GLOBAL PHILANTHROPY & SOCIAL IMPACT

2019 GIVING OVERVIEW

4 MILLION Children Impacted

$12 MILLION Total Philanthropic Support

95% Employee Volunteer Participation

1 MILLION Toys and Games Donated

Making the World a Better Place for Children and Their Families

STRATEGIC PHILANTHROPIC PARTNERS

Give Kids The World Village – 30 Years of Happiness and Hope

Operation Smile – Changing Lives One Smile at a Time

NO BULLY

WORLD'S LARGEST LESSON

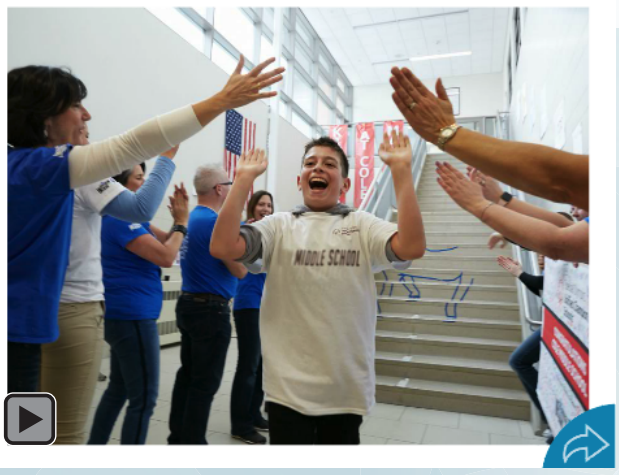
Special Olympics Unified Schools

TOYS FOR TOTS

DESIGN for CHANGE USA

seriousfun children's network – founded by paul newman

SOS CHILDREN'S VILLAGES



Inclusion and our Partnership with Special Olympics

Hasbro supports inclusion through our products, business practices and philanthropy – in particular our BE FEARLESS BE KIND initiative. We believe in inspiring kids to stand up, make a difference and be inclusive throughout their lives through investment and strategic partnerships. We are proud to support the Special Olympics Unified Schools program, which promotes meaningful social inclusion by bringing together students with and without intellectual disabilities. Together, we are expanding the Special Olympics Unified Schools program into Hasbro markets around the world and celebrating Special Olympics Unified Champion Schools® in the United States who achieve National Banner Recognition. Unified Champion Schools utilize three interconnected components: Special Olympics Unified Sports®, inclusive youth leadership, and whole school engagement. Hasbro chose five schools across the country who went above and beyond to achieve this recognition, awarding them with a celebration. Each school celebrated their National Banner recognition in their own unique way and Team Hasbro volunteers were present to recognize students, teachers, and administrators for their incredible efforts and to make each celebration extra special with character visits, awards of excellence, and a Hasbro toy or game for every student!

Wizards of the Coast Raises Over $1 Million For Children

We believe in harnessing the power of our brands and the passion of our employees to make a difference for children and families. In partnership with Extra Life, Wizards of the Coast brought people together through their shared love of games, like MAGIC: THE GATHERING and DUNGEONS & DRAGONS to raise more than $1.25 million for Children's Miracle Network Hospitals (CMNH). Wizards has been a supporter of CMNH's Extra Life for years, but the reimagined 2019 Extra Life campaign reached a new level. Streaming marathons of live game play, employees fundraised by allowing fan donations to decide elements of the game and auctioned off rare or limited-edition products.

New this year, the campaign united fandoms of MAGIC: THE GATHERING and MY LITTLE PONY by launching limited edition collectible cards known as "Ponies: the Galloping". Three official MAGIC: THE GATHERING cards featuring four of the most beloved ponies debuted as part of a special collection benefiting Extra Life. The campaign culminated with a live stream from Seattle Children's Hospital, bringing the children in on the fun! Extra Life recognized Wizards of the Coast with the 2019 Partner of the Year award for our employees' passion, creativity and dedication.

Team Hasbro Makes a Difference in Colombia

Team Hasbro, our employee volunteer program, connects us to our communities, colleagues and company purpose: to make the world a better place for children and their families. In 2019, employees from Miami and Colombia came together to make a difference for children and families in La Guajira, Colombia, a desert region that faces extreme poverty and malnutrition. Proyecto Guajira is an organization dedicated to preventing malnutrition through assistance, education and development in this region.

In partnership with Proyecto Guajira our Team Hasbro volunteers took the trip of a lifetime to four remote villages in the La Guajira region. Equipped with meal kits, toys and games they brought hope and joy to more than 600 families. This was a truly impactful experience for those employees, who are now deeply connected to the community. For Hasbro's company-wide day of service, Global Day of Joy, employees from Miami and Colombia wanted to continue their relationship. They provided a grant to install electricity in the newly constructed school. In addition to serving as an educational facility, the school puts the community on the path for long-term economic sustainability by providing a fully equipped cafeteria to help address food security and a space to hold community markets.

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