



# A NOTE FROM BRIAN GOLDNER

Giving back to help children in need has been part of Hasbro's DNA since the founding of our company more than 90 years ago. Our philanthropy is focused around "Empowering Childhood" and is built around three pillars: providing the sparkle of Hope, the joy of Play and the power of Service to children all over the world. I am proud to share that Hasbro's philanthropic initiatives helped to make a difference for more than 3.5 million children across the globe in 2013.



The achievement of any goal often requires collaboration and the successful integration of many different elements. As a global branded play company, our business goals are focused on building an industry-leading organization with global reach and multi-faceted competencies. This begins with our unmatched portfolio of brands, like Transformers, My Little Pony and Play-Doh, and reaches across consumer experiences, including innovative and fun toys, games, digital engagement, lifestyle licensing and entertainment experiences.

We take a similar approach when it comes to achieving our philanthropic goals. We strive to make the greatest possible impact for children worldwide by working closely with trusted charitable organizations and by taking advantage of the many assets we have available to us. This includes the ability to provide strategic financial support, supply donations of toys and games, appropriately leverage and integrate our brands and give of perhaps our greatest resource – the time, talent and expertise of our global team of employees.

This was never more apparent than during one day in December, when thousands of Hasbro employees in 35 different countries came together to spread joy during our Global Day of Joy. This company wide global day of service saw employees volunteering for more than 100 projects, from designing vibrant new playspaces in countries like Peru and Brazil, to the assembly of more than 136,000 meals for children in local schools and food pantries.

Our philanthropy began with our founders and continues today, thanks to the passion and commitment of our employees and the millions who enjoy our brands worldwide. Thank you for helping us in our ongoing mission of empowering childhood.

Sincerely, Brian Goldner

# 2013 GIVING IN REVIEW



\$14,500,000

Total Philanthropic Support

3,500,000

Children Impacted



\$4,700,000

Financial Support

\$9,800,000

Toys & Games Donated  
(Estimated Retail Value)

26,000 HOURS

Employee Volunteerism



## HASBRO NAMED TO THE CIVIC 50 FOR SECOND CONSECUTIVE YEAR

Hasbro finished among the top five companies in two of the industry categories: **#2 Consumer Discretionary**, **#3 Mid Cap Company**. The Civic 50 was created to measure corporate civic engagement and recognize top companies that make community leadership part of their corporate culture and best use their time, talent and resources to improve quality of life in the communities where they do business.



For more information on this ranking, please visit [www.Civic50.com](http://www.Civic50.com)

## OUR PHILANTHROPIC PARTNERS

It takes great non-profit partners to help us make an impact on the lives of children around the world. We are proud to work with these organizations on special programs that are designed to strategically integrate elements from each of our core philanthropic pillars – the sparkle of **HOPE**, the joy of **PLAY**, and the power of **SERVICE** – to make the greatest impact possible for children around the globe.





power of service



generationOn

# EMPOWERING YOUTH THROUGH SERVICE

**Youth** have an amazing capacity to make a difference in the world and we aim to empower them with the tools and resources to help realize that potential as well as celebrate their accomplishments.

GenerationOn is the youth service division of Points of Light that was founded in 2010 with a multi-year investment by the Hasbro Children's Fund.

In 2013, our support helped generationOn:

- Inspire, mobilize and equip more than **750,000 youths** to make their mark on the world through service and volunteerism
- Recognize **six amazing youths** as Hasbro Community Action Heroes
- Inspire youth worldwide to complete more than **90,000 acts of joy** this holiday season
- Celebrate the charitable work of five young Hollywood stars through **Variety's generationOn Power of Youth Award**

## What Will You Bring to the Table?

Hasbro and other corporations joined forces to help generationOn call youth across America to bring their ideas, creativity and passion to the table to help end child hunger with the launch of the "What Will You Bring to the Table?" campaign. Kids and teens created service projects in their communities to provide more than **1.4 million meals** for children experiencing hunger in the United States.



# MEET OUR HASBRO COMMUNITY ACTION HEROES

**Six** inspiring youths were honored on stage at generationOn's annual benefit in the heart of New York City as Hasbro Community Action Heroes. This program celebrates outstanding youth making their mark on the world. Each hero is given a \$1,000 educational scholarship and our CEO, Brian Goldner, presents each with a custom-made trophy.

After breaking his own glasses, 16 year-old **Yash Gupta** learned that 13 million children worldwide need corrective lenses but 90% cannot afford them. He created an organization called Sight Learning and has since collected **\$350,000 worth of eyeglasses** for students in need, impacting 15,000 lives through eye exams primarily in Mexico, Honduras, and Haiti.

At age 17, **Stephanie Jennis** is the founder of Pathways for Exceptional Children, an organization that has **trained 15,000 youth mentors** to work with children with disabilities. One particular initiative called "Project Win-Win" works to reduce unemployment among disabled teens and young adults by providing job training in food service, video production, graphic arts and more.

After seeing television commercials for children with cancer, eight year-old **Zachary Morgan** had an idea to provide hats for children in hospitals. With the help of his mother, he created Zach's Lidz for Kidz which aims to "put a hat on your head, a smile on your face and hope in your heart." Zachary has **collected more than 1,000 new**, youth-sized baseball caps for children receiving chemo treatments.

Just nine years old, **Grace Anne Remy** has always been a "military kid." While her father was deployed, her family moved across the country seven times. Deployment was hard for Grace and she wanted to help others so she worked with her mother and a teacher to **write and illustrate** *Lion's Pride: A Tail of Deployment*, a story told from the perspective of a young lion cub whose father has to be deployed far away.

After growing a 40-pound cabbage as a school project, **Katie Stagliano**, 14, was inspired to start Katie's Krops, an organization that brings kids together to produce locally grown, healthy food for area soup kitchens. Katie's Krops has since donated more than **3.5 tons of food**, served over 3,000 meals to families in need and empowered more than 1,000 youth to give back through sustainable agriculture.



(L-R, Katie Stagliano, Yash Gupta, Grace Ann Remy, Stephanie Jennis, Zachary Morgan, Carter Jenkins)





# A TEEN HERO BRINGS THE GIFT OF WATER TO THE DEVELOPING WORLD



The following is an excerpt from an article written by our sixth 2013 Hasbro Community Action Hero winner, Carter Jenkins.



