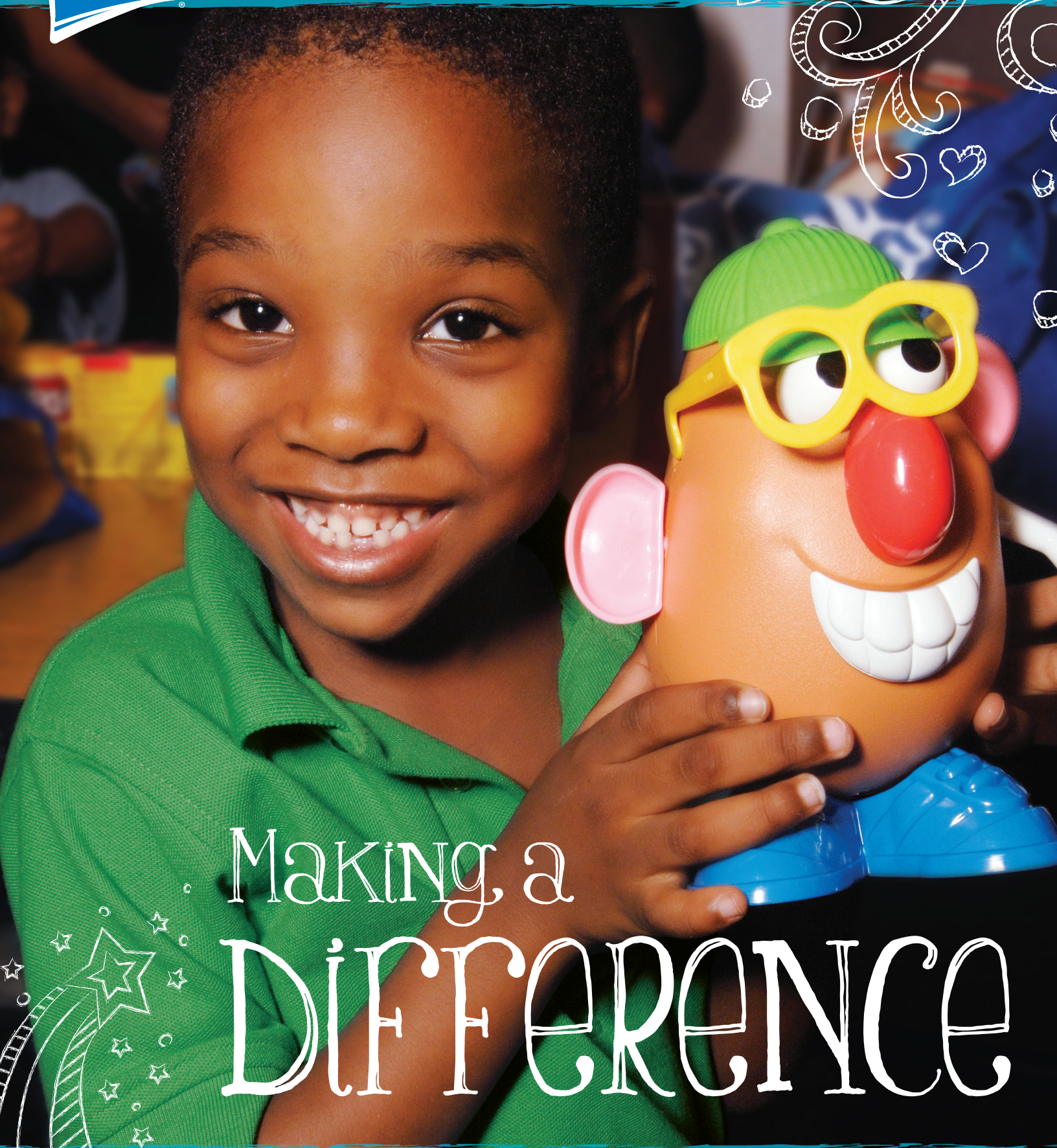


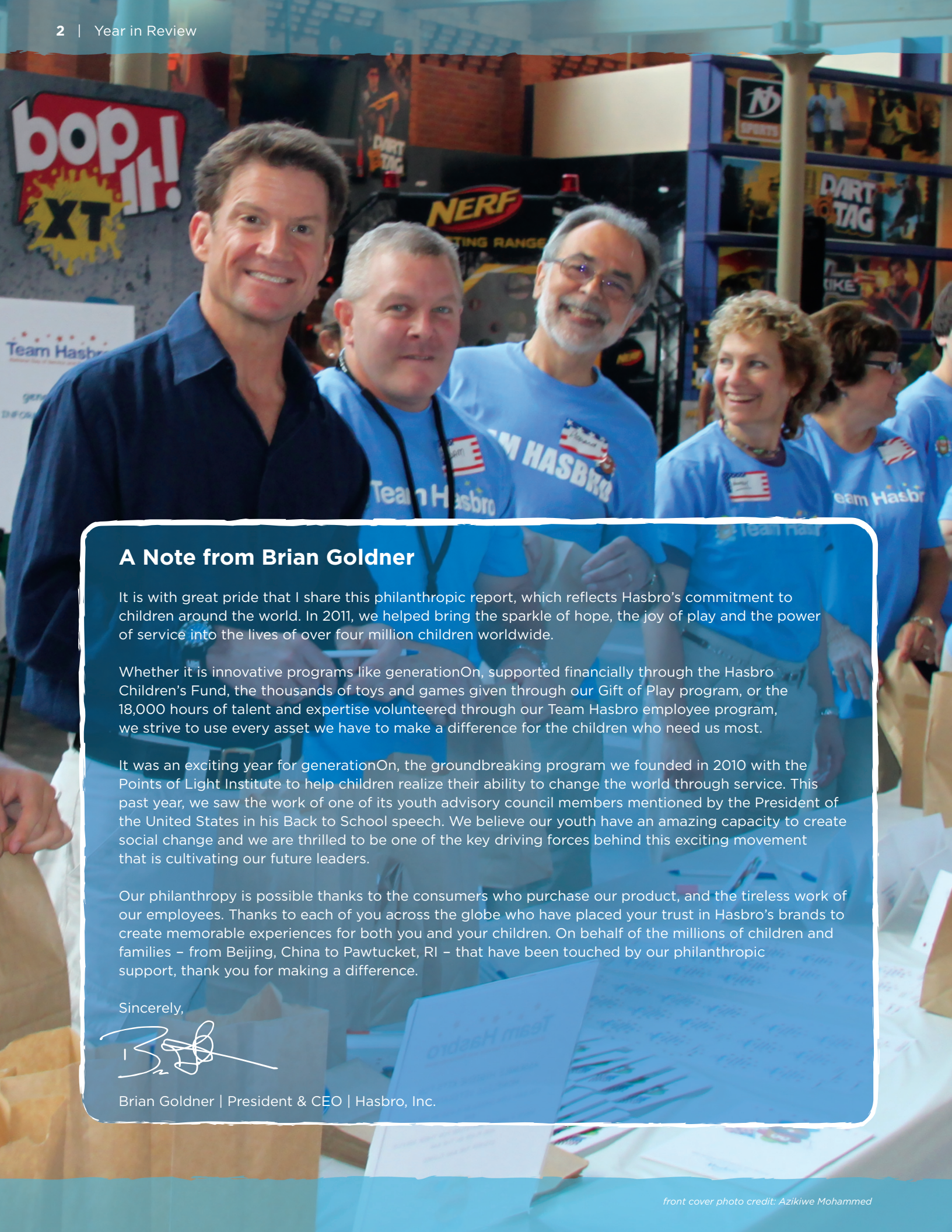


2011 Corporate Philanthropy Report



Making a
DIFFERENCE





A Note from Brian Goldner

It is with great pride that I share this philanthropic report, which reflects Hasbro's commitment to children around the world. In 2011, we helped bring the sparkle of hope, the joy of play and the power of service into the lives of over four million children worldwide.

