



Hasbro's 2021 Philanthropic Impact

30 Mar, 2022

At Hasbro, we lead with our purpose of making the world a better place for all children, fans and families. In 2021, our total philanthropic support exceeded \$2.7 million, including both financial contributions and donations of more than 750,000 toys and games. We also engaged 92% of our employees worldwide through our Team Hasbro Employee Volunteer program. **Together, Hasbro's philanthropy made a meaningful impact for more than 6 million children around the world.**

Hasbro has a long and proud legacy of making a positive impact within our communities. Through our giving, we focus on creating stability for children in crisis, providing equitable access to education, and supporting pediatric physical and mental health. In 2021, we made a **meaningful impact for children in crisis in many ways, particularly through our support for Afghan refugees**. In addition to assisting Save the Children to provide relief for refugees throughout Europe, Hasbro joined Welcome.US, a national alliance to help families fleeing from Afghanistan, supporting their in-kind donation platform and ongoing help for Afghan refugees in America. Together through these partnerships, we provided financial assistance and donations of toys and games to help these families find joy during this difficult life transition.

In addition, our MAGIC: THE GATHERING brand used the power of their brand platform to help ensure **equitable access to education** with the Black is Magic: Secret Lair drop, benefitting Black Girls Code. The product honored Blackness in its beautiful, global entirety, celebrated Black history and culture, and was created, developed and designed by Black artists. As a result of the campaign, \$945,000 was donated to Black Girls Code to help support the training of 3,200 students through more than 100 Black Girls CODE programs, including game design and digital art workshops, summer camps and enrichment activities in 2021.

We are also using creativity and art to **promote pediatric physical and mental health**. In 2021, we partnered with Project.iD, a nonprofit that promotes mental wellness by using creativity and expression to inspire, heal and communicate. Their workshops create safe spaces to be vulnerable and empower and celebrate each other. And during Hasbro's annual Global Day of Joy, our company-wide day of service, Team Hasbro and Amazon Web Services (AWS) came together to run an "Isle-a-Thon," prototyping a single idea to tackle mental wellness through creativity, which was then brought to life using AWS's technology and platforms.

Last year, we also furthered our **philanthropic strategy to promote diversity, equity and inclusion** across our business, industry and society. Telling the stories that shape the next generation is a great privilege and comes with a responsibility for every child to see themselves in our toys, games and entertainment, ultimately helping them be inspired and empowered. As part of Hasbro's Philanthropy and Social Impact Strategy, we are investing in underrepresented and marginalized communities, including people who are racially diverse, people with intellectual disabilities, the LGBTQ+ community and young women and girls, with a heavy focus on creative skill development and leadership growth.

In alignment with our company [CEI](#) and [Human Rights](#) goals, Hasbro is funding nonprofit partners like Ghetto Film School, Film2Future, Urban Arts Partnership, Girl Up and more, who are providing skills development and growth opportunities for youth in areas aligned with our business. Together, we're investing in the next generation of innovators, creators and storytellers, and creating equitable access to our industry.

We are also engaging our current employees in these partnerships to foster a culture of inclusion and belonging, and to give our employees the opportunity to provide mentorship to the next generation of creators.

Global Philanthropy & Social Impact 2021 Giving Overview

6M CHILDREN
IMPACTED

TOTAL
PHILANTHROPIC
SUPPORT **\$17M**

750K TOYS & GAMES
DONATED

EMPLOYEE VOLUNTEER
PARTICIPATION **92%**

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