



Connecting Those Who Serve:  
**Wireless for Good**

Veterans Edition



## A NOTE FROM CTIA'S PRESIDENT AND CEO

For America's wireless industry, supporting our nation's active-duty service members, veterans, and their families is a privilege and an important part of our heritage.

CTIA's member companies are honored to employ former and current service members in fulfilling civilian work and provide support systems to our active-duty employees when they are called up to serve. We cherish the valuable expertise these employees bring to our industry.

Beyond our own workforce, CTIA member companies support the military community with wireless plans that fit their needs and invest hundreds of millions of dollars every year toward military and veteran-focused training, nonprofit organizations, and veteran suppliers.

CTIA is pleased to present this Veterans Edition of our Wireless for Good report, highlighting the industry's commitment to standing behind our military community—both inside and outside the workplace.



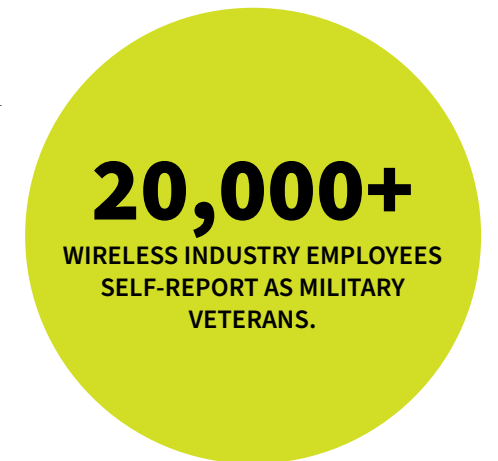
## Serving Those Who Served Our Nation

The wireless industry's robust employee recruitment, support, and training programs provide job opportunities and security for those who have served—active-duty service members, retired service members, and those transitioning to full-time civilian careers—and their families.

### Hiring Employees from the Military Community

Over 20,000 wireless industry employees self-report as military veterans.<sup>1</sup>

- **AT&T** reports more than 10,000 veteran employees, making up 8.3% of its workforce.<sup>2</sup>
- **Verizon** employs more than 8,000 veterans, including over 600 members of the military community hired just last year.<sup>3</sup>
- **T-Mobile** achieved its goal of hiring 10,000 veterans and military spouses by the end of 2023.<sup>4</sup>



**UScellular** enhanced its compensation for active-duty employees last year, providing them with the difference between their military pay and their UScellular salary for up to 12 months while on deployment.<sup>5</sup> UScellular also works with Hiring Our Heroes to sponsor and host virtual job fairs for veterans.

- **Asurion** proudly employs nearly 400 veterans at its Nashville headquarters alone.
- **Samsung** employs 600 veterans at its Austin Semiconductor manufacturing facility.
- **EchoStar's** workforce is made up of 4.1% veterans nationwide.

“My time in the Marines instilled in me a deep passion for using technology to connect people. I saw firsthand the significance that a connection can provide, both in military operations and when making a rare call back home to family. **I knew then that I wanted to dedicate my career to ensuring everyone could benefit from those connections, and it has proven to be even more rewarding than I could have imagined.**”

—UScellular CEO Laurent “LT” Therivel



## Supportive Employee Resource Groups

Across the wireless industry, employee resource groups (ERGs) bring together people with shared backgrounds and experiences. Across CTIA's member companies, over a dozen ERGs serve more than **27,000 veterans**, active-duty service members, military family members, and their allies.



