



BLUE SIGNAL'S

# COMMUNITY



**BLUE SIGNAL**  
Engage. Connect. Hire.

## How we unite our team around Blue Signal's vision and mission statement

In 2019, Blue Signal proudly formed our own female empowerment initiative, Blue Signal Search Women of the Workplace (BSS WOW). With the mission of “promoting the education, connection, and empowerment of women (and those who support women) and their contributions to the broader goals of Blue Signal and beyond,” we’ve supported our goals through several purposeful actions. Despite being geographically dispersed, BSS WOW was able to meet virtually to discuss important topics, bond as a team, and participate in philanthropy.



Since 2020 BSS WOW has partnered with Live and Learn Arizona, a non-profit organization dedicated to providing resources to women who have faced generational poverty. Our partnership with Live and Learn AZ began with BSS WOW members assisting women with their job search. Each BSS WOW member would be assigned a Live and Learn client, and the two would connect to perfect the client’s resume and do job interview preparation. Last year, we were able to effectively help 18 women with their resumes. Of those 18, six were hired into new roles.

BSS WOW members having the ability to use their recruiting expertise to positively impact the lives of these women was incredibly fulfilling. In one instance, a Live and Learn client was very discouraged about applying for jobs and wasn’t sure when she would be able to find employment to support her family. She was referred to the BSS WOW resume writing service, where she learned to tailor her resume to the job she would be applying for. After speaking with BSS WOW, she found renewed energy and confidence in the job search, and was able to land a job in healthcare.

**"You were incredibly thorough and helped walk her through every step of the resume-writing process. She was really, really proud of the finished product! According to program staff, she had some renewed confidence to dive back into applying for jobs."**

**- LIVE & LEARN DEVELOPMENT MANAGER,  
ON CLIENT SUCCESS**



Live & Learn



Stories like these are what motivate us to work to support those in our community. We were so inspired by the work of Live and Learn Arizona, we went on to donate several laptops, multiple Thanksgiving meals, and even sponsored three families during the Christmas holiday season. We also took to the internet, and participated in a live event on Instagram for Giving Tuesday where their movement raised \$5,160 in donations. Blue Signal's Women of the Workplace has been humbled by this experience, and we are all excited for what's next. Today, we continue to host virtual meetings, plan more exciting activities, and participate in efforts to give back to our communities.



## How employees are encouraged to and recognized for spending time in community service activities that Blue Signal and our employees value

Blue Signal employees are highly encouraged to participate in community service activities within their local communities. By organizing events for our high percentage of employees local to Arizona, our staff are even more motivated to participate. We proudly launched our Blue Signal Gives Back initiative with the goal of providing community service opportunities for any interested participants. For instance, Blue Signal connected with the Arizona Humane Society and organized a trip of volunteers to participate in their “Fur-Real Canine Play Day Experience.” Several members of our team were able to meet with AHS members to deliver enriching activities to the pups and assemble kitten care packages at their Campus for Compassion location in Phoenix, AZ.



While our remote model poses a logistical challenge, we have been able to provide opportunities for our remote staff to participate in philanthropic efforts in their own communities. Annually, we offer scholarship opportunities for two graduates from Chrisman, IL to leverage as they go on to college or trade schools and just recently we donated \$1,000 to Momentum Wheels for Humanity. We also sponsored Ammunition, FC – a junior soccer team in St. Joseph, IL – as they played in their Illinois Fire Juniors tournament that benefits Chicago Fire. After we learned that one of our own team members lost their child to DIPG, we helped sponsor “Abby’s Big Day Out” - a BBQ style event during Brain Cancer Awareness Month that raised money for families affected by DIPG. During National Golf Month, we sponsored St. Joseph’s School Annual Golf Outing. The list goes on and on. At Blue Signal, we are passionate about those causes that are close to our employees’ hearts and strive to make an impact on an individual as well as company-wide level. We continuously champion individual volunteer efforts and we take time to spotlight team members who go above and beyond in their communities.

## Contribution of funds to community programs consistent with Blue Signal's values

There is nothing Blue Signal takes more pride in than contributing funds to organizations that align with our values. In 2018, we began our Blue Signal Gives Back charitable donation initiative – in the form of a companywide contest! The 6-week program paired recruiters and members of the support staff with teams earning money for charitable organizations of their choosing. Through various metric benchmarks, recruiter placements, and company trivia, teams earned points that translated to dollar amounts. At the end of the contest, the points were added up and a donation was made in their honor to include all of the money earned from ALL teams, with a Blue Signal dollar-for-dollar match to boot. That meant that every placement, regardless of the winner, translated to a win for one lucky charitable organization. Each employee's hard work directly benefited the winning organization, which was a victory for us all.

In Blue Signal Gives Back's first year, the winning team was able to raise \$1,632.50 for the American Parkinson's Disease Association. In 2019, \$2,052.50 was donated to the Smiths-Kingsmore Syndrome Foundation. In 2020, Smiths-Kingsmore Syndrome Foundation won for the second year in a row, receiving \$3,986.50. In 2021, the winning team was so proud to donate \$2,105 to the Cystic Fibrosis Foundation. By providing unique and team-oriented avenues to compete for their chosen charity, our employees have strengthened their bonds internally, while giving back to the community externally. We cannot wait to see the positive impact Blue Signal's rapid growth will have on our future contributions to these organizations close to our hearts.

