

# SHARING GOOD



COMMUNITY IMPACT  
REPORT 2016



**Nsight**<sup>®</sup>

Parent company of Cellcom and Nsight Telservices

# SHARING GOOD



We take great pride in reporting back to the community each year and look forward to partnering with local organizations in 2017.



“It’s often said that what we do with our time and financial resources makes a statement as to what we believe in.

Thanks for believing in us and our cause.”

Jeff and Jena Betley  
Chairpersons of the Classic Dinner & Auction  
Assumption BVM Parish

## In 2016, we supported a diverse group of 537 nonprofits and organizations through:

### Technology

A total of 336 students saw lessons come to life through donated virtual reality kits.

### Cellcom Green Bay Marathon

The 2016 event generated \$160,000 for three local nonprofits that help individuals and families.

### Scholarships

\$23,000 was awarded to 25 students.

### Green Gifts

Twenty-two organizations received a total of \$37,800.

### Recycling

94,598 pounds of electronics were diverted from landfills.

### Volunteerism

Nsight employees donated more than 4,000 hours to volunteer causes.

### In-kind Contributions

Organizations throughout our service area benefited from donated phones and services valued at \$391,419.

**2016 was a highly successful year for the Nsight family of companies.** To ensure we have a strong foothold for continued growth in the years ahead, our leadership team has placed a heavy emphasis on innovation. We challenge ourselves to look at the world and our customers through a new lens to find creative solutions and fresh approaches to how we do business. This ongoing commitment to innovation carried through to our strategy for social impact.

Cellcom leveraged the explosion of virtual reality (VR) apps by donating pre-assembled cardboard VR readers and loaning smartphones to local classrooms. Our goal was to inspire teachers and students by fully immersing them in their lessons—far beyond where they can go using a textbook. We believe that seeing and experiencing our surroundings in a whole new way yields greater understanding and deeper connections.

We continued to challenge ourselves to find new opportunities to support organizations dedicated to caring for and protecting the environment. Twenty-two organizations received Green Gifts totaling \$37,800. In addition to Cellcom Green Gifts providing critical funding to creative projects, the program also stimulates young minds to think in new ways and, hopefully, plants the seeds to create lifelong earth-friendly practices. We again hosted recycling events in four communities and paid the associated fees to make it even easier for consumers to safely dispose of unwanted electronics, computers and appliances. Together we collected and diverted 94,598 pounds of material from landfills.

The Cellcom Green Bay Marathon, our signature event, has a tremendous impact on both local nonprofits and businesses. Now entering its 18th year, the world-class event has raised \$1.23 million for local charities. Over the three-day weekend, the marathon has an estimated economic impact of \$1.9 million in the greater Green Bay region.

We held ourselves accountable for responsible use of the products we sell. As smartphones increasingly play a greater role in work and play, we continue to remind consumers of the inherent dangers in texting and driving. We also collaborated with area police departments to help educate parents and children on safe use of social media.

In 2016 the Nsight family of companies was proud to partner with 537 unique organizations to positively impact the communities we are privileged to serve. I invite you learn more about how Nsight is collaborating with area resources to improve lives and strengthen our local communities by reading our 2016 Community Impact Report.

Sincerely,



Patrick D. Riordan  
President & CEO



ON THE COVER: Students from day camps throughout the area visit Bookworm Gardens to learn about pollinators, how to identify insects and become bugs themselves with special bug goggles! Bookworm Gardens was a 2016 Green Gift award recipient.

# CHILDREN AND EDUCATION

“ Older students took a realistic ride on a VR roller coaster. It was a joy to hear laughter, shrieks and exclamations of “awesome” from the students! ”

Pam Siudak  
Teacher, Green Bay Trinity Lutheran School

## Virtual Reality Fully Immerses Students in Lessons

As our nation's fascination with virtual reality (VR) continued to sky rocket, Cellcom committed to working with local schools to bring the new technology into classrooms. With the donation of VR viewers and loaned smartphones, students had the power to explore faraway lands, experience new adventures and understand concepts they had previously only read about. Classrooms embarked on African safaris, swam with sharks in the ocean and travelled through the bloodstream to see how the human body systems work together. Others used VR to make to connection between building an app and coding.

Schools throughout Cellcom's service area received VR kits for a two-week period in the fall 2016 semester. A total of 336 Google cardboard VR kits were distributed for use in a wide range of subjects, including science, social studies, reading, space exploration, business education and technology, geography, coding and gaming. The VR kits were wildly popular, with all kits booked through the remainder of the school year.

Making the connection between APPS AND CODING really intrigued the students!