**After** watching a video about water conditions in developing countries, Carter, 15, created *Students for Safe Water*, a non-profit with the goal of bringing latrines to families in Nicaragua.

This article was originally posted to the Points of Light blog on February 11, 2014.

[Click here to read this article in its entirety.](#)



Since receiving the Hasbro Community Action Hero Award, I have grown as a volunteer, as an activist and as a person. The support from Hasbro and generationOn has been nothing short of amazing.

For one, I had the chance to work with other service-minded youth in conjunction with the Variety Power of Youth Event in Los Angeles last summer. Being named a Hasbro Community Action Hero has also benefited the charity I founded in 2010, Students For Safe Water, which aims to help end the world's water crisis. Because of the award, I was able to garner even more support and donations. To date, my organization has raised more than \$62,000 – providing safe drinking water to more than 1,000 people and basic sanitation to more than 800 people in the developing world.

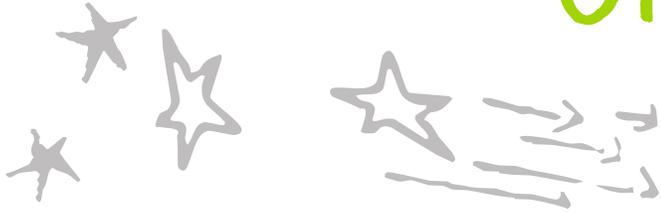
In July and August (2012), I traveled to Nicaragua to work on Students For Safe Water-funded projects. First, I helped build a hand-washing station and latrines at Los Hornos School in Achuapa. It is tremendously gratifying to make a meaningful difference in the lives of others. And it was a gift to be able to come to the school bearing supplies, books and toys – all donated from Hasbro.

On that same trip, I went to Petaquilla for the inauguration of an electric pump water system that Students For Safe Water funded. It was an emotional moment as I cut the ribbon and turned on the tap that now brings safe water to 78 homes, helping nearly 400 people lead healthier lives. The leader of the village had tears in his eyes as he told me the tap was the realization of a 20-year dream.

The most valuable lesson I will take from my association with the Hasbro Community Action Hero Award is that everyone – no matter how young – is capable of making a difference in the world. **When I speak to youth about service, I challenge them to find what they are passionate about and to do something, because they really do have the power to make change happen.**



# YOUNG HOLLYWOOD RALLIES AROUND THE POWER OF SERVICE



Hasbro and generationOn were the presenting sponsors of Variety's inspiring Power of Youth event on the Universal Studios backlot in Los Angeles. Five young stars who have made significant contributions to philanthropic causes were presented with the Variety GenerationOn Power of Youth Award: Jake T. Austin (*The Fosters*, *Wizards of Waverly Place*), Abigail Breslin (*Little Miss Sunshine*), Nina Dobrev (*The Vampire Diaries*), Tyler Posey (*Teen Wolf*) and Quvenzhané Wallis (*Beasts of the Southern Wild*).



Through Variety's relationship with the CW Network, a video segment from this event was featured during CW's annual Young Hollywood Award broadcast.



[Click here to check out the video from the award show.](#)

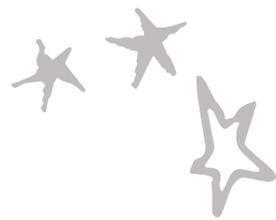




power of service



# BE A JOY MAKER!



**Hasbro** and generationOn partnered to mobilize dozens of young actors, hundreds of Joy Ambassadors, and tens of thousands of kids and teens to take action across the country to help others this holiday season. In total, their 90,000 acts of joy generated a million dollars worth of toys and games from Hasbro donated to Toys for Tots.



Between December 3rd and December 23rd, kids and teens from around the world gave joy through a variety of actions - from making cards to brighten a sick child's day, to creating scarves for the homeless and singing carols to seniors. The generosity of groups, families, schools, organizations and individuals was remarkable!

**GIVE JOY!**  
**BE A JOY MAKER**  
December 3 - December 20  
this Holiday Season



**90,000**  
acts of joy

Joy Maker and 2012 Hasbro Community Action Hero, Will Lourcey, organized 100 Hasbro toys and games to distribute as part of his Joy Maker project. He hosted a "Cookies with Claus" event with his FROGs Kids Care Club to benefit the Boys and Girls Club of Fort Worth, TX.

# JOY MAKER AMBASSADORS



**100** young people representing all 50 states were selected to serve as Joy Maker Ambassadors. Each Joy Ambassador received a \$100 grant and 100 Hasbro toys and games to conduct a service project in their hometown.

◀ Joy Makers Dana Vaughns and Will Jay, members of the music group IM5, distributing Hasbro toys and games to benefit Children's Hospital Los Angeles.

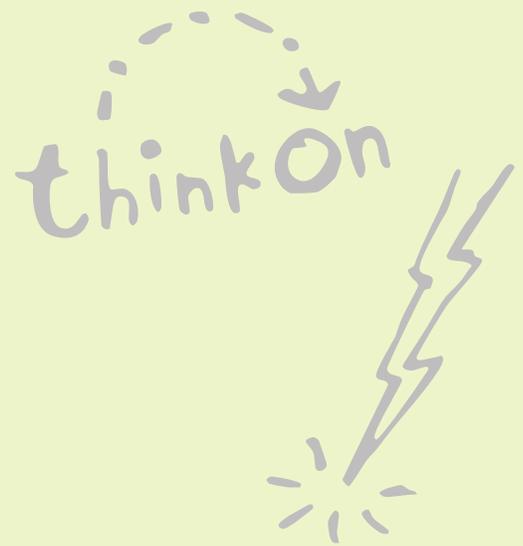


Click here to learn more about the inspiring service work so many young Joy Makers did this holiday season.



**Over** 35 young celebrities participated in generationOn's "Give Joy. Be a Joy Maker" holiday campaign, inspiring others to participate in Joy Maker volunteer service events throughout the holiday season.

