



Pioneer Services: Corporate Social Responsibility

Pioneer Services is proud to be nationally recognized as a business leader in social responsibility. The company and its team members are committed to working on quality of life issues for military families, and giving back to the communities it serves through financial, philanthropic, and volunteer support.

Our support for military families has been chosen as Best Corporate Social Responsibility Program in the country four times by the American Business Awards (2006, 2012, 2014, 2015), and has been named the best by PR Daily in 2013 and 2014. Our paid Volunteer Time Off program has also been honored with a PRNews CSR "Workplace Innovation" Award.



Paid Volunteer Time-Off

We foster a sense of philanthropy throughout the company by providing all team members 16 hours of paid volunteer time-off every year to assist charities in their community. This allows team members to give back—on the clock—to the not-for-profits of their choice, and the nearly 4,000 hours of community service is

tremendously appreciated by charitable organizations. The program has been recognized by PR Daily in its 2013 CSR Awards, and was awarded the "2010 PR News CSR Award for Workplace Innovation," beating out Pepsi, Deloitte, and Butterball.

Military Appreciation Month

The month of May is designated as National Military Appreciation Month, and we do even more during this time. This includes the Answer the Call Now campaign that collected old cell phones for recycling, with the funds going to USA Cares' Combat Injured Program. In 2013 we gave away free ebook copies of our award-winning *Military Spouse Finance Guide*, but with a twist—each download would lead to \$1 being donated to a military charity, with those downloading the books deciding on which branch to support. In all, nearly \$5,000 was donated to these charities. And in 2014 we conducted a Military Family Financial Literacy Study with the National Foundation for Credit Counseling, with a follow up in 2015. The results showed both positive and worrying trends among military families, and was featured on FOXNews.com.

Save the Flame campaign

In 2008, Pioneer Services managed a successful national campaign to maintain the eternal flame atop the Liberty Memorial at the National World War I Museum. Without our campaign, the flame would have been extinguished due to budget cuts. Covered by *Stars & Stripes* and *USA Today*, the company helped raise more than \$60,000 in just five weeks. The awareness created by Save the Flame also led to efforts that have helped keep the flame lit, and at a lower cost to the museum.

Seasoned Greetings

For more than 14 years, Pioneer Services has given back by handing out thousands of commissary gift certificates to families in need. Ranging from \$10 to \$25, we have helped military families enjoy their holidays with a good meal or even some gifts under the tree.

Giving Throughout the Year

Pioneer Services and its team members are always quick to help when needed. We are continually involved in, or support, programs to help service members, including:

- Local holiday food drives
- Folds of Honor
- Adopt-a-Military Family programs
- U.S. Army Partnership for Youth Program
- Free Ident-a-Kid safety kits
- Command and General Staff College Foundation
- Armed Services YMCA
- Fisher House Foundation
- Military relief societies

