

# FUTURE DEFINING

## Customer. Community. Environment.

AeroVironment continues to bolster local communities through its IMPACT! Corporate Social Responsibility Program.

*By Aimee Wiederhold, Content Marketing*

AeroVironment's Huntsville office recently took action to participate in the company's IMPACT! Program by getting involved in several local activities.

### Still Serving Veterans Golf Tournament

AeroVironment donated \$2500 to the 2020 Still Serving Veterans (SSV) Golf Tournament. The annual event took place Friday, Oct. 9, in Cullman, Ala. All proceeds went to support veterans.

SSV is a nonprofit group that helps veterans and their families build civilian lives they love. They offer career and transition services, global employment services, educational workshops, VA benefits claim support, and a robust repository of resources. The SSV was founded in 2006, and has earned multiple Better Business Bureau (BBB) awards and other accolades, including the BBB Wise Giving Alliance accreditation in 2013.

AeroVironment's gold level sponsorship provided two teams with player packs including golf shirts, breakfast and lunch, green fees and a golf cart, as well as sponsorship recognition at the event.

Due to COVID-19 and social distancing requirements, volunteer spots were limited

and AeroVironment personnel were not able to physically participate in the event.

"Almost all of the employees who report to



SSV	AEROVIRONMENT
<ul style="list-style-type: none"> <li>• <b>COMMITMENT TO EXCELLENCE</b> – We provide valued, relevant and tailored services for our clients, partners and communities.</li> <li>• <b>TEAMWORK</b> – We are caring, knowledgeable individuals delivering quality services as a team. Everyone contributes to the collective good.</li> <li>• <b>CALLING</b> – We serve with passion and commitment. We are called to this significant work.</li> <li>• <b>RESPECT</b> – We honor clients, stakeholders and each other with compassion and dignity.</li> <li>• <b>STEWARDSHIP</b> – We are unwavering in the proper handling of the lives, information and resources entrusted to us.</li> <li>• <b>INTEGRITY</b> – We hold honesty, fairness and ethical behavior as non-negotiable.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>CUSTOMER COMMITMENT</b> – We work vigorously to earn and keep our customers' trust. We make a positive difference in our customers' lives by understanding, anticipating and responding with agility to their needs.</li> <li>• <b>TRUST AND TEAMWORK</b> – We demonstrate integrity and ethical conduct in all our actions. We listen attentively, speak candidly and treat others respectfully. We work together as a team to win.</li> <li>• <b>OWNERSHIP AND RESULTS</b> – We act in the interest of all our stakeholders, beyond that of ourselves or our teams. We take ownership and are accountable for our outcomes.</li> <li>• <b>INNOVATE AND SIMPLIFY</b> – We are curious and relentless in the pursuit of new, innovative solutions and improvements. We look for new ideas everywhere and are committed to ensuring that the best ideas win.</li> </ul>

the Huntsville office are veterans, so anything supporting veterans means a lot to us," said Summer Rose, project administrator for the Huntsville facility.

Supporting the event seemed like a perfect fit. And no wonder. Comparing SSV's core values with AeroVironment's, it is a hole-in-one.

# PROCEED WITH CERTAINTY

## Challenger Elementary School

Huntsville's Challenger Elementary School is a public magnet school with less than 550 students. The school offers extended day programs and afterschool labs that mix play and exploratory curriculum. The curriculum includes hands-on STEAM programs (science, technology, engineering, art and math), Maker Day events, homework support and free play. A Maker Day is a celebration of creating, tinkering, and building, often expressed in a hands-on workshop format.

In 2019, Challenger Elementary was named an AMSTI (Alabama Math, Science, and Technology Initiative) school. AMSTI is the Alabama Department of Education's initiative to improve STEM (science, technology, engineering, and mathematics) teaching statewide. The AMSTI mission is to support Alabama educators and students in learning STEM through hands-on activities.



As a corporate sponsor, AeroVironment donated balsa planes and drone-shaped stress balls to the school – over 300 items in total. What a great way to encourage creative play and scientific curiosity!

## Tinsel Trail

The Tinsel Trail is a display of live Christmas trees in downtown Huntsville during the month of December. Approximately 300 trees decorated Big Spring Park for the holiday season including the City of Huntsville tree. The trees ranged from six to ten feet and a local corporation, group, or family sponsored each. Trees were decorated by their sponsors and had varying themes ranging from a company's mission to something altogether unique.

AeroVironment's decorating team, led by Summer Rose, included Dean Hawkins, information systems specialist, and his daughter Alena. The overall aesthetic was a festive wintery blue and silver including AeroVironment ornaments. "There was even a subtle avian nod to the Nano Hummingbird nestled in the branches," said Summer.

2020 marked the ten-year anniversary of Tinsel Trail. Since its inaugural year, the Tinsel Trail event has become a project of the nonprofit group Downtown Huntsville, Inc. The group's mission is to revitalize downtown Huntsville through unique events, interesting promotions, and dynamic new and redeveloped properties.

AeroVironment was happy to stand tree to tree with the other sponsors to promote enrichment in the community.

The AeroVironment staff was diligent in observing recommended COVID-19 guidelines during all of the activities mentioned. Thanks to Summer's effort and leadership, along with

the cooperation of Gil in the People and Culture group, and the support of the Huntsville office as a whole, AeroVironment was able to continue supporting the community while staying safe and healthy.



*Homage to the Nano Hummingbird on the AeroVironment, Inc. Tinsel Trail tree, November 2020.*

*Photo credit: Summer Rose*