



# Empowering Childhood





For more information on Hasbro's philanthropic programs and guidelines, please visit [www.hasbro.org](http://www.hasbro.org).



## A Note from Brian Goldner

We live in a world where given the opportunity, youth have the ability to dream and accomplish almost anything. However, in some cases, life presents challenges that can all but erase childhood. At Hasbro, our philanthropic mission is based on trying to connect children and families with opportunities that help deliver a childhood filled with hopes and dreams.

This report spotlights some of the programs we supported in 2012 that did just that.

I invite you to read about how our offices in Colombia and Mexico created vibrant ludotecas, or “toy libraries,” when they recognized how children in their communities did not have a proper place to play. You will learn about how we have worked to expand our award-winning Hasbro Summer Learning Initiative to help close the learning loss that takes place for many youth during the summer months.

As many of the stories in this report exemplify, our philanthropic programs are designed to take advantage of every asset available to us in order to achieve the greatest possible impact for those we help. This includes funding innovative programs through the **Hasbro Children’s Fund**, donating thousands of toys and games through our **Gift of Play** program and giving 20,000 hours of talent and expertise through the volunteers who took part in our **Team Hasbro** employee program this past year alone. Whenever possible, we try to enhance our giving with the incorporation of our classic brands, like Transformers, NERF, My Little Pony and Monopoly, which have inspired and shaped generations of children over the past 90 years we have been in business.

I am also proud to share that our company was recognized in 2012 as one of the **“Top Ten Most Community-Minded Companies” in the Civic 50** by Bloomberg News, in addition to being ranked as one of Corporate Responsibility Magazine’s “Top 100 Corporate Citizens.”

This is all possible thanks to the tireless work of our employees, the hundreds of organizations we support around the globe and each of you who has placed your trust in Hasbro’s brands to create memorable experiences for adults and children around the world.

Kids the world over deserve the opportunity to have a childhood and we are proud to play our part in empowering them to do just that.

Sincerely,

**Brian Goldner**  
President & CEO  
Hasbro, Inc.

# A Year <sup>in</sup> Review <sup>☆</sup>

\$14,500,000

Total Philanthropic Support

3,400,000

Children Impacted

\$5,300,000

Financial Support

\$9,100,000

Toys & Games Donated  
(Estimated Retail Value)

20,000

Volunteer Hours





## Hasbro Named One of Top Ten “Most Community-Minded Companies” by the Civic 50!

The Civic 50 is the first comprehensive ranking of S&P 500 corporations that best use their time, talent and resources to improve the 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 nine 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**, the power of **Service** – to make the greatest impact possible for children around the globe.



**Hasbro Children's Hospital**  
The Pediatric Division of Rhode Island Hospital  
*A Lifespan Partner*



# 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 and celebrate their accomplishments.

## GenerationOn CONTINUES TO EMPOWER AND INSPIRE IN YEAR THREE

Thousands of youth worldwide are making their mark on the world by engaging in a variety of service projects in their community and generationOn has been there to help. Founded in 2010 with a multi-year investment by the Hasbro Children's Fund, generationOn is the youth service division of Points of Light. Our support helped generationOn:

- **Increase** the number of generationOn Service Clubs established worldwide
- **Engage** more than 120,000 youth in service through special initiatives throughout the year
- **Mobilize** hundreds of youth leaders
- **Recognize** six amazing youths as Hasbro Community Action Heroes



# What is a generationOn Club?

GenerationOn Clubs are a great way for youth to have fun, get involved in the community and make their mark on the world!

These clubs have a mission of developing compassion and inspiring a spirit of volunteering. GenerationOn **Kids Care Clubs** are led by adult facilitators and are focused on engaging **elementary-aged** children in hands-on service projects, while **generationOn Service Clubs** are led by **middle and high school** youth with support from adult advisors.

In 2012, nearly 650 generationOn clubs were established, including 36 new international clubs in countries such as India, Russia, United Kingdom, Ghana, Italy and Egypt – increasing membership to over 2,300 registered clubs!

## YOUTH TAKING ACTION!

Two generationOn initiatives inspired thousands of youth to become heroes in their community and spread joy through different acts of service.

### Be a Joy Maker

During the holiday season, generationOn and Hasbro partnered once again on the “Be a Joy Maker” initiative. With a goal of inspiring 100,000 youth to make the holiday season even brighter by doing something good in their community, Hasbro honored each act of service by donating a toy for a child in need to the **Marine Corps Toys for Tots Foundation**. When the campaign closed, we heard from 109,897 young Joy Makers from 41 countries and all 50 states!



### The World Needs More Community Action Heroes!

GenerationOn and Hasbro called on kids and teens to join forces to do good over the summer. Ten exceptional “Action Heroes” were awarded with mini-grants to continue their good deeds.



*This campaign proved that these kids really are the biggest heroes of all, taking action in their communities across the United States!*

## Recognizing Amazing Youth

Six youth were honored on stage at generationOn's annual benefit in the heart of New York City as **Hasbro Community Action Heroes**. Each hero was presented with a custom-made trophy by our CEO, Brian Goldner, in addition to a \$1,000 educational scholarship.

