

## OUR STORY

SBi Giving Foundation is a private foundation established in 2024 and funded by Smith Bagley, Inc. (SBi), the company that owns and operates Cellular One, Sunstate and SBi Business. Our mission is to empower tribal and rural communities throughout the Southwest. Giving back has always been part of SBi's DNA as a company and now, through the SBi Giving Foundation, we proudly run more programs and collaborate with a wide variety of local charities that support the well-being of youth, elders, veterans, women, entrepreneurs, and other underserved groups in our communities.

## 2024 COMMUNITY IMPACT REPORT

### YILTA BOOK TOUR

Over 10,000 Free Books by Indigenous Authors Given to Families in Navajo & Hopi Communities.

What is pink, has four wheels and contains millions of words? A massive pink truck filled with more than 10,000 Native books for people of all ages traveling across the Navajo and Hopi nations. On April 1, 2024, SBi Giving Foundation launched in a BIG WAY—making history with a first-of-its-kind book drop tour promoting Native authors and helping families in this region (considered a book desert) to build in-home libraries.

NDN Book Club partnered with the SBi Giving Foundation to distribute books, goodies and literary entertainment to areas across the Navajo and Hopi reservations — April 1-5.



The pink truck, nicknamed *Pinky the Rezmobile* by the NDN team, was emblazoned with a graphic designed by a Native artist of a Native girl reading under a rainbow on its sides with the words “Yiŋta! Book Drop” meaning, “I read it!” Navajo Nation Vice President Richelle Montoya, Miss Navajo Nation Amy N. Reeves-Begaye and performer Radmilla Cody helped kickoff the Yiŋta! tour at the Navajo Nation Library in Window Rock, April 1. The tour continued across the Navajo Nation to the Hopi Public Library in Kykotsmovi and Leupp Chapter House, April 2, Tuba City, April 3, Monument Valley, April 4, and finished up at the Diné College Library in Shiprock, New Mexico, April 5.

### CHILD ABUSE PREVENTION WALK

IN CIBECUE & WHITERIVER

On April 12 & 19, Cellular One & the SBi Giving Foundation was honored to be part of a very important community movement in Cibecue and Whiteriver, AZ. Joining forces with Apache Behavior Health Services in their efforts to raise awareness of child abuse, the SBi team handed out fruit & water to hundreds of community members in each location who participated in the Child Abuse Prevention Walk.



## WHITE MOUNTAIN

# APACHE HERITAGE CELEBRATION

SBi Giving Foundation was proud to be part of the 23rd Annual Gathering of the People on May 4th, supporting the preservation and celebration of Apache culture with traditional food, dancing, fashion, and art. We believe that events like these are vital for fostering unity, pride, and cultural continuity within the White Mountain Apache Tribe and our community at large. Thank you to the Fort Apache Heritage Foundation for hosting such a meaningful event and allowing us to support this gathering.



Thank you, also to Cellular One for sponsoring the shaded Elders Hospitality Tent area by providing your canopies! We are inspired by the rich culture and spirit of the White Mountain Apache Tribe and look forward to continuing our support for this special cultural event and other initiatives that celebrate and preserve indigenous heritage.



## WHITE MOUNTAIN APACHE FISHING DERBY

Saturday, June 1, marked a wonderful celebration of community and nature at the annual White Mountain Apache Youth Fishing Derby. Held at the picturesque Bog Tank, located over 8,000 feet in elevation on the Fort Apache Reservation, the event unfolded under perfect weather conditions—sunny but pleasantly cool.

Bog Tank, nestled in Arizona's picturesque White Mountains, is renowned for its abundant trout population, including the Apache Trout, a species unique to this region. The lake became the bustling hub for hundreds of families, each armed with fishing poles, tackle, and bait, eager to snag the catch of the day.

The SBi Giving Foundation served free lunches to over 800 families and was thrilled to contribute to this cherished tradition by donating keepsake Apache Trout stickers, which brought smiles to the faces of children and adults alike. The derby saw participants of all ages casting their lines, with winners chosen across various age groups. Exciting prizes such as skateboards, bikes, and basketball hoops were awarded, adding to the thrill and competitive spirit of the day.



## Miss NAVAJO NATION sponsorship

The SBi Giving Foundation proudly sponsored the 72nd Annual Miss Navajo Nation Pageant, a remarkable celebration of Navajo culture, leadership, and tradition. As part of our sponsorship, we were delighted to gift a Pendleton jacket to the newly crowned Miss Navajo, who will serve as a cultural ambassador and represent the Navajo Nation over the next 12 months. This tradition highlights the important role Miss Navajo plays in preserving and promoting Navajo values through leadership, guidance, and teaching.



# BACKPACK2SCHOOL BACKPACK GIVEAWAY

The back-to-school season usually brings excitement for children, marked by the anticipation of new school supplies, clothes, and the chance to reunite with friends. However, for many Native American families living on Tribal lands in the Southwest, this time of year can be overshadowed by anxiety and stress due to the financial burden of preparing for the new school year. Recognizing this challenge, the SBI Giving Foundation teamed up with the Cellular One Marketing Team to launch SBI's largest Backpack2School Tour ever. This initiative aimed to alleviate some of the financial stress on families by distributing 350 backpacks filled with essential school supplies to students in need.



