



Doubling Down on Purpose - Hasbro's 2020 Philanthropic Giving

07 Apr, 2021

The extraordinary events of 2020 reinforced the importance of leading with purpose in all that we do. As a global play and entertainment company, we have an opportunity and responsibility to make the world a better place for all children, fans and families. We are so proud that in this challenging year, we doubled our philanthropic giving year over year, for a total of \$25.6 million total philanthropic support, making a difference for more than 4 million children around the world.

Through our strategic philanthropic partnerships, we support the world's most vulnerable children. At the onset of the pandemic, we expedited grants to local food assistance services and established new partnerships with Save the Children and No Kid Hungry to ensure children were fed and had access to educational materials during school closures. With inclusion as a corporate value, Hasbro supports and empowers marginalized communities with attention to race, gender, and ability. We are investing in BIPOC youth with a keen focus on talent development in the areas of film/media, the arts, STEM and core business functions and funding resources for educators and caregivers to teach equity and inclusion.

Our products bring the joy of play to children and last year, we donated 3.4 million toys and games around the world. While children in hospitals experienced isolation and limited visitation, we increased our product donations to children's hospitals across the country to provide a small sense of comfort and normalcy. Additionally, during a particularly challenging holiday season for many families around the world, Hasbro donated more than 2 million toys and games to nonprofit partners such as Toys for Tots, ensuring that children in need would have a toy or game to open on the morning of their holiday.

Hasbro's philanthropy is driven by the passion and compassion of our employees and in 2020, **76% of our employees gave back to their communities through volunteer participation.** Every year in December, employees in 40 countries around the world make a difference through our company-wide day of service, the Global Day of Joy. While most employees could not gather in person, we were still able to carry on this cherished Hasbro tradition with more than 200 virtual and at-home service projects that **made an impact for more than 100,000 children in a single day.** Team Hasbro volunteers connected virtually while creating no-sew blankets for local nonprofits, assembling meal kits for community members, and participating in many more creative service projects.

You can learn more about Hasbro's global philanthropy and social impact [here](#).

GLOBAL PHILANTHROPY & SOCIAL IMPACT
2020 GIVING Overview

Image Description	Statistic
Children playing with Hasbro toys	4M CHILDREN IMPACTED
Two young girls smiling	\$25.6M TOTAL PHILANTHROPIC SUPPORT
Child playing with toys	3.4M TOYS & GAMES DONATED
Employee wearing a mask and holding toys	76% EMPLOYEE VOLUNTEER PARTICIPATION

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