**Cassandra Lin**, 13, is the co-founder of Project T.G.I.F. – Turn Grease Into Fuel, a sustainable system that collects waste cooking oil (WCO) from residents and restaurants and refines it into biodiesel, a clean-burning alternative energy and distributes it to families in need. Cassandra and her team have distributed 14,600 gallons of BioHeat® to heat the homes of 146 local families. T.G.I.F. now provides emergency heat to over 100 families every year.

**Nimansha Jain**, 16, founded the Grandfather Youth Task Force following her grandfather's battle with Alzheimer's Disease. The group specifically works towards the goal of decreasing the distance between the ages. Currently, she expanded her project to implement computer classes with youth and seniors, in which the youth are the teachers and the seniors are the students.

**Will Lourcey**, 9. After seeing a man on a street corner carrying a sign that read "Need A Meal," Will wanted to do something to help. He brought together a group of friends to volunteer at a local food bank where they packed 6,000 backpacks with food for kids at risk of hunger and served 500 families through Mobile Food Pantry. This was the start of FROGs: Friends Reaching Our Goals, whose motto is: "Having fun while helping others."

**Zach Certner**, 15, is the visionary leader of SNAP (Special Needs Athletic Programs), a master motivator, and a tireless champion and advocate for special needs families. SNAP has a three-pronged approach that includes sports clinics, mentoring & sensitivity training, all aimed at improving the lives of special needs children.

**Maryam Farooq**, 14, is a student leader who brought a nationally recognized anti-bullying program, No Place for Hate, which is sponsored by the Anti-Defamation League, to her school, doing a job that would normally be the responsibility of a teacher or administrator.



**Left to Right:** Maryam Farooq, Will Lourcey, Cassandra Lin, Nina Mahalingam, Hasbro President & CEO Brian Goldner, generationOn Executive Director Concetta Bencivenga, Nimansha Jain, Zach Certner

**Hasbro  
Community  
Action Hero  
nominations  
increased by  
310%  
in 2012!**



## A Hero's "Wish" to Serve

*The following reflection was written by eight year-old Hasbro Community Action Hero, Nina Mahalingam (above in green shirt, middle), and featured in the Points of Light blog series on "Volunteering & Social Good."*

**Nina Mahalingam**, 8. Several years ago, when I was just 3, my cousin invited me to help make plates and bowls for a shelter and soup kitchen. I thought it sounded fun and I wanted to play with the clay, but I was really surprised to find so many other people at the event. I was even more surprised that they were there to help other people without expecting anything in return.

Since then, I have discovered that most help comes from people who volunteer. At the beginning, I sometimes felt nervous about helping because I was so young, but I really enjoyed doing something good for others – **you get a feeling of happiness that I can't really explain.**

Two years ago, I heard about the tsunami in Japan and felt overwhelmed and sad with the news of so many children dying. I wanted to do something for the children whose homes and schools were destroyed. With my cousin Aga's help, we decided we would make paper cranes as a symbol of hope. At first, we thought our "Wish Upon a Crane" idea would help us get many people to make a few hundred paper cranes. I was amazed to see the amount of inspiration that many other people got when they donated their time for this project. We were able to make nearly ten thousand paper cranes and raise money from those who could give. We shipped the cranes to Japan and I was humbled to receive letters of thanks from children, teachers, and even the Japanese Ambassador and President Obama.

It takes a little inspiration, a wish to make a difference, and a desire to help others, but we all have this inside us. I know that being a Hasbro Community Action Hero helped to inspire me to keep going and dream even bigger. I met other young people who were making a big difference and I knew that I wanted to do more. I worked with my cousins to create Walking Books, a program that helps bring books to children in remote areas without libraries. We've now distributed several thousand books and are still collecting!

**"I don't think that I'll ever stop giving."**



## youTHink at Zimmer Children's Museum Where the arts meet social justice.

The basis of **youTHink**, a youth development program of the **Zimmer Children's Museum** in Los Angeles, was simply to "get out."

To create an outreach opportunity not bound by four walls, nor by local geography. To reach those who wouldn't ordinarily reach out or participate. To further this mission, Hasbro has provided the program with grant support since 2010.





# Empowering Future Generations Through Education

Hasbro and its employees support a variety of initiatives that give underserved youth access to innovative educational programs.





“I had tears in my eyes watching the excitement of the children as the orchestra played a few notes and the conductor turned to the children and they yelled, Ode to Joy”

**Karen Davis**

Vice President of Community Relations,  
Hasbro, Inc.



## RE-IMAGINING MUSIC CLASS

How does a child know whether he or she can be the next Mozart or maybe the next Alicia Keys? For many children, especially those who live below the poverty line, access to music and the arts is either very limited or non-existent. The innovative program offered by the **Rhode Island Philharmonic Orchestra & Music School's "Link UP"** program which was developed by Carnegie Hall offers these kids an amazing opportunity. This year-long program gives every child a recorder and classroom curriculum helps them learn the joy of playing and understanding classical music. The program culminates with a performance from the RI Philharmonic Orchestra where the children play their recorders along with the orchestra.

