



dish cares

# Connecting Our People, Our Communities, and Our Planet

2018 Corporate Citizenship  
Annual Report





# We are DISH



## Our Story

Our journey began with a bold idea: **bring TV to Small Town America**. This adventure has driven us to connect millions of Americans to the TV they love. From our team members and partners volunteering in their communities to our dedication to sustainable business practices to the connectivity we provide first responders following disasters, our corporate citizenship program is a pivotal extension of who we are at DISH.



At DISH, our mission is “to connect people and things.” Not only is this charge relevant to our pay-tv business and our growing wireless initiative, it also applies to how we approach DISH Cares, our corporate social responsibility program.

In 2018, DISH Cares continued its legacy of connecting people to create good in local communities. Through localized volunteerism and national disaster relief efforts, we connected those in need with support. Through expansion of our employee resource groups, we connected with each other in new and meaningful ways. And through our sustainability efforts, we further connected with projects to minimize our environmental impact.

**When we think about impactful connections, we can’t forget our customers. This year, we were recognized by J.D. Power as #1 in overall customer satisfaction among all pay-tv providers. There is no connection more important to us than the one we have with our customers, and serving them, often in their homes, is among our greatest honors and responsibilities as a business.**

The next year will be an exciting time of growth for DISH, particularly as we prepare our wireless resources to connect people and things in ways the world hasn’t even imagined. Yet our commitment to our three key pillars, Our People, Our Planet and Our Community remains more vital than ever. We look forward to connecting with you in 2019.

-Erik Carlson, President & CEO



# Corporate Citizenship

**DISH Cares, our corporate citizenship program, focuses on three key pillars:**



## **Our People**

We maintain a safe, healthy, and productive workplace, and provide training and development opportunities to ensure that all of our employees have the opportunity to reach their full potential.



## **Our Communities**

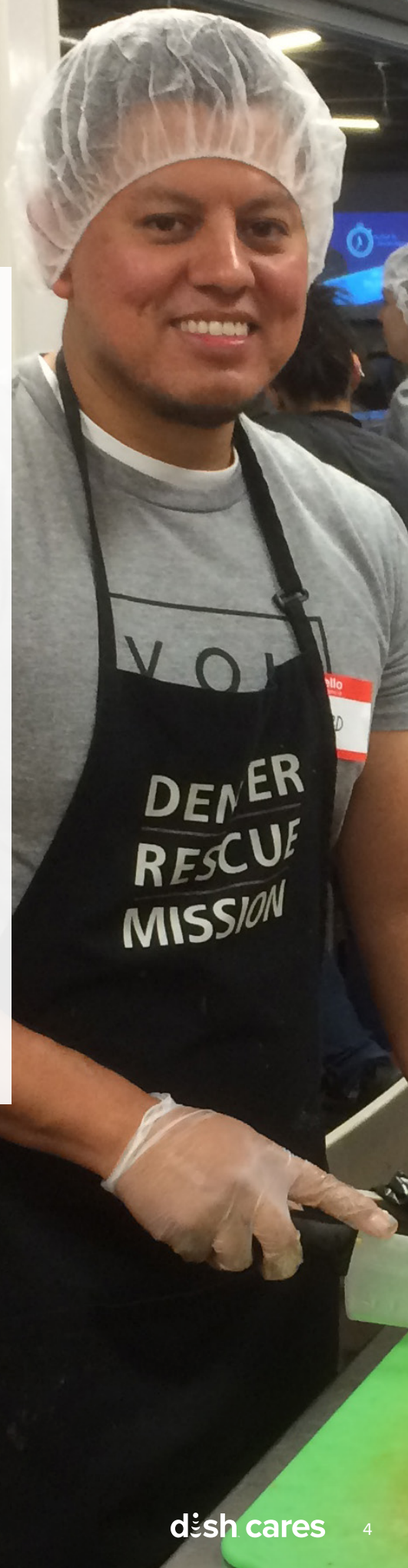
We leverage our technology and our talented workforce to make a positive impact in the communities where we live and work.



## **Our Planet**

We understand our role as stewards of the environment and strive to reduce our footprint across the entire value chain.