Whether it is innovative programs like generationOn, supported financially through the Hasbro Children's Fund, the thousands of toys and games given through our Gift of Play program, or the 18,000 hours of talent and expertise volunteered through our Team Hasbro employee program, we strive to use every asset we have to make a difference for the children who need us most.

It was an exciting year for generationOn, the groundbreaking program we founded in 2010 with the Points of Light Institute to help children realize their ability to change the world through service. This past year, we saw the work of one of its youth advisory council members mentioned by the President of the United States in his Back to School speech. We believe our youth have an amazing capacity to create social change and we are thrilled to be one of the key driving forces behind this exciting movement that is cultivating our future leaders.

Our philanthropy is possible thanks to the consumers who purchase our product, and the tireless work of our employees. Thanks to each of you across the globe who have placed your trust in Hasbro's brands to create memorable experiences for both you and your children. On behalf of the millions of children and families – from Beijing, China to Pawtucket, RI – that have been touched by our philanthropic support, thank you for making a difference.

Sincerely,

Handwritten signature of Brian Goldner

Brian Goldner | President & CEO | Hasbro, Inc.

A Year in Review:

4,100,000
Children
Impacted

\$15,800,000
Total
Philanthropic
Support

18,000
Volunteer
Hours

\$8,500,000
Toys & Games
Donated
(Estimated Retail Value)

\$7,300,000
Financial
Support

At Hasbro, we believe that all children are born with a sparkle in their eye and an amazing capacity to make a difference in the world. We also know that, for some kids, life presents challenges that may diminish that sparkle of hope. Our philanthropic goals focus on helping children overcome those challenges, while empowering them, bringing them joy, and inspiring them to make their mark on the world through service.

Hasbro Children's Fund

The grant-making arm of Hasbro, Inc. was established to carry out the company's mission to assist children.

Our funding is focused on three core principles: programs which provide **hope** to children who need it most; **play** for children who otherwise would not be able to experience that joy; and the empowerment of youth through **service**.

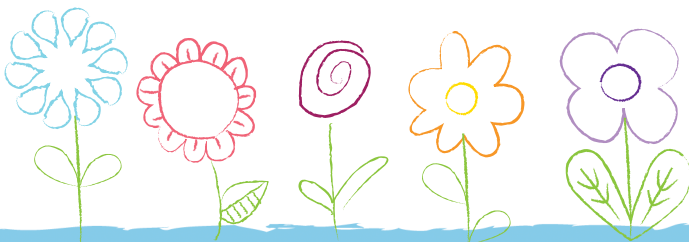
Please visit www.hasbro.com for a more detailed overview of Hasbro's giving guidelines.

Hasbro Gift of Play

The Gift of Play, our product donation program, supports nonprofit organizations that provide around-the-clock care for children, such as hospitals and shelters. With the help of partner organizations, we also have a generous holiday giving program that works to ensure that needy children do not go without a toy or game on the morning of his or her holiday.

Team Hasbro

Hasbro employees give of their own time and talents through Team Hasbro, our employee volunteer program. Eligible employees are given four hours of paid time-off each month to volunteer with child-focused organizations.



OUR PHILANTHROPIC PARTNERS:



Our strategic partnerships with these eight organizations are designed to integrate elements from each of our core philanthropic pillars – the sparkle of hope, the joy of play, the power of service - to make the greatest impact possible for children around the globe.

Operation Smile

Changing Lives One Smile at a Time

For 20 years, Hasbro and Operation Smile have partnered to create new smiles for children worldwide who are born with severe cleft conditions. Our support in 2011 helped Operation Smile provide medical procedures to over 1300 patients in both Brazil and China.



World Vision®

Our support of the World Vision community-based Prevention Initiative for Orphaned and Vulnerable Children helps the children of Zambia become empowered through basic education materials, classroom renovations and the funding of teacher training programs. Funding also helped purchase a truck to deliver in-kind donations throughout the rough terrain of Zambia.



© World Vision

SOS CHILDREN'S VILLAGES

Our partnership helps to provide education and basic needs for orphaned children living in nine SOS Children's Villages across Brazil, China, Colombia, Mexico, Romania and Russia.



seriousfunSM children's network founded by paul newman

Formerly known as The Association of Hole in the Wall Camps, our partnership with SeriousFun Children's Network helps hospitalized children battling very serious illnesses to experience fun "summer camp" programming at their bedside.





Hasbro Children's Hospital

The Pediatric Division of Rhode Island Hospital

A Lifespan Partner

Located near our corporate headquarters in Rhode Island, we are so proud of the great work performed at Hasbro Children's Hospital. Their world-class pediatric care and innovative programs – many of which our partnership has helped to create – are focused entirely on children, like the Big Apple Circus Clown Care Program and the innovative GetWellNetwork platform.



Together, Give Kids The World and Hasbro help to fulfill the wishes of children with life-threatening illnesses and their families through magical

experiences like Winter Wonderland every Thursday, where kids can enjoy a visit from Santa Claus and are given a choice of the very best toys to choose from. Our support also helped to fund the construction of the new Star Tower at the Enchanted Castle of Miracles.



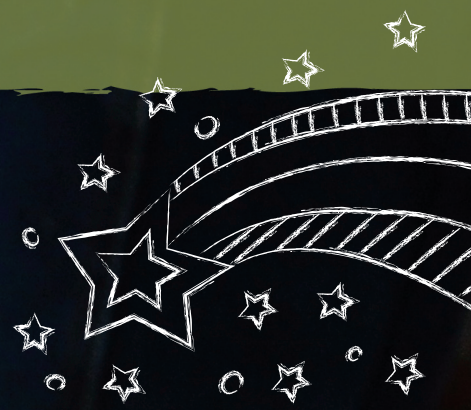
Our partnership with TAPS helps children and teens who are grieving the loss of a loved one in military service by supporting the annual TAPS National Good Grief Camp. Additionally, Hasbro toys and games are used at the camp for both therapeutic and play purposes.



generationOn

Hasbro's commitment to helping kids make a difference through volunteering and service is exemplified in our founding support of generationOn, the youth service enterprise of Points of Light Institute.

