foundation  
Bridge the Gap, Inc.  
Brittany Cayemberg Foundation  
Brown County D.A.R.E.  
Brown County Fair  
Brown County Home Builders Association  
Brown County Ice Management  
Brown County Tailwaggers 4-H  
CASA of Brown County  
Catholic Charities of the Diocese of Green Bay  
Cecil-Washington Fire Department  
Celebrate Bonduel, Inc.  
Celebrate De Pere  
Cellcom Green Bay Marathon  
Cellcom Scholarship  
Cellcom Sugar and Spike Volleyball Team  
Cellcom/CSP Golf Classic  
Central Wisconsin Area Community Theater  
Central Wisconsin State Fair  
City of Clintonville Police  
City of Sturgeon Bay  
City of Two Rivers  
Civil Air Patrol - Brown County Senior Squadron  
Cloverleaf Lakes Fireworks, Inc.  
College of Menominee Nation  
Color Run  
Community Benefit Tree Cancer Fighters  
Community Clothes Closet  
Community Family Resource Center, Inc.  
Community Improvement of Algoma  
Cerebral Palsy, Inc. - 2023 Telethon  
Crivitz-Stephenson Historical Society  
Crossroads at Big Creek, Inc.  
Cub Scout Pack 3127  
Curative Connections  
Dan Selner Memorial Golf Outing  
DC Everest Senior High  
De Pere Christian Outreach  
De Pere Rapids Youth Soccer  
De Pere Redbird Football Booster Club  
De Pere Voyageur Golf Outing  
De Pere Youth Hockey Association  
Dementia Warrior  
Denmark Archery Club  
Denmark High School - Denmark Viking Trap Team  
Destination Sturgeon Bay  
Dirt City Motorplex  
Door County Economic Development Corporation  
Door County Environmental Council  
Door County Habitat for Humanity  
Door County Medical Center  
Downtown Green Bay, Inc.  
Dream Flight USA  
Edison Middle School  
Edison Middle School Music Program  
Egg Harbor Historical Society and Heritage Alliance of Door County  
Einstein Project  
Empowered Tutoring  
Encompass Early Education & Care  
Exceptional Equestrians  
Family Resource Center of Sheboygan County  
Father Allouez Catholic School  
Feeding America Eastern Wisconsin  
Festival of Trees  
Fire and Iron MC - Station 141  
Forest Glen PTO  
Foster the Village  
Fox Cities Festival of Lights, Inc.  
Fox River Classic Youth Football  
Fox Valley Literacy  
Fox Valley Metro Police Department  
Fox-Wolf Watershed Alliance  
Francis Hardy Center for the Arts, Inc.  
Friends of Abrams  
Froedtert Holy Family Memorial Hospital  
George's Secret Elves  
GiGi's Playhouse - Wausau, LLC  
Gillett Police Department  
Gillett Volleyball  
Girls Day Out Green Bay

Girl Scouts of the Northwestern Great Lakes - Troop 4715  
 Glenbrook Elementary PTO  
 Golden House  
 Golden Sands Golf Course – Junior Golf Program  
 Greater Green Bay Chamber of Commerce  
 Greater Green Bay Chamber of Commerce - Leadership Green Bay  
 Greater Green Bay Community Foundation  
 Greater Green Bay Community Foundation - Give Big Green Bay  
 Greater Green Bay Habitat for Humanity  
 Greater Green Bay YMCA  
 Greater Wausau Chamber of Commerce  
 Green Bay Botanical Garden  
 Green Bay Children's Museum  
 Green Bay East High School  
 Green Bay Fraternal Order of Police  
 Green Bay Glory  
 Green Bay Preble Football Quarterback Club  
 Green Bay Preble Girl Basketball  
 Green Bay Preble Girls Volleyball Booster Club  
 Green Bay Preble High School  
 Green Bay Preble Musical  
 Green Bay Preble Music Department  
 Green Bay Preble Trap Team  
 Green Bay Rockers Baseball  
 Green Bay Sail & Paddle, Inc.  
 Green Bay Soccer Camps/CSTC  
 Green Bay Southwest Spotlight Singers  
 Greenville Lions Club  
 Gresham Scholarship Fund, Inc.  
 Hands 4 Heroes  
 Happily Ever After Animal Sanctuary  
 Heart of Wisconsin Chamber of Commerce  
 Heckrodt Wetland Reserve  
 HELP of Door County  
 Hemlock Creek Elementary School  
 Highland Howie's Pub And Grill  
 Hobart FD & PD Golf Committee  
 Hodag Country Festival  
 Hofa Park Baseball  
 Holy Cross Catholic School  
 Holy Family School  
 Holy Name of Mary Church Picnic and Car Show  
 Hope Community Church - Hope World Missions  
 House of Hope Green Bay, Inc.  
 Howard-Suamico School District  
 Howard-Suamico School District – The Giving Tree  
 Howe Community Resource Center  
 HSHS St. Vincent/St. Mary's Foundation Crohn's & Colitis Program  
 Hurckman Mechanical Industries, Inc.  
 Ice Age Trail Alliance  
 Integrated Community Solutions  
 Iron Mountain-Kingsford Community Federal Credit Union -  
 Back to School Bash  
 Junior Achievement  
 Kaukauna Gymnastics Booster Club  
 Kewaunee County 4-H Leaders Association  
 Kewaunee County Agriculture Association  
 Kewaunee County Emergency Management  
 Kiel Booster Club  
 Kimberly High School  
 King Elementary School  
 Kiwanis Club of De Pere  
 Knights of Columbus Council  
 L.H. Barkhausen Waterfowl Preserve  
 Lakes Country Public Library