**Our commitment to corporate citizenship not only guides DISH Cares it shapes how we approach our business. That's why, in 2018, we were proud to be ranked #1 in Customer Satisfaction by J.D. Power. We are dedicated to listening to and serving our customers and the communities we call home.**







## Our Values

Our vision is to change the way the world communicates. Our mission is to connect people and things. We're proud of our accomplishments since we started in 1980, but our true excitement lies in the future. We're reimagining the way people watch TV with services like Sling and AirTV. We're redefining the boundaries of communication and connectivity, too, with our entrance in the wireless business. Nothing is out of our reach, and the opportunity to shape the future of entertainment and technology has never been more tangible.

### Our corporate culture is driven by four shared values:



#### **Curiosity**

We are inquisitive, not afraid to challenge assumptions, and hungry for knowledge.



#### **Pride**

We are driven to do our personal best in everything we do and expect the same from our teammates.



#### **Adventure**

We are comfortable and thrive in an environment where our path is often unclear, changes frequently, and requires us to challenge ourselves.



#### **Winning**

We have the drive, work ethic, and discipline to always put DISH in a position to win.







# Our People



***DISH values our people and their enthusiasm for big goals, disruption, and high standards. Our training programs, diversity networks, and resource groups continue to foster those traits for thousands of team members every year.***

- David Scott, Chief Human Resources Officer







## LEAD

DISH encourages personal growth and development and provides the tools necessary to advance careers. LEAD training programs help employees realize new talents and opportunities. In 2018, DISH provided **2,295** hours of training through our flagship leadership development program, LEAD.

## DISH WOMEN'S NETWORK

The DISH Women's Network focuses on providing women at DISH an environment to foster relationships and professional growth through networking, education and career development. The network has **1,350** members across 11 U.S. chapters.

## OUT at dish

With **400** members and still growing, Out at DISH's vision is to create a work environment that fosters respect and enables team members to be their authentic selves.

## VETERANS RESOURCE GROUP

The Veteran's Resource group is a team of veterans and non-veterans that fosters relationships and professional growth through networking, education and career development all while working to improve the community around us.

## DISH Collective

DISH offers a range of resource groups for team members with similar lifestyles or interests. In 2018, we started 15 new groups. From Working Moms, Yoga Collective, Toastmasters, DISH Film Society, to softball teams, there's a group for everyone.

## African American Network @DISH

The African American Network (AAN) fosters the retention, engagement, and promotion of African American employees at DISH. AAN is committed to increasing cultural awareness, creating a forum to discuss relevant topics, and providing outreach for community involvement.





# Our Community

”

***Our business thrives when our local communities thrive. DISH Cares empowers our team members and our retail partners to strengthen their neighborhoods through volunteerism and DISH resources.***

- Caity Curtis, Head of Corporate Citizenship







## By the Numbers

**429** community outreach events

**25,423** pounds of food donated to local food banks

**6,007** hours of volunteerism

**1,167** items collected for disaster relief support, i.e., water bottles, batteries, flashlights, blankets, etc.

**2,412** volunteers

**1,650** toys and gifts collected for kids and seniors





## Disaster Relief

DISH Cares delivers critical communication services to first responders in disaster-stricken areas. Our technicians and operations teams coordinate to ensure first responders have on-the-ground support to set up critical broadband and television service. Our disaster relief services support fire stations, survivor shelters, Team Rubicon command centers, FEMA registration sites, food distribution centers and more.

**165,840** hours of service  
provided to 81 sites

**\$18,000** in cash and in-kind services collectively donated  
by DISH and DISH employees to Team Rubicon



# Disaster Relief

## Major Response Efforts

### The Camp Fire, Northern California

The most destructive wildfire in California history ignited in the fall of 2018, causing nearly 240 square miles to burn and displacing thousands of families from their homes. DISH Cares partnered with local fire departments and Team Rubicon to support relief efforts at nine different sites. Efforts included supporting survivor shelters, medical facilities, and command center services. These services improved area connectivity and helped spread awareness of fire activity to at-risk residents. Long term, DISH continued to assist two RV sites that helped survivors still in need of permanent housing.