INSPIRE MORE YOUTH



generationOn

GENERATION ON:



You are never too young to make your mark on the world. Powered two years ago by Hasbro's founding support, 2011 was a year of growth for generationOn, the youth service enterprise of the Points of Light Institute.

We are excited to see generationOn catch fire since making a five-year founding commitment in 2010. Things kicked off in 2011 with generationOn being honored as EMI's non-profit partner at their After-Grammy Celebration. The year closed with more than 133,000 pledges made by youth worldwide to serve or volunteer as a result of the annual generationOn Holiday Gifts campaign.

It was a year of firsts with the formation of the inaugural generationOn Youth Advisory Council, charter generationOn Clubs and the first official "Make Your Mark Week." For the second year, six amazing youths were also honored for their service work as Hasbro Community Action Heroes.

In just two years, generationOn has helped hundreds of thousands of young people make a commitment to changing the world and themselves through service. Additionally, hundreds of young service leaders and social entrepreneurs have been identified, recognized and supported in their efforts to inspire even more youth.



More than **113,000** kids and teens joined generationOn and pledged their commitment to service, ensuring a donation of more than \$1 million in toys and games from Hasbro to the Marine Corps Toys for Tots. Pledges came from six continents, 103 countries and 48 states!!



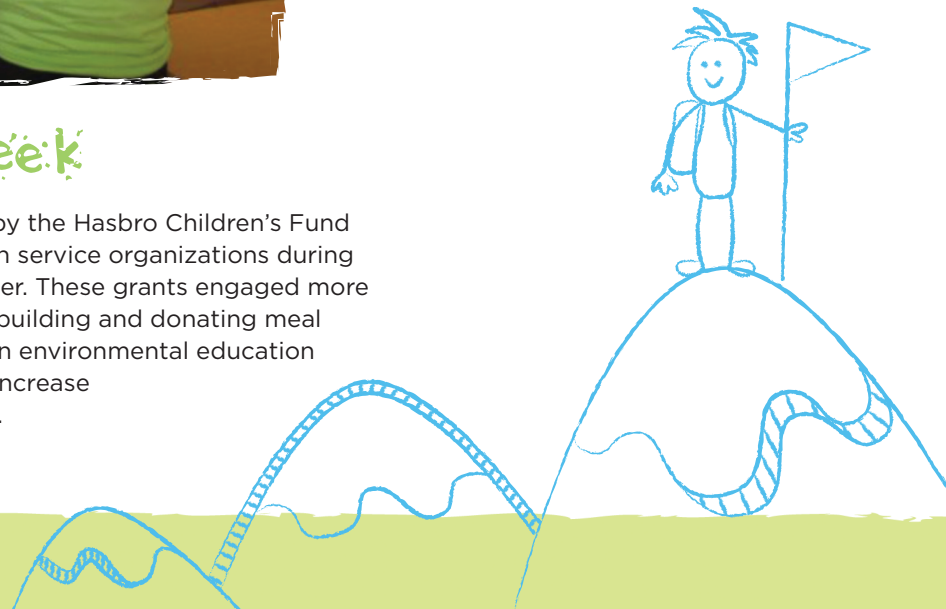
"We will go caroling and collect food for a food bank!"
- Pledge from a Girl Scout Troop in the Czech Republic

"I will volunteer at an animal shelter!"
- Pledge from a teen in Illinois



'make your mark week'

Two hundred mini-grants of \$250 were awarded by the Hasbro Children's Fund to support generationOn Clubs, schools and youth service organizations during the generationOn Make Your Mark Week in October. These grants engaged more than 30,000 youths in projects that ranged from building and donating meal baskets to local food pantries to the creation of an environmental education program by middle school students in Hawaii, to increase awareness of the diminishing native plant species.



YOUTH ADVISORY COUNCIL

In March 2011, ten outstanding youth service leaders were named to the generationOn Youth Advisory Council, a unique service learning and leadership development program, sponsored by Hasbro.

As members of the council, these ten young “game changers,” ranging from 13-17 years old, lend their already impressive experience and perspective to help drive the work of generationOn from conceptualization to implementation and reflection.

In his third annual Back to School Address on September 28th, President Barack Obama cited three high school students who have made extraordinary achievements, one of whom was generationOn Youth Advisory Council member, Jake Bernstein, 17, who made his mark on the world by launching a website devoted to community service and volunteer opportunities for young people.

“America needs young people’s passion and their ideas. Nothing inspires me more than knowing that young people all across the country are already making their marks. They’re not waiting. They’re making a difference now.”

- President Barack Obama





(From left to right) Riley Hebbard from Mechanicsburg, PA; Max Wallack from Natick, MA; Shannon McNamara from Basking Ridge, NJ; Hasbro President and CEO Brian Goldner; Nicholas Lowinger from Cranston, RI; Jessica Markowitz from Seattle, Washington; and Cameron Payne from Winston Salem, NC.

Hasbro Community Action Heroes

Six exemplary youths were selected as Hasbro Community Action Heroes from hundreds of nominees for their special achievements in volunteer service and their contributions to their communities and the world. From starting an organization that collects and distributes new shoes to homeless children, to developing reading programs for children in Africa, these kids are shining stars who prove that age is not a factor when it comes to doing good for others.



Nicholas Has "Sole"

"Receiving one of the 2011 Hasbro Community Action Hero Awards was a very humbling experience for me. I volunteer in my community because I know that, even as a teenager, I can make a difference in this world and I want young people everywhere to know that they can do the same.

I founded the **Gotta Have Sole Foundation** in 2010 to provide new footwear to children, from infancy through age 18, who were living in local shelters. I have seen, with my own eyes, children putting on new shoes or sneakers and immediately running off and playing with other kids. Parents tell me that without the Gotta Have Sole Foundation, they would never be able to provide their children with such well-made footwear and those new shoes make a real, positive difference in their children's lives.

To date, I have donated new footwear to over 1,800 children. I owe so much to Hasbro and generationOn for helping me move closer towards realizing my dream of donating new footwear to every homeless child across our country.

I have had the opportunity to encourage more youths in middle schools, high schools, colleges and universities to not only follow their dreams as I have, but to also volunteer more in their communities or globally. I will forever be honored to call myself a Hasbro Community Action Hero and hope to always be a positive role model for youth."

- Posted by Nicholas Lowinger, excerpted from the Points of Light Blog, February 21, 2012





AGES 3+

WARNING:
CHOKING HAZARD - Small parts.
Not for children under 3 years.

Watch The Hub TV Network
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APPLEJACK'S
Sweet Apple Barn™

HEALTHY MIND AND SPIRIT

PEDIATRIC HEALTH WITH A SMILE



Hasbro has a long history of helping children who are coping with serious illness by working with a variety of organizations that help to bring a sense of hope to young patients. In some cases, this involves specialized pediatric healthcare to heal the body, while others focus on helping to foster a healthy mind and spirit.