◀ Young celebrity Joy Maker Joshua Rush (actor, Parental Guidance, Mr. Peabody & Sherman) represents generationOn at a community holiday party at Barrio Action Center in the El Sereno area of Northeast Los Angeles where he helped distribute 1,500 Hasbro toys and games to local children.





power of  
service



team hasbro



**“The  
greatest  
gift we can  
give is of  
ourselves.”**

- President George H.W. Bush

# THE UNEXPECTED GIFTS

## OF VOLUNTEER SERVICE



By Brian Goldner, President and CEO, Hasbro, Inc., and Neil Bush, Chair of the Points of Light Board of Directors.

The following is an excerpt from an article on **THE HUFFINGTON POST** Impact Blog on December 24, 2013.

During this season of giving, this quote from President George H. W. Bush from December 1990 still resonates: “the greatest gift we can give is of ourselves.” Volunteering has the power to ignite passion, inspire change and impact our world by broadening perspectives and transforming communities.

While supporting causes financially will always be a critical component in strengthening our communities, the value and impact of volunteering is equally essential. In 2011, 64.3 million Americans volunteered to help their communities, and 7.9 billion hours of service was produced at an estimated dollar value of \$171 billion.

That reflects the staggering impact for good that individuals can have. And with the backing of companies and employers, that impact can be magnified.

But let's start with the individual. The holidays are a joyous time for many, but they can be challenging for people or families in need. Whether you're a fourth grader who wants to help others or a company with thousands of employees around the world - you have the power to make your mark on the world.

The Points of Light website ([www.pointsoflight.org](http://www.pointsoflight.org)) offers a wide range of local volunteer opportunities, as do many companies' community relations offices. Volunteer at a youth center. Read to children. Mentor a struggling student. Help an organization with a marketing plan.

There are no age restrictions when it comes to making your mark on the world through service. Encourage your children to get engaged in volunteering through one of generationOn's many programs; go to [generationOn.org](http://generationOn.org) to learn more.

Hasbro embraces the “Power of Service” as an important part of its corporate culture and was one of the first companies to take the Billion + Change pledge, a national campaign for companies committing to pro bono service. Hasbro employees receive four hours of paid time off monthly to volunteer with organizations that benefit children.

Leveraging a deep knowledge of the “Power of Play”, Hasbro teams fanned out across the globe to feed the hungry, help create play spaces, design murals and deliver thousands of toys and games to organizations that are doing incredible work for children in need worldwide.

*“We all have something to give. So if you know how to read, find someone who can't. If you've got a hammer, find a nail. If you're not hungry, not lonely, not in trouble, seek out someone who is.”*

While volunteerism brings significant benefits to the community, it's also a gift to the employee volunteer. According to the Points of Light Corporate Service Council, a global platform for advancing corporate volunteerism, more than 85 percent report that employee volunteer programs positively impact employee morale. Volunteerism is good for businesses, too. Returns from skills-based volunteerism include stronger relationships with community stakeholders, team and skill development, brand value and employee engagement.

Empower yourself and others to make a difference together and bring joy, hope and service to those in need. If we all extend our hands to help together, we can build a better and brighter world.



# HASBRO EMPLOYEES BRIGHTEN THE HOLIDAYS ON THE FIRST GLOBAL DAY OF JOY

On December 6, 2013, we helped to spread joy to thousands of underserved children in 35 countries through our first-ever Global Day of Joy. This initiative empowered Hasbro's 5,000 employees worldwide to become holiday "elves" and to immerse themselves in community service projects designed to bring joy to children in need.

From our global headquarters in Rhode Island to offices across Latin America, Europe and Asia Pacific - employees wearing Team Hasbro shirts in 17 different languages went out in their respective communities to make a difference through the power of group volunteerism.

Armed with toys, games, paintbrushes and more, Team Hasbro employees volunteered with more than 100 charitable organizations worldwide, many of which the company works closely with during the year through its philanthropic programs.

Watch a video of Team Hasbro in action during the Global Day of Joy.



**35**  
Countries  
Worldwide

**75%**  
Employee  
Participation

**119**  
Volunteer  
Projects

**82,000**  
Children  
Impacted

*"This was a wonderful opportunity.*

*I am so proud to work for Hasbro - a company that truly gives back to the community in a really meaningful way. Giving back isn't just something Hasbro does, but something you can tell Hasbro really believes in."*

*- Hasbro Employee Volunteer, Rhode Island*



In Hong Kong, employees volunteered at six different schools, hosting special events, delivering toys & games and making holiday crafts.

Wizards of the Coast teams in Renton, WA volunteered at 10 different organizations in their region, including World Vision, where they helped to sort through and re-stock supplies for the Teacher Resource Center.

Hasbro Turkey spent the day with children from a local school, playing games, giving them presents and taking the kids to the Istanbul Toy Museum for a ceramic workshop.

Denmark



Russia



Korea



Italy



*"I couldn't forget the look in the eyes of the children. They were so happy and so grateful. One of them said, 'Please stay longer, I can give my presents back for that.'"*  
- Employee Volunteer, Hasbro Turkey

Greece



Belgium



Colombia



Brazil



East Longmeadow, MA



Mexico



Taiwan



Rhode Island



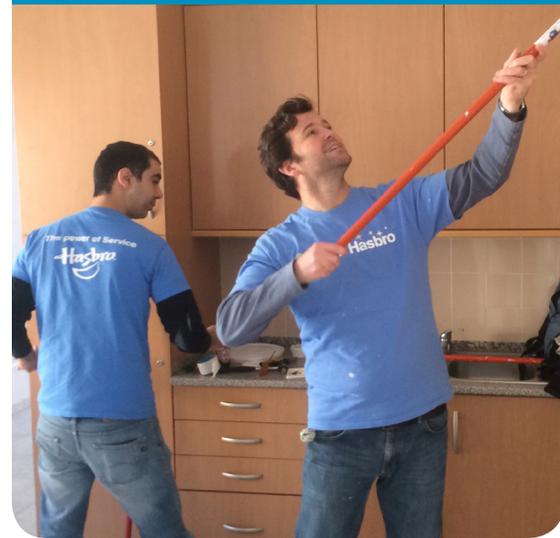
Ireland



France



Portugal



Poland



Chile



United Kingdom



Switzerland



Australia



Czech Republic



Los Angeles, CA



Canada



"This event had a double impact of helping those less fortunate than myself and fostering a real team spirit amongst Hasbro employees. It put what we do on a day-to-day basis in perspective.