### Hurricane Florence, North and South Carolina

After Hurricane Florence made landfall on the East Coast, DISH supported 9 sites in the Carolinas to provide shelter, connectivity, logistics assistance, and emergency operations. We worked with Team Rubicon to establish mobile command centers and partnered with local governments to create a temporary headquarters as restorations and rehabilitation began.

### Hurricane Michael, North Carolina, South Carolina, Florida, and Georgia

Less than a month after Florence, Hurricane Michael hit Florida's panhandle, impacting much of the southeastern United States. DISH Cares' rapid response assisted with housing and connectivity through mobile command centers, computer resources and internet access across 32 sites in Florida, Georgia, and the Carolinas.

### Long-Term Hurricane Maria Recovery, Puerto Rico

When Hurricane Maria devastated Puerto Rico in 2017, DISH Cares was there to assist by setting up broadband at critical sites across the island. Nearly a year later, we continued to maintain broadband service for 34 sites. These sites supported the National Guard, public safety, and emergency management efforts including food distribution, generator supply, and medical assistance.





# Community Highlight Stories

## CXO Day for Senior Citizens, El Paso, TX

DISH CXO team members in El Paso partnered with Loving Care Assisted Living Community to bring holiday cheer to the residents. The team donated thoughtful gifts including bathrobes, slippers, watches, and blankets. To brighten the occasion even more, DISH team members delivered the gifts while dressed in festive costumes and sang Christmas carols with the residents.

## St. Jude Walk/Run, Suwanee, GA


DISH Suwanee has built a strong partnership with St. Jude, a medical center and children's research hospital in Atlanta. Each September, St. Jude hosts a walk/run to raise money for kids suffering from cancer. In 2018, DISH employees assembled a team comprised of **27** volunteers, walkers and runners. The team raised over **\$1,000** in donations and fundraising, \$191 of which was from an employee-led bake sale. Funding from the event takes the financial burden off of struggling parents and goes directly toward children's treatment.

## Seven Peaks Festival, Buena Vista, CO

At DISH, we're proud to be an ally for our nation's armed forces and veterans. To show our appreciation, we worked with Blue Star Families to send bomb disposal expert Cody Leighton and his family to the Seven Peaks Festival, a country music event in the Colorado Rockies. We provided lodging in Buena Vista and offered the family VIP access to all of the concerts throughout the weekend. Country music has always been important to Cody; it served as a warm reminder of home when he was deployed overseas.

## DISH Open, Denver, CO

Our annual charity golf tournament, the DISH Open, was a huge success in 2018. There were over 100 participants and we raised **\$105,000**, including donations from sponsors and DISH employees, for Children's Hospital in Denver.



At DISH, we're proud to be an ally for our nation's armed forces and veterans.





# \$139k

raised for Marine Toys for Tots through  
Dollars for Downloads campaign



## Dollars for Downloads

During the month of December, DISH Cares donated \$1 to Toys for Tots every time a customer downloaded the DISH Anywhere app on a compatible device. “Dollars for Downloads” raised a total of **\$139,000** and kids across the country were able to join in the holiday cheer.

## Robotics Team IoT, Denver, CO

At DISH, we understand that kids need a strong educational foundation to succeed. To help prepare teens for their futures, we’ve incentivized students to excel in STEM subjects by supporting Data Force 6929 – a high school robotics team in the Denver metro area. The team builds hardware, software, and develops strategy and project management processes. They are working with machine learning and are an inspiration for DISH’s own internal robotics projects. In 2017, Data Force 6929 won the world championship, and they were a leading contender in 2018.

## Habitat House, Hilliard, OH

The team in Hilliard supported multiple Habitat for Humanity projects, building homes and collecting resaleable items from homes set to be demolished. One project that took place during Day of Service had the team finishing construction for a home garage, framing the first floor of a new home and setting up safety structures for future teams.

## Prom Night, Cheyenne, WY

The DISH Team in Cheyenne partnered with the Tim Tebow Foundation to organize “A Night to Shine,” a dedicated prom event for people with special needs. Volunteers served as greeters, escorts, security, and offered food and beverage service. The attendees also got to take part in the real prom experience, with volunteers offering shoe shining and doing prom-goers’ hair and makeup.







