



Become the **SPARK** of Change!  
membership matters

## Pioneering has Its Benefits

As a Pioneer, you work hard to improve the lives of those in your community and the world. You are quick to respond when there is a call for help and always spread a message of hope and optimism. To recognize that what you do makes a difference, there are several programs that have been created especially for our members.

### Member Benefits

Each of our benefit partners are carefully chosen to provide the best discounts and value to our members. Plus, we'll be adding some exciting new benefit partners in 2011, so be sure to visit the Member Benefits Centre at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org).

### Centennial Rewards and Recognition

The fun, commemorative rewards offered in this program will hopefully inspire you to challenge yourself to reach one of the special Centennial recognition levels. You can participate by logging your hours into VolunteerNow! and/or contributing financially in support of Pioneering. From January 1, 2010 through December 31, 2011, your hours and/or donations will be added together to determine your Centennial Rewards level.

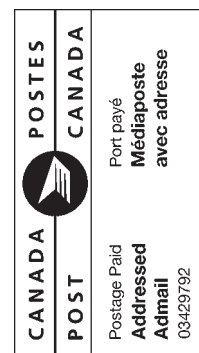
Be sure to participate in one of the many programs offered for our members - you've earned it!

## Pioneers Centennial Calendar Available for Purchase

As you flip through the pages of the 2011 Pioneers calendar, you can't help but feel a strong sense of pride and accomplishment. Starting with the cover photo of the first Pioneers meeting in 1911, when the 734 original members came together to create a bond between telecommunications employees that has lasted a century. The images in the calendar depict a broad range of occupations that have contributed to the success and history of our industry. The diversity, dedication and hard work they illustrate are synonymous with the core values of Pioneering. Pioneers impact our communities in powerful and positive ways and we intend to do that for the next 100 years.

The limited edition calendar is only \$15, which includes shipping and handling, and is a wonderful way to spread the word about Pioneering. Plus, every purchase helps support the vital community service work of your local Pioneers. To celebrate our Centennial, with every calendar ordered we are also including a Pioneers Address Book, absolutely free!

To order your limited edition Pioneers Centennial calendar visit us online at [www.pioneersvolunteer.org/calendar](http://www.pioneersvolunteer.org/calendar).



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# PioneersPress

OFFICIAL NEWSLETTER OF THE PIONEERS A VOLUNTEER NETWORK

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Canadian pioneers  
a volunteer network

## Taking on Hunger Across North America

When a fierce blizzard hit the northeast coast in 1888, Angus Macdonald and his co-workers not only kept the lines of communication open between Boston and New York, they also trudged through the snow to bring food to travelers stranded on a train.

In that Pioneering spirit of service in our 100th year, we're planning a Pioneers International Centennial Project focused on hunger that will unite Pioneers across North America and fulfill our mission to effect immediate, tangible change in our communities. Hunger is increasing at an alarming rate and today one in eight people can't afford the food and groceries they need - a 50% increase since 2006. And hunger is especially prevalent among children.

As part of the Pioneers Centennial year, we will be encouraging all Pioneers units to participate in a fall weekend project to address the acute hunger issue - whether it be holding a healthy food drive, volunteering at a soup kitchen or delivering meals to ill or elderly shut-ins - the Pioneers International Centennial Project will underscore the need for nutritional foods that provide hungry people with healthy, balanced meals. As the year progresses, we will be sharing more details with you as they become available.

To ensure that you receive information about the Pioneers International Centennial Project and all Centennial communications, be sure that we have your email address. You can register your email at <http://pioneersvolunteer.org/emailregistration.aspx> or you can update your email at [https://www.pioneersvolunteer.org/profile/edit\\_profile.aspx](https://www.pioneersvolunteer.org/profile/edit_profile.aspx)

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## letter from the chairman

Dear Fellow Pioneer,

Thanks to the enthusiasm and commitment of members like you, Pioneers has reached our landmark Centennial Anniversary - 100 years of sharing the rewards and fellowship that come with volunteering to make a difference. We have achieved a century of making a positive, tangible impact in our communities and count on the Pioneers spirit to ensure that our highly valued work continues into the future.

Throughout the year, we will be celebrating our Centennial in countless ways. There will be an opportunity for everyone to participate in our first-ever Pioneers International Centennial Project and help ensure that families across the United States and Canada have access to nutritious food. (Highlighted in our cover story.)

There is an opportunity for each of our members to make a special Centennial gift to celebrate this momentous occasion. In addition, each gift you make will add up to special commemorative rewards that were developed to recognize your role in helping us reach this important milestone and inspire your continued participation to help us ensure the Pioneers legacy continues for many generations. (Learn more about how to make your special Centennial contribution in the Fundraising Update section inside.)

The telecommunications industry has made an everlasting impact on the lives of people. It continues to make an impact as it grows and changes every day. The same is true of Pioneering. You and your fellow Pioneers accomplish great things because of your commitment to making life better for the people of your community. That's a fact you should take great pride in. Just think of how many hearts we've touched through the past 100 years and how our own lives have been enriched in the process.

As we all come together during the Centennial, I want to say thank you to each and every one of you for the part you played in this momentous occasion. I look forward to celebrating with you!