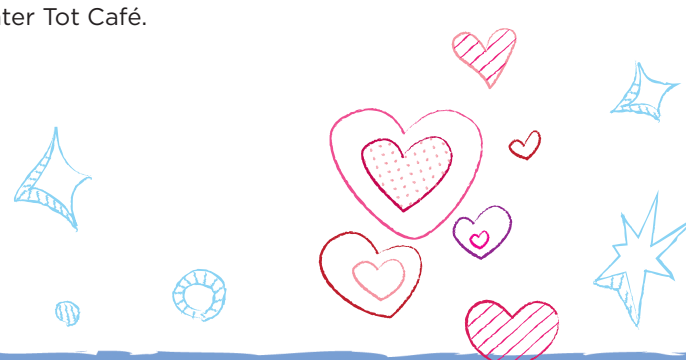
GetWellNetwork

As you can imagine, a hospital stay can be extremely stressful. Eleven year-old Noah needs to make frequent visits to **Hasbro Children's Hospital** but recently, Noah had a slightly different perspective, sharing that he actually did not want to leave the hospital because of a new program called the GetWellNetwork. This innovative, highly interactive technology is the result of a \$1.5 million grant



made by the Hasbro Children's Fund to help the hospital continue to bring the highest level of care to children in Southern New England. When Hasbro Children's Hospital launched the GetWellNetwork in September 2011, it was one of just 25 children's hospitals offering this wonderful system.

With the help of the hospital's expert team of nurses, doctors and Child Life specialists, the GetWellNetwork is helping kids like Noah take their minds off their stay by immersing them in a digital world. Children and families use touch-screen monitors at their bedside to learn more about their treatment, watch educational videos, connect with their doctors and nurses and even play games. MR. and MRS. POTATO HEAD guide the children through the system and they can even place their meal orders at the Tater Tot Café.



Giant Steps Play Day

Hasbro's Australia office volunteered their time and donated nearly \$10,000 in toys and games to support the **Giant Steps** Play Day for children with autism.

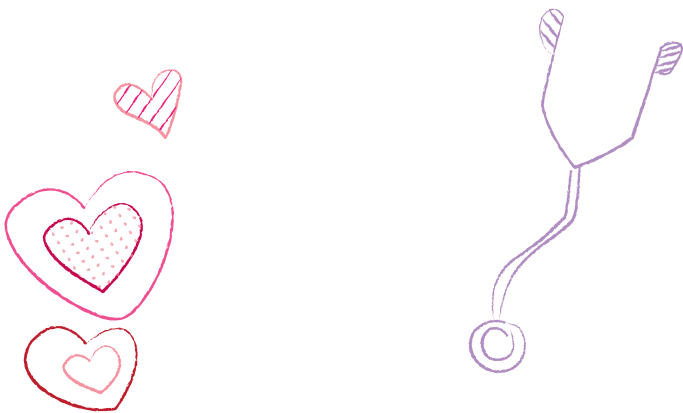
"The Giant Steps Hasbro Play Days are a great chance to be able to interact with some special young people who face huge challenges in their day-to-day lives. While it can be difficult at times, it provides our staff with the chance to reflect and gain some perspective on our own lives. It's been exciting to see the relationship between Giant Steps and Hasbro grow each year."

- Ben Padfield, Hasbro Marketing



Vamos Mexico

Our Hasbro office in Mexico supports an organization called **Vamos Mexico** by funding the purchase of 50 wheelchairs for children with cerebral palsy. In most cases, high costs make it impossible for families to afford a special chair for these children.



Hasbro Singapore

Hasbro's Singapore office delivered a large donation of toys and games to the local **KK Women's & Children's Hospital**.



Wishing Upon a Star

Give Kids The World, one of Hasbro's longtime philanthropic partners, celebrated the grand opening of the new Star Tower on the grounds of its whimsical Central Florida Village in May 2011. Hasbro helped Give Kids The World fund the construction of the new Star Tower, allowing them to continue a heartwarming tradition where a wish child writes their name on a "star" that will be forever hung in the Enchanted Castle of Miracles.

This star program has proven to be an incredibly powerful and moving experience for families and many travel back to Give Kids The World with the sole purpose of visiting their child's star. At an emotional ribbon cutting, the first star was placed on the ceiling of the new Star Tower.

"The new Star Tower is truly magical. We are so happy that we were blessed with such a meaningful experience that we will cherish for many years to come. Thank you, Hasbro!"

- Andrea Young, mother of wish child, Sophie Young



"Thank you, Hasbro, for making room for my star."

Give Kids The World



OPERATION SMILE

In July 2011, Hasbro sponsored a mission trip to Rio de Janeiro, Brazil, where volunteer surgeons from Operation Smile safely performed 168 life-changing procedures for 102 patients with a cleft lip or palate. The following comes from a volunteer onsite in Brazil:

"I caused quite a ruckus in the pre/post-op ward this morning. So many children were there after their surgery yesterday. While it's painful to see children recovering, you look at their new faces and feel the surge of joy knowing their lives will never be the same. No more teasing. No more problems eating. And they can now speak and laugh with their friends.

I slowly walked through the door, my arms heavy with gifts Hasbro wanted us to give to the children. As the sponsor of this medical mission in Rio, Hasbro sent boxes and boxes of toys – MY LITTLE PONY, MR. POTATO HEAD, TONKA trucks, puzzles, games such as OPERATION, JENGA, and so much more.

As I started to hand them to the children, I finally saw the first smiles of the day. Their eyes lit up. The power of a toy is incredible. A child's imagination and sense of wonder comes alive, and they are taken from a hospital bed to a land of dreams and magic.

As a witness to that magic, I can only thank Hasbro from the bottom of my heart for bringing such joy to these children. Imagine a day where an impoverished child is given not only a new smile, but also a special toy just for them so they can always remember this day.

They are leaving here today knowing that Hasbro and Operation Smile believe they are very special children.

From the parents, the children, and our team: Obrigada! (Thank You!)"

Posted by Jessica Kraft in the Operation Smile "From the Field" blog, August 13, 2011

Hasbro Far East Charitable Efforts

Organizations and programs supporting health and well-being of children have long been close to our Hasbro Far East office in China and all of its employees. In 2011, the office supported organizations like **Orbis International**, the **Children's Thalassaemia Foundation**, **Make-A-Wish Foundation** of Hong Kong and the **Children's Heart Foundation**, as well as funding **World Vision** program that purchased digital hearing aids for children suffering early hearing loss in China.

The wonderful employee team volunteered over 2,000 hours for local charities, in some cases bowling and paddling their way to fundraising championships!

This past year, the charitable efforts of the Hasbro Far East office and its dedicated group of employees was recognized by the Caring Company Movement for the fifth consecutive year!





