



# SOCIAL IMPACT REPORT 2022-2023

Building a Brighter Future by Connecting  
People to What Matters Most

Published August 2023



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# A NOTE FROM LEADERSHIP



**Laurent Therivel**  
Chief Executive Officer

UScellular has a long-standing commitment to building better communities. While this is our first social impact report, for 40 years we've been in the business of connecting people to what matters most while doing so in a socially responsible way: creating wireless networks tailored to small, underserved cities and rural communities – where wireless service can be challenging – and serving local communities through volunteerism at hundreds of nonprofit organizations.

At UScellular, we've always been different. Although we're the fourth-largest U.S. carrier, we're majority family owned and grew up serving underserved cities and rural communities. Our associates are truly mission driven – connecting people to what matters most.

This report illustrates all the values and dedication that makes us proud to lead this company.

## Here are just a few highlights:

- \$1.3 million invested in nonprofits with nearly 90% supporting STEM
- 200,000 youths reached with STEM resources
- 40,000 youths connected to Wi-Fi access
- \$12 million donated in hotspots and service
- Nearly 620,000 devices traded in since the launch of our device trade-in program
- 117,000 pounds of e-waste diverted from landfill
- 333.9 million gallons of water pollution avoided

Our social impact work will never be “complete,” and what you'll see in this report is the beginning of an evolution in how we think about this important work. We will continue to get better because social impact isn't just a report. It's not just a plan. It is an evolution of how we grow a business to support people in the communities we serve.

# ABOUT USCELLULAR

As the fourth-largest full-service wireless carrier in the United States, UScellular provides a strong, reliable network supported by the latest technology. With a focus on areas underserved by other carriers, UScellular ensures individuals and communities in more rural parts of the country have access to productive, upwardly-mobile lives.

Through a wide-range of communication services – including 5G unlimited and prepaid plans, small business packages, and high-speed home internet – we strive to enhance customers' lives, increase the competitiveness of local businesses, and improve the efficiency of government opportunities.

Our incredible team of 4,900 full- and part-time associates across the United States is dedicated to fulfilling our mission – connecting people and communities to what matters most.

## WHAT DRIVES US

Our values drive us in everything we do. Across UScellular, we build lasting relationships with customers and with one another, and we take pride in creating genuine connections. Here's how that comes to life every day:

### **We are dedicated and driven:**

We are inspired by our people. By trusting and empowering each other, we all win.

### **We champion each other:**

We're at our best when we're respectful, inclusive, and embrace diverse perspectives.

### **We focus on the future:**

We move with agility to make sure we stay on top for tomorrow and beyond.

### **We deliver exceptional outcomes for everyone:**

We care about our people, our customers, our communities, and our shareholders.

## FAST FACTS

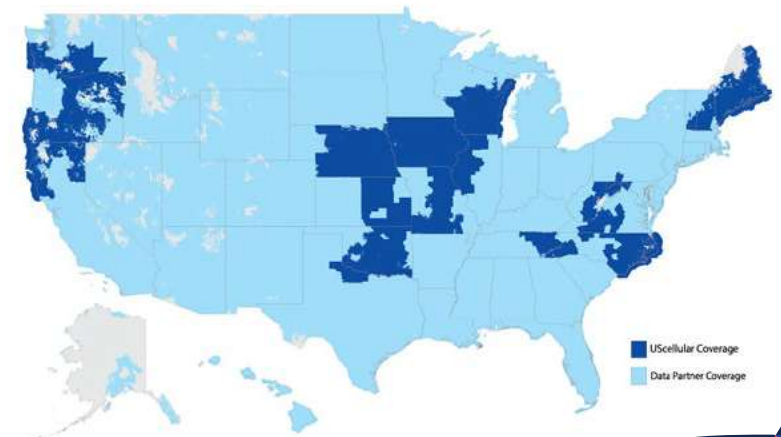
Year founded: **1983**

Headquarters: **Chicago**

Associates: **4,900**

Customers: **4.7 million in 21 states**

Coverage:



# GIVING BACK TO OUR COMMUNITIES

At UScellular, our commitment to giving back is deeply ingrained in our corporate culture. We believe that success is measured not only by profits, but also by the positive impact we make in the communities where we proudly work and live.

We've launched several initiatives that aim to make a difference in the lives of our neighbors, and we support the causes that matter most to our associates. Through K-12 STEM Education, After School Access Project, and supporting the causes our associates care about, we provide time, talent, and resources to ensure that our communities thrive.