A grant from the Hasbro Children's Fund has given 4,800 children from Pawtucket, RI - where our global headquarters are located - access to quality music education, including the Link Up program.

*Perhaps this will help  
to empower the next  
great musician?*



## Positively Addressing Summer Learning Loss



### HASBRO SUMMER LEARNING INITIATIVE

Research indicates that children in all socioeconomic groups learn at similar rates during the school year, but it is a whole different story when the summer months roll in. Children can experience 2-3 months of learning loss, taking these youngsters months to catch up - if they catch up at all. In fact, two-thirds of the achievement gap between low-income and middle-class children can be explained by unequal access to summer learning.



The Hasbro Summer Learning Initiative (HSLI) in Rhode Island and Springfield, MA exists to close that gap. Since 2006, the program in Massachusetts has focused primarily on issues of literacy. Led by program director, Brian King, it has been recognized by the Johns Hopkins Institute as one of the best summer learning programs nationwide.

In 2012, educators, community leaders and other practitioners built upon this success to develop and pilot the HSLI in Rhode Island. A grant from the Hasbro Children's Fund helped United Way of Rhode Island (UWRI) launch this initiative across the state.

Based on best practices, the program in Rhode Island consists of five full-day sessions per week over the course of six weeks. Each of the sites must have a teacher on staff and incorporate a collaborative element with the child's school. In addition, each site must have a generationOn service club (see page 5).

Adam Greenman, executive director of Rhode Island Afterschool Plus Alliance, a division of UWRI, shares.

**“As part of generationOn, kids at the Kent County YMCA (Rhode Island) chose a problem they wanted to solve - inequality in playground maintenance. Using their math skills and an evaluation checklist, they developed a list of equipment the playgrounds should have and what they should look like. And they didn't stop there. They presented their findings to the Town Council.”**

The results of the HSLI are impressive - and empowering. Staff and children reported high levels of enjoyment and engagement, including one girl who shouted out, “I'm a great writer!” and another who recreates the program at home for her brother and sister. Suddenly, reading has a purpose rather than being relegated to a task. Of Hasbro's involvement, King says, “They've been a crucial partner, always ready with ideas and are hands-on in a very positive way.”

Early returns from the Rhode Island initiative are equally promising:

**16% of the children made gains in literacy and 45% improved in math.**

Better yet, word is getting around. Last year, Greenman and his many community partners served 1,100 children in 11 programs in eight cities and towns. For 2013, they'll be serving 1,500 children in twice as many cities and towns, thanks to the strength of the unique partnership of Hasbro, the United Way and the State of Rhode Island.

In Springfield, MA  
**62% of the children**  
increased their reading fluency by an  
average of 1.7 words per minute.



## “WHOLE SCHOOL, WHOLE CHILD”

Our support of **City Year Rhode Island’s “Whole School, Whole Child” Program** funds a team of trained young adults at Roger Williams Middle School, one of Providence’s highest need schools. This team spends quality individual time with students who need that extra care and attention to succeed.

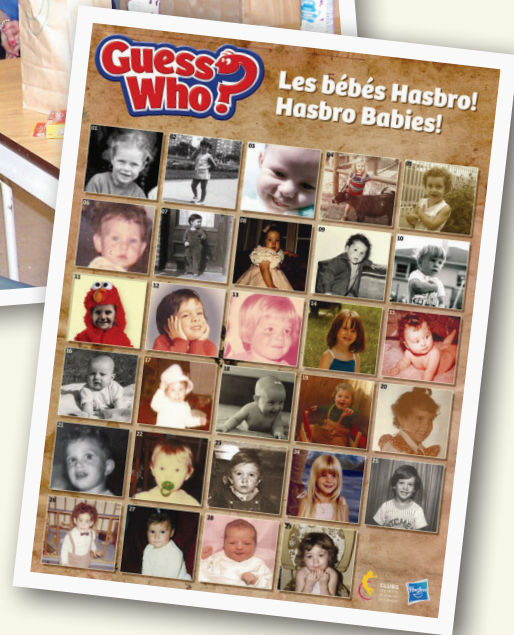
In 2012, City Year Rhode Island provided targeted interventions to more than 750 students struggling with attendance, behavior, and/or poor course performance.

“Thanks to Hasbro, the Roger Williams Middle School community has had the benefit of a City Year team of tutors, mentors and role models that is helping students stay in school and on track to graduate.”

**Jennie Johnson**

Vice President and Executive Director,  
City Year Rhode Island





## STARTING THE SCHOOL DAY RIGHT!

Employees in Hasbro's Toronto and Montreal offices used a variety of resources to both creatively fundraise and volunteer for the **Breakfast Clubs of Canada (BCC)**. The idea that fuels the organization is simple: give children a nutritious breakfast in a secure environment before they start their school day to help them concentrate, improve their ability to learn, and support a positive classroom environment for students and teachers.

A variety of activities were hosted in each office to raise more than \$15,000 for BCC, in addition to bringing the staff closer together as a team. One example was **Guess Who? Hasbro Babies Edition** - where employees made a donation to purchase special game cards. The goal was to correctly "Guess Who" and identify the different baby pictures of their fellow colleagues!