Worldwide,
an estimated
153 million children,
ranging from
newborns to age 17,
have lost one or
both parents.*

* 2011 Unicef "State of the
World's Children" Report



HOPE FOR ORPHANED AND VULNERABLE YOUTH

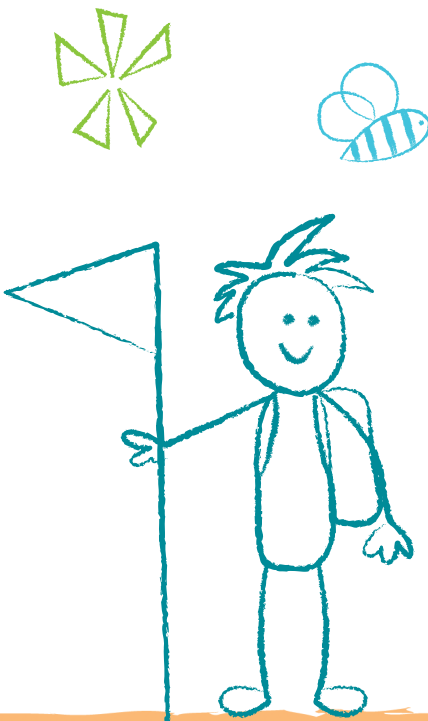


Children deserve every chance in the world to succeed and to do so in a loving, supportive family environment. Unfortunately, this is not always the case. We support many programs and organizations worldwide that not only offer these children an opportunity to have a childhood, but also prepare them as they grow into adults.

SOS Children's Villages

With 540 villages in 133 countries, **SOS Children's Villages** impacts the lives of over 2 million people each year with its innovative model. SOS children are nurtured and supported by an SOS mother and up to nine other children who become their brothers and sisters. Strong bonds develop within these "SOS families", and even after the children are grown and leave the village, these family relationships endure.

We are proud to partner with SOS to sponsor children in six countries - Brazil, China, Colombia, Mexico, Romania and Russia - where Hasbro employees live and work.



Employees from Hasbro Romania visited the SOS Cisnadia Village to deliver toys and games for 200 children this past holiday season.



Toys and games were delivered to the SOS Children's Village in Bogota by Mr. Monopoly and Hasbro Colombia. These gifts will be spread across the other SOS Villages located in Colombia.

A Story from an SOS Children's Village

The following letter came to us from Mariana, an SOS mother in the Cisnadia Village we support in Romania:

"I am an SOS mother in Cisnadia, Romania and would like to share the experience between my youngest SOS child and me. Four years ago, Tudor (now eight years old) first arrived with his older brother. He was very timid, sometimes spending several hours staring out the window looking up in the sky; almost as if he was trying to find the ones he lost. Although we spent a lot of our time in silence, one evening I noticed that Tudor smiled watching his brother drawing. The next morning, I put crayons and paper on the table and with Tudor at the opposite end of the table, we both drew in silence. The next day, I decided to ask if he'd like to learn how to write his name to sign the drawings. With a shy smile, Tudor nodded.

I will never forget that Christmas day when Tudor made the first of what has become a daily card-giving ritual. He makes a card for me every day, leaving them on my pillow, in the flower pots, everywhere.

Some of these cards include: "Mama knows best," "To Mama on her birthday," and "To Mama on Tuesday."

Expressing love and appreciation is not easy for a young child to learn in a new living environment. I still notice days when Tudor looks up in the skies...though now it's with a different purpose, telling me "When I grow up, I will become a pilot. I will travel the world and see every corner of the planet from up above. I will take you with me, Mama, and if you can't come, I will send you a card."

The card I received today read: "Thank you Mama, for being my mama!" I would like to thank Hasbro for supporting the children of our **SOS Children's Village in Cisnadia**. With an open heart, I am proud to raise my family in our Village and hope that, in sharing this story, you are able to see that our appreciation does not stop at just the family level."



Adoption Rhode Island

For one magical night in December, 250 children under the care of **Adoption Rhode Island** are able to celebrate their holidays with Santa and, in some cases, their future family. It is also a night our employees look forward to all year, with over 70 Team Hasbro volunteers coming together to make it a reality by wrapping presents, planning activities and playing games with the children. This year, one team even held a bake sale that raised over \$2,000 for Adoption Rhode Island!



“Adoption Rhode Island invited my husband and I to attend the holiday party Hasbro hosts for them each winter. After watching all of the kids having a blast, we took some time to look through the portraits of children waiting for families and saw three sisters with a beautiful light in their eyes– Alexa, Jessica, and Lily, ages 7, 8, and 9. We cannot explain how – but we knew they were “Our Girls” from the moment our eyes came across the page. In 2011, we finalized the adoption process.

Thank you, Hasbro. We will never forget the day we found our hearts at that holiday party.”

- Jennifer, a Rhode Island mother of three beautiful girls, in an email to Hasbro



Birthday Wishes

Now in its third year, Hasbro and **Birthday Wishes** continue to blow out candles and sing “Happy Birthday” to children in homeless shelters across Rhode Island and Western Massachusetts. In 2011, Team Hasbro employees volunteered over 1,000 hours and helped 600 children celebrate their birthdays.



Sibling Connections

Our support helped 10 children living in the Greater Springfield area participate in the Sibling Connections “Camp to Belong.” This special week-long camp is held specifically for brothers and sisters who have been separated by foster care, in some cases giving them their only opportunity to connect during the year.

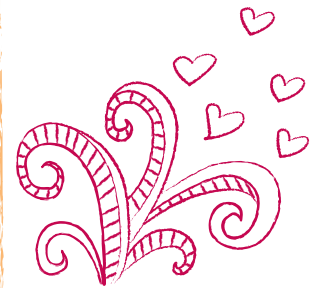


First Star

Even with the most supportive family environment, preparing for college is a complex process that requires significant guidance, time and financial resources. For children aging out of foster care and with no family support, research shows the process is daunting at best and virtually impossible for most. In Los Angeles County, home of Hasbro Studios, there are over 11,000 foster children in out-of-home placements on any given night, according to data provided by **First Star**, an organization dedicated to improving life for child victims of abuse and neglect.

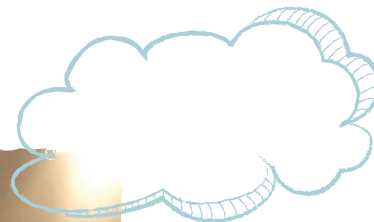
There is hope! The First Star UCLA Bruin Guardian Academy is taking robust steps to better the odds of going to college for foster youth by giving them the motivation and tools they need. Launched on June 30, 2011, this residential academy on the campus of UCLA places foster youth in a supportive environment for five weeks each summer of high school. The staff works with students on many areas critical to succeeding in college, including tutoring in English and math, extensive life skills training, including meditation, financial literacy, Tai-Chi, anger management, nutrition and cooking. Students collaborate to establish the house rules and volunteer to complete house chores, setting the foundation for a community based on respect, edification and personal responsibility. The first year has been highly successful with 24 students completing the entire five-and-a-half week academy, and thus receiving four UCLA college credits.

First Star is scaling the program in 2012, establishing academies at additional universities nationwide, alongside plans already in place to continue programming at UCLA in 2012 with 36 students in attendance. Hasbro and First Star have already established the First Star URI Academy at the University of Rhode Island.