-Employee Volunteer, Hasbro UK

Germany



Peru



Shenzhen



Miami





power of  
service



team hasbro



2013 Hasbro Hero  
Jonathan Kaplinsky

# OUR HASBRO HERO

Each year, we take a moment to celebrate the dedication and commitment of one employee who makes a difference for children in their community. We were honored to recognize Jonathan Kaplinsky from our Hasbro Colombia team as the 2013 Hasbro Hero.

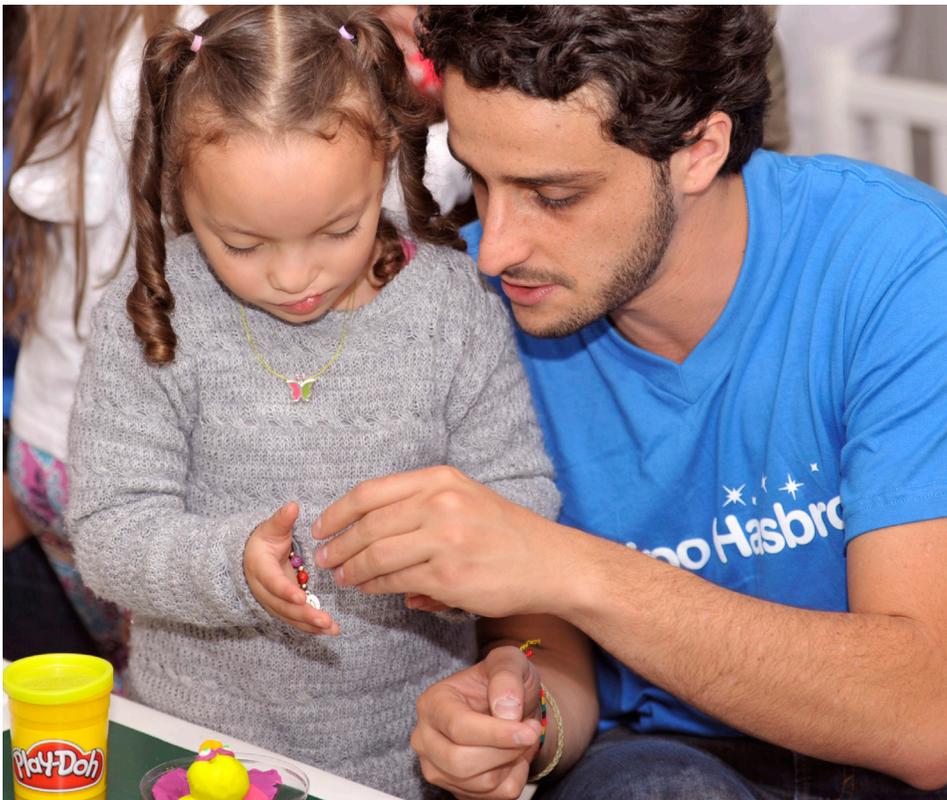
Jonathan's passion for making a difference has been inspirational within his office. Beginning in 2012, he led projects that had his team design and create two amazing "ludotecas," or "toy libraries" in the nearby SOS Children's Village in Bogota - but Jonathan did not stop there. He also led his team's volunteer effort for the Global Day of Joy, coordinating a holiday party for the children receiving care from Operation Smile, another one of Hasbro's philanthropic partners.

Kaplinsky reflected:

*"I strongly believe that when society is faced with deep social issues, they should focus the solution around two primary themes - education and hope for their children. The Toy Libraries we worked to create for SOS were examples of how we were able to help bring education and hope to children in need. The children were able to more easily find and read books of their interest, watch documentaries, receive any class or just sit and talk of any topic of interest. We also found that the ability the children had to freely play with the toys and games we brought helped to further enhance a sense of hope and creativity a child needs to face the world when he grows up."*

Giving back is not just something that happens at work, it is a part of who he is. Volunteering hundreds of hours on average each year, Jonathan has helped to prepare meals for children of third shift-working parents and even founded a nonprofit organization that helps Colombian writers publish their work and earn a wage.

"In many countries, life does not give people the same opportunities to succeed," Jonathan said. "Since I was a teenager, I have always been doing - or at least trying to do - something for the community I live in. Thanks to Hasbro, I can do my job without leaving my community work behind."



Check out Jonathan's "ludotecas" at an SOS Village in Bogota



# A PLACE TO PLAY AND

At Hasbro, we believe every child deserves an opportunity to play in a room or space that is vibrant, colorful and engaging. Our Operation Playspace and Playful Painters programs are designed to take advantage of the creative and artistic abilities of our talented employees to help charitable organizations re-imagine and re-design play spaces for the children they serve.

Operation Playspace projects often entail a full-scale makeover of a playroom area, including furniture, toys, games and wall color. In some cases, our volunteer teams have incorporated many of Hasbro's classic brands, like Transformers, My Little Pony and Monopoly. For example, Team Hasbro in Brazil, Colombia, and Peru have created amazing areas called "Ludotecas" or "toy libraries" for local organizations, including the United Way and their local SOS Children's Villages.

While Operation Playspace projects consist of remodeling a full room, a Playful Painters project tends to focus on using paint and some brushes to create a lively new experience. Sometimes, simply a fresh coat of paint can make a world of difference for the children who play there. These projects have ranged from basic paint jobs to the creation of wonderful murals that our employees have designed for the organization they are assisting.

These programs have seen a dramatic increase in popularity over the last year across our offices worldwide.



# LEARN



**33%**  
increase in the number of Operation Playspace  
and Playful Painters projects in 2013

Projects were held in **24** countries





# GAME DAYS



Game Day  
projects  
took place at  
**49** organizations  
across **20**  
countries

# BRING EMPLOYEES AND CHILDREN TOGETHER THROUGH PLAY

Close your eyes and picture yourself walking into a room filled with different toys and games. Next, imagine that the room is filled with the same people who helped to make those toys and games and wanted to play them with you. No, you haven't been transported to a North Pole workshop, but it's very close....this is a Team Hasbro Game Day!

The Team Hasbro Game Day program was designed with the goal of connecting employees with diverse children in our local communities by playing the same toys and games they work to design, test and bring to market. This program has been extremely popular for both

employees and the organizations that help to host the event.

