



People

# 2013 Volunteerism and Employee Giving Campaigns

**Materiality Quadrant: Shared Value**

**Category: Social**

**Aspect: Local Community**

## Overview

At Sprint, our employees bring the best of their talents into everything they do. Nowhere can this be seen more clearly than in our employee volunteer program, as well as our annual giving campaigns for United Way and Feeding America. Sprint's prepaid brands, Assurance Wireless, Boost Mobile and Virgin Mobile USA, are all dedicated to giving back to their local in a variety of ways, as exemplified below.

## Sprint Impact

Sprint seeks to develop a strong relationship within the community, both through our corporate initiatives and the individual efforts of our employees. Our Sprint Volunteer Program opens doors for employees to actively volunteer in their local communities through corporate-sponsored projects, group volunteer opportunities and by providing a volunteer website which provides information and resources for volunteering. Not only does this help people and organizations in need, but it provides leadership opportunities for employees within the company and within their own communities.

To support our employee volunteers, Sprint offers Dollars for Doers, a program which provides grants to charitable organizations at which our employees volunteer at, and a Matching Gifts Program, which matches employee financial donations to select causes on a dollar-for-dollar basis. Both programs are funded through the Sprint Foundation.

## GRI G4 Indicators Covered:

- G4-S01
- G4-S02

### Sprint 2013 Volunteerism and Employee Giving Campaign Profile

- Sprint employees contributed more than 196,000 volunteer hours to community organizations across the country, worth an estimated \$4.4 million.
- Through our Dollars for Doers and Matching Gifts programs, employees were able to direct \$620,000 to the non-profits they personally support.
- Between Sprint employees' generosity and a Sprint Foundation grant, United Way received \$3.3 million from Sprint in 2013.
- Sprint employees donated more than 640,000 meals for people in need in our communities during our 2013 Feed the Need campaign. Additionally, Sprint employees packed 11,600 Big Give lunches to support Moore, Okla. tornado first responders and displaced families.
- 90 Sprint executives (director and above) served on Boards of Directors for non-profit organizations across the country.

## Performance Highlights

### United Way

Sprint has been a proud supporter of the United Way for more than 20 years. During that time, Sprint and Sprint employees have donated more than \$59 million to United Way.

The annual Sprint United Way employee giving campaign is a nationwide celebration and a prime example of our employees' generosity. During the United Way campaign, employees use their creativity to raise funds through many different programs – bake sales, online auctions and even a tricycle race for Sprint executives on the Sprint Overland Park, Kan., headquarters campus.

Between Sprint employees' generosity and a Sprint Foundation grant, United Way received \$3.3 million from Sprint in 2013. To support our annual campaign, more than 700 employees nationwide volunteered to help build awareness and raise money for United Way partner agencies in their local communities.

### Feeding the Need

Hunger is a problem that affects communities across the country. Sprint employees have come together to help battle hunger and ensure that those less fortunate have food to eat.

Through the annual Sprint Feed the Need Food Drive, Sprint employees donate food and money to national hunger-relief agency Feeding America. In 2013, Sprint employees donated the equivalent of 640,000 meals — support that went back to those who needed it in the employees' own communities. Approx. 800 employees nationwide volunteered to help build awareness and donate food and monetary contributions for local food banks across the country.

As part of the 2013 Annual Feed the Need Food Drive, Sprint's Kansas City area employees prepared and packaged more than 11,600 lunches using donations and supplies from Sprint employees and the Sprint Foundation. These lunches, which are typically donated to the Harvesters Community Food Network for delivery to local families and children, were redirected to Oklahoma disaster relief efforts following the May 2013 catastrophic tornado and storm. Harvesters sent all of these Sprint donated and prepared lunches to Moore, OK where they were used to feed first responders and displaced families.

Sprint employees ongoing efforts to help battle hunger earned Sprint the prestigious Feeding America's 2011 Hunger's Hope Award for Group Volunteer Service. Feeding America is the nation's leading domestic hunger-

relief charity, supplying more than two billion pounds of food and grocery products annually to 37 million Americans each year, including 14 million children and 3 million seniors through 200 network food banks.

### Christmas in October

Sprint partners with Christmas in October, the Kansas City Chapter of Rebuilding Together, to rehabilitate the houses of low-income homeowners, particularly the elderly and disabled, so that they may continue to live in warmth and safety, and with dignity and pride. Every October, Kansas City-based Sprint employees, along with their friends and families, come together to make a difference in the lives of these families by making repairs and improvements to their homes.

