

ELDER HÓZHÓ HEALTH EXPO

SBi Giving proudly co-hosted the 2nd Annual Hózhó Elders Health Expo in Crownpoint, New Mexico—an inspiring gathering dedicated to honoring and empowering our Elders through health, movement, and culture. Nearly 200 Elders from area senior centers came together for a vibrant day of learning, connection, and celebration.

The event featured a special performance and heartfelt remarks from Loren Anthony, actor from the acclaimed series *Dark Winds*, along with traditional song and dance and a rejuvenating chair yoga session led by Haley Laughter.



NAATSI'S'AAN NATURE TRAIL GRAND OPENING

SBi Giving proudly partnered with NavajoYES! to celebrate the grand opening of the new Navajo Mountain Trail System—a community project designed to bring long-term benefits to local families, youth, and outdoor enthusiasts. This initiative, sponsored by SBi Giving, enhances safety and accessibility while promoting active, healthy lifestyles through expanded recreation opportunities.

The celebration was filled with joy as community members gathered to explore the new trails, listen to live music, and enjoy a festive cookout.



THANKSGIVING MEAL GIVEAWAY



This past Thanksgiving season, Cellular One & SBi Giving surprised our Free4Life Plus customers with an exclusive meal giveaway designed to bring warmth and gratitude to the communities we serve. Twenty local families received a holiday bundle including a turkey, potatoes, canned vegetables for green bean casserole, pumpkin pie, and gravy—helping make a meaningful difference during a time centered on family and togetherness. More than a giveaway, this initiative reflected our ongoing commitment to giving back, honoring loyalty, and creating moments of care that extend beyond connectivity and into the heart of our communities.

INDIGENOUS YOGA WINTER WORKSHOP

Supported by SBi Giving Foundation and Cellular One, the Indigenous Yoga Winter Workshop in Window Rock launched a new series of community-based wellness offerings focused on healing, resilience, and cultural connection. The workshop provided a safe and welcoming space for participants to engage in trauma-informed movement and breathwork. Community response was highly positive, with participants expressing appreciation for the opportunity and interest in continued yoga and wellness programming. This initiative represents the beginning of an ongoing effort to expand access to culturally rooted wellness resources across Navajo, Hopi, Zuni, and White Mountain Apache lands and beyond.



SBi SMITH BAGLEY INC.

OUR STORY

SBi Giving is a private philanthropic fund established in 2024 and funded by Smith Bagley Inc. to advance the company's Community Impact and Corporate Social Responsibility initiatives.

Rooted in SBi's long-standing commitment to giving back, SBi Giving supports programs and partnerships that strengthen Tribal and rural communities throughout the Southwest, with a focus on youth, elders, veterans, women entrepreneurs, and other underserved populations.

2025 COMMUNITY IMPACT REPORT

INDIGENOUS YOGA TOUR

In April-May 2025, SBi Giving proudly launched one of its most culturally powerful and community-centered wellness initiatives to date—the *Yá'át'ééh to Yoga! Indigenous Yoga Tour 2025*. In collaboration with renowned Diné yoga instructor Haley Laughter and her organization, Hozhó Total Wellness, this six-week tour brought free, high-impact yoga experiences and holistic wellness tools to Indigenous communities across the Four Corners region.

This wasn't just yoga—it was a full-body, full-circle experience designed to foster resilience, support emotional well-being, and celebrate Indigenous identity.



SHIPROCK MARATHON

In May, SBi Giving and Cellular One were welcomed to provide a hamburger lunch and snacks for all the runners who completed the annual Shiprock Marathon in Shiprock, NM. By providing hydration and nutrition for the runners, our team helped ensure the health and well-being of athletes as they took on the challenging course. This initiative aligns with our commitment supporting community events that promote physical fitness and resilience.



BACKPACK2SCHOOL

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.

July began with one of our most cherished annual traditions: the BACKPACK2SCHOOL Backpack Giveaway Program. Hundreds of students across Navajo, Zuni, Apache and Hopi communities received branded backpacks filled with supplies, easing the financial burden for families and preparing kids for a successful school year.



ELDER BLESSING PROJECT

During the Commercial Quarterly Think Tank, SBI team members came together to assemble over 100 Elder Blessing Bags for seniors in our community. Each bag included carefully selected comfort and wellness items, from hydration support to everyday essentials and engaging activities. The effort was funded by SBI Giving and helped address daily needs while offering a meaningful gesture of care and connection for local elders.



ELDERFEST

In July, we were honored to serve over 500 meals at Elderfest in Crownpoint, a beloved event that provides elders with an opportunity to gather, connect, and celebrate culture. Our Activation Station also helped community members access Lifeline phone services, ensuring practical support alongside celebration.



CHANGE LABS GRAND OPENING

SBI Giving had the opportunity to help celebrate the grand opening of the second Change Labs E-Ship Hub, located in Shiprock, NM by providing lunch for the staff, community members, and partners who came together for this exciting milestone. The event marked a powerful moment for Native-led entrepreneurship, with the new hub offering vital resources like internet, workspace, business coaching, and access to capital. It was a meaningful day of connection and collaboration—and we were honored to play a small part in fueling the momentum behind this important mission.



SUN SAFETY ACTIVATION STATIONS

This past summer, Cellular One and SBI Giving brought a vibrant Hawaiian-themed Sun Safety Activation Station to multiple communities. We combined customer activations with crucial sun safety education—handing out water, lip balm, hydration packs, and aloe vera gel. Partnering with JD Teas, we also shared Navajo Tea—ensuring we kept our communities hydrated, healthy, and connected under the sun.



NAVAJO CODE TALKER DAY

August was a month of honoring, healing, and giving back. At the National Navajo Code Talker Day celebration in Window Rock, our team served hot lunches and distributed reusable water bottles at a hydration station. CEO Judd Hinkle joined in, personally engaging with veterans and their families and sharing words of gratitude on stage at the Annual Navajo Code Talker Day Celebration.



DIAPER GIVEAWAY

In recognition of National Diaper Need Awareness Week— a nationwide campaign raising awareness about the lack of access to clean, affordable diapers for families in need— SBI Giving organized a series of Diaper Giveaway Pop-Up Events in Dilkon, Torreon, and Crownpoint on September 10th, 17th, and 24th.

These outreach events were held in communities without nearby Cellular One stores, helping Cellular One and SBI Giving to extend reach and impact across the Navajo Nation. Families turned out in strong numbers to receive much-needed diaper supplies—essentials that support infant health, dignity, and family well-being.