The number of Game Day projects have increased since last year, with events taking place at 49 organizations across 20 countries. The concept is simple. A team of Hasbro employees work with a local charitable organization to spend time (typically 2-3 hours) playing with Hasbro toys and games with the children they serve. The toys and games brought by the volunteers are donated to the organization following every event. The impact is felt across multiple levels.

*"The teachers were able to see how much their children could learn by utilizing some of the toys provided in their curriculum," said Debbie Durant, Smith Hill Early Childhood Learning Center in Providence, RI. "I believe the volunteers learned a lot about the importance of early education through their interactions with both the children and staff."*





# CAMPERS HAVE "SERIOUS FUN"

**By Adam Guy**

Director of Marketing & Communications,  
SeriousFun Children's Network.

*(The following appeared in the November  
2013 newsletter SeriousFun Children's  
Network sends to its supporters.)*

Family Weekends at SeriousFun camps provide families time away from the challenges that accompany illness – just like summer camp does for the kids. With adults and kids alike spending more time alone with digital screens and headphones, the importance of having meaningful family time together could not be greater. Playing games is one of the best ways to laugh and create memories as a family.

Thanks to Hasbro, Inc., one of SeriousFun's longtime partners, families at Barretstown, Camp Korey, and The Hole in the Wall Gang Camp were treated to special "Game Day" experiences as part of Family Weekend programming this fall. Along with a donation of games and toys, each camp had Hasbro game experts come to camp to turn the gaming experience up a notch.



# DURING SPECIAL WEEKENDS

Families played classics, like Connect Four and Candy Land, and also had the chance to test-drive Hasbro's newest games, like Kaijudo and Jenga Tetris. The kids received some "secret tips" from the experts to improve their chances of defeating mom, dad, or big sis. One camp even had a surprise visit from the Transformers Autobot Bumblebee character, which made the kids' faces light up!

We are grateful to Hasbro Children's Fund for providing a \$100,000 grant to support four of our camps. Each of the three Family Weekend programs received a \$25,000 gift, while The Painted Turtle in Lake Hughes, CA, received \$25,000 in support of its Outpost Program, which delivers the camp experience in playrooms of clinics and medical facilities, as well as to kids' hospital bedsides.

*(SeriousFun Children's Network has been one of Hasbro's longtime philanthropic partners. In addition to the Hasbro Children's Fund grant mentioned, more than 8,500 toys and games were donated to 10 different SeriousFun Camps in 2013.)*



[Click here to see a video that SeriousFun produced from the Family Weekend at Camp Corey \(WA\).](#)



**More than 8,500**  
toys and games were  
donated to 10 different  
SeriousFun Camps in 2013



Across the  
**16 sites**  
students gained an average  
of 30 percentage points in  
literacy and math on  
assessments taken at the  
beginning and end of the  
summer. In some sites,  
those gains were as high  
as **50%**

# RE-IMAGINING SUMMER

By Adam Greenman, Director of Education, United Way of Rhode Island

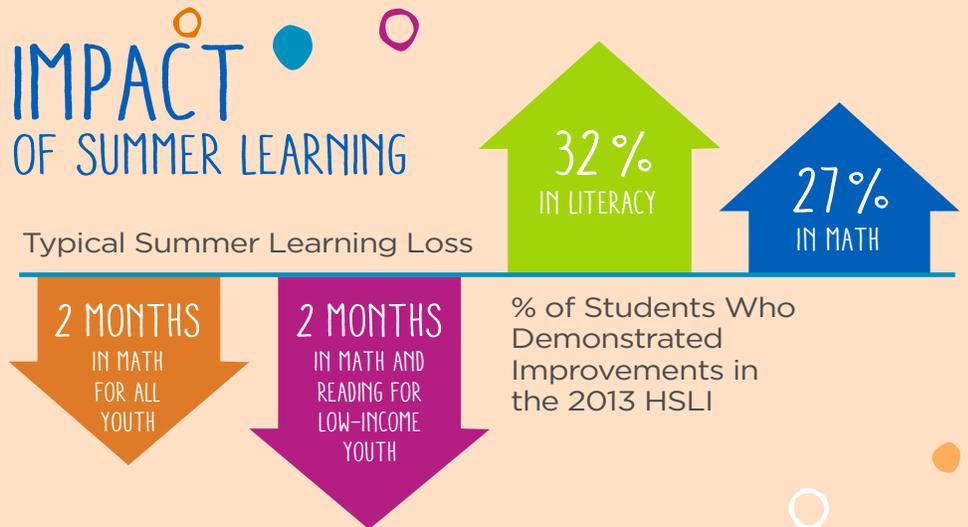
It was a scorching summer day last year outside of Calcutt Middle School in Central Falls, Rhode Island. It was the kind of day that zaps energy and makes it difficult to get anything done. Inside Calcutt however, what I witnessed could not be more different. In a classroom, located deep in the building, were a group of students completely engaged and excited about learning. The students were not sitting in rows or studying from books, but were in the process of disassembling solar powered go-karts. Students were on the floor, each getting a turn with the tools, and through disassembling the vehicles, learned what made them run.

Engagement, excitement, and learning are at the center of the Hasbro Summer Learning Initiative, and this example is not unique to the Central Falls program. **The Hasbro Summer Learning Initiative consists of five full-day sessions held over six weeks at 16 different program sites, with the goal of stemming the learning loss that takes place in students during the summer months.** Last summer, over 1500 students across Rhode Island participated in hands-on learning that felt like summer camp, but included critical skill-building that helped them remain sharp academically. I was fortunate to witness students engaging in service learning projects, designing board games to make reading more fun for young children, or learning about biology and life cycles by tending to their own vegetable gardens that would be harvested for food pantries at the end of the summer.

Every program I traveled to, I saw children having fun, and the evaluations demonstrated that the program was not only fun, but it also improved learning. **Across the 16 sites, students gained an average of 30 percentage points in literacy and math on assessments taken at the beginning and end of the summer.**

**In some sites, those gains were as high as 50 percent.** As the director of this program, those results make me proud. What makes me more proud however, is talking with the students and hearing how much fun they have had during the summer, seeing the smiles on their faces, and hearing how they cannot wait until next summer. Thanks to Hasbro, these children have that opportunity.