Lakeshore Snowmobile Club Limited  
 Lakeside Packaging Plus  
 Lannoye Elementary PTO  
 Leadership Oconto County  
 Leadership Shawano County  
 Lena Motorsports Club  
 Lifest  
 Live Like Ava, Inc.  
 Lovin' The Skin I'm In  
 Luxemburg Area Chamber of Commerce  
 MABAS Fire Protection Committee  
 Main Street Makeover  
 Make a Difference Day  
 Make-A-Wish Wisconsin  
 Making Spirits Bright  
 Management Women, Inc.  
 Manitowoc County Historical Society  
 Manitowoc County Soil & Water Conservation Department  
 Manitowoc Police Department  
 Marathon County Agricultural Society  
 Marathon High School Post Prom  
 Marinette County Canine Partners - 4th Annual Bean Bag Tournament  
 Marinette County Canine Unit  
 Marinette Hoops Club  
 Marinette Menominee Area Chamber Foundation, Inc.  
 Marinette Menominee Area Chamber – Life Skills Expo  
 Marinette's 11th Annual Logging & Heritage Festival  
 Marshfield Senior High Project Graduation  
 Marshfield St. Vincent de Paul  
 Marshfield Tiger Booster Club  
 Maryhill Manor  
 MC United Soccer Club  
 Menominee Area Public School  
 Menominee Tribal Police Department  
 Menominee Vocational Rehabilitation Program  
 Midwest Communications  
 Monk Botanical Gardens  
 MORR, Midwest Off Road Racing  
 Mosinee Wrestling Club  
 National MS Society-Wisconsin Chapter  
 National Railroad Museum  
 Navarino Nature Center, Inc.  
 Never Forgotten Honor Flight  
 New Community Shelter  
 New Leaf Foods, Inc.  
 NEW Zoological Society, Inc.  
 Newcap, Inc.  
 Niagara High Class of 2023 – Project Graduation  
 North Lakeland Discovery Center  
 Northeast Wisconsin Community Clinic



2023



Northeast Wisconsin Land Trust  
 Northeast Wisconsin Technical College Foundation  
 Oconto County Canine Unit  
 Oconto Electric Cooperative - Employee Charity Golf Outing  
 Oconto Falls Chamber 2023 Golf Event  
 Old Glory Honor Flight  
 Open Door Bird Sanctuary  
 Optimist Club of Shawano – Bike Rodeo  
 Oshkosh United Soccer Club  
 Oshkosh Zoological Society  
 Our Lady of Lourdes Catholic School's Light Up Lourdes  
 Our Lady of Lourdes Parish  
 PACE - 2023 Easter Egg Hunt  
 Paige Bootz Memorial Scholarship Fund  
 Paul's Pantry  
 Peace Lutheran School  
 Pearly Gates Veterans Benefit  
 Pelican Lake Association of Wisconsin  
 Pensaukee Fire Department  
 Peshtigo High School  
 Pilgrim Lutheran School  
 Pillars  
 Porterfield Country Music Festival and Cruisin' Oldies Festival  
 Potawatomi State Park Friend Group - Run Wild  
 Promote Pulaski, Inc.  
 Promote Pulaski, Inc. - Casimir Pulaski Days 2023  
 Pulaski American Legion  
 Pulaski Area Chamber of Commerce  
 Pulaski Area Chamber Spirit of Pulaski  
 Pulaski Area Community Education (PACE)  
 Pulaski Baseball, Inc.  
 Pulaski High School  
 Pulaski Historical Society  
 Pulaski Music Boosters  
 Pulaski Police Department - K9 Program  
 Pulaski Polka Days  
 Pulaski Red Raider Sports Booster Club  
 Pulaski Wrestling Booster Club  
 Pulaski Youth Soccer Club  
 Quad Parish Green Bay - Annunciation,  
     St. Joseph, St. Jude, St. Patrick  
 Rapids Matbackers  
 Rapids Rafter  
 Resource One Realty, LLC for Freedom House  
 Rhinelander Partners in Education  
 Ribbon of Hope  
 Ringtone Rookies  
 Rosholt Fair Association