Danyell Franti  
Business Education Teacher, Gillett School District



Virtual reality brought lessons to life for 336 students.



## Encouraging Responsible Use of Social Media

Social media has become an integral part of our lives; we use it to seek out information, interact with others, and highlight and act on issues and causes. But there are potential dangers in using social media. Cellcom has taken a strong stance on empowering our youth to reap the benefits and avoid the risks. In the Fox Valley, the Metro Police Department teamed up with Cellcom and Fox Valley Technical College to help parents navigate and manage the apps that are most popular among youth today, as well as reviewing apps to monitor usage and dangerous activity. Parents were encouraged to bring their kids and their smartphones to the hands-on session. In Marinette, the Wisconsin Department of Justice partnered with Cellcom to offer a similar educational seminar.

## Tapping Technology

The Pulaski Community School District's technology staff and Nsight Telservices' team members joined forces to offer free technology educational events to the community throughout the year. Participants were asked to bring tablets, smart phones, laptops and questions for assistance from trained staff.

Cellcom launched Smart Device Workshops at retail locations throughout its service area. Cellcom experts reviewed basic device functions and answered questions to help customers maximize the use of their devices to be more connected, organized, efficient and productive.

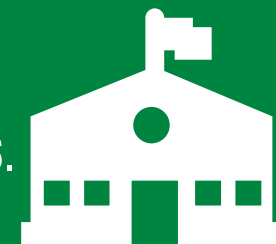
Nsight Telservices was proud to support the School District of Florence County in obtaining \$5,000 in funding from the Foundation for Rural Service (FRS) for the purchase of technical products to support the school district's Fab Lab and enable in-demand skill development for students and community members.

## Scholarships

Nsight was proud to support continuing education and applaud the efforts of 25 students by awarding \$23,000 in scholarships.

- Cellcom awarded a \$750 scholarship to 16 graduating high school seniors from across its service area.
- Two Pulaski High School students received the 2016 Ray J. Riordan Scholarship. The \$750 scholarships are offered by Nsight Telservices to recognize a senior who serves as an editor for the Pulaski News.
- Nsight Telservices awarded six \$1,500 and one \$500 Wisconsin State Telecommunications Foundation scholarships to recipients throughout its service area.

25 students received \$23,000 in scholarships.



My favorite part was seeing ocean animals that I've never seen before.

Molly Ruebl  
Third Grader, Wrightstown Elementary School



26%

Supported Children and Education

# HEALTH AND WELLNESS

# ENVIRONMENT

“Because of your donation, we are able to coordinate a large volunteer effort that removes tons of garbage from the area lakes and rivers that we cherish.”

Kelly Reyer

Outreach Coordinator, Fox-Wolf Watershed Alliance

## Cellcom Green Bay Marathon

Over 14,000 individuals participated in the 2016 Cellcom Green Bay Marathon, which included two distance events (full and half marathon), a 5K and a kids' run. But the marathon impacts the community long after the last runner has crossed the finish line. The nonprofit event reached new heights in its annual contribution to local charity partners, giving a total of \$160,000 to ASPIRO, Golden House and the Greater Green Bay YMCA Full Circle program. Over the last 17 years, the Cellcom Green Bay Marathon has donated more than \$1.2 million to 18 charities. The annual event requires thousands of volunteers and Nsight employees play an integral role in the marathon's success. Nsight employees donated 285 hours over event weekend. Cellcom provided in-kind and financial support valued at \$209,920.

## Community First Fox Cities Marathon

Cellcom was proud to serve as the **official technology partner** for the Fox Cities Marathon for the eighth consecutive year. The value of the company's total in-kind support of the event was \$35,125.

## Green Gift Awards

**Green Gifts are the cornerstone of Nsight's environmental initiatives.** This popular program completes the green cycle that starts with consumers being environmentally conscious and donating their old and unwanted devices. Cellcom sends the collected phones to recyclers who, in return, send money to Cellcom for the salvaged materials. Cellcom reinvests the funds generated from cell phone recycling by awarding Green Gifts.

Every fall Cellcom solicits and reviews Green Gift applications from organizations dedicated to sustainability or the preservation of wildlife habitats, or that provide an innovative educational approach to addressing a specific environmental issue. Twenty-two organizations received Green Gifts totaling \$37,800 in 2016. Over the past seven years, Cellcom has awarded \$218,675 in Green Gifts to local organizations.