*Just 3% of former foster children have a bachelor's degree. This is less than one tenth the proportion among other Americans.**

* Pecora, P. J., Williams, J., Kessler, R. C., Downs, A. C., O'Brien, K., Hiripi, E., & Morello, S. (2003) Assessing the Effects of Foster Care: Early Results from the Casey National Alumni Study. Seattle, WA: Casey Family Programs.



(Photo credit: Claudia Luther/UCLA)

IN 2011,
Toys &
Games
Valued at
\$8.5 Million

Were Donated
to Help
More Than
1.6 Million
Children
Worldwide.



SHARING THE JOY OF PLAY



Hasbro, through our Gift of Play product donation program, has a mission to bring the joy of play into the lives of sick or needy children. This joy can come in many ways, shapes and forms. For some, it is educational or even therapeutic, while for others it can provide a much needed distraction from “the real world.” Regardless, we hope everyone agrees on one word to describe the time spent with the toys and games they received... and that’s “fun!”



Toy Libraries

Working with **Fondo Unido Mexico (United Way Mexico)**, employees at Hasbro Mexico participated in a program that creates spaces for children in preschool and elementary school to learn and play. These “toy libraries” are specially designed for children to develop and exercise their motor, social and emotional skills while providing them the opportunity to play and learn with high quality educational toys, games and other play materials.

Playtime in Malaysia

A group of employees from Hasbro Malaysia volunteered to teach and play Hasbro games with more than 200 underprivileged children at a local community area. The project was jointly organized with **Malaysian Care**, a social organization focusing on relief and development work.

The following was shared by one of our employee volunteers from Team Hasbro Malaysia:

“We started our day by moving all our product donations from the Hasbro office to the community area. The hall was divided into four different game sections: BOP IT EXTREME, JENGA, a NERF target range and a TWISTER play area.



For us in Hasbro Malaysia, we had a wonderful time that day and feel proud to give back to the community and to make over 200 children smile!”



TAPS (Tragedy Assistance Program for Survivors)

More than 500 children gathered in Washington, DC on Memorial Day to remember their loved ones who gave their lives defending this country, but there was also another reason – they were there for each other. The annual TAPS National Good Grief Camp is held each Memorial Day weekend for children who have suffered the loss of a military loved one.

This camp provides them with a safe and supportive atmosphere to learn coping skills, establish and identify support systems and create awareness that they are not alone in the grief of their loved one. Children and teens meet others of their own age group to share and learn together. In addition to supporting TAPS with thousands of toys and games, like PLAY-DOH, a \$250,000 grant was made to expand the camp to more children who would have otherwise remained on a waiting list.



We received the following letter from a teen who attended the TAPS Good Grief Camp:

"My name is Mackenzie and I am 17 years old. I'm writing to thank you for all the PLAY-DOH, activities and games Hasbro has supplied to TAPS. I have recently attended three Good Grief Camps and taken part in many activities that used your donations of JENGA and TWISTER, which are some of our favorite games to play as a group.

Meeting others and doing these activities has made me understand that I am not alone and it helps me to know that, although I am sometimes sad and angry about my brother's death, I am learning helpful ways to deal with it.

Specifically, I wanted to explain what we use the PLAY-DOH for – we take a big sheet of paper and write down all our anger issues and different emotions. When we're ready, we take a piece of the PLAY-DOH and throw it at the wall to try and cover the whole word. This helps us through our grieving process as it allows us to get our emotions out in a positive way. We also make stress balls which have really helped myself and family members – and it calms me when I get anxious.

Thank you, Hasbro, for everything!"

Sincerely, Mackenzie
Surviving sister of PFC Matthew Johnson



Military Families

We are proud to support the many children and families of our dedicated men and women serving in the U.S. Military through our Gift of Play program. In 2011, toys were distributed to children of military families stationed at Otis Air National Guard Base in Cape Cod, MA through the **Toy Industry Foundation's Play Comforts** program.



photo credit: Toy Industry Foundation



SPREADING HOLIDAY JOY

Holiday giving through our Gift of Play product donation program aims to ease the stress faced by parents and caregivers in need by providing them with the ability to give a gift to their children.

This past holiday season, **75,000** toys and games were donated through these programs. (Rhode Island, Western Massachusetts, Renton, WA and Los Angeles County).



More than 350 employees volunteered 1,100 hours to unload delivery trucks, host holiday parties and a variety of other projects to assist with this year's holiday programs.



Toys for Tots

We also work with our long-time partner, the **U.S. Marine Corps Reserve Toys for Tots Program**. This year alone, Hasbro toys and games valued at **\$2 million** were donated to Toys for Tots through a variety of different campaigns and programs.

"Toys for Tots is very grateful to have such a wonderful partner in Hasbro to help us continue to bring the joy of the holidays to less fortunate children throughout the United States."

- retired Marine Major Bill Grein,
Vice President of the Marine Toys for Tots Foundation



The Spirit of Giving at Hasbro Ireland

Hasbro and its employees have contributed generously to various charities throughout 2011 and Christmas time was no exception. The team at Hasbro's Waterford, Ireland location held the Hasbro Christmas Giving Tree program. Children from across the neighboring cities and towns were invited to take part, creating and hanging decorations on the tree. For every decoration hung, Hasbro donated a toy or game to the **Society of St. Vincent de Paul** to help disadvantaged families in Ireland.

True to the Hasbro giving spirit, employees and the Waterford Rescue Centre once again organized a spectacular event for children with special needs in Waterford city and county.



Santa Claus was carefully winched down from Ireland's southeast regional rescue helicopter onto the grounds of the Faithlegg Hotel while the 150 children in attendance waved and hollered with excitement and anticipation.

Elves then escorted Santa to the hotel, where children, along with teachers, siblings and parents then welcomed him to a party where each child was greeted individually and presented with a Hasbro gift.



Hasbro UK

Every Christmas, Hasbro UK supports local charities by taking part in a volunteer charity wrapping at a local shopping centre and through its Operation Christmas Smiles Project, in which the entire office essentially "creates a Christmas" for women and their children who are living at a local domestic violence shelter.



Hasbro Greece

The team at Hasbro Greece participated in a tree-lighting ceremony at The Mall Athens, and hosted a special Hasbro playroom for children and parents who attended.



In 2011,
over 18,000 hours
were volunteered by
Hasbro employees
worldwide

Team Hasbro

DEDICATION OF OUR EMPLOYEES

Tonka

Team Hasbro

Shares the Power of Service

As you have seen throughout this report, the commitment to helping children in our communities begins and ends with the dedication of our employees worldwide. Through Team Hasbro, our employee volunteer program, we encourage our employees to serve in the community by providing four hours of paid time off each month for employees to volunteer their time and talents with child-focused organizations.