"We were so happy to see the joy on the kids' faces when they saw the games and the meals. It is great to experience how much of a difference we can make."

**Marisa Pedatella**  
Marketing Manager,  
Hasbro Canada



## Empowering Orphaned and Vulnerable Youth with Hope

Hasbro has a long history of supporting organizations that work to provide hope and a sense of empowerment to the millions of children worldwide living without parents or in crisis. The programs we support help to stabilize these children and give them the tools they need to overcome their situation, along with a bit of joy when they need it most and the empowerment to live their lives to the fullest.

### SOS CHILDREN'S VILLAGES: A GLOBAL RELATIONSHIP

If "it takes a village to raise a child," then it takes a community of passionate employees to make a truly global partnership work. Our relationship with [SOS Children's Villages](#) is one example of how we continue to evolve and grow our global philanthropy.

Hasbro entered into a strategic philanthropic relationship with SOS Children's Villages in 2008 with the goal of helping orphaned children in the international communities where we have offices. In the early stages, this primarily came in the form of financial grants through the Hasbro Children's Fund. Since then, Hasbro employees from six countries (Brazil, Colombia, Greece, Mexico, Romania, Russia) have teamed up with their local SOS Villages by volunteering their time, donating toys and games or making financial contributions. Each of these groups has embraced their Village, providing additional support to help empower these children to have better lives. Well done!



SOS Children's Villages provides stable family environments for orphaned children with **500 Villages** in **133 countries worldwide.**

## THE BEGINNING OF ONE RELATIONSHIP...

Hasbro Russia made it a point to connect with the local SOS Children's Village in nearby Tomolino, Russia. General Manager, Tomasz Micek, took his entire office to the Village (bringing along boxes full of toys and games, of course) so they could volunteer and experience the true mission of SOS.

The office also made a \$25,000 gift, in addition to the support through the Hasbro Children's Fund, to help the children living in the Village.

While the team physically delivered the toys and games in Tomolino, separate donations were also made to each of the six different SOS Children's Village located across Russia.



"We're so pleased to be working with SOS Children's Villages. It was important for us to visit the Tomolino Village as a team to understand the importance of organizations like SOS. Everyone was able to see the joy on the children's faces and wanted to know when they could go back to help again."

**Tomasz Micek**  
General Manager,  
Hasbro Eastern Europe



## ...AND THE EVOLUTION OF ANOTHER

While the relationship is just beginning in Russia, Hasbro Colombia's partnership with the SOS Villages in its country continued to grow and expand in 2012. Having already established a strong relationship with the SOS staff and children, the Hasbro team creatively brainstormed ways they could make a difference for the Village. This led to a "field day" event in the summer, the creation of a vibrant new play space (see story on next page), and a special delivery of holiday joy as the year came to a close.





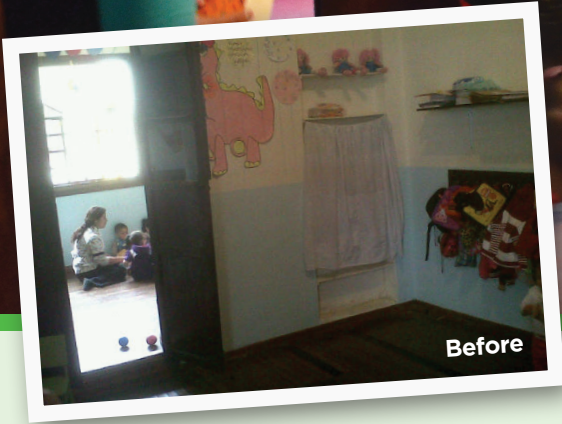
## Ludotecas - The Imagination & Creation of a “Toy Library”



Regardless of where they live, children will find a place to play. Unfortunately, in some areas, these may not be the most inviting or safest places. The Hasbro teams in Colombia and Mexico volunteered their time, talent and some of Hasbro’s classic brands to do something about it. In each of their respective countries, special ludotecas, or “toy libraries” were created, incorporating elements from My Little Pony, Littlest Pet Shop, Transformers and more.



SOS Children's Village Colombia



Having spent many hours volunteering and playing with children at the local SOS Village in Colombia, the Hasbro team got to work early in 2012, re-imagining the existing play space. When the new toy library was ready to open, the entire SOS Village welcomed the Hasbro team with a huge “thank you” celebration. The team is excited to use this project as a launching pad to create more Hasbro Toy Libraries for needy children across Colombia in the coming years.

Our office in Mexico joined forces with the **United Way of Mexico** in 2010 to empower the dreams of many underprivileged children in their region by committing to create five toy libraries. In 2012, two of these special spaces were opened with a primary focus on Hasbro toys and games that help develop gross and fine motor, social and emotional skills.



“Growing in emerging markets includes a responsibility to help vulnerable kids in our community. After building the toy library at SOS, many of the kids sent letters thanking us for giving them a place to play and to dream. We are so proud to work for a company that encourages experiences like the one we just had!”