## 2022 BY THE NUMBERS

**\$1.3M** invested in nonprofits with nearly 90% supporting STEM

**200K** youth reached with STEM resources

**40K** youth connected to Wi-Fi access

**\$12M** donated in hotspots and service

## CLOSING THE STEM EDUCATION GAP: K-12 STEM EDUCATION

Science, Technology, Engineering, and Math (STEM) education and access to technology go hand in hand. That's why UScellular helps provide youth in grades K-12 with equitable opportunities to pursue careers in STEM. Our partnerships with organizations like Boys & Girls Clubs of America and Girls Who Code provide students with resources, access, mentorship, and hands-on education to reach their full potential.

**UScellular is committed to connecting 200,000 of tomorrow's innovators with the resources they need today.**

Since 2009, we've invested more than \$35 million in monetary donations, technology resources, and experiences to support nonprofit organizations across the country.



# GIVING BACK TO OUR COMMUNITIES

## GIRLS WHO CODE



A recent UScellular survey revealed that 40% of students feel that STEM fields are unwelcoming to women. We are proud to partner with Girls Who Code, an international nonprofit organization dedicated to closing the gender gap in technology. Together, we are determined to make a positive change that will empower girls and nonbinary students to pursue their dreams.

In 2022, UScellular donated **\$150,000** to Girls Who Code to open five new clubs in Kansas, Oklahoma, Virginia, and Maine.

But our commitment doesn't end there: We've also pledged an additional **\$75,000** to support the organization's Summer Immersion Program and **\$100,000** to establish new clubs in 2023.

“At Girls Who Code, we know that in order to close the gender gap in tech, we must create pathways into computer science for all students, no matter their background, and that we must start with our youngest students. We're excited to be able to expand our reach and programming to local youth in 2023, and are grateful to the support from UScellular in bringing equity to STEM fields.

- Tarika Barrett, CEO of Girls Who Code



# GIVING BACK TO OUR COMMUNITIES

## BOYS & GIRLS CLUBS OF AMERICA

For eight consecutive years, our commitment to empowering the next generation has led us to invest \$1 million annually to support Boys & Girls Clubs of America's K-12 STEM education and academic enrichment programs.

In 2022, we took this support to the next level by enhancing STEM education and experiences for 20 clubs across the country. UScellular provided new laptops and 3-D printers, expanded programming to include digital citizenship and LEGO robotics, and we enriched learning experiences with field trips and family STEM nights.



### Team Spotlight: Denise Lintz

UScellular's VP of Enterprise Portfolio and Technology Shared Services, Denise Lintz, knows about careers in STEM. After joining the UScellular team in 2012, she is now responsible for leading project delivery across all aspects of the business, including IT initiatives, portfolio management, and operational enhancements.

In 2022, Denise led multiple conversations providing insight into STEM career paths in collaboration with [UScellular associates](#), [Girls Who Code](#) and [Black Diamond Charities](#). Check it out.

## ASK AN ENGINEER



During one of our favorite events of the year, UScellular engineers visited Boys & Girls Club of Tennessee Valley's Regal Entertainment Teen Center and Haslam Family Club University to pique interest in engineering careers. Following a presentation on the process of network connectivity, club members explored a UScellular truck and all-terrain vehicle used by on-site tower engineers.

# GIVING BACK TO OUR COMMUNITIES

## BRIDGING THE DIGITAL DIVIDE: AFTER SCHOOL ACCESS PROJECT

The homework gap is a harsh reality for many students who lack reliable internet access outside the classroom. These students miss out on essential tools and opportunities for continued learning after school. At UScellular, we are working to help end this divide. In 2021, we launched After School Access Project, donating mobile hotspots and two years of service to nonprofits that provide support to K-12 students after school hours.

Our efforts have made a meaningful impact, and we are proud to partner with more than 100 organizations across our communities to support continuous learning among students. These partnerships include our work with the YWCA USA, which received nearly 4,000 hotspots for 17 local YWCAs to connect over 15,000 students to the internet.



In 2022, UScellular donated over \$12 million in wireless hotspots and service - and our work is far from done. In 2023, we're extending our commitment: We've pledged \$13 million in hotspots and service to support up to 50,000 students, helping ensure they each have the opportunity to excel.

**“The access to internet through these hotspots has been a valuable resource for our students, families and communities. The possibilities to discover, grow and pursue more educational opportunities seem endless with access to this technology.**

**- Margaret Mitchell,  
Chief Executive Officer of YWCA USA**



# GIVING BACK TO OUR COMMUNITIES



## SUPPORTING OUR ASSOCIATES: CONNECT YOUR CAUSE

Our associates are deeply committed to engaging with their communities, and we share their passion. We offer a range of programs to support these charitable endeavors, including personal donation matching, Dollars for Doers, and skills-based volunteerism.

