



People

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 the United Way and Feeding America.

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 [organized by the area Employee Community Volunteer Committees, or "ECVCs"] 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 the 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. To learn more about Dollars for Doers and Matching Gifts, [click here](#) (link to new Foundation PDF).

GRI G4 Indicators Covered:

- G4-S01
- G4-S02

Sprint Volunteerism and Employee Giving Campaign Profile

- Sprint employees contributed more than 129,000 volunteer hours to community organizations across the country, worth an estimated \$2.8 million.
- Through our Matching Gifts and Dollars for Doers programs, employees were able to direct nearly \$545,000 to the non-profits they personally support during 2012.
- Between Sprint employees' generosity and a Sprint Foundation grant, the United Way received \$2.7 million from Sprint in 2012. Additionally, Sprint's CEO, Dan Hesse, served as United Way of Greater Kansas City's Citywide Chair for 2012.
- Sprint employees collected over 650,000 meals for people in need in our communities during our 2013 Feed the Need campaign.
- Sprint executives (director and above) served on 150 unique 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 \$56 million to the 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, the United Way received \$2.7 million from Sprint in 2012. To support our annual campaign, more than 700 employees nationwide volunteered to help build awareness and raise money for United Way chapters in their local communities. Additionally, Sprint's CEO, Dan Hesse, served as United Way of Greater Kansas City's City-wide Chair for 2012.

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 650,000 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.

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. 2013 marked Sprint's 26th year being involved with this project, and 22 homes were completed.

Youth Homelessness

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 has created several programs over the years to raise funds. 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 they ask each person who attends FreeFest to donate a minimum of \$10 to The RE*Generation. Since the inception of FreeFest, over 75,000 hours of volunteer time has been generated, over 25,000 outreach kits created and nearly \$600,000 in cash donated.

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 quarterly 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.
- Create opportunities to support local charities with donations tied to local Boost Mobile in-store promotions. In 2012, Boost Mobile donated more than \$32,000 to local charities in some key markets including Houston Food Bank, Feeding South Florida and Second Harvest Food Bank of Central Florida.