**Diana Leal**  
Country Manager,  
Hasbro Colombia



# Orphaned and Vulnerable Youth



## OUR HASBRO HERO...OUR INSPIRATION

Each year, we recognize one of our Team Hasbro volunteers as the **Hasbro Hero**. This employee is nominated by his or her peers for their outstanding commitment to volunteerism and for giving of themselves to make a difference for children. This past year, Georgina Melone, VP Girls Design & Development, was celebrated as our Hasbro Hero.

In her 25+ years at Hasbro, she has worked on the creation of countless toys and games, including ZAMBI the Baby Elephant, a 2008 cause marketing initiative to help AIDS orphans in the African country of Zambia. It was Gina's experience working on this initiative that inspired her to spend over a month in Zambia, Africa during her sabbatical. The community of AIDS widows and orphans that inspired Zambi is called the Chikumbuso, and it was Gina's dream to connect and visit with them as a result of this project.



## In Gina's Own Words...

"While in Zambia I was privileged to work with this group that - through courage and craft - had transformed so many lives. At their workshop that was once a brothel, they upcycle trash bags into amazing handbags each day. The workshop is also a school where the orphans are educated. I spent four precious weeks with them as they worked and studied.

...As I tried to teach the ladies to make Easter baskets, they taught me what Easter actually means.

...As I attempted to hold a toy workshop with the children, they showed me just what the power of play really is.

I came to realize that these children are the toy industry in Zambia and their handmade toys blew me away!

I came to Africa familiar with the concept of play as work, but I left with the gift of work as play.

I am grateful to have spent this time among the Chikumbuso of Zambia. These graceful survivors have truly transformed me.

I encourage others to let their curiosity lead them to worlds outside themselves. Who knows? Their curiosity may even be confused for courage, too."

**Georgina Melone**, Hasbro Hero, 2012



# Orphaned and Vulnerable Youth

## HELPING TO SERVE IN PORTUGAL

Employees from our Portugal office are not afraid to roll up their sleeves in the kitchen to help those who are less fortunate. During the holidays, the team volunteered to cook the Christmas turkey, cod, biscuits, rice pudding, a traditional Portuguese holiday dish, and more for the families and children at **ATL Galiza**. These boys and girls tend to come from very poor communities in communities in Portugal, Eastern Europe and nearby African colonies. The organization helps to rebuild the lives of children in need by providing food, clothing, life guidance, legal aid, medical assistance and more.



“I can honestly say that the personal impact on the Hasbro employees was tremendous too. People found the whole experience moving and were proud to work for a company like Hasbro.”

**Simon Leslie**  
Commercial Director,  
Hasbro Portugal





# It isn't fair.

# There's really no other way to put it.



## BREAKING THE CYCLE. GIVING FOSTER KIDS HOPE.

The figures are stark. **Only 2 to 3 percent of children in foster care go to college**, compared to 40% of their peers. Over the course of their lives, half of these children will rely on food stamps, and 25% will be, at one point or another, homeless.

The First Star Foster Youth Academies break new ground in reversing the statistics. Based on the pioneering work of founder, Peter Samuelson, The Hasbro Children's Fund was a lead funder in the 2011 UCLA pilot Academy. In 2012, Hasbro played an instrumental role in replicating the model in its home state of Rhode Island, along with help from partners such as Adoption Rhode Island and the University of Rhode Island.

First Star is a life-changing program for foster kids in need of a support system to help them become productive, contributing and independent adults.

**Foster children who are chosen for the program as they enter ninth grade, begin their First Star Academy experience with a four-week, summer residential program at the University of Rhode Island.**

Throughout these students high-school careers, staff members work closely with each of them to pinpoint his or her interests and ensure that he or she takes the right courses, charting a course toward graduation - and college. The residential college experience - four weeks for the first two years - focuses on providing students with the life skills to succeed once they reach college. In fact, many will actually complete First Star with college credits, giving them a leg-up on their peers for one of the first times in their lives.

According to Darlene Allen, executive director of Adoption Rhode Island, whose organization provides clinical and in-kind support services, **"First Star gives hope to kids who have none."**

Though only in its second year, First Star is reporting plenty of positive changes. Grades are up. Students are checking in with perfect attendance. Members of the Academy are engaged and empowered and feel part of something larger than themselves. Recently, a few even spoke to Congress as part of a listening tour about what could make life better for kids in foster care.

"Putting foster kids on college campuses has never been done before," Allen says. "We're breaking new ground here. Yet without Hasbro's commitment, financial support, vision and guidance, this program would not exist."

## It's a big job - and it's off to a great start.



"Before First Star, everyone thought I had no hope because of the way I act and things I say. People thought I wouldn't go to college. When I heard about this program, I knew that I could make it and do the things I wanted to do with my life."