Yours in Pioneering,

Jim Schmit  
Chairman, Pioneers

## pioneers leadership insight

Dear Canadian Pioneer member,

I would like to extend a sincere thank you to our 21,000 Canadian Pioneers members. Your dedication and commitment to serving Canadian communities is extraordinary and inspirational. Recently, we were awarded the Canadian Telecom Hall of Fame Laureate Award. This very prestigious award was a result of the millions of hours of volunteerism and tremendous positive influence we have had on Canadian communities - from helping to feed the hungry; to sewing Heart Pillows; to filling backpacks with school supplies; to the Computers for Schools program - it is apparent that Pioneers are as committed as ever to improving the quality of life for others.

Now that we have reached our Centennial, I want to encourage you to participate in this exciting milestone. During the year Canadian Pioneers will be celebrating the Centennial by participating in the International project described in the cover story. We will also continue with our focus on existing Pioneers projects that make a difference in our hometowns and increase our impact in local communities.

I want to thank you again for everything you have done. Members like you make a difference every day and I encourage each of you to be a SPARK for Pioneers by getting involved!

Yours in Pioneering,



J. Michael Sears  
President, Canadian Pioneers

## calendar

<b>February 28</b>	Pioneers Scholarship Application Deadline
<b>April 10-16</b>	Volunteer Week
<b>April 28</b>	Take our Daughters and Sons to Work Day
<b>May 7</b>	Join Hands Day

For upcoming chapter events please visit [www.canadianpioneers.ca](http://www.canadianpioneers.ca) or go to the international website at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) and visit the Member Centre to find out about all the exciting Pioneering projects and activities going on in your local area and across the United States and Canada.



## fundraising update Celebrate the Centennial with a Special Gift

As we enter our Centennial year, Pioneers across North America will join together to celebrate a truly momentous occasion - 100 years of fellowship, loyalty and service. The dedication and willingness to meet the needs of our individual communities through projects such as providing food for hungry families, park clean-up efforts, literacy programs for children and comfort kits for our soldiers overseas are just a few of the ways that Pioneers make a difference.

With the Centennial upon us, there is a once-in-a-lifetime opportunity for each and every Pioneer to make a special Centennial gift to celebrate our history and provide the support that is needed to continue the volunteer projects that truly make a difference in our hometowns.

From our earliest beginnings, Pioneers have identified and seized opportunities to make the world better by making a difference in peoples lives, one person at a time. Imagine how many lives we can change - imagine how many communities we can make stronger - when we each give a special Centennial gift.

The Centennial also provides a great opportunity to make a financial contribution even more meaningful with commemorative and memorial gifts.

To make your special Centennial gift, visit us online at [www.pioneersvolunteer.org/donations](http://www.pioneersvolunteer.org/donations)

## Pioneers Grant Program Sparks Change in 2011

To commemorate the Pioneers 100th Anniversary, there have been 21 community grants awarded for the Pioneers Centennial Volunteer Community Grants Program. The grants range in size from \$10,000-\$50,000 and span communities in North America including Arkansas, Florida, New Jersey, Kansas, Wisconsin, Texas, Georgia, Colorado, Arizona, Utah, Washington, Minnesota, Iowa, Connecticut, Alabama, Utah, Washington DC, Rhode Island, Prince Edward Island, Nova Scotia and Saskatchewan.

In Saskatchewan, the SaskTel Pioneers will be purchasing and donating The Giving Book to grade one students. This book teaches children about the spirit of giving. As part of the project, the children will be asked to write a story about what it means to give back to the communities in which they live.

The Bell Aliant Pioneers Acadia Chapter will be purchasing and donating Pioneers dictionaries and distributing to thousands of grade three school children. This project is new to the Bell Aliant Pioneers and was picked especially for our Centennial Year as an extension of the current focus Pioneers have on educational projects.

These are just two examples of the many projects that Pioneers will be involved in. We are encouraging all of our Canadian members to get involved and participate in a Pioneers project in 2011. For a list of current projects near you, visit <https://pals.pioneersvolunteer.org/vm/>

## Book to Commemorate 100 Years of Pioneering

To celebrate our century-long journey, a commemorative edition publication is being created that will document Pioneers proud legacy.

Every Pioneer, past and present, shares an extraordinary bond. Pioneers have connected with each other to make positive changes, and this publication will celebrate this fellowship as well as our accomplishments. It will also help our members stay connected. In addition to documenting our history, this limited edition, Centennial book will include a directory of our members who choose to participate. Each member will have an opportunity to create a personal profile with biographical and contact information. Members will also have the opportunity to share their own personal experiences as a Pioneer, as well as submit a photograph with caption.

To purchase a copy of this book and/or provide a story, photo or your contact information for inclusion, call 1-800-488-9148 no later than February 28, 2011.

Want to receive Pioneers Centennial updates via email? Simply register your email address at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) or send your email address to [info@pioneersvolunteer.org](mailto:info@pioneersvolunteer.org)

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*To change a mailing address, notify us of a deceased member, or if you have a question about Pioneers member benefits, please call the Pioneers Resource Centre at 800-976-1914 or email [info@pioneersvolunteer.org](mailto:info@pioneersvolunteer.org)*

*Please detach and return in the envelope provided*

Gift Reply