

October 1, 2000

### Dear Donate a Phone Volunteer Site Coordinator:

## Thank You!

Thank you for volunteering to serve as the Donate a Phone site coordinator at your work location. We truly appreciate your willingness to help with this effort.

# Why Is Motorola Participating—100,000 Phones To Date

For the second year in a row, Motorola will conduct a Donate a Phone drive from October 16-31, 2000 at approximately 90 facilities—twice as many as last year—which benefits victims of domestic violence. Motorola has been a leader of this tremendously successful program, and working in conjunction with the Wireless Foundation and the National Coalition Against Domestic Violence, nearly 100,000 no longer used wireless phones have been collected from people all over the United States since the program's start in September 1999.

#### What's New This Year

- · Partnership with Major Retailer with Nearly 500 Outlets Nationwide
- . Number of Participating Sites Nearly Doubled from Last Year
  - Increased Interest from Additional Motorola Sites
  - Partnership with Motorola Employee Credit Unions
  - List Available on Compass @ <a href="http://compass.mot.com/go/ce">http://compass.mot.com/go/ce</a> in the "CE Community Relations—Call to Protect/Donate a Phone" folder.
- Opportunity for Volunteering at a Domestic Violence Shelter
  - Volunteers from Motorola PCS and Sprint PCS recently gathered at a safe house for victims of domestic violence, in Kansas City, Kansas, and sorted and organized clothing for the residents.
  - List on Compass @ <a href="http://compass.mot.com/open/9521">http://compass.mot.com/open/9521</a> in the "Volunteer—Domestic Violence Shelters in the United States, 2000" folder.

#### How Does The" Donate a Phone" Drive Work

To participate, Motorola employees can simply bring in any wireless phone or accessory between October 16 and October 31 and place it in the collection box at their facility. Phones will be sent to a service center, where they will be refurbished, reprogrammed with 911 and other emergency numbers, and distributed to those in need in communities across the country.

# What Happens To The Collected Phones?

Sponsored by Motorola, phones collected through the campaign will either be 1) refurbished and reprogrammed with free emergency airtime to provide domestic violence victims with instant access to help or 2) sold, with the proceeds benefiting domestic violence organizations and the CALL to PROTECT program.

# What is the CALL to PROTECT program?

Motorola's own Denise Gibson is a founder of the CALL to PROTECT program, which along with telecommunications carriers, provides new or refurbished wireless phones to shelters for use by victims of domestic violence. In 1996, she responded to a call from a shelter in northern Minnesota whose director believed wireless phones could help her clients. By collaborating with the Wireless Foundation and a local carrier, Denise provided these shelters with an initial gift of 40 Motorola wireless phones. Since then, Motorola has contributed about 17,000 new wireless phones to domestic violence shelters in the United States.

#### The Donate a Phone Kit

The Donate a Phone Kit is designed to assist you in conducting your drive:

- Cover Letter from Barbara Arnold and Amanda Dahlke, October 1, 2000
- Motorola Donate a Phone Drive Kit Contents and Kit Instructions
- A Donate a Phone Collection/Shipping Box
- A Donate a Phone Sticker to affix to collection box
- 5 Donate a Phone Posters to display near collection box
- 5 Donate a Phone Info Tear-off Pads with program information
- 50 Donation Acknowledgement Cards for Tax Purposes
- 4 Return Address Labels to place on boxes for shipping to Ann Arbor, MI
- · Roll of Packaging Tape

#### Questions

Go to <a href="http://www.calltoprotect.org">http://www.calltoprotect.org</a>. Or contact: --Amanda Dahlke, 817-245-2102 or <a href="fad006@email.mot.com">fad006@email.mot.com</a>, internal campaign --Barbara Arnold, 847-435-3699 or <a href="fa7502@email.mot.com">fa7502@email.mot.com</a>, overall program.

# **Providing Lifelines**

Motorola is proud of the important role we have played in this program to date. Through your support, we anticipate a tremendous employee response to this call to action. It's the perfect opportunity for you and your fellow employees to make a difference to someone in danger... and maybe even save a life.

