



Hallmark's Corporate Social Responsibility Report is the story of how we're turning our company's culture of caring into meaningful action for the benefit and sustainability of our community, our planet and our people.

Our 2019 outcomes show our commitment to making a positive difference in the lives of our employees, consumers and communities around the globe. They also keep us accountable to the goals we've set and to our vision of creating a more emotionally connected world.

Our approach to this work ties back to Hallmark's promise of helping you live a more caring, connected life full of meaningful moments. It encompasses the efforts of our entire brand portfolio including Hallmark, Crayola and Crown Media.

Whether we're helping to build deeper human connections through our greeting cards, gifts and family-friendly television content or fostering creativity and innovation through the products and experiences we create for children, we do so in service to our brand promise and with the belief that when you care enough, you can change the world.

Changing the world happens one caring step at a time. We know our efforts account for only a small portion of the work that needs to be done, so we focus our investments toward making a difference in three key areas: our community, our planet and our people.

This report reflects the progress we made in 2019 and establishes a framework for the impact we hope to make and the stories we hope to share through the work we will complete in 2020 and beyond.

We're proud of the progress we're making – it's a testament to our commitment to respond to society's ever-evolving needs – but the world needs care now more than ever. And for that reason, we know our work is never done.





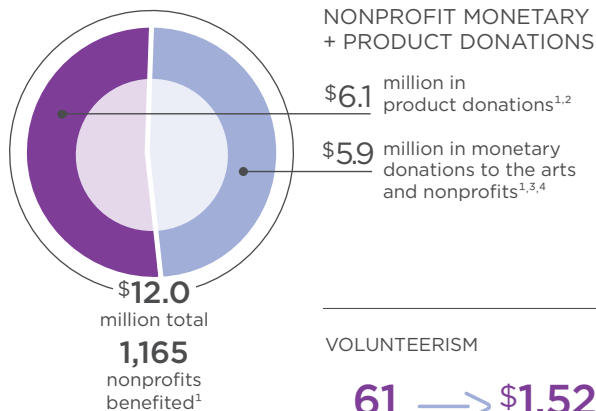
Hallmark cares for its communities by supporting nonprofit organizations around the globe. In 2019, we recorded \$12 million in monetary and product donations benefiting more than 1,100 organizations. Our employees also contributed a remarkable 73,000 hours of volunteer service.

Whether it's monetary donations to nonprofits, donating creative resources to make art that inspires children and families, or televising programs promoting animal adoptions, Hallmark's long tradition of corporate philanthropy aligns with the company's vision of creating a more emotionally connected world.

“ Giving back to our communities is at the heart of who we are at Hallmark. Our thousands of Hallmark employees around the world embrace our culture of philanthropy and strive to make a positive impact in their communities year after year.”

AMY WINTERSCHIEDT
COMMUNITY INVOLVEMENT DIRECTOR
HALLMARK

Facts + Figures



YEAR-OVER-YEAR TOTALS (in millions)



VOLUNTEERISM



\$1.0 MILLION UNICEF greeting card sales contributed back to UNICEF¹



¹ Company wide. ² Retail value. ³ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark Business Connections, Liberty, Missouri, facility and Crayola. ⁴ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark facilities and Crayola. ⁵ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark Business Connections, Hallmark facilities, Crayola, DaySpring, Hallmark Canada, Hallmark Asia and Hallmark Australia. ⁶ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts and Liberty, Missouri, facility.

