

Supporting the Troops

Issue Summary

Active military members, veterans and their families sacrifice for our country and often confront unique challenges during periods of deployment and in their return to civilian life.

Our Position

For almost 100 years, we've been dedicated to supporting active military personnel, their families and veterans through charitable contributions, event and program sponsorships, hiring military veterans and maintaining policies that support reservists when they are called to active duty.

Our Action

2012 Goal:

Raise awareness and provide resources for military families, focusing on opportunities for military children.

Materiality Assessment Topics: Employee diversity; Employee engagement; Giving & philanthropy; Supplier diversity; Volunteerism

Veteran Recruitment & Supply Chain Contracts

In March 2011, 10 companies jointly pledged to hire 100,000 veterans and former active duty military personnel by the end of 2020. We are proud to be one of them.

In May 2011, the first class of participants graduated from the Operation Hand Salute protégé program. Designed to help Disabled Veteran Businesses develop the tools and expertise to win large corporate contracts, the program matched participants with mentors and connected them with industry experts and community leaders, including AT&T executives. Program participation also allowed participants to earn TL 9000 certification – an internationally recognized quality system requirement for suppliers to telecommunications companies.

In July 2011, the company launched the Military Skills Translator with the Direct Employers Association. The translator enables veterans to use their current Military Occupation Code/Military Occupation Specialty to find civilian jobs at AT&T.

Additionally, our military career site assists veterans and transitioning military service members in their transition to the civilian workforce.

Wartime Communications

We help ensure that soldiers can call home when deployed. To date, AT&T has built more than 100 calling centers in Iraq, Kuwait and Afghanistan and has donated prepaid calling cards with an estimated retail value of more than \$9 million to military personnel.

Cell Phones for Soldiers

AT&T wireless store locations nationwide are drop-off sites for Cell Phones for Soldiers, a nonprofit organization that helps American soldiers stationed overseas call home. The organization collects donated cellphones and sells them to ReCellular, a Michigan-based company that buys and sells used phones. Since 2008, Cell Phones for Soldiers has used the payment it receives from ReCellular to buy 600,000 AT&T prepaid phone cards to send to soldiers.

AT&T Employee Efforts

The AT&T Veterans, one of our Employee Resource Groups (ERGs), has more than 3,000 members within the company. The Veterans ERG develops relationships with the local Employer Support of the Guard and the Reserve (ESGR) to provide community support for our veterans being called into service and for the many employees who have family members currently serving. Our employees also support the military and their families through scholarship funds and donations to military organizations through the Employee Annual Giving Campaign and the Employee Matching Gift program.

AT&T Pioneers

In observance of Memorial Day, AT&T Pioneers — a volunteer organization comprised of AT&T employees and retirees — launched “Operation: Serve Our Troops,” holding events in 27 states and 88 cities. The initiative collected non-perishable goods that can be used by military support groups and the USO, at centers in airports, on military bases and in care packages sent to troop overseas. AT&T Pioneers also supported Cell Phones for Soldiers by collecting wireless cell phones for recycling. On Valentine’s Day, Pioneers teamed up to keep active duty military personnel connected with loved ones by providing 30,000 service men and women with a call home and a special thank you from an employee. In addition, the Pioneers distributed 35,000 calling cards to active military soldiers.

Learn more at www.att.com/troopsupport.