## Giving Back to Those Who Gave Their All

 <p><i>Advocating for Our Vets.</i> A <b>Verizon</b> military recruitment team manager and member of the company's VALOR ERG testified before the House Committee of Veteran Affairs about how America's businesses impact veteran employment.<sup>6</sup></p>	 <p><i>Training Our Troops.</i> Last year, the annual event by <b>T-Mobile's</b> Veterans and Allies ERG provided members of the military community with structured networking, leadership panels, career development sessions, and mentor circles.<sup>7</sup></p>	 <p><i>Carrying the Load.</i> <b>AT&amp;T</b> employees and veterans raised more than \$33,000 in donations for Carry the Load, a nationwide nonprofit dedicated to honoring the sacrifices made daily by America's military, veterans, first responders, and their families.<sup>8</sup></p>	<p><i>Shoring Up Mental Health.</i> The <b>Ericsson Veterans Alliance</b> (EVA) organizes several therapist-led webinars on mental health each year, addressing issues like PTSD, anxiety, and suicide prevention. These initiatives have sparked meaningful dialogue and enhanced awareness throughout the company.</p> 	 <p><i>Robust ERG Resources.</i> <b>Intel</b> proudly supports three ERGs dedicated to veterans: American Veterans at Intel, India Veterans at Intel, and the Intel Veteran Leadership Council, supporting the 7% of Intel's US-based employees who self-identify as veterans.<sup>11</sup></p>	<p><i>Housing Our Vets.</i> <b>Nokia's</b> VALOR USA ERG hosts numerous events and activities throughout the year, including fundraisers and collection drives for veteran-focused nonprofits like the Midwest Shelter for Homeless Veterans.<sup>12</sup></p>
<p><i>VALOR Across America.</i> <b>UScellular's</b> VALOR ERG highlights military holidays in its retail stores with efforts like its "Fallen Comrade" tables, which honor fallen, missing, or imprisoned service members during Memorial Day. The group also lays wreaths at cemeteries for members of the military through a partnership with Wreaths Across America.<sup>9</sup></p> 	<p><i>Community Service for Our Service Members.</i> Last year, <b>Asurion's</b> Veteran Service Group ERG collectively completed 75 hours of community service to support veterans transitioning into the civilian workforce.</p>	<p><i>Transferring Troop Training.</i> <b>EchoStar's</b> Veterans Resource Group serves hundreds, providing professional development, community, and networking opportunities for active duty service members and veterans. And its Military Occupation Specialist (MOS) code search helps veterans find jobs that align with their experience.<sup>10</sup></p> 	<p><i>Supporting Veterans and Their Families.</i> <b>Samsung's</b> two veteran-focused ERGs work with government organizations and local communities to support veterans and their families through sponsorships and volunteer activities.<sup>13</sup></p> 	 <p><i>Awareness and Action.</i> The <b>Boingo</b> Veterans ERG focuses on supporting the company's veteran employees and the greater veteran community. The ERG pairs education and awareness initiatives with action, including outreach to local veterans and food and clothing drives.<sup>14</sup></p>	

## Helping Service Members and Veterans Participate in the Civilian Workforce

**T-Mobile** is expanding enrollment in its Military Fellowship Program, which offers 12-week internships for transitioning service members, along with its Military Spouse Fellowship Program.

**Verizon** is proud to have a dedicated team supporting the recruitment and retention of members of the military community. Through tools like its Military Skills Matcher, this team makes it easy for veterans to apply their technical expertise to a career at Verizon.<sup>15</sup>

**AT&T's** Military Fellowship Program connects transitioning service members to training and industry internships during their last 180 days of service, to help facilitate a smooth transition to the civilian workforce.<sup>16</sup>

**Intel's** many benefits for current and former service members include training and tuition assistance, support in transitioning from the military, and leave for employees who are called into service.<sup>17</sup>

In addition to employee volunteer hours, **UScellular** provides ongoing financial support to Black Diamond Charities, a nonprofit that provides free project management training for veterans to help advance their civilian careers. The grant has helped several members of the military and their families complete the training.<sup>19</sup>

**Nokia's** subsidiary SAC Wireless offers veterans extensive, safety-focused training nationwide through its world-class Warriors 4 Wireless program.<sup>18</sup>



“Returning to civilian life was a challenge. I had several jobs along the way...and the only job that understood who I was and encouraged me to have an open dialogue about post-traumatic stress disorder and participate in different events to help others who have it was T-Mobile... T-Mobile doesn't just say thank you; they honor you for the whole person you are. **The skills I learned in the Army have made me flexible and translate well at work. T-Mobile has given me opportunities to use those skills in several different areas.**”

–**Jamie Weare**, Interim Coach, T-Mobile's Menaul Call Center

## Investing in Veteran Suppliers

The wireless industry strongly believes in supporting diverse businesses. Collectively, nationwide providers invested more than **\$21.1 billion** in diverse suppliers last year alone, including enterprises owned and operated by veterans.<sup>20</sup>