Hasbro Hero Program

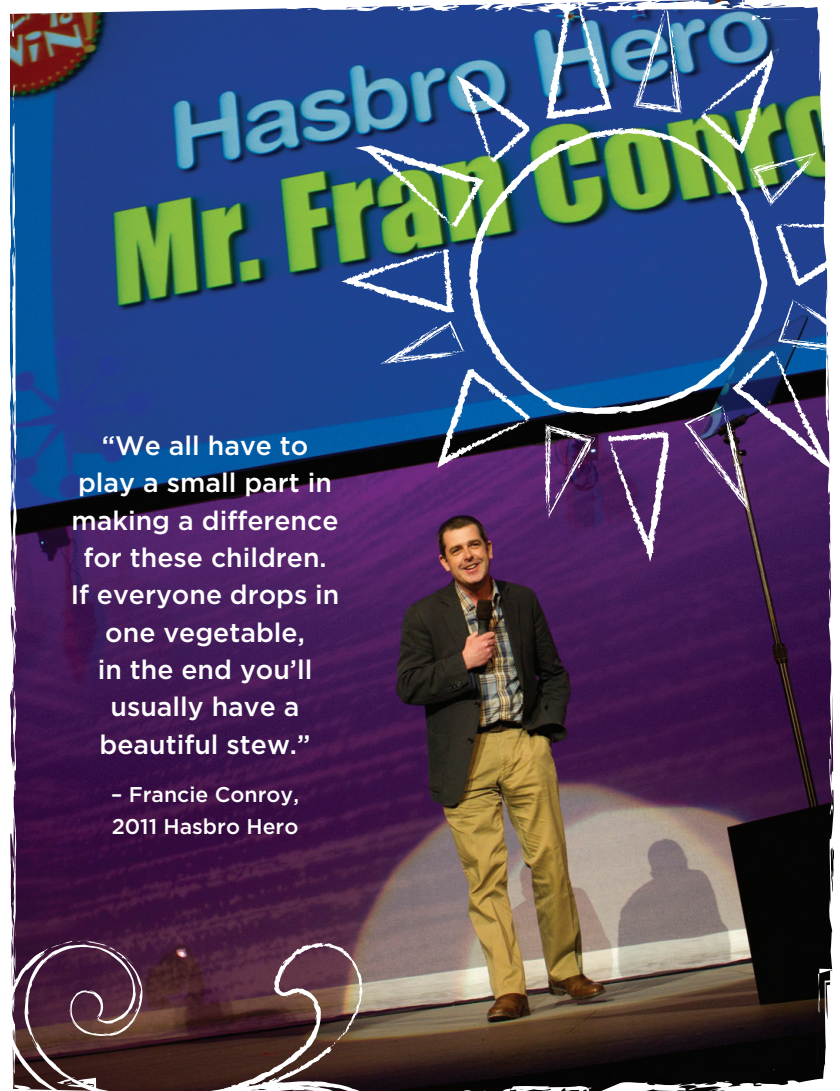
Each year, one Hasbro employee is recognized as the Hasbro Hero for their commitment to helping children through volunteerism. In March 2011, Francie Conroy, from our Waterford, Ireland factory was named Hasbro Hero. You only have to speak with him for just a few minutes to know he is truly everything we believe the Hasbro Hero to be.

A father of two, Fran knew how fortunate he was in life and set a goal to dedicate his time in three ways - family, work, community - and those have a tendency to overlap in many ways.

Programs he's created like the "Hasbro Litter Rangers" and the "Hasbro Environmental Calendar Competition" aim to encourage and engage children to make a difference in their communities. "It's amazing how the kids really take ownership and do so with a passion. Adults may be diligent in the early going, but kids? They never turn off."



He also volunteers with the Irish Coast Guard as a life boat crew member and cliff rescue climber - a true life hero in every way. In all, Francie ventured a guess that he volunteers approximately 1,000 hours in a year.



"We all have to play a small part in making a difference for these children. If everyone drops in one vegetable, in the end you'll usually have a beautiful stew."

- Francie Conroy,
2011 Hasbro Hero



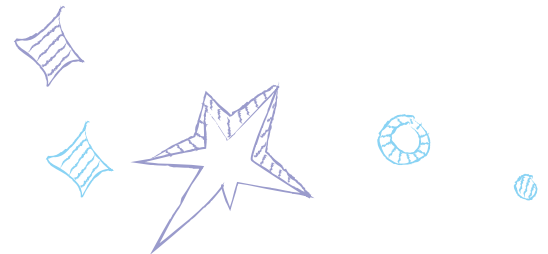
Hasbro operation  playspace

Operation Playspace

The creative talent of our employees is on display in so many volunteer projects completed by Team Hasbro. One program, called Operation Playspace, really showcases this inventiveness. Teams of employees volunteer together at local organizations, like schools and homeless shelters, to re-imagine a “boring” room, turning it into space where the children served can learn and play in a fun, friendly environment.

“I just wanted to thank you, Hasbro, and all the Team Hasbro volunteers for the playspace you helped to outfit. This room has been so vital to the treatment process. It allows the children in my group, all of whom have been identified with trauma histories, and/or social and emotional difficulties, the freedom to explore their play in a dynamic way.”

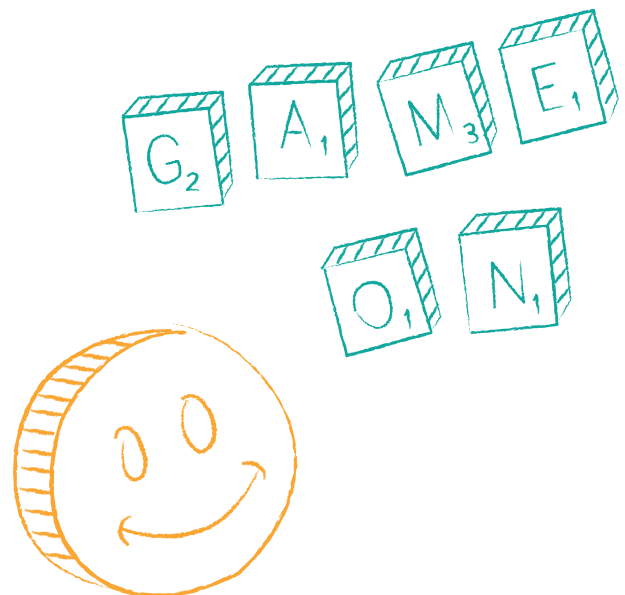
- Play Therapist, **Horizons for Homeless Children**, Boston, MA



Hasbro game  day

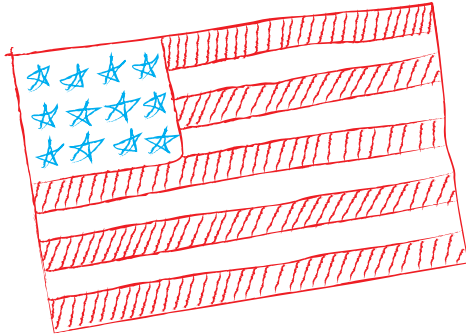
Game Day

At Hasbro, we consider ourselves “play” experts. Through our Team Hasbro Game Day program, employees volunteer throughout the year at local children’s hospitals, homeless shelters and other child-focused organizations, bringing a variety of classic Hasbro games and playing with sick or underprivileged children.