Our goal was clear: to set students up for success by equipping them with the tools necessary for their schoolwork. The tour, which took place from July 9 through July 24, spanned six events across various communities, including Window Rock, Kayenta, Shiprock, Whiteriver, Hopi, and Zuni. Each event was a celebration, where Foundation and Cellular One team members brought an extra dose of joy by dressing up as beloved characters from Inside Out 2 and Toy Story. These fun-filled moments created lasting memories as children posed for photos with their new backpacks and favorite characters.

The Backpack2School Tour not only provided much-needed supplies but also fostered a sense of community and support. By easing the financial burden on families and bringing smiles to children's faces, we aim to inspire confidence and excitement for the new school year. Together, we are making a difference, one backpack at a time.

## DIAPER GIVEAWAY

In celebration of our 30th anniversary and in recognition of Diaper Need Awareness Week, the SBI Giving Foundation proudly distributed 30,000 diapers to families across rural and tribal lands. This initiative was designed to address the critical need for diapers in underserved communities, ensuring that families facing shortages receive the essential supplies they rely on.

At each distribution location, thousands of diapers were handed out within minutes, providing immediate relief to families in need. The long lines and swift distribution demonstrated the real need for diapers and our commitment to making a tangible difference in the lives of children and families in these rural areas. As we celebrate this milestone year, we are more determined than ever to continue initiatives that positively impact the lives of those who need it most.



## National NAVAJO CODE TALKER DAY

On National Navajo Code Talker Day 2024, the SBI Giving Foundation proudly teamed up with Cellular One to fire up the big grill and serve up a heartfelt tribute to our heroes. In the heart of Window Rock, Arizona, our Foundation Team worked side by side with Cellular One to serve lunch to more than 600 veterans and their families. It was a day filled with gratitude, remembrance, and the irresistible aroma of sizzling burgers and hot dogs, as we honored the legendary Code Talkers who played a pivotal role during World War II. At this moving annual event, our team was humbled to give back to the veterans who have given so much to our nation.

Sharing a meal with these heroes and their families, listening to their stories, and witnessing the pride in their eyes as they honored the legacy of the Code Talkers was a profound experience. The SBI Giving Foundation is deeply committed to honoring our veterans and supporting the communities we serve. We extend our heartfelt thanks to Cellular One for partnering with us on this special day, and to all the veterans and families who joined us.



# NAVAJO MOUNTAIN BIKE GIVEAWAY

The SBi Giving Foundation in partnership with Navajo Yes, recently brought an exciting opportunity to the students of Navajo Mountain, a very rural area on the Navajo Nation. With only 25 students enrolled at Navajo Mountain High School, nearly every student received a free bike! In total, 35 bikes were gifted to students at the high school and elementary school, encouraging active lifestyles and outdoor adventure.

The SBi Giving Foundation is proud to support initiatives like this that promote wellness and adventure among young people, empowering them to lead healthy, active lives even in the most rural parts of our community.

## HÓZHÓ ELDER HEALTH EXPO

In September 2024, the Hózhó Elder Health Expo, held at the NTU Wellness Center in Crownpoint, brought together over 200 elders from the surrounding community. This impactful event was dedicated to supporting the health and well-being of our elders by providing them with essential resources and information. Throughout the day, elders received care packages tailored to their needs, and they engaged in presentations that addressed critical health topics such as dementia, diabetes, and overall fitness. These sessions offered valuable insights into managing chronic conditions and adopting healthy habits, empowering elders to maintain and improve their well-being.

The Hózhó Elder Health Expo was more than just a day of education—it was a meaningful opportunity to celebrate and uplift the elders of our community. By sharing health tips and promoting a balanced lifestyle, the event aligned with the Navajo concept of Hózhó, which embodies balance, beauty, peace, and harmony. We are deeply grateful for the opportunity to serve our elders and to contribute to their health journey. The success of this inaugural event reinforces our commitment to continuing this important work and ensuring that our elders are supported, informed, and cared for in every way.

## WINTER SOLSTICE BLANKET GIVEAWAY

The SBi Giving Foundation embraced the season of giving with a heartfelt mission: to ensure our community stays warm this winter. In celebration of the Winter Solstice, we gave away 500 blankets through our Cellular One store locations across Tribal lands. Each blanket symbolized our commitment to those we serve, especially during the colder months when a little extra warmth can make all the difference.



## NEW YEAR'S EVE

# KÉSHJÉÉ' TOURNAMENT

SBi Giving Foundation proudly sponsored the 15th Annual New Year's Eve Késhjéé'.



The Shoe Game, Késhjéé', is centuries old and is not just "a game." This sacred Navajo ceremony tells and shows the story of how the cycle of day and night came to be. Long ago, in ancient days, the night creatures and the day creatures did not understand the importance of the cycles of the universe. Each group wanted it to be either day or night all the time. A contest was held to see which group had the most power and this was the first Shoe Game.

The teams played through the night, trying to guess in which of four shoes the ball made of yucca root was hidden. As the game went on each team would gain or lose 102 yucca stems. Késhjéé', as a lattice of choices, represents life and the fact that the natural order of things cannot be changed. Not every choice can be correct, but lessons are learned, and experience is gained.