**Rashae**

First Star URI Academy Student







## THE STUART HOUSE & JOHN VARVATOS

**Stuart House** is a model program of the Los Angeles, CA-based **Rape Foundation** and is designed to serve the special needs of sexually abused children. Their programs work to eliminate what is referred to as “system trauma,” so that children do not have to go to multiple agencies in separate locations, often enduring repetitive interviews, while reliving their trauma in cold institutional settings. In 2012, Hasbro Studios sponsored the “Kids’ Tent” at the annual John Varvatos Stuart House Benefit, lending many of its larger than life-sized games, such as Operation and Connect Four. This star-studded benefit generated more than \$700,000 to benefit Stuart House programming. In addition, Hasbro provided grant support to this important program.



## BIG BROTHERS BIG SISTERS OF PUGET SOUND

Our Wizards of the Coast office works closely with this great organization to help put disadvantaged young people in positions to achieve success. Our funding is aimed at helping Big Brothers Big Sisters with their mission to match children with one-to-one support so that the “Littles” (or mentees) can avoid risky behaviors, delinquency and the juvenile justice system. In addition to the corporate funding support, Wizards of the Coast president, Greg Leeds, also sits on the organization’s Board of Directors and has been a mentor – or “Big” – himself.

# Sharing the Joy of Play



400,000 toys and games were donated worldwide to children in need worldwide during the 2012 holiday season.

# Empowering Childhood with the Joy of Play

The joy of play is an essential piece of childhood and is a part of everything we believe in at Hasbro. We work hard to integrate different elements of play into the charitable support and volunteer experiences we provide and participate in each year.

## DELIVERING HOLIDAY JOY

The mission behind our holiday donations is to empower parents in need with the ability to give their children a gift on the morning of their holiday.



Hasbro is one of the **Marine Corps Toys for Tots Foundation's** largest corporate partners, with more than **273,000 toys and games donated in 2012** through different programs and initiatives, like the generationOn "Be a Joy Maker" campaign.



## WATERFORD, IRELAND CELEBRATES THE HOLIDAYS HASBRO-STYLE

"Play" is an important part of the holiday season for many communities around the world as they take part in their annual traditions. While this is certainly no different in Waterford, Ireland, as you look closer, it becomes clear that Hasbro is very much woven into the fabric of the town's holiday celebration.

If you walk through the Georges Court Shopping Centre in downtown Waterford, you will come across the Hasbro Giving Tree, the symbol of a program that has been a part of the community for more than 25 years. Children are encouraged to make ornaments with their family and friends, and for each one hung on the tree, Hasbro donates a toy to the **St. Vincent De Paul Society**. This year, more than 2,000 games and puzzles were donated. Employees also volunteer annually at the Giving Tree to wrap gifts for shoppers, donating all of the proceeds to charity.

Hasbro Ireland created a special toy museum as part of Winterval, Waterford's Christmas celebration. Hasbro is one of the key sponsors and many employees even lent their precious old toys to the museum, which has been one of the most popular attractions on the festival's main trail for people young and old.

# Sharing the Joy of Play

## AN UNFORGETTABLE MISSION!

A group of 30 Hasbro employees were given the opportunity to spend a day volunteering at **Give Kids the World** (GKTW), one of Hasbro's long-time philanthropic partners located in Orlando, FL. JetBlue graciously provided seats on its inaugural flight from Providence to Orlando on November 29th, 2012 and this group of employees was able to experience firsthand the tremendous impact GKTW makes for the families who visit. The mission trip gave employees a look at the many elements Hasbro and GKTW have created together over the years. These special places and programs include the Winter Wonderland Celebration, Matthew's Boundless Playground, Twinkle Hope's La Ti Da Royal Spa and a custom GKTW-themed Candyland board game donated to every family who visits the village. Each is the result of the hard work and talents of Hasbro employees worldwide and, in some cases, the direct result of work performed by the very group that visited.



“I’m proud to work for a company like Hasbro that is so generous and steadfast in its support of organizations like Give Kids the World.”

**Terry Somerson**  
Senior Brand Writer,  
Hasbro, Inc.

## An Employee Reflects...

*Terry Somerson, a senior brand writer at Hasbro who joined this mission, reflected on her experience:*

“The visit to Give Kids the World was amazing! I know that what I saw and felt while I was in the village has made a deep impression. It’s exactly these kinds of experiences that shape us and give us renewed energy and determination. It’s an inspiration to see the good that people do for each other, and the role that Hasbro plays in that good.

Some have asked me if Give Kids the World is a sad place. Thinking about it, I have to say that it’s actually the happiest of places. Families that are challenged and stressed in their day-to-day lives relax in a bright and cheerful world where they are not considered different. Staff and volunteers work together to put the kids above everything else. It’s not a sad place, but one of comfort and fun and laughter. There’s sunshine even when it’s raining.”



## Fundraising in the Far East!

Each year, our employees at Hasbro Far East raise thousands of dollars for many non-profits in their region by engaging in fun activities, like the annual Bowling Tournament and Dragon Boat Races.

In 2012, more than \$140,000 was raised for organizations such as Orbis, Operation Smile, World Vision and the Children’s Heart Foundation.

**Great job team!**

# Sharing the Joy of Play

## WELCOME TO OUR BIG BACKYARD

After five years of planning, **Hasbro's Our Big Backyard** exhibit opened at Roger Williams Park Zoo in Providence, RI in June 2012. Funded in part by a lead grant from the Hasbro Children's Fund, this innovative exhibit is an outdoor play and nature exploration area for children and their families.