For 27 years, Sprint has been the largest corporate participant in this citywide effort. In 2013 alone, more than 200 employee volunteers and their friends and family renovated 23 homes in the Kansas City community.

### Matching Gifts and Dollars for Doers

Sprint employees have the opportunity to participate in the Sprint Foundation Dollars for Doers and Matching Gift programs, each of which offers an additional financial benefit to organizations Sprint employees support.

The Dollars for Doers program recognizes the volunteer efforts of our employees. When an employee volunteers a minimum of 40 hours during the calendar year to a qualified non-profit organization, they may apply for a \$250 Sprint Foundation grant to that organization. In 2013, 334 Dollars for Doers grants were awarded.

Through our Matching Gifts program, individual gifts in any amount from \$25 to \$2,500 to qualifying non-profit organizations will be matched on a dollar-for-dollar basis by the Sprint Foundation. In 2013, more than 1,500 Matching Gifts were awarded.

Through Dollars for Doers and Matching Gifts, employees were able to direct nearly \$586,000 to the non-profits they personally support during 2013.

### Sprint Prepaid Community Support

Sprint's prepaid brands, Assurance Wireless, Boost Mobile and Virgin Mobile USA, are all dedicated to giving back in a variety of ways. Sprint prepaid employees, based primarily in Warren, N.J., and Irvine, Calif., regularly go out into the community to:

- Volunteer at the Community Food Bank of New Jersey, packing meals for in-need kids to take home on the weekends.

- Help clean, paint and garden at The Learning Gate in New Jersey, a non-profit daycare center for children of working parents.
- Support Families First with two programs: a food drive and food pantry volunteer opportunity at Thanksgiving and Holiday Giving Tree, where employees provided unwrapped gifts for Orange County families in need.

**Virgin Mobile USA** launched **RE\*Generation** in 2006 which is dedicated to raising awareness and support to fight the issue of youth homelessness. It is the focus of all charitable giving and cause marketing by the company and well as powerful employee engagement programs. The initiative encourages and empowers a generation of young people to help its own by connecting them with organizations that work with and care for homeless youth.

Virgin Mobile's annual music event, **FreeFest**, helps draw more attention to youth homelessness by giving fans an entire day of music, entertainment and fun. In exchange attendees are asked to donate a minimum of \$10 to The RE\*Generation.

Fans have helped fund the development of the "Sasha Bruce RE\*Generation House by Virgin Mobile," a transitional living facility for homeless youth in Washington, D.C. run by **Sasha Bruce Youthwork**. Proceeds from last year's festival went toward staffing, mentorship & skills training programs to educate young people on social entrepreneurship and urban agriculture at The RE\*Gen House and other Sasha Bruce sites in the D.C./MD area. In the last five years of the FreeFest festival, more than 80,000 hours of volunteer time has been generated, and over 30,000 hygiene kits and more than \$1 million in cash donations has been raised.

**Boost Mobile** operates hundreds of retail stores around the country, and many staffers are active members in those neighborhoods. Local events are often hosted at the store with activities that help raise funds for various organizations. In 2013, Boost Mobile combined its popular "\$1 Phone Days" promotion with the brand's partnership with Boys & Girls Clubs of America by donating \$1 for each new customer who joined Boost, contributing \$25,000 to BGCA. A portion of the funds raised went to local Clubs in select communities for summer learning programs, including preventing summer learning loss, mentoring and Internet safety.

- Examples of other 2013 charitable events that involve local Boost sales and marketing employees include:
- Partnering with Chicago-native and 2012 NBA #1 draft pick Anthony Davis to bring to the Perspectives Rodney D. Joslin Campus (Davis' alma mater) a new

basketball court. Boost Mobile raised and donated \$65,000 for the initiative.

- Playing on its "Shrinking Payments" offer, a Boost Mobile store hosted a "Shrink Hunger" event in Atlanta, donating one meal to feed a child for every person who came out to the event; a contribution of \$5,000 was made to the Atlanta Food Bank.

**Assurance Wireless** provides a free cellphone, along with 250 free voice minutes and 250 free texts each month to eligible low-income residents in 41 states. We've engaged Sprint employees in a "Get Connected program" to provide them with a way to introduce this Lifeline program in their communities, enabling them to receive and deliver brochures or have them sent directly to local organizations. In this way, we're able to help people who could benefit from Assurance Wireless while empowering employees to take action in their own communities. Our employees are helping potential users and enhancing our communications; over the last several months, almost 25,000 brochures have been delivered to hundreds of organizations around the country as a result. In 2014, the Assurance Wireless "Get Connected" program received an Honorable Mention award in the Employee Relations category at PR News' CSR summit.