



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.

VITAL STATISTICS



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



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

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