

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.

Every year, Pioneer Services donates a significant portion of its pre-tax income to charities and military programs in the form of grants and in-kind contributions. Our support for military families was chosen as the Best Corporate Social Responsibility Program in the country by the American Business Awards, and our paid Volunteer Time Off program was honored with a PRNews CSR Award.



Paid Volunteer Time-Off

Pioneer fosters 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 4,900 hours of community service is tremendously

appreciated by charitable organizations. The program was awarded the “2010 PR News CSR Award for Workplace Innovation,” beating out Pepsi, Deloitte, and Butterball.

Answer the Call Now Campaign

Encompassing the entire MidCountry Financial family, Pioneer Services spearheaded this effort as part of 2009 Military Appreciation Month, collecting more than 1,700 old cell phones for recycling. The funds from recycling were then sent to USA Cares’ Combat Injured Program, which provides grants to service members injured while serving in combat.

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 13 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:

- Business Executives for National Security
- Free AUSA memberships (5,000+)
- Airmen’s Attic Thrift Donation Drives
- Local holiday food drives
- Adopt-a-Military Family programs
- U.S. Army Partnership for Youth Program
- Free Ident-a-Kid safety kits
- Command and General Staff College Foundation
- USA Cares, Inc. Board

Tom Holcom, CEO of Pioneer Services, speaks at the “Save the Flame” rally on the steps of the National World War I Museum.



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