*(The Hasbro Summer Learning Initiative began in Rhode Island in 2012 as a partnership between Hasbro and United Way of Rhode Island. A \$200,000 grant from the Hasbro Children's Fund has helped them further expand the program in 2013 to include more children across more sites. Hasbro also funds a similar program in the Springfield, MA area with the United Way of Pioneer Valley.)*





# RE-IMAGINING SUMMER

## SCHOOL SCRABBLE

In 2013, School Scrabble tournaments were held at each of the Hasbro Summer Learning Initiative programs in Rhode Island, with Hasbro supplying all of the materials needed. The children competed in teams of two using their vocabulary and math skills to compete. The winning teams received a Hasbro prize pack.

Scrabble is known to improve skills such as math, literacy, vocabulary and social skills. School Scrabble Clubs exist all over the country and take place in schools, libraries and recreational centers.



To learn more about the School Scrabble Program, visit [www.hasbro.com/scrabble](http://www.hasbro.com/scrabble)

## ALLY'S STORY

The summer of 2013 changed Ally (on the left) in a way unlike any previous summer. Just a year ago, Ally was often "in trouble" and learned that getting in trouble meant that people cared about her and her well-being; for someone who has no one to look up to, learning this fact meant a lot.

This past summer, she learned an entirely different lesson while attending the B.L.A.S.T. summer learning program in West Warwick, RI, part of the Hasbro Summer Learning Initiative. Ally gained more of a respect for academics, and she took the initiative to use the relationships she built with her summer learning teachers to help her grow academically. Ally has personally expressed that the math teacher who worked with her group this summer helped her become more confident in math, a subject with which she struggles.

Once a student who had little interest in learning and received all failing grades, this past trimester, Ally is not only passing every one of her classes, but has also learned to trust the adults in the school to be a resource on both academic and social-emotional levels. This is quite an improvement from the girl who used to shut down the moment an adult would walk into the room. Ally is already asking about the upcoming summer program (2014), and is eager to continue on her path to success.



# TURKEY HASBRO ENGAGES CONSUMERS TO SUPPORT LOCAL EDUCATION

A cause marketing campaign was held in Turkey encouraging customers to enter a code found on select Transformer and Littlest Pet Shop products during a three-month period that began in September. For every code entered, Hasbro Turkey made a contribution to Educational Volunteers Foundation of Turkey (TEGV). The mission of TEGV is to create and implement educational programs and extracurricular activities for children aged 6-16, so that they can acquire skills, knowledge and attitudes supporting their development as rational, responsible, self-confident, peace-loving, inquisitive, cognizant and creative individuals.

The campaign raised nearly \$17,000 which allowed TEGV to build two education rooms for children in the Education Park in Samsun (a city by the Black Sea coast). These two rooms enabled children in need to meet modern education tools and access internet. More than 1,000 children will receive educational support through these rooms and services for one full year.





# A GOLDEN APPLE FOR OUTSTANDING TEACHERS



Hasbro teamed up with the Rhode Island Department of Education and its local NBC affiliate (NBC10) to recognize outstanding teachers. The Golden Apple Award is based on nominations from parents and students and honors educators who believe in the true spirit of teaching. Since the program began in 2011, **more than 60 educators have been honored.** In each case, a camera crew joins RI's education commissioner to surprise the teacher receiving the award. Hasbro provides a \$250 gift to help purchase supplies for their classroom.

*"I am really proud that we have so many excellent teachers working hard every day in schools across Rhode Island, and the Golden Apple award has proven to be a great way for us to recognize some of our best teachers. From the outset, Hasbro has generously supported the Golden Apple awards, and I deeply appreciate the commitment Hasbro has made to transforming education in Rhode Island."*

- Deborah A. Gist, R.I. Commissioner of Elementary and Secondary Education

Click here to watch some of the heartwarming award presentations on NBC10's Golden Apple web page.



# BEIJING CHILDREN HELP LESS FORTUNATE KINDERGARTENS IN RURAL CHINA



In November, a special campaign was held across 100 kindergartens in Beijing, China encouraging children to enjoy Play-Doh while also helping other children in need. These children were given the opportunity to "exchange" their empty cans of Play-Doh for a new can that would be sent to kindergarten art classes in the poorer regions of rural China.

The children in Beijing also wrote greeting cards which were shared along with the donation of new cans. Working with China Next Generation Education Foundation, this campaign resulted in a donation of more than 6,000 cans of Play-Doh!

This is just another example of how children, when given the opportunity, have an incredible capacity to give back - regardless of their age or location.



# BEYOND

# SCHOOL WALLS

Wizards of the Coast has teamed up with Big Brothers Big Sisters of Puget Sound to launch “Beyond School Walls” – a mentorship program that pairs 12 Wizards employees with students for one-to-one mentoring. The mentoring pairs meet twice a month throughout the school year at the Wizards offices in Renton, WA, to enjoy lunch together, talk about school and personal goals, learn about the wonders of the corporate workplace and build their relationships.

*“In my five years of involvement with Big Brothers Big Sisters, including being a Big in the school-based program, I’ve seen firsthand the enormous and positive impact their work has on the kids in our community. Wizards of the Coast is delighted to participate in this innovative program, which has the potential to change the lives of even more kids for the better.” – Greg Leeds, President, Wizards of the Coast*

The purpose of the program is to provide each student in the program with a caring adult who can help put that student on the path to lifelong success.

*“We are grateful to Wizards of the Coast for partnering with us to bring the first Beyond School Walls program to the children of Cascade Elementary School. Wizards of the Coast is helping to put the children involved in the Beyond School Walls program on the path to lifelong success.” – Amy R. Mack, President and CEO of Big Brothers Big Sisters of Puget Sound*





# YEAR UP PROVIDES HOPE

Hasbro has been a proud supporter of Year Up's mission to provide urban young adults with the skills, experience and support that will empower them to reach their potential through professional careers and higher education. In addition to educational grants, we also provide Year Up students with internships, including positions this past year in the IT, consumer affairs, legal and community relations departments.

We asked Monica Monteiro, who recently completed her Year Up internship with Hasbro's Community Relations team, to answer a few questions about her experience:

## *How has Year Up made a difference for you?*

Year Up made an enormous difference in my life, opening up a world of professionalism, networking and opportunities. Year Up provided me with the skills and knowledge I needed to excel in a corporate environment. I earned a six-month internship with Hasbro's Community Relations team. It was enlightening to have the opportunity to understand the business side of charitable giving.