The design of Hasbro's Our Big Backyard was modeled after benchmarking zoos that have already created similar exhibits and in consultation with Team Hasbro designers who volunteered their expertise on "how children play." Their insight was instrumental in helping the exhibit quickly become a regional attraction.



# Hasbro game day

## TEAM HASBRO GAME DAYS

Hasbro employees spend thousands of hours each year volunteering their time and talents to make a difference for organizations and children in their communities through the Team Hasbro employee volunteer program. **Employees receive four hours of paid time-off each month to volunteer with children.**

The Team Hasbro Game Day program was developed as a way to connect children to the power of play by engaging them with a volunteer group whose expertise is rooted in just that. In 2012, 280 employees participated in Game Day events at organizations located in their local community. It also provides employees with a meaningful way to interact with children and their play patterns, offering a glimpse of the magical experiences they work hard to create and design each day.



“Our team makes it a point to host a Game Day as often as our schedules let us. Words can’t describe how fulfilling it is to see the joy our product brings to these kids and to know the work we all do helps to make that possible.”

**Emily Oleksy Lemos**  
Volunteer,  
Hasbro Quality Assurance



## Providing Relief in the Face of Disaster

Disasters strike with little to no warning and often times leave families facing dramatically unexpected challenges. Our company response to disasters reflects an evaluation of the short-term and long-term needs of those affected, helping us to get a sense of how we can make the greatest impact with the assets we have available.

Toys and games valued at **\$450,000** were donated to the Toys for Tots “Mission to Save Christmas” for families hardest hit by Sandy.



## THE CALM AFTER THE STORM

Superstorm Sandy began as the largest Atlantic hurricane on record when it struck the eastern seaboard of the United States in October 2012. The storm left as the second-costliest hurricane in United States history with damages estimated at nearly \$75 billion. Millions were left without power and thousands spent time in emergency shelters.

Part of our initial response following this historic storm included more than \$100,000 in financial grants made to the **American Red Cross**, **World Vision**, **Feeding America** and **Serve Rhode Island**. This funding went to support on-the-ground relief and recovery efforts across Rhode Island and other areas hit hard by the storm.

Living in an emergency shelter can be a very scary experience for children of any age. Working with the Red Cross and World Vision, we donated more than 10,000 games immediately after the storm with the goal of providing a sense of normalcy during a period where there is anything but.



## “MISSION TO SAVE CHRISTMAS!”

Once the initial wave of short-term need had passed, many longer-term challenges start to become clearer. With the traditional holiday months fast approaching, the loss of or inability to give presents to their children became a reality for so many families in the aftermath of Sandy.

Working with **Toys for Tots** and the world-renowned **Blue Angels**, we donated thousands of toys and games valued at \$450,000 to support their special “Mission to Save Christmas.” These were then distributed to Toys for Tots units located in areas hardest hit by Sandy.



Many of the season’s hottest toys and games, such as Monopoly Millionaire, Bop It Smash, Littlest Pet Shop Sing-A-Song Kitty Pet and Scrabble Catch Phrase, were flown into New Jersey by the Blue Angels on their C-130 aircraft, affectionately nicknamed “Fat Albert.” With Santa on board, the Blue Angels arrived at Joint Base McGuire-Dix-Lakehurst after picking up an aircraft full of toys and games in Atlanta, GA, and Washington D.C. Additional toys and games were also trucked in to meet the plane and to deliver a message of hope and happiness to deserving children.

## Empowering Children's Physical and Mental Health

We are dedicated to helping children and families live healthy and happy lives. Whether it is through a new toy or game or through the funding of an innovative program, we aim to provide that “sparkle” of hope for children battling illness.

### HASBRO “TEAMS” UP WITH GARTH BROOKS

Together with the Hasbro Children's Fund, **Garth Brooks' Teammates for Kids Foundation** opened its newest Child Life Zone at Phoenix Children's Hospital in November 2012. These zones are a therapeutic play area where pediatric patients and their families can learn, play and relax. Each are equipped with state-of-the-art technology, and staffed by child life specialists as well as certified professionals who help families deal with difficult medical challenges.

Since 2007, Hasbro and Teammates for Kids have teamed up to open Child Life Zones at nine locations across the U.S.



