

2015 GLOBAL PHILANTHROPY & SOCIAL IMPACT



\$14.1 MILLION

Total philanthropic support

\$4.4 MILLION

Total financial support



\$9.7 MILLION

Product Donation Support (approximate retail value)

52,230

Employee volunteer HOURS

89%

Employee volunteer PARTICIPATION

According to *The Committee Encouraging Corporate Philanthropy: The CEO Force for Good*, the average participation for corporate volunteer programs in 2015 was 31%

3.4 MILLION CHILDREN IMPACTED



RECOGNITION



STRATEGIC PARTNERS



Hasbro Children's Hospital
The Pediatric Division of Rhode Island Hospital
A Lifespan Partner

All for one.



SOS CHILDREN'S VILLAGES



HOPE

For nearly a decade, Hasbro has supported SOS Children's Villages, the world's largest organization serving orphaned & abandoned children. We work to ensure every child's right to education, protection, education, and healthcare. Together we responded to two global crises in 2015. We sponsored "Child-friendly Spaces" for children affected by the Nepal earthquake and a "Mobile Play Bus" that followed refugee families across Serbia and Croatia. These programs are designed to provide some sense of normalcy for children.



PLAY

Each year we donate over half a million toys and games through our Gift of Play program. As one of the largest corporate partners of Toys for Tots, we work to put a toy or game in the hands of families who might not otherwise be able to give their children a holiday gift. Utilizing our classic brands and products, we also bring unique play experiences to children around the world. A team of employees in Colombia, created a Hasbro themed playground at Operation Smile Bogotá for children who have received life-changing cleft palate surgeries.

SERVICE

There is a strong culture of service at Hasbro, with employees receiving four hours of paid time off monthly to volunteer. On the annual Global Day of Joy, all of our offices worldwide take time to volunteer. Our founding partnership with generationOn, the youth service division of Points of Light, is focused on raising a generation of youth who have the compassion, empathy and confidence to stand up for others. The 2015 Martin Richard Bridge Builders campaign and Joymaker Challenge, engaged more than 200,000 children to take action through service, while our publicity efforts helped to generate awareness that reached millions worldwide in support of these programs.



Learn more about Hasbro's philanthropic programs by visiting www.Hasbro.com/giving and by following us on **Twitter @Hasbro**.