Thank you to all of  
our local retailers who  
have been exemplary  
community ambassadors  
and dedicated countless  
hours to improving  
neighborhoods across  
the country.

## Retailers

Small businesses make a huge impact in our communities, and we're proud to have partnered with our authorized local retailers to bring DISH Cares to towns across America. The initiatives and community involvement we've championed with our DISH retailers are integral to ensuring a bright future for our families, friends, and neighbors.

**Together, we will continue to make a positive impact.**

**91** retailers  
participated

**78** donation  
drives

**31,666** total people  
impacted

**89** sponsorships

**65** volunteer  
events

**\$112,158** raised/  
donated

**24** fundraisers

**1,588** completed  
volunteer hours



# Retailer Highlights

## Microcom, Anchorage, AK

DISH retailer Microcom has been actively involved in communities across several states, spearheading outdoor cleanup initiatives, hosting a toy drive benefitting abused women, and organizing a car wash to help displaced kids and teens. To round out the year, the Microcom team sponsored two children in need. In Anchorage, Microcom has hosted the Slam'n Salm'n Derby annually for over a decade. This event raises money and provides food for the Downtown Soup Kitchen and Hope Center. Apart from the Derby, volunteers offer their assistance at the Hope Center on a monthly basis. What's more, Microcom has taken the initiative to get their whole team involved in DISH Cares by setting up an internal competition where each department worked toward their own cause. In 2018 alone, they hosted 23 DISH Cares events, impacted **420** people and raised **\$10,800**.

## Young Ideas, Wills Point, TX

At Young Ideas, owners Gary and Alyssa view their community as an extension of their family. Their commitment to Wills Point is exemplified through their involvement and service to others. As a DISH Authorized Retailer, Young Ideas participated in **15** DISH Cares events and was named the 2018 Q3 DISH Cares Ambassador.

## World of Wireless (WOW), Fort Smith, AR

WOW has been involved in DISH Cares since the Local Retailer Initiative launched, focusing on assisting first responders and children in their community. This past year, WOW partnered with local radio stations and hosted **10** different events benefitting Fort Smith. They collected food for their local Make-A-Wish chapter and organized a World Cup viewing party to raise money for underprivileged kids to play youth soccer.







# Our Planet

”

***We continuously monitor and improve our footprint during the life cycle and delivery of our products. From reusable packaging materials to our receiver refurbishment process, we're committed to doing our part to minimize our impact on the environment.***

- Jim LaRocque,  
Senior Vice President,  
Manufacturing







### E-Bill Customer Campaign

In an effort to reduce waste and protect our environment, DISH Cares launched a campaign encouraging our customers to switch from paper to electronic billing. Paired with this effort, we partnered with the Arbor Day Foundation to plant nearly **4,000 trees** in the Sierra National Forest.

# 4,000

trees planted in the  
Sierra National Forest

# 3,024

tons of waste diverted to recycling  
and recycled 1,085 tons of cardboard

### Receiver Refurbish

DISH Cares' receiver refurbish program effectively diverts waste from landfills across the country. Instead of throwing away used technology, we have refurbished **5,850,000** receivers, broadband hardware and accessories in 2018. Reusing and recycling is an economical step to a greener industry with DISH.

### Waste

- Diverted **3,024 tons** of waste to recycling
- Recycled **1,085 tons** tons of cardboard which is equal to saving 18,445 trees or 9,765 cubic yards of landfill space.



### Denver Grand Central Green Building

DISH's newest office in downtown Denver scores **98** on the Energy Star Survey, making it 6th-greenest building in the city.

LED Lighting conversion in 2017 saved **14%** kWh used in 2018.

# TOP 10

DISH Grand Central ranked in top 10 Greenest Buildings in Denver



# 10,043,588

green fleet miles driven since 2015

- Divert **3 million lbs** of cardboard through reusable receiver packaging annually.
- Divert **1.7m** disposable plastics through reusable boot covers annually.
- **1,345** hours of park cleanup completed in 2018.





**dish** cares  
**Thank You**