

Pioneers Dedication Sparks Countless Achievements in 2009

Pioneers across the United States and Canada have made immeasurable contributions to their communities since the year began. The results can be seen and felt coast to coast. Our Pioneers Alliance Linkage System (PALS), for tracking our volunteer hours and posting Pioneers projects, tells us our ranks are growing, too. We have gained nearly **8,000 new members!** Here are a few highlights of how old and new members alike teamed up with enormous success.

Verizon volunteers and Pioneers at 523 work locations collected **more than \$500,000 worth of back-to-school supplies** to help **400 schools and non-profit organizations**. AT&T Pioneers H.O.M.E. project shipped more than **4,500 care packages and 9,000 cards** to soldiers serving in Iraq and Afghanistan. Canadian Pioneers including our Bell Aliant and SaskTel members volunteered over **250,000 hours** to communities in over **200 projects** from creating Heart Pillows to filling backpacks for kids in need, visiting seniors, reading on line books through

the Pioneers Power Up To Read program and refurbishing computers. Qwest Pioneers led a Go Green for Schools **14 state project** to support cell phone recycling successfully processing nearly **2,000 phones**. And New Outlook Pioneers reached far beyond their local communities, gathering and shipping **350 boxes** of clothing, toiletries, and **70 bikes** to Maderat, Romania where bikes have literally become the main source of travel for citizens of all ages

Plus when over **700 Pioneers** joined together for our Annual Meeting in New Orleans this past February, we **'gave back'** to our host city, by helping to rebuild City Park and donating supplies to local schools.

Pioneers truly effect immediate, tangible change in our local communities. **Thank you Pioneers for making a difference!**

calendar

- Feb. 26-27** 2010 Pioneers Annual Meeting, Atlanta, GA
- Feb. 28** Pioneers Scholarship Application Deadline

Be sure to log your volunteer hours at: <https://pals.pioneersvolunteer.org/VM/index.aspx>.

For upcoming chapter events please visit www.attpioneervolunteers.org or go to the international website at www.pioneersvolunteer.org and visit the Member Center to find out about all the exciting Pioneering projects and activities going on in your local area and across the United States and Canada.

inside

- 2** David Nichols Shares his Thoughts
- 2** Membership Matters
- 3** Fundraising Update
- 3** Focusing on Organizational Growth
- 4** Pioneers Leadership Insight
- 4** Volunteer Service Grant Program Pays Off for TN School for the Blind

contact us

AT&T

208 South Akard Street
Suite 100
Dallas, TX, 75202
www.attpioneervolunteers.org

To change a mailing address or notify us of a deceased member, please call AT&T's benefit provider, Fidelity, at 800-416-2363, choose the appropriate prompt or dial 0 to speak with a representative.

For general Pioneering or Pioneer member benefits questions, call the Pioneers Resource Center at 800-976-1914 or email info@pioneersvolunteer.org

letter from the chairman

Dear Fellow Pioneers,

At this time last year, I was preparing to begin my Chairmanship for the Pioneers. I had been a Pioneer for more than 18 years. As AT&T President-Missouri, I knew my local Pioneers well. A year has passed and in that time, I have come to understand the far reaching impact and real difference we make in the lives of others across North America.

I am proud of the Pioneers and to have had the opportunity to serve this inspiring organization. I'm especially proud of all the times all of you have sparked change, reaching out to support your local communities through both good and challenging times.

As our Centennial approaches, my thoughts move toward the future of Pioneering. In 2011, we will have an opportunity to rededicate ourselves to our cause and preparations for this year-long celebration are already well underway! Watch for details on what this once-in-a-lifetime celebration will bring and how you can participate in your January 2010 issue of the *PioneersPress*.

It is amazing to think that this great organization began with just 734 members (including Alexander Graham Bell) in November 1911 and has grown to an organization of more than 630,000 members. Since our founding, Pioneers in the United States, Canada and beyond have contributed hundreds of millions of volunteer hours serving the needs of our communities.

Thank you for your efforts to spread our mission of service and for the opportunity to serve you. I may be ending my Chairmanship, but I am committed to Pioneers.

I look forward to celebrating our Centennial with you and continuing the legacy of Pioneering for another 100 years.

Yours in Pioneering,



Dave Nichols
Chairman, Pioneers



membership matters

Life Members Exemplify the Pioneer Spirit!

Pioneers Life Members may be retired, but there's nothing retiring in the way they support their communities as volunteers.

We are so grateful to our Life Members for their leadership roles in our units, mentoring our workforce members, keeping our rich history and inspiring us all to spark change throughout our lives.

The *Talking Books Program* is a project at which Life members have excelled. Since 1960, Pioneers have partnered with the Library of Congress to ensure patrons with visual and physical disabilities have access to materials in recorded formats. Volunteers refurbish some 70,000 audio playback machines annually, serving thousands of people. To learn more about this Pioneers partnership, visit www.pioneersvolunteer.org/volunteer/pioneersprojects/pioneerspartnerships/libraryofcongress.aspx.

From Talking Books to food drives, Hug-A-Bears, supporting troops and veterans, and countless other projects, Life Members truly exemplify the Pioneers spirit and values.