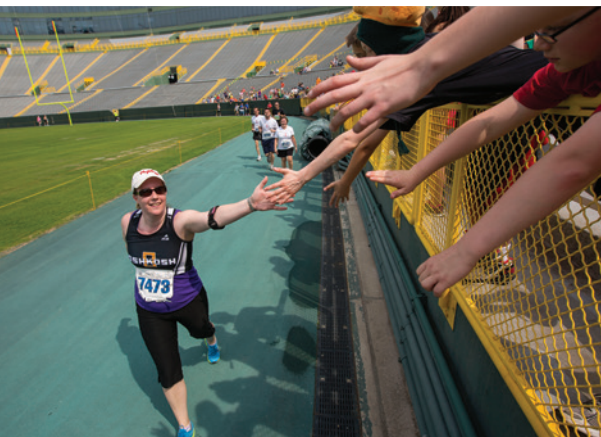
## Recycling Responsibly

Cellcom was proud to again host **community recycling events.** The events held in Shawano, Weston, Neenah and Grand Chute brought in a total of 94,598 pounds of electronics and household appliances. Cellcom paid the associated fees for properly disposing of items such as televisions, computer monitors, CPUs, printers, small electronics and appliances to make it easier for consumers to divert materials from landfills.

Cellcom provided in-kind support valued at **\$169,545** to the Cellcom Green Bay Marathon and Community First Fox Cities Marathon.



**94,598 POUNDS OF ELECTRONICS, COMPUTERS AND APPLIANCES WAS DIVERTED FROM LANDFILLS.**



**41%** Supported Health and Wellness

**\$37,800** was awarded in Green Gifts to **22 organizations** in Cellcom's service area.



**8%** Supported the Environment

The Cellcom Green Bay Marathon has an estimated **economic impact of more than \$1.9 million** in the greater Green Bay area over the three-day weekend.

# COMMUNITY, CIVIC AND ARTS

Employees shared their time and talents with  
**118 unique organizations**  
 in Nsight's service area.

## United Way

Nsight recognizes that **United Way is a leader in developing comprehensive, collaborative solutions** in the areas of education, self-sufficiency and health—the pathways to personal independence—and is proud to participate in the organization's annual campaign. The Nsight family contributed a grand total of \$26,480 to the 2016 United Way Campaign through employee pledges, fundraisers and a corporate gift.

## Employees Givin' A Little Back

Nsight is a strong supporter of **employee volunteerism**. Our year-round Givin' A Little Back (GALB) program gives employees the opportunity to increase the impact on their favorite local charity by recording volunteer hours and then requesting a corporate donation. Nsight employees can earn a check for their charity by coaching a youth sports team, serving as a Boy Scout or Girl Scout leader, being a Big Brother/Big Sister, working a water station at a local run or a wide range of other activities. Nsight employees donated over 4,000 hours to 118 unique organizations in 2016.

Nsight also encourages employees to work in teams over the holiday season to donate time or physical goods to the charity of their choice. Each team receives an additional corporate gift of \$250 for their selected charity.

## Customer Service Week Celebration Benefits Community

The Cellcom and Nsight Telservices teams at our De Pere location used Customer Service Week as an **opportunity to give back to our neighbors** in need. The teams held a penny war to raise funds for United Way and the Ethan House program of Family Services.

## Public Safety

Nsight provided \$34,925 in financial **support to law enforcement projects** such as DARE, K-9 units and sheriff's tip lines to enhance the betterment of our communities.

## In-Kind Product and Service Contributions

**Technology is Nsight's core competency**. Cellcom is proud to offer in-kind products and services, including mobile phones, service lines and mobile broadband, to support the efforts of local nonprofits, community events and fundraisers. Nsight Telservices donated Internet service, DSL, web hosting, domain name renewals, cable TV service and ILEC phone service to local organizations.

It has been said that  
**IT TAKES**  
*a community to raise*  
**a child.**



“ In our case **it takes people and organizations like yours** to help make our Enchanted Halloween event possible.

Sue Storzer  
 Heritage Hill

Nsight employees logged  
**4,010**  
 volunteer hours.

Cellcom provided phones or other devices valued at **\$61,455** for use at community events.



Cellcom donated **157 lines** valued at **\$148,440** for community and critical nonprofit work.



Nsight Telservices donated **in-kind services** valued at **\$20,179** to **26** nonprofits.



**25%**  
 Supported Civic and Community Efforts





450 Security Boulevard  
Green Bay, WI 54313

[nsight.com](http://nsight.com)

# SHARING GOOD

A stylized icon consisting of two human figures, one green and one blue, facing each other with their arms raised and hands joined. A white heart shape is positioned between their hands. The figures are set against a white swoosh that curves around them from the bottom.

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