## HELPING HASBRO CHILDREN'S HOSPITAL

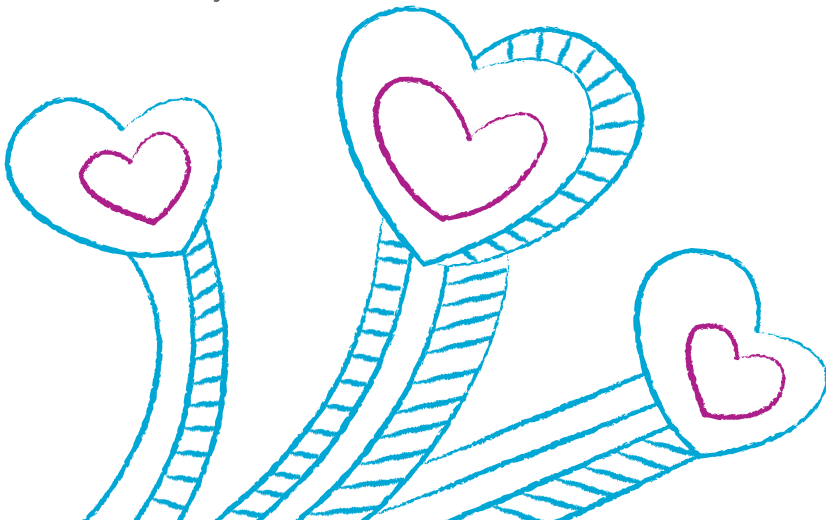
Located near our corporate headquarters in Rhode Island, we are so proud of the great work performed at **Hasbro Children's Hospital**. Our philanthropic work helps to support their world-class pediatric care and innovative programs, all of which are focused entirely on children.

Each year, we work closely with the hospital to plan their annual gala and use our classic brands to make this night one to remember. In 2012, the Hasbro Children's Hospital raised over one million dollars from the "Battleship Ball," which featured a special performance by the B-52's. This set a new fundraising record for the event!



## DELIVERING JOY IN BRAZIL

In Brazil, Hasbro donated 1,400 toys and games to the **Federação das Apaes do Estado de São Paulo** (translated literally as the "Association of Exceptional Parents and Friends"), a medical organization that takes care of children with Down Syndrome.



## HASBRO AUSTRALIA RALLIES AROUND STARLIGHT CHILDREN'S FOUNDATION

Hasbro Australia selected the **Starlight Children's Foundation** as their charity of choice in 2012. Many employees took part in a special "Leave a Wish" program, pledging to donate the pay they earned on their birthday.

In just two days, employees raised more than \$30,000 through this and other initiatives to help Starlight grant life-changing wishes to sick children in their community.



## ASSISTING CHILDREN WITH CANCER IN CHILE

Hasbro Chile and its employees have been very motivated in their support of **Fundación Nuestros Hijos** (“Our Children’s Foundation”), a local organization that works with children battling cancer. In 2012, the team volunteered on site, donating more than \$1,000 worth of toys and game to the children.

## WIZARDS OF THE COAST AND CAMP ERIN HELP GRIEVING CHILDREN

**The Safe Crossings Foundation** offers grief counseling and support services to children, ages 3-18, in King County, WA. “Camp Erin” is a weekend camp that provides children with the traditional high-energy camp experience while also providing support and education to grieving children. Our financial support through the Hasbro Children’s Fund is giving 90 children the opportunity to attend this special camp completely free of charge in 2013.

A team of Wizards of the Coast volunteers visited Camp Erin to learn more about the program, meet the children and assist with a variety of projects, including the painting of a giant cardboard “maze” castle.



Wizards of the Coast at Camp Erin



“Hasbro Friends – Thank you for supplying World Vision with the Play-Doh ...it brings out the creativity of each child and allows them to build their fine motor skills. We are very grateful and appreciate the donated Play-Doh.”

**ECEAP Norman Center Teachers**  
Federal Way, WA

“I volunteer at Give Kids the World and was talking with the mother of a wish child who has muscular dystrophy. He had been rapidly deteriorating and had not spoken a word in six months...The child was so happy and touched by the Hasbro toy he received from Santa – he said, ‘Thank you...’ Perhaps making children happy by your toys is simply routine for your company, but this moment was incredibly special. Thank you for everything you do for Give Kids the World.”

**E-mail Message**  
received by Hasbro Consumer Affairs

“Dear Hasbro & Dream Foundation – Thank you very much for the toys! I’ve never had Twister before – and I love it! I also love the My Little Pony Party!

I was so surprised when we got the box, I loved the way it was decorated...

Love JadyN”

**JadyN, 10**  
whose father is suffering from cancer



“As a member of St. Anne’s, the pastor and priest spoke of the generosity and kindness of Hasbro and others during this rough time for St. Anne’s. I thank them... my family does and so does the whole St. Anne’s community. Support Hasbro, by buying their products...Also, support your community! Help others! It really does make a difference!”

**Comments posted on the Facebook page**

of the “Community Advocate” newspaper in Shrewsbury, MA (Hasbro made a donation upon learning that St. Anne’s Parish was robbed of every toy collected for needy kids just days before Christmas.)

“Your donation will help provide essential goods to over 100,000 homeless people (in Los Angeles County) each year...”

**Ruth Schwartz**  
Executive Director,  
Shelter Partnership

“We have a young orthopedic patient onboard the Africa Mercy (a floating hospital ship), which is currently docked in Conakry, Guinea, West Africa, who loves the games you donate to Mercy Ships each year. Many of them have never had the opportunity to play with games like these. Many of them only know how to barely survive, let alone spend time playing.”

**Russ Holmes**  
Director, Mercy Ships



For more information on Hasbro's philanthropic programs and guidelines, please visit [www.hasbro.org](http://www.hasbro.org).  
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