S.O.S. K-9 Unit  
 Safe Haven Domestic Abuse & Sexual Assault Support Center  
 School District of Mishicot  
 Sevastopol High School - Senior Night  
 Shawano Area Agricultural Society - Shawano Speedway Races  
 Shawano Area Waterways  
 Shawano Area Young Professionals  
 Shawano Athletic Booster Club  
 Shawano BID - 2023 Xmas Tree  
 Shawano Community Middle School  
 Shawano County Farm Bureau - Brunch on the Farm  
 Shawano County Friends of Mountain Bay Trail, Inc.  
 Shawano County Historical Society Rhubarb Fest  
 Shawano County Humane Society  
 Shawano Dollars for Scholars  
 Shawano High School Chem Free Party  
 Shawano Optimist Club  
 Shawano Optimist Club - Sundrop Dayz Run  
 Shawano Pathways  
 Shawano Recovery Center  
 Shawano Slammers Baseball Club  
 Shawano Women's Club  
 Shawano Youth League  
 Shawano/Menominee Relay for Life  
 Shelter in the Storms  
 Shiocton Bovina Fire Department  
 Sister Bay Advancement Association  
 Ski Brule Ski Patrol  
 St. Bernadette Parish - Appleton  
 St. Clare Catholic School  
 St. James Lutheran Church  
 St. John Lutheran Church & School  
 St. John's Lutheran Church - Little Suamico  
 St. John's Ministries - Men's Shelter  
 St. John's Ministries  
 St. Joseph Parish - Appleton  
 St. Joseph Picnic Committee  
 St. Matthew Catholic Community  
 St. Maximilian Kolbe Parish  
 St. Michael Parish Food Pantry  
 St. Norbert College  
 St. Norbert College Athletics  
 St. Patrick Parish - Green Bay  
 St. Stanislaus Congregation  
 Stevens Point Christmas Parade  
 Stratford PTO  
 Sturgeon Bay Girls Basketball Front Court Club  
 Sunrise Elementary School  
 The Bar, Holmgren Way - Oktoberfest and Bash for the Badge  
 The Bellin Health Foundation  
 The Camp Nicolet Foundation  
 The Community Project  
 The Reptile Project, Inc.  
 The Salvation Army  
 The Sunshine House  
 The Women's Community  
 ThedaCare Family of Foundations  
 Tom Kislow Memorial  
 Town of Lawrence  
 Tracy Sladky Memorial Fund  
 Trees for Tomorrow  
 Trinity Lutheran Church & School - Wausau  
 Tundra Softball  
 Two Rivers High School Raiders Football Boosters  
 Two Rivers Junior Raiders Football  
 Two Rivers Youth Sports - Beach Bash  
 Unified District of De Pere - Redbird Rally  
 Unified School District of De Pere  
 United Way - Brown County  
 United Way - Manitowoc County

United Way - Marathon County  
 United Way - Northwoods  
 Unity Hospice  
 UW-Green Bay Athletics  
 UW-Green Bay - Board of Regents  
 UW-Green Bay Institute for Women's Leadership  
 UW-Madison Carbone Cancer Center Task Force for  
 Pancreatic Cancer  
 Valley Baptist Church - Amazon Basin Ministries  
 Vibin' in the Pines  
 Violence Intervention Project  
 Volunteer Center of Brown County  
 Volunteer Fox Cities  
 Volunteer Fox Cities Mystery Mission  
 Walk to End Alzheimers - Door County  
 Wausau Community Theatre  
 Wausau Cyclones  
 Wausau Fastpitch 12U  
 Wausau Firefighters Community Assistance Foundation  
 Wausau West Diamond Club  
 Wausau West Warrior Hockey Booster Club, Inc.  
 Wausau Woodchucks  
 Wausau/Central Wisconsin Sports Authority, Inc.  
 Wayside Volunteer Fire Department  
 Wet Whistle Wine Festival  
 Wild Instincts  
 Wisconsin Automotive & Truck Education Association  
 Wisconsin Humane Society  
 Wisconsin Humane Society - Green Bay Campus  
 Wisconsin Maritime Museum  
 Wisconsin Missing Persons Advocacy, Inc.  
 Wisconsin Rapids Figure Skating Club  
 Wisconsin Rapids JOM  
 Wisconsin Rapids Rafters  
 Wisconsin Rapids Title VI  
 Wisconsin Regional Training Center  
 Wolf River Builders Association  
 Women's Fund of Greater Green Bay Community Foundation  
 Woodland Dunes Nature Center & Preserve, Inc.  
 Wounded Warriors in Action, LLC  
 Wrightstown Area Baseball Association  
 Wrightstown Area Community & Business Alliance  
 YMCA of the Northwoods  
 YWCA Greater Green Bay



2023

Your gift provides the stability we rely on to do more work important to the area's biodiversity, water and air quality, and helps build climate resiliency throughout northeast Wisconsin.

**Northeast Wisconsin Land Trust**

We would like to express our deepest gratitude for your donation. Our event would not have been successful without your act of generosity and support!

**Raider Strong Community Fundraiser**



The front and back covers feature pictures of youth participating in The Einstein Project's Aquatic Robotic Camp. These young minds replicated UW-Green Bay's award-winning research project, monitoring the freshwater of the bay of Green Bay, using buoys equipped with sensors connected to Cellcom's wireless network.



Parent company of Cellcom, Nsight Telservices, Glas and Nsight Tower

450 Security Blvd.  
Green Bay, WI 54313  
(920) 617-7000