



Celebrating Global Volunteer Month with Team Hasbro Innovation

01 Apr, 2022

April is Global Volunteer Month and we're so proud to celebrate our passionate and compassionate employees who are driving transformation and impact in our communities. The shift in workplace culture and new ways of working have changed the way employees volunteer and engage with Hasbro's Purpose and Social Impact.

Team Hasbro, our employee volunteer program, has always been at the cutting edge of corporate citizenship, engaging more than 92% of our global employees in volunteer programs last year, more than three times the corporate average*. With the Team Hasbro benefit, eligible employees are given four hours of paid time off each month to make a difference for community organizations. In addition to ongoing virtual volunteer opportunities, Team Hasbro launched three global, innovative and impactful programs to engage employees in our philanthropic work: the **Team Hasbro Wellness Initiative**, **Hasbro GameChangers** and **Team Hasbro Skills-Based Volunteering**.

Team Hasbro Wellness Challenge

While many of our employees continued to work remotely last spring, Team Hasbro launched a Wellness Initiative to inspire teams to collaborate, compete and connect for a cause. The Team Hasbro Wellness Initiative invited participants to sign up for an online challenge to log their movement and to earn funds for charitable partners. Every activity counted – walking, biking, meditating and more, so employees could choose the wellness journey that was best for them. Every hour spent on wellness earned more funding for the charity they chose to champion, and employees competed to move their charity into the top spot!

This project came to life through a collaborative effort across the company. The IT team ensured a user-friendly experience by creating a custom mobile application for the challenge, which recorded more than 270 employee users, more than 4,000 hours spent on wellness activities, and \$40,000 in donations to the selected nonprofits.

Hasbro GameChangers

At Hasbro, we lead with purpose and we are proud to give a voice to employee purpose through the innovative Hasbro GameChangers event. Employees from around the world nominated charitable partners they were passionate about to receive Hasbro funding. In this bracket-style competition, employees pitch their charitable nominee to a committee of employees who then vote for five finalists. The event culminates in a live, global, virtual event where an employee audience casts their votes, resulting in funding for five new charities around the world.

Hasbro GameChangers allows everyone to be part of the process of philanthropy and purpose, gives employees the opportunity to speak to their passions, and makes purpose experiential. Last year, more than 50 employees nominated organizations, 350 votes were cast in the live virtual event, and five charities received funding, which was distributed in three countries. This successful program has now become an annual cornerstone event!

Team Hasbro Skills-Based Volunteer Platform

We believe our employees have the skills and talent to make a meaningful impact in our communities. Last year, we launched the Team Hasbro Skills-Based Volunteer Platform to build nonprofit partner capacity and connect employees to our purpose through skills-based volunteering. The platform, powered by Catchafire, matches employees' valuable skills with organizations that have a need for those very talents.

Many nonprofits can't pay for professional services such as copywriting, accounting, HR support, graphic design, website development, event planning and more. By giving their time and talent, our employees are making a meaningful and long-term impact for nonprofit partners around the world, including many of our own philanthropic partners. Since the launch, employee volunteers have saved more than \$75,000 and 400 hours for nonprofit partners around the world.

At Hasbro, volunteering isn't just something we do; it's part of who we are. We are excited to celebrate our innovative volunteer programs this month and all year long!

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