In 2022, UScellular continued our commitment to making a positive impact in communities across the country. As part of our Connect Your Cause initiative, we invited our associates to nominate and vote for nonprofit organizations they support. We were thrilled to donate a total of \$40,000 to five incredible organizations selected by our associates, including:



## \$15,000

to Iowa Humane Alliance

## \$10,000

to Alzheimer's Association  
(Greater Iowa)

## \$7,000

to American Cancer Society

## \$5,000

to St. Jude Children's  
Research Hospital

## \$3,000

to American Foundation  
for Suicide Prevention

# GIVING BACK TO OUR COMMUNITIES



## SPOTLIGHT: NATIONAL VOLUNTEER MONTH

National Volunteer Month shined a spotlight on our associates' passion for community engagement. In April 2022, UScellular associates volunteered 2,000 hours to:

Support  
**350**  
veterans and their families  
with gifts of encouragement

Create  
**130**  
flower bouquets for elderly  
hospital and hospice patients

Deliver more than  
**600**  
pounds of school and hygiene  
supplies to local youth

Provide more than  
**30,000**  
meals to those impacted  
by food insecurity



# INCLUSION AND BELONGING

At UScellular, we recognize that a diverse and inclusive workforce is critical to our success. By embracing a range of perspectives and experiences, we can better serve our communities, attract top-tier talent, and create an environment that fosters innovation and growth.

We are committed to ensuring all of our associates, customers, and suppliers feel valued, respected, and supported, and we understand that promoting diversity and inclusion requires ongoing effort and investment. In everything we do, we strive to value and celebrate our differences, including but not limited to: race, color, age, religion, sexual orientation, gender identity, national origin, disability, veteran status, and pregnancy.

As evidence of our commitment, we're proud to be recognized as a Best Place to Work for Disability Inclusion by earning a top score on the Disability Equality Index© and by the Human Rights Campaign for securing 100% on the Corporate Equality Index. Additionally, Forbes has included UScellular as one of America's Best Employers for Diversity for three consecutive years.



## ASSOCIATE RESOURCES GROUPS (ARGS)

We support our associates bringing their authentic selves to work through UScellular's nine Associate Resource Groups (ARGs), which are aligned with our vision and values. These groups foster engagement, empowerment, and professional development opportunities, providing a space for associates to connect with others who share similar experiences and backgrounds. We are committed to supporting our ARGs and ensuring they remain a valuable resource for associates and the organization. They include:



Asian American Network



CapAble Associate Network



Empowering Parents and Caregivers Together (emPACT)



Latino Associate Network



Next Generation Empowerment Network



Network of Black Associates



USC Pride



Veteran Associates Leading Organizational Results



Women in Action

# INCLUSION AND BELONGING

## PARTNERSHIPS

In our ongoing efforts to nurture top talent, support our ARGs, and extend our outreach efforts, we forge external partnerships and collaborate with organizations such as [Disability: IN](#), [Hispanic Alliance for Career Advancement](#), [National Black MBA Association](#), [Out & Equal](#), [Society of Women Engineers](#), and [Upwardly Global](#).

## ANNUAL INCLUSION SUMMIT

UScellular's annual Inclusion Summit provides an opportunity for associates across the company to learn new perspectives and to take action to build an environment of inclusion, understanding, and belonging for all.

In 2022, our theme was "Crossing Bridges," and we were honored to host discussions with a diverse group of speakers, including best-selling authors, academics, athletes, and thought leaders. Speakers included Layshia Clarendon, WNBP Vice President & WNBA Player; Dr. Tasha Eurich, organizational psychologist and researcher; Jose Flores, global motivator and mindset disruptor;

David Kong, Ph.D, director of MIT Media Lab's Community Biotechnology Initiative; and New York Times bestselling author Roxane Gay. We heard inspiring insights that challenged us to think differently and to advance our work on diversity, equity, and inclusion.

## PAY EQUITY

Everyone should be fairly compensated for their work, which is why we conduct periodic pay equity reviews at all levels to prevent any discriminatory practices. UScellular's methodology is objective and accounts for factors such as job function, level, and location. By conducting these regular

reviews, we can compensate our associates fairly while continuing to build a culture where everyone can thrive.

## SUPPLIER DIVERSITY

We believe that a diverse supply chain is key to creating a more equitable and inclusive economy. Through our Supplier Diversity Program, we are building a stronger, more resilient supply chain, and we support businesses that have historically been underrepresented. By increasing the use of certified diverse-owned businesses – including minority-, women-, veteran-, service-disabled veteran-, disabled-, LGBTQ+-, disadvantaged- and small-owned businesses – our supply chain better reflects the communities we serve.













### Team Spotlight: Pamela Moore-Thompson

As VP of Talent Strategies, Pamela Moore-Thompson is responsible for implementing talent and development strategies across the company. She recently shared her thoughts on workplace diversity with Crain's Chicago Business in [Creating a Diverse Workforce Leads to Strong Foundation](#). Check it out.

