



2016 GLOBAL PHILANTHROPY & SOCIAL IMPACT

3.8 MILLION CHILDREN IMPACTED

While we don't do it for the recognition, we are honored that Hasbro was recognized by some of the most prestigious business rankings in 2016. To all of Hasbro's consumers, we thank you for embracing our brands. To our employees, we thank you for all you do every day to make the world a better place for children and their families.



#1 in Consumer
Discretionary



#3 Overall



(BE) FEARLESS KIND

IN OCTOBER 2016, Hasbro announced **BE FEARLESS BE KIND**, the company's largest philanthropic initiative ever, designed to empower kids to have the empathy, compassion and courage to **stand up for others, include everyone, and take action** throughout their lives. Learn more at www.BEFEARLESSBEKIND.org.

PHILANTHROPIC PARTNERS

Global Philanthropic Partners



SOS CHILDREN'S
VILLAGES

Operation  Smile

seriousfun
children's network
founded by paul newman

BE FEARLESS BE KIND Partners



generationOn

**Special
Olympics**



NO BULLY



ASHOKA



CREATIVE
VISIONS



To learn more about our local giving around the world visit www.Hasbro.com/giving

TOTAL PHILANTHROPIC SUPPORT

\$14.4
MILLION

\$4.9
MILLION

Total Financial Support

\$9.5
MILLION

Product Donation Support
(approximate retail value)

67,000

Employee Volunteer
Hours

93%

Employee volunteer
Participation

According to *The Committee Encouraging Corporate Philanthropy: The CEO Force for Good*, the average participation for corporate volunteer programs in 2016 was 31%.

OUR PURPOSE IN ACTION

HASBRO'S PURPOSE IS TO MAKE THE WORLD A BETTER PLACE FOR CHILDREN AND THEIR FAMILIES. Through our **philanthropic programs**, we stand up for children, passionately working together to create a universe where every child experiences **hope**, **kindness** and **joy**. We leverage all of our company assets, including financial support, donations of our toys & games, the time and talent of our employees and the use of our brands to make the greatest impact possible.



PUTTING EMPATHY INTO ACTION

TOGETHER WITH OUR LONGTIME PARTNERS at **generationOn**, the youth service division of Points of Light, we were able to help more than 225,000 youth put their empathy into action, and celebrated 10 inspiring youth as **Hasbro Community Action Heroes**, both core elements of our **BE FEARLESS BE KIND** initiative. During the back

to school season, the **Rules of Kindness** campaign inspired students to create “Rules of Kindness” for their schools, while the 6th annual **Joy Maker Challenge** engaged youth worldwide to spread joy through acts of service during the holiday season. Hasbro donated a toy or game for every youth who participated in the challenge, resulting in a donation of \$1 million of Hasbro products to Toys for Tots.

A CULTURE OF VOLUNTEERING

IN 2016, AN AMAZING 93% OF HASBRO'S 5,000+ EMPLOYEES participated in service projects across 40+ countries. Our employees gave their time and talent to benefit children through our **Team Hasbro** volunteer program in 2016. This is a number we are especially proud of, as it speaks to the purpose and service-driven culture that exists at Hasbro. As a company benefit, employees are given four hours every month to volunteer in ways that help children, and we host our annual **Global Day of Joy** where all employees around the world are encouraged to give back to communities in need through service projects. In total, Hasbro employees volunteered more than 23,000 hours on this single day.



REHABILITATING JOY

A SPECIAL RELATIONSHIP DEVELOPED BETWEEN HASBRO PERU AND CLÍNICA SAN JUAN DE DIOS, a local orthopedic clinic that benefits children from low-income families with disabilities, that helped to renovate both the hydrotherapy and rehabilitation areas. In addition to financial support and the donation of toys and games, the team volunteered their own time to help design and create the new space. The team made the clinic more wheelchair accessible, while enhancing its functionality by adding nonslip floors and necessary

therapeutic accessories. A grand opening celebration that included a Hasbro Game Day with employees was hosted for the children who have received life-changing rehabilitation services from this clinic.

Learn more about Hasbro's philanthropic programs by visiting www.Hasbro.org and by following us on Twitter @Hasbro