9/11 National Day of Service

More than 250 Team Hasbro employees across the U.S. came together to commemorate the 9/11 National Day of Service and Remembrance. This year, employees participated with their families to complete a variety of projects that helped make a difference in the lives of over 10,000 veterans and children in need.



Hasbro generationOn Kids Club

You're never too young to make a difference in the world!

Through our partnership with generationOn, we have created the Hasbro generationOn Kids Club to make it easy for our employees to engage their families in projects that make a difference in their community. This new club provides a wide array of opportunities they can do on their own, as well as others that Hasbro helps to coordinate. Some examples include: creating decorative scarves for homeless children and building special play kits for children in hospitals. Since the club launched in September 2011, the children of Hasbro employees have helped with projects impacting 400 children in need nationwide.



Hasbro UK Gives Back

Every summer, the **Children of Chernobyl**, a group of sick children whose parents were children at the time of the nuclear disaster, come to the UK for a month-long recuperative holiday to boost their immune systems. The highlight of their trip is a traditional British children's party hosted by the Hasbro UK team. This year, eight Russian children joined the Hasbro staff as volunteers to help out with the day.

In June 2011, seven Hasbro UK employees took part in an annual event to raise nearly \$10,000 for the **Toy Trust**, a local industry charitable organization. The "NERF Nation" team did Hasbro proud, bringing home two prestigious awards while just missing out on the overall championship trophy.





SENSE OF COMFORT

PROVIDING RELIEF

in the Face of Disaster

During the last year, devastating earthquakes struck Japan and Turkey and historic tornadoes leveled parts of Alabama, Missouri and Springfield, MA. In each case, Hasbro was there to support non profit organizations on the ground helping children and their families affected by these natural disasters. In Japan, a \$25,000 grant was made by the Hasbro Children's Fund to help **Save the Children** assist children and families recovering from the devastating earthquake and the ensuing tsunamis that struck the country. In Turkey, our employees assembled a donation of 2,600 toys and games to provide a sense of comfort in the face of tragedy.

Hasbro donated nearly 10,000 toys & games to **World Vision**, who was on the ground in Alabama and Missouri helping families following the tornadoes.



Lending a Hand in Western Massachusetts

When tornadoes touched down in Western Massachusetts on June 1, 2011, hundreds of families, including our own colleagues, were left wondering how to pick up from the devastation surrounding them. Immediately following the tornado, a \$100,000 Hasbro Children's Fund grant was made to help the **Pioneer Valley Chapter of the American Red Cross** provide immediate services for families in need. Employees in Rhode Island also boarded a bus to join their friends and colleagues in helping the **Salvation Army Springfield** unload trucks and sort through racks full of community donations.



Matt Putnam, Nancy Braga, Jim Erickson and Scott Pineo were part of a group of Team Hasbro volunteers who helped with the tornado relief efforts in Western Massachusetts.



Nanako's Story...

Nanako Kobayashi works in our Japan office. Her profound desire to make a difference in the lives of the children of Japan most affected by the earthquake/tsunami disaster is nothing short of inspirational. Below is Nanako's story, in her own words:

"On July 31, I went to Tohoku, one of the areas devastated by the March earthquake and tsunami, to volunteer with the children in town and hopefully help to brighten their day.

Before heading to Tohoku, I held a class at a preschool in Tokyo. My goal was to have the kids in preschool create presents using PLAY-DOH for the kids in Tohoku, and then have the kids in Tohoku make presents for Tokyo kids. I brought 5 sets of Case of Colors and 4 packs.

The class consisted of 20 kids, ranging in age from 3-5. Each student was given a small plastic box to store their work and each put a name tag on the lid. The kids said that I should be extra careful when delivering these treasures and I promised to guard them with my life!

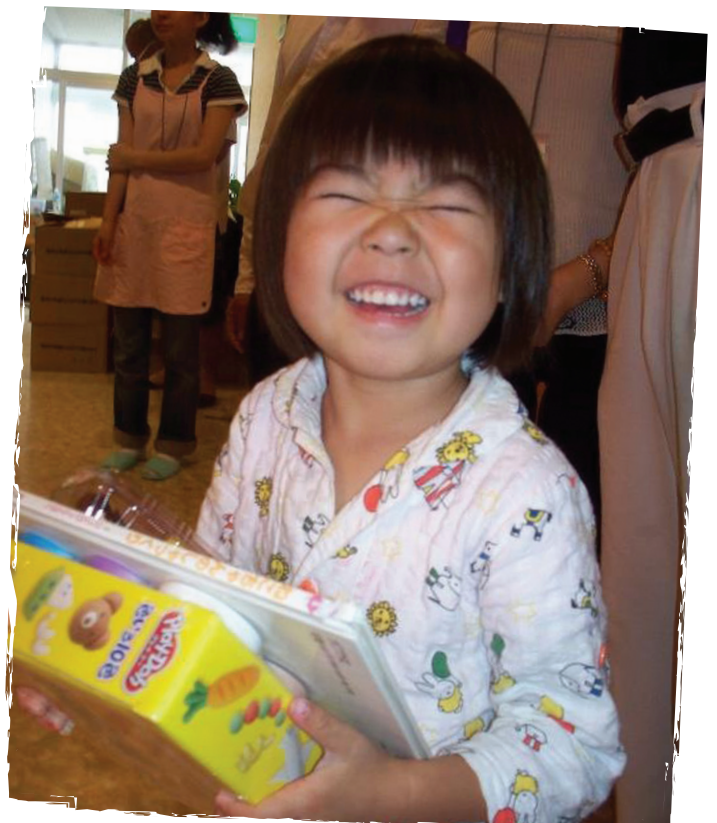
I filled up my suitcase with tons of PLAY-DOH and we gathered at the Tokyo bus station for an overnight trip to

Tohoku. Four months has passed since the disaster and not much progress had been made at all. I reminded myself that the people who I'm going to meet are those who actually managed to run away from the tsunami with only the clothes they were wearing.

Our group consisted of 10 people, each person having their own objectives. Two of my friends and I were planning to play with kids. We started the session at 9am. One girl, three year-old Kurumi, came to us, and after looking at the creations made by the Tokyo kids, she sat down to begin her own.

In the afternoon, more children came back from their outside activities and Kurumi brought her friends to us. I truly believe PLAY-DOH can connect people and these kids played with us for two hours.

This was such a great experience!"



GLOBAL GIVING SPOTLIGHT

Bringing the sparkle of hope, joy of play and power of service to our communities worldwide



With 46 offices in 38 countries across the globe, Hasbro embraces a global community. As highlighted throughout this report, we care deeply about our commitment to helping children worldwide.

T, H, A, N, K, Y, O, U,
H, A, S, B, R, O,

In 2011, Hasbro employees continued to make a difference across the globe. We look forward to new endeavors and philanthropic opportunities in the coming years!



For more information on any of the programs highlighted in this report, please visit www.hasbro.com

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