Barbara E. Arnold Manager of Community Relations, CE

Amanda Dahlke Communications Manager, PCS

# "Donate a Phone" PROGRAM WWW.DONATEAPHONE.COM

Goal is to Collect No Longer Used Wireless Phones Nationwide

# Description

As part of its CALL to PROTECT program, the Wireless Foundation has joined with the National Coalition Against Domestic Violence (NCADV) to launch a national program that collects and distributes no longer used wireless phones. The phones provide victims of domestic violence with instant access to help.

Sponsored by **Motorola**, phones collected through the campaign will either be refurbished and given along with free emergency airtime to domestic violence victims or sold, with proceeds going to benefit domestic violence organizations and the CALL to PROTECT program.

# **Program Goal**

The goal of the "Donate a Phone" campaign is to collect as many deactivated wireless phones as possible from individuals and organizations across the country.

#### Who Benefits

In the hands of domestic violence victims, CALL to PROTECT pre-programmed wireless phones can literally be a lifeline, enabling victims to call for assistance at the push of a button. The phones also offer domestic violence victims a sense of security, especially as they make the transition from living in an abusive situation to one of safety and independence.

#### **Public Awareness**

A comprehensive public service campaign, led by a national television and radio public service announcement, is being implemented to raise awareness about how the public can donate phones to help fight domestic violence in our society. Additional information about donating phones is available at the Web site www.donateaphone.com. For information about Call to Protect, go to <a href="https://www.calltoprotect.org">www.calltoprotect.org</a>.

#### **How to Participate**

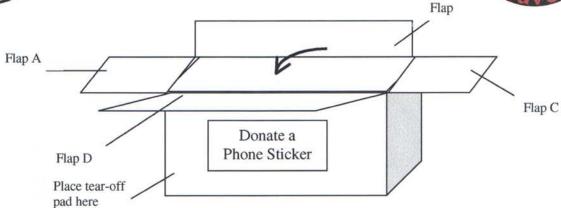
Visit www.donateaphone.com or call 1-888-901-SAFE for information on how to participate in the program.

Motorola is sponsoring a "Donate A Phone" collection drive for Motorola employees at participating Motorola facilities and MECU branches from October 16-31. Watch for more information via email soon. Questions: Call Amanda Dahlke, PCS communications manager, at 817-245-2102, who is spearheading the internal campaign, or Barbara Arnold, CE manager of community relations, at 847-435-3699, who oversees the entire Call to Protect/Donate a Phone program for Motorola.



# Motorola Donate a Phone Drive October 16-31, 2000 www.donateaphone.com





**Kit contents:** Motorola cover letter and kit instructions; Donate a Phone collection/shipping box (1); Donate a Phone peel-and-stick logo (1); Donate a Phone posters (5); Donate a Phone Info tear-off pads (5); Donation acknowledgement cards for tax purposes (50); roll of packaging tape; and return address labels for Ann Arbor, Michigan (4).

- Step 1: Set box on work area. The bottom and top will be open.
- Step 2: Bottom fold on all crease lines, seal bottom with packaging tape provided.
- Step 3: Top fold flaps A, B, C and D into the box during the collection period.
- Step 4: Front place Donate a Phone logo sticker on front of the box as indicated above.
- **Step 5:** Tear-off pads can be placed on the front of the box using two-sided tape. Additionally, more tear-off pads can be placed in high traffic areas.
- **Step 6:** Five posters have been provided for use in high traffic areas such as an employee lounge, near the time clock or in the cafeteria.
- Step 7: Fifty donation acknowledgement cards for tax purposes are included for distribution to employees who request them.
- Step 8: Please keep track of the number of phones collected and email final quantity to Amanda Dahlke at <a href="mailto:FAD006@email.mot.com">FAD006@email.mot.com</a>.
- Step 9: The collection box can be used as a shipping box. However, donations may exceed the number of phones that will fit into this box. Four return address labels are included to use on additional shipping boxes, which will need to be secured at your facility.
- Step 10: At the end of the collection period (October 31), empty the box of all phones, pull out flaps, and place all phones into the box and seal. All phones should be shipped to the Motorola facility in Ann Arbor, Michigan, using the address labels provided: CALL to PROTECT, c/o Motorola, 1580 E. Ellsworth Road, Ann Arbor, MI 48108. PLEASE DO NOT SHIP PHONES TO THE WIRELESS FOUNDATION OR BRIGHTPOINT.

Thank you for your support of the Motorola Donate a Phone drive!