# BENEFITS AND BEYOND

## TOTAL REWARDS

We want our associates to thrive not only in their professions but also in their lives outside of work. In addition to a comprehensive compensation package, we provide benefits that support our team's physical, emotional, social, and financial well-being, including but not limited to:

-  Medical, dental, and vision plans from day one
-  401(k) and company-funded pension plan
-  Paid time off
-  Hybrid work model
-  Tuition reimbursement (up to \$9,000 annually for undergraduate and \$12,000 for graduate programs)
-  Associate phone program and accessory discounts
-  Associate support for qualifying disasters and personal needs
-  Adoption assistance (financial assistance up to \$10,000)
-  Childcare, elder care, and petcare assistance
-  Access to Wellbeats (free online wellness classes)

## EMBRACING POTENTIAL: CAREER DEVELOPMENT OPPORTUNITIES

We're passionate about connecting our associates with opportunities to continuously develop their skills. We believe that learning never stops – no matter where someone is in their career.

**Programs:** UScellular's in-house curriculum is combined with external partner resources to provide a diverse range of professional development opportunities that allow associates to explore strengths and discover interests.

**Resources:** Our Talent Development Center contains comprehensive learning and development resources, including: classes, podcasts, videos, and e-books that associates can access anytime, anywhere. We're committed to providing our associates with the resources they need to advance their careers and achieve their goals. When our associates grow, our company grows too.

## TOGETHER FOR MENTAL HEALTH

Mental health is a top priority in our commitment to well-being. UScellular offers frequent webinars for associates to further the conversation around the importance of mental health, as well as access to resources like Care.com, Wellbeats, and Well onTarget. Additionally, each of our leaders is provided with training to ensure they understand their critical role in bringing associates together around mental health by listening, recommending support resources, and acknowledging that mental health is important and worthy of our attention.

To mark Mental Health Awareness Month in 2022, UScellular associates came "Together for Mental Health." We actively provided resources, hosted weekly webinars to discuss mental health topics, and shared how to incorporate best practices into our daily lives.



# CARING FOR THE ENVIRONMENT

At UScellular, we are on a journey to build a more sustainable future that prioritizes the well-being of our associates, communities, and the environment. From investing in energy efficiency to reducing electronic waste, we're working to minimize our environmental impact. Through innovative ideas and collaboration, we have made significant progress.

We also understand there is always room for improvement. As part of the Telephone and Data Systems, Inc. (TDS) family of companies, we continuously examine the impact of our environmental footprint to determine where we can make meaningful progress.

## ENERGY EFFICIENCY

### Partnering with ComEd

In collaboration with ComEd and Franklin Energy, we've enhanced our efforts to manage energy costs, provide a healthy environment for associates, and improve sustainability efforts. Completed projects at our data center in Schaumburg, Illinois – which included replacing all interior and exterior lights with LED and add-on features to HVAC systems for energy efficiency – have resulted in savings of nearly 8 million kilowatt hours per year.

Our estimates show this investment will prevent nearly 6.8 million pounds of carbon emissions from entering the atmosphere, equivalent to planting more than 3,700 acres of trees or removing nearly 670 cars from the road.



# CARING FOR THE ENVIRONMENT

Our robust asset management and battery recycling program is a key part of our effort to reduce our environmental impact. We offer convenient ways for customers to return their smartphones, providing them with a credit and allowing us to recover these devices for proper recycling. Our partners in this effort are R2-certified, which means they follow a voluntary set of best practices for the electronic waste industry facilitated by the Environmental Protection Agency. Through this program, we're diverting waste (which helps extend the life of landfills) and preventing groundwater contamination. So far, successes include:

**619,918**

devices traded through our program since its launch

**396,000**

devices traded through our program in 2022

**117,860 lbs.**

of e-waste diverted from landfills (0.45 lbs. per unit)

**333,945,450**

gallons of water pollution avoided (1,275 gallons per unit), including the following minerals kept out of groundwater:

**8,460 lbs.** of copper

**200 lbs.** of silver

**20 lbs.** of gold

**9 lbs.** of palladium



A solar panel system was installed on the roof of UScellular's Knoxville, Tennessee Customer Care Center to reduce our carbon footprint and save approximately \$5,700 in electrical power per year.

# DATA PRIVACY

UScellular adheres to all laws, rules, and regulations when it comes to protecting data.

UScellular's security safeguards are based on the Center for Internet Security's Critical Security Controls, which help us safeguard against risks such as loss, unauthorized access, destruction, use, modification, or disclosure of information.

We use a variety of safeguards to protect information residing on our systems, including server firewalls and physical facility security. These security controls and safeguards consider the scope of the processing activities, sensitivity of the information, size of the entity doing the processing, and technical feasibility of the security measures.

Want to learn more about our privacy policy?  
Visit [Privacy Policy](#) | [UScellular](#).