Thank you to each and every Life Member for your dedication to Pioneering!

fundraising update

New Award for Excellence in Fundraising

Beginning this year, Pioneers Headquarters will be recognizing Pioneers units that excel in planning and executing fundraising activities in 2009 to help their chapter, club or council achieve their financial goals and support the Pioneers mission. This new Award for Excellence in Fundraising is intended to highlight the fundraising success of local units. Criteria for receiving the award will include the units' adherence to prescribed best practices for raising funds for public charities, level of engagement of active and prospective members in the process, and successfully increasing visibility of Pioneering.

Pioneers Headquarters raises funds for distribution back to local units through regular mail appeals and the new Pioneers Web site. Local fundraising efforts are critical to supplementing our centralized efforts as a public charity. It is essential that local Pioneer units continue to expand their reach and gain public financial support of their volunteer work in the communities we serve.

A great example of effective local fundraising is the "Caring and Sharing Calendar" created by Qwest Pioneers Minnesota Chapter 18. The Chapter prints pocket-sized calendars that are sold by Pioneers and their Partners in their communities. The proceeds from the sales are used to annually award a \$1,000 scholarship to each of four high school seniors. The effectiveness of the program also allows councils and clubs to bring funds into their own respective treasuries to help finance additional programs - a perfect reward for their fundraising efforts.

Visit Awards under Member Tools and Resources at www.pioneersvolunteer.org to learn more about our awards program and Donate to learn ways you can support Pioneers with a charitable gift.



Focusing on Organizational Growth

A study of existing and prospective Pioneers led by an independent research firm found that Pioneers today are particularly interested in "one-shot deals" for volunteering. Their ideal volunteer project would take place on the weekend and allow family members and friends to participate, too. Helping others and feeling like they are part of a community is important to today's volunteers as well.

Pioneers Headquarters listened to what members had to say so a series of pilot projects that meet these criteria will be launched in the fourth quarter of 2009 to help us grow our ranks. Participating chapters will spark change in their communities through programs that provide books for children in need, support soldiers and their families, use Wii bowl-a-thons to recruit new members, and promote community clean-ups and environmental awareness. Not all projects are new, but the way they're being implemented will help ensure that loyal volunteers are engaged, new members are recruited, and the corporate social responsibility objectives of our sponsor companies are met.

Our goal is organizational growth! Visit www.pioneersvolunteer.org for updates and more information on pilot projects.

Want to receive regular Pioneers news and information on member benefits? Simply register your email address at our website at www.pioneersvolunteer.org.

pioneers leadership insight

Dear AT&T Pioneer,

As you may know, AT&T Pioneers are again partnering with AT&T and Share Our Strength to issue a Holiday Call to Service by holding a 100-city nationwide holiday food drive from November 12 to December 18, 2009.

This holiday initiative builds on this year's earlier effort in which Pioneers led the AT&T employee food drive to benefit community food banks in 39 major metropolitan areas, collecting over 50,000 pounds of food! We have a tremendous opportunity to again harness the collective power of our volunteers to make sure families across the U.S. have food on the table especially at the holidays. If you haven't already there is still time to get involved!

There are dozens if not hundreds - of other holiday projects that Pioneers are leading, from coordinating angel tree gifts to sending care packages to troops.

Together, we are creating a lasting impact in our communities.

As we reflect on 2009 and plan for 2010, I encourage you to make a New Year's Volunteerism Resolution.

What can you do to make a difference in the life of another?

Yours in Pioneering,



Debbie Pyle
Vice President, AT&T Pioneers

Volunteer Service Grant Program Pays Off for TN School for the Blind

The AT&T Pioneers Volunteer Service Grant (VSG) program is designed to reward volunteer service. Just ask Nashville Life Member Club President, Gary Buchanan. Recently, Gary parlayed his volunteer hours spent supporting the Tennessee School for the Blind into a \$500 grant for the school. "The grant application process is simple and user-friendly", Gary noted. "Our struggling economy has been extremely challenging for non-profit organizations like the TN School for the Blind and this program is an ideal tool AT&T Pioneers can use to tie our volunteering to giving."

Gary added, "Recently, another Nashville Life Member Club Pioneer was motivated by the VSG program to volunteer. She had not been active lately but upon hearing of the new VSG program, she quickly signed up to volunteer with her Parent Teacher Organization and applied for a grant for the disadvantaged school." The VSG program serves as an additional benefit for members and also attracts new Pioneers looking for funding for their favorite non-profit.

Thirteen of the thirty-one AT&T Pioneers chapters are participating through December 31, 2009; it's open to Regular and Life Members. Visit www.givingprograms.com/attpioneers or call 888-999-9033 to learn more.

Coming Soon!

Learn how you can help us celebrate our Centennial in 2011. Read about plans underway in the next issue of the *PioneersPress* in January (Winter) 2010!

Shop Pioneers Essentials This Season
for the Pioneer on your holiday gift list.

Visit www.pioneersvolunteer.org/pioneersessentials
for Pioneers calendars, caps, shirts, and more!