**AT&T's** supplier financing program enables businesses to leverage the credit power of AT&T, benefiting over 1,600 suppliers—including more than 200 certified women-, minority-, and disabled veteran-owned business enterprises last year.<sup>21</sup>

In addition to supporting veteran suppliers, **T-Mobile** enables veteran-owned businesses to save hundreds of dollars a year with its Go5G Military Business plans.<sup>22</sup>

**Verizon's** work with veteran-owned vendors includes support for Call for Fire, its apparel partner for military-themed designs. Proceeds from each sale go to nonprofits like Mission 22, VtoV Fund, FourBlock, and Burn Pits 360.<sup>23</sup>

**UScellular** partners with the National Veteran Business Development Council (NVBDC) through a corporate sponsorship and participation in NVBDC programming like the Council's JumpStart webinar.<sup>24</sup>

**Asurion's** numerous veteran franchise owners and store employees are integral to its network of 700+ uBreakiFix by Asurion repair stores.<sup>25</sup>



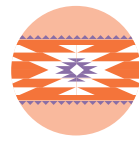
# Serving America's Military Communities

The wireless industry's support of service members extends beyond our workforce to initiatives nationwide that provide members of the military, veterans, and their families with the tools they need to thrive before, during, and after their service.

## From Sponsorships to Scholarships



**Healing Wounded Warriors.** Verizon Business donated \$40,000 to **Wounded Warrior Project**, which offers programs on mental, financial, and physical health for wounded veterans and their families, and **Bunker Labs**, whose programs, courses, and community help veterans and their spouses start and grow successful businesses.<sup>26</sup>



**Telling Code Talkers' Stories.** Every August 14, **Cellular One** celebrates **Navajo Code Talkers Day**, recognizing the contributions of Navajo Marines who used a complex code based on the Navajo language to transmit messages during World War II. This year, Cellular One partnered with the SBi Giving Foundation to serve lunch to more than 600 veterans and their families.<sup>29</sup>



**Insightful Giving.** Cellcom and its parent company Nsight support hundreds of programs, projects, and initiatives through Nsight Giving. This includes the annual **Pearly Gates Veterans** fundraiser assisting veterans and their families in Northeastern Wisconsin.<sup>31</sup>



**Celebrating Those Who Serve.** Each year, the **Ericsson Veterans Alliance** is proud to spotlight two significant occasions for veterans: Memorial Day, marked by social activities such as participating in **Carry The Load** in Dallas, Texas, and Veterans Day, hosting an annual event focusing on veteran causes.<sup>32</sup>



**Supporting Our Soldiers.** EchoStar supports numerous veteran events and organizations, including the Wounded Warrior Race, Run for Life Project, and Honor Flight, through financial support, donations, and volunteering.<sup>30</sup>



**A Workforce of Warriors.** T-Mobile's 10th annual golf tournament raised \$450,000 for **Warriors4Wireless**, a charitable organization that helps veterans find careers in the growing 5G wireless workforce.<sup>27</sup>



**Remembering Our Heroes.** AT&T is a founding sponsor of the **National Medal of Honor Museum**, opening in 2025 and dedicated to the stories, impact, and legacy of the service members who went on to become Medal of Honor recipients.<sup>28</sup>

“AT&T has had a long history of supporting the men and women who wear our country's uniform and their families. We understand and deeply appreciate the sacrifices they make through their service, and so **we are honored to be supporting Blue Star Families in providing workshops and helping the military population develop and refine digital skills which are especially relevant to them.**”

—AT&T Kentucky President **Carlos E. Sanchez**

## Military Discounts, Plans, and Specials

The wireless industry offers generous discounts and benefits to service members, veterans, and their families, including a variety of military plans from the nation's major providers—**Verizon**, **AT&T**, **T-Mobile**, and **UScellular**—and special plans and offerings from other wireless companies:



- **uBreakiFix by Asurion** device repair stores are available on military bases across the nation, from Georgia and Colorado to Texas and Washington. At these locations, experts identify device issues at no cost, and Asurion offers discounts off repairs and accessories nationwide.<sup>33,34</sup>
- Service members who sign up with a .mil email address and military families who enroll in **Samsung's** WeSalute+ program receive discounts for several products.<sup>35,36</sup>
- In addition to offering monthly service discounts for service members, veterans, and their immediate families through the Hero Connect Plan, **Carolina West Wireless** recognizes veterans with device discounts, in-store signage, social media, and customer text messages.<sup>37</sup>

## Awards and Accolades

Companies across the wireless industry have been honored for their work with service members, veterans, and their spouses. **Boingo Wireless**, for example, is a four-time recipient of the HIRE Vets Medallion Award from 2020-2023.<sup>38</sup> And **AT&T**, **Verizon**, and **T-Mobile** have all received top distinctions in several categories from Military Friendly, which measures companies' commitments and success in creating opportunity for the military. These awards reflect the industry's all-encompassing approach to supporting service members.<sup>39</sup>



U.S. Veterans Magazine included several wireless ecosystem companies on its most recent list of **Veteran Friendly Companies**.<sup>40</sup>



The U.S. Department of Labor honored **Samsung Austin Semiconductor** with its gold **HIRE Vets Medallion Award**, which recognizes employers where veterans represent at least 10% of the workforce.<sup>41</sup>



# Leveraging Wireless for Our Nation's Heroes

Wireless products and services equipped with the latest 5G-enabled technology, innovation, and enhanced security are helping modernize our military and deliver veterans and service members enhanced care and support.

- **T-Mobile** is helping veterans get the care they deserve through a partnership with the **U.S. Department of Veterans Affairs** to enable real-time healthcare via video. The plan is to deploy an estimated 50,000 wireless lines, including 5G fixed wireless access, for VA healthcare professionals at the VA's community-based outpatient clinics.<sup>42</sup>
- Leveraging 5G technology at 12 military bases nationwide, the **U.S. Department of Defense** is testing a variety of applications, including autonomous shuttle buses transporting military personnel around a base, smart warehouses using a distributed sensor network and robotics to track military vehicles, and remote, immersive training for medics in the field.<sup>43</sup>

**“This technology is critical to U.S. national and economic security. As one of the first sites funded to test this technology for the U.S. military, we will help map 5G development and DoD strategies moving into the future.”**

**–Capt. Timothy Brown, Commanding Officer of Naval Supply Systems Command Fleet Logistics Center San Diego**

**“Verizon has a long-standing partnership with the U.S. Department of Veterans Affairs, including connecting the first fully 5G-connected hospital at the VA facility in Palo Alto and the VA Video Connect telehealth service, which provides over 80,000 veterans with free, unlimited access to healthcare consultations.”**

**–Maggie Hallbach, Senior Vice President, Public Sector at Verizon**



- At the 5G Smart Warehousing project at Naval Base Coronado, **AT&T's** 5G network supports shipments between shore facilities and naval units and has the ability to power virtual and augmented reality, video surveillance, AI and machine learning, and Zero Trust capabilities.<sup>44</sup>
- **Boingo** supports more than 80 military bases around the world, securely connecting aviation hangars, warehouses, flight line operations, AR/VR operations and training, asset tracking, and advanced supply chain management. This connectivity is key for supporting next-gen military communications and operations.<sup>45</sup>
- **CTIA Wireless Foundation's** signature initiative, Catalyst, awards grants to organizations that use wireless technology to solve pressing challenges in American communities. They emphasize support of veteran- and service member-led organizations.<sup>46</sup>
  - The wireless-powered mobile app by **Objective Zero**, a Catalyst 2020 winner, delivers service members, veterans, their families, and caregivers peer support and mental health resources. Through text, voice, and video chat, users can connect with someone based on their age, gender, location, service branch, military job, and deployment location.<sup>47</sup>
  - **Healium**, a Catalyst 2023 winner, uses wireless-supported VR and AR meditation to help veterans manage stress and move through trauma. Neurofeedback delivered via wireless VR goggles and tools like smartwatches and EEG headbands improves the quality of the meditation experience.<sup>48</sup>

# Endnotes

- 1 Calculated by CTIA based on public data.
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A horizontal row of seven teal-colored dots is positioned directly below the text 'ctia™'. The dots are evenly spaced and aligned with the width of the letters.