## *Can you describe the typical Year Up curriculum?*

Year Up is a one-year, intensive program. During the first six months, you attend classes and are placed on one of two focused tracks: customer service or IT. The next six months consist of a corporate internship placement, where you are working full-time, five days a week. After the one year, your journey with Year Up doesn't end. You truly remain with the Year Up family and always have the ability to reach out to them for support.

## *What would you say were the most important elements of the Year Up program?*

While you certainly learn many "hard" skills in both the customer service and IT tracks, I believe one of the most important elements of the program are the "soft" skills that are both coached and emphasized, like how to communicate effectively, how to accept feedback or learn how to become the best team player possible. Most colleges don't offer that kind of formal training, but Year Up places a huge priority on how it will benefit you in a corporate environment.

## *What was one of your favorite experiences during your internship?*

During my internship at Hasbro, I had the opportunity to help plan the Global Day of Joy (see pages 11-16). I was so happy to be a part of that project, and to see how a company like Hasbro - that is in 35 different countries - came together in one day to volunteer and make such a big difference for children in need.

Monica was recognized at her Year Up graduation ceremony with the Leadership Award. We are also proud to share that upon the completion of her internship, Monica was offered a position on the Community Relations team and is currently playing an important role in helping to manage the Gift of Play product donation program.

Check out this segment on Year Up, which ran on ABC's local RI affiliate and features interviews with both Monica and Hasbro's president and CEO, Brian Goldner.





## “Year Up

made an enormous difference in my life, opening up a world of professionalism, networking and opportunities.”

- Monica Monteiro



orphaned &  
vulnerable  
youth

# HELPING ONE SIMPLE WISH CREATE

No matter what their circumstances are or how they got there, kids just want to be kids. Beginning in May 2013, Hasbro partnered with a wonderful organization to help thousands of America's most vulnerable children to do just that.

As One Simple Wish traveled the country from New Jersey to Colorado on their "Miles of Smiles" tour, they visited children in group homes and in foster care in nine cities and surprised them with a day of fun, games and wishes come true.

Danielle Gletow, founder and executive director of One Simple Wish, shares, "As the children entered the room you could see in their faces the precise moment that they saw the piles of Hasbro toys and games. They simply lit up!"

Each day, One Simple Wish strives to bring a measure of hope and a sense of normalcy to the lives of children who, in some cases, have been victims of abuse and neglect at the hands of the very

"As the children entered the room you could see in their faces the precise moment that they saw the piles of Hasbro toys and games. They simply lit up!"



# MILES OF SMILES

people meant to protect them. Since 2008, One Simple Wish has granted over 9,000 meaningful, yet simple wishes to kids in foster care and at-risk youth and have held events around the country that have benefited over 30,000 children.

“With Hasbro’s support our ability to reach children in vulnerable situations across the country has multiplied by thousands,” said Ms. Gletow. “As a foster & adoptive parent I know firsthand the need to give these children more bright spots, more happy memories. That is exactly what Hasbro has allowed us to do.”

With a Community Partner Network of over 600 agencies in 44 states, One Simple Wish continues to raise awareness and support for children in foster care, encouraging everyone to do their part in bringing hope to children who have all but lost theirs. Hasbro is proud to play a role in helping One Simple Wish execute their mission as each toy delivered and each game played means they are one child closer to brightening the lives of 400,000 of America’s most vulnerable kids.



and is designed to serve the special needs of sexually abused children. In addition to sponsoring this benefit, Hasbro also supported the Stuart House program this past year with a grant from the Hasbro Children’s Fund. Our gift will help to build a larger facility supporting these fragile children so they do not have to endure repetitive interviews at multiple agencies during a very difficult point in their lives.

## HASBRO STUDIOS AND JOHN VARVATOS SUPPORT THE STUART HOUSE

Hasbro Studios once again lent a helping hand at the 10th annual John Varvatos Stuart House Benefit in Los Angeles by sponsoring the children’s tent and providing many larger than life-sized games, like Operation and Connect Four. The Stuart House is a model program created by the Rape Treatment Center at Santa Monica UCLA Medical Center



orphaned &  
vulnerable  
youth



Hasbro donated  
**11,000**  
toys and games  
to Syrian refugee  
children

# HASBRO LIFTS SYRIAN CHILDREN'S SPIRITS WITH TOY DONATIONS

By Robert Maroni

Country Director in Jordan for Mercy Corps

Mercy Corps is known for working in the world's toughest places – the kinds of places that you see highlighted on the news when famines, droughts, civil wars or natural disasters strike. Nevertheless, the conflict in Syria has been one of the most complex humanitarian emergencies the world has faced.

Now in its third year, the conflict has claimed over 100,000 lives and forced nearly two million people to flee to neighboring countries. Over half of these refugees are children. When they arrive, most have next to nothing but the clothes on their backs. Mercy Corps first helps them meet their most basic needs – a safe place to stay, bedding, clean water and soap, warm clothes, cooking fuel, and the like.

Thousands of people come across the borders every day. They are frightened and exhausted, and many need medical attention. But it's the children who are often the most traumatized by what they've experienced. Mercy Corps has been building playgrounds and sports

fields in the refugee camps where the kids can play. We are also providing psychosocial support for children and their families, helping them express and cope with the often overwhelming feelings of stress, fear and sadness.

Hasbro heard about the work that Mercy Corps was doing and donated 11,000 toys and games to the Syrian refugee children. The toys were shipped by sea to Jordan where Mercy Corps collected them, and then, during the summer, began the first of hundreds of distributions to children living in refugee camps and host communities in northern Jordan. The toys that Hasbro donated have already brought many smiles and allowed these kids to feel that they have not been forgotten. Anytime I now go to the field, I'm sure to bring a few of the toys with me to hand out to the children and families I meet. During these times of incredible hardship for so many people, it's amazing how something as simple as providing a toy to a child can change their outlook on life.



Watch this touching video  
produced by the Mercy Corps team





# PROVIDING RELIEF IN TIMES OF DISASTER

Similar to many of the disasters that have occurred over the years, Hasbro was there to assist with the needs of those affected by the devastating EF5 tornado that struck Moore, OK. A relief truck rode into the area loaded with blankets, water and other necessities for those in the affected community, as well as Hasbro toys and games for the children and the shelters.

