



HOW YOUR COMPANY MAKES AN **impact**

It Takes Vision to Conquer Childhood Cancers

From its first event in Chicago in 2016, Wireless Vision, LLC has already expanded its campaign to support St. Baldrick's to six additional locations and raised \$43,556—with 63 shaves—in 2018. With more than 530 exclusively T-Mobile-branded retail stores nationwide, Wireless Vision is positioned to bring the St. Baldrick's message to thousands of people across the country.

A company-wide campaign has begun to promote head shaving events and fundraisers at all Wireless Vision retail locations.



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Established in 2004 and headquartered in Bloomfield Hills, Mich., the company has always known that to stay relevant, it needs to give back to the community, and CEO Saber Ammori reiterates this philosophy in all new employee orientations. He feels that as the technology industry keeps expanding, it needs to have strong core values, and Wireless Vision does just that through its social responsibility arm, Wireless Visions's Got Your Back (#WVGYB).



Amount Raised in 2018

\$43,556

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“Our Chicago team brought St. Baldrick’s to our national attention in 2016 and we fell in love with them. It became a competition, and we can’t wait for next year. We are about being humble and being passionate,” said Marketing Specialist Zena Jabiru. “Not just selling our products, but doing for our communities. We want the communities that we serve to know that we have their backs, too. Doing something that truly helps the community you work and live in is something we can all get behind and love.”

Once Wireless Vision agrees to support an organization, it pushes out internally via email, letting all employees know they can host or participate in an event. “Our customers love that we are not just selling them a phone. We are helping people.” Supporting St. Baldrick’s is a way any company can make a true difference in the lives of kids and their families battling cancer and support the research that helps them.

At each event, Wireless Vision brings in a local St. Baldrick’s family to make more of an impact. “These children and their families spoke to the crowds and gave them a shout out. It hits home for all of us,” Zena said.

Zena hopes more companies will follow Wireless’ lead. She said employees have even been recruited at the events. “It is great for team building. It brings everyone closer. We feel good after the events.”

Find out how your company can make an impact by contacting Robyn Raphael, director of corporate relations, at Corporate.Partnerships@StBaldricks.org or 626.792.8247, ext. 248.