Additionally, we worked with Duracell, who sent their “Power Forward” truck to the area to help families recharge any phones or devices that required power. Hasbro toys and games were given to the children who lost everything.



## BUILDING “CHILD FRIENDLY SPACES” IN THE PHILIPPINES

Millions of children lost their homes in the aftermath of Super Typhoon Haiyan. Hasbro provided a grant to SOS Children’s Villages to support the building and running of one Child Friendly Space for six months. A microsite was also opened for Hasbro employees worldwide to support this Child Friendly Space through financial contributions.

What is a Child Friendly Space? This is, first and foremost, a safe place for children who have been displaced by the storm. Children are provided food, clothing, psychological support and the chance to take a break from the devastation, giving them a safe place to have fun and play.





# PLAYING OUR PART TO FIGHT CHILD HUNGER

At Hasbro, we understand that children can only succeed if they are properly nourished. Fighting childhood hunger in our local markets is a priority so we work with food pantries to provide funding to purchase meals for children. According to the United States Department of Agriculture (USDA), 15.9 million U.S. children under 18 live in households where they are unable to consistently access enough nutritious food necessary for a healthy life. Although food insecurity is harmful to any individual, it can be particularly devastating among children due to their increased vulnerability and the potential for long-term consequences.

That's why the Hasbro Children's Fund provides funding directly to local food pantries in the communities where we have operating facilities (Rhode Island, Springfield, MA, Renton, WA and Los Angeles, CA).

Team Hasbro also plays an active role to help fight child hunger. Employee teams around the world have given of their time to help prepare meals, make sandwiches and sort food supplies through a variety of different projects that have made a difference for organizations in their community.

More than 75 Hasbro employees from our newly-opened Providence (RI) office participated in a special teambuilding volunteer day that supported several different organizations in the community, and included the unloading and sorting of 3,600 pounds of food for a local food pantry.

Working closely with Outreach, Inc., a leading US-based hunger relief organization, volunteers onsite at Hasbro's Global headquarters in Rhode Island packaged and delivered more than 136,000 meals for local food pantries and schools as part of our Global Day of Joy.





Team Hasbro

Team Hasbro



According to Feeding America, "Good nutrition, particularly in the first three years of life, is important for establishing a good foundation that has implications for a child's future physical and mental health, academic achievement and economic productivity."



# THE HOSPITAL FOR SICK CHILDREN IN TORONTO UNVEILS A NEW PLAYROOM

On December 6th, The Hospital for Sick Children (SickKids) celebrated the grand opening of the Hasbro Canada Playroom. Hasbro made a generous commitment of \$250,000 to support the renovation of a playroom and the Creative Arts Therapy Program at SickKids. Team Hasbro volunteers helped fill the playroom with a variety of toys and games for all ages.

“It’s about minimizing the negative impact of illness and hospitalization,” said Michael Hogg, President, Hasbro Canada.

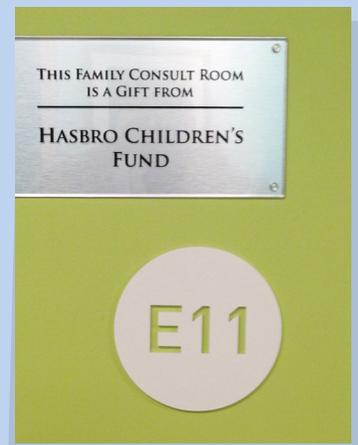
“And we believe that entertainment plays a vital role in contributing to the overall health and well-being of children.”

Each clinical unit at SickKids features a playroom which provides a much-needed escape for patients and families who rely on the hospital every day for life-saving treatment and care. Located within the neurosurgery clinic, patients can drop by the Hasbro Canada Playroom to watch a movie, play a friendly game of Monopoly or even build a Play-Doh castle.

“The playrooms at SickKids are a welcome escape for young patients facing the painful reality of illness and injury. Hasbro Canada’s generous commitment to help redesign this space will help the staff at SickKids continue to provide children and their families with amenities that provide a welcome distraction and lend a sense of normalcy during a difficult time,” said Adrian Horwood, Vice President of Corporate Partnerships at SickKids Foundation.



Baystate Children’s Hospital in Springfield, MA has opened the new Baystate Children’s Specialty Center in February. This new building will help to achieve a number of critical goals for Baystate, including housing the majority of its outpatient specialties under one roof and creating care spaces that promote healing, inspiration and positive patient experiences. Hasbro’s funding supported a “Family Consult Room.” These rooms are important, dedicated spaces throughout the Center where providers can educate and share information with families regarding their children’s health conditions.



# HAVING A "BALL" HELPING HASBRO CHILDREN'S HOSPITAL

We are immensely proud of the great work performed at Hasbro Children's Hospital, which is located near our corporate headquarters in Rhode Island. Each year, we work closely with the hospital to plan their annual gala and use our classic brands to make this a night to remember. In 2013, the "Play-Doh Ball" raised more than \$1 million for the Hospital and featured a special performance by Kenny Loggins. This is the second consecutive year the event has crossed the million dollar mark!

Our annual philanthropic work helps to support the hospital's world-class pediatric care and innovative programs, such as the **Big Apple Circus Clown Care Program** and the **GetWellNetwork**, all of which are focused entirely on children.



## PLAYSKOOL HELPS TO CREATE 85,000

## "SONRISAS" FOR CHILDREN FIGHTING CANCER

PLAYSKOOL celebrated its 85th anniversary in 2013 and our team at Hasbro Spain decided to celebrate by helping those in need. The team contacted the Aladina Foundation, a nonprofit organization whose goal is to help children and adolescents with cancer and their families, with a goal of creating 85,000 sonrisas (or smiles) to build a game room in the Oncology Unit of the Gregorio Marañón Hospital in Madrid.

A special website was created that allowed families to participate and collaborate on this project. A "sonrisa" for the children of the Aladina Foundation was created by visiting this site and sharing a message or uploading a photo.

Playskool reached 85,000 smiles in November and the goal was achieved! The game room was created and filled with different Playskool toys and games. Now children and adolescents with cancer have a special place where they can relax, disconnect from the hospital life and play with other children.



