



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.

While our commitment to make a positive difference in the lives of our employees, consumers and communities around the globe remained strong in 2020, we cannot deny that the events of 2020 — a global pandemic and social unrest — affected Hallmark. Many of our employees across all of our businesses worked from home, and some of our manufacturing facilities, stores and attractions temporarily closed in the beginning of the year. This, in turn, impacted some of our metrics around our workforce, community giving and sustainability.

Even with a global pandemic, Hallmark employees worked hard to stay accountable to the goals we have set and our vision of creating a more emotionally connected world. Our approach to corporate social responsibility 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 Global, 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.

We're proud of the progress we made in 2020, especially during an unprecedented year — 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.



## care for our PEOPLE

Since our company's start in 1910, Hallmark has believed our people are our greatest asset. Creating equitable and inclusive workplaces where all employees feel like they can bring their authentic, whole selves to work has always been one of our top priorities.

2020 was an unprecedented year that posed new challenges for all companies around the world. Many employees shifted to working remotely due to the pandemic, needing to find innovative ways to stay engaged and connected to their colleagues. It was important for Hallmark to support our employees during a time of great uncertainty by giving them the tools they needed to work and the flexibility they needed to manage their lives.

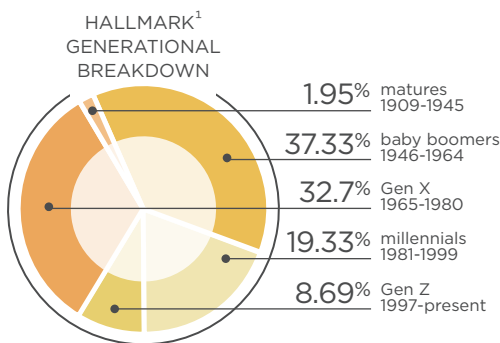
Equally important was the need for Hallmark to support employees by standing up for equality and justice. Although Hallmark's commitment to diversity and inclusion is inherently embedded in our

company's vision — to create a more emotionally connected world by making a genuine difference in every life, every day — the events of 2020 issued a clear and resounding call. We have answered that call by taking steps to elevate our work with renewed energy, focus and accountability.

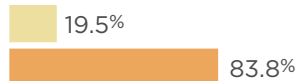
"Hallmark considers an investment in D&I to be an investment in our company's future as data proves companies prioritizing D&I experience better business outcomes," said Kristen Harris, Hallmark's vice president of diversity and inclusion. "The leaders of our businesses recognize the opportunity and responsibility we have to elevate our visible commitment to this work across all of our brand's touchpoints."

This is meaningful yet challenging work, but also Hallmark's reason for being. Few companies in the world can claim such a privilege — we are proud to be one of them.

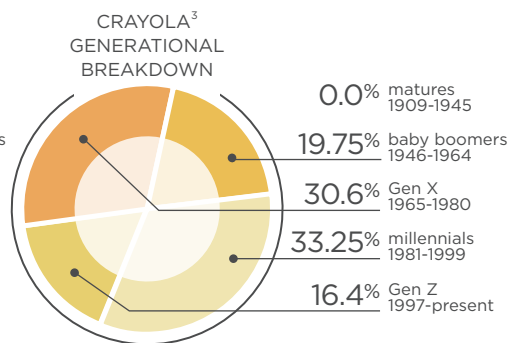
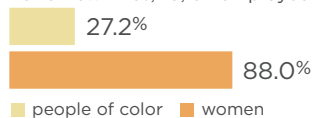
## Facts + Figures



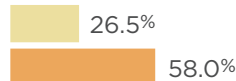
**HALLMARK<sup>1</sup> EMPLOYEES**  
2020 total representation, 24,920 employees



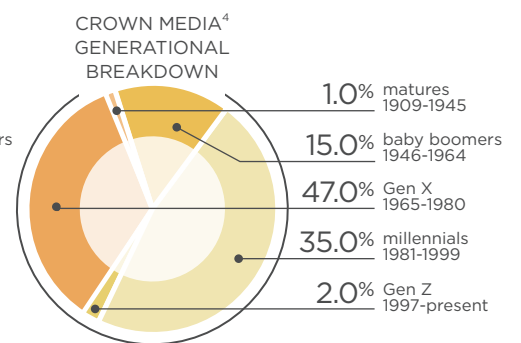
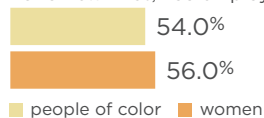
2020 new hires, 10,132 employees hired<sup>2</sup>



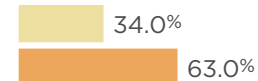
**CRAYOLA<sup>3</sup> EMPLOYEES**  
2020 total representation, 1,803 employees



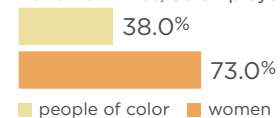
2020 new hires, 755 employees hired



**CROWN MEDIA<sup>4</sup> EMPLOYEES**  
2020 total representation, 318 employees



2020 new hires, 56 employees hired



<sup>1</sup> Includes diversity in gender and race/ethnicity in the U.S. from Hallmark Greetings, Hallmark Retail, enabling functions at Hallmark headquarters, Hallmark Canada and Crown Center businesses, in addition to Liberty, Missouri, Lawrence, Kansas, and Leavenworth, Kansas, locations. Also includes part-time field sales, corporate store employees, on-call and seasonal employees and other businesses. Information about LGBTQ, disabled and protected veteran employees is not included. <sup>2</sup> Includes all individuals noted on No. 1 with the exclusion of Canada. <sup>3</sup> Includes U.S. data only, including corporate and production/distribution facilities and Crayola Experiences across the country. <sup>4</sup> Includes all full-time, part-time and temporary employees.





Hallmark cares for its communities by supporting nonprofit organizations around the globe. In 2020, the company recorded more than \$9 million in monetary and in-kind donations benefiting 1,000 organizations. Our employees contributed nearly 30,000 volunteer hours.

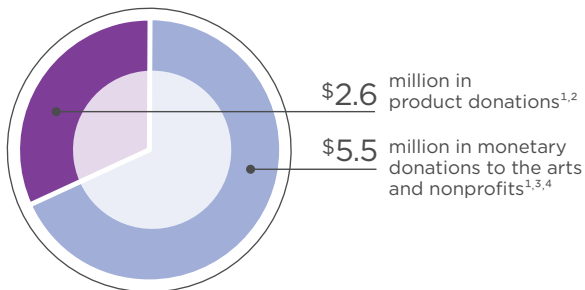
“Hallmark’s culture of philanthropy remained strong in 2020, even with the pandemic making it a tough year for everyone,” said Amy Winterscheidt, Hallmark’s community involvement director. “We are impressed

and proud of our employees who stayed connected with their communities and reimagined ways to give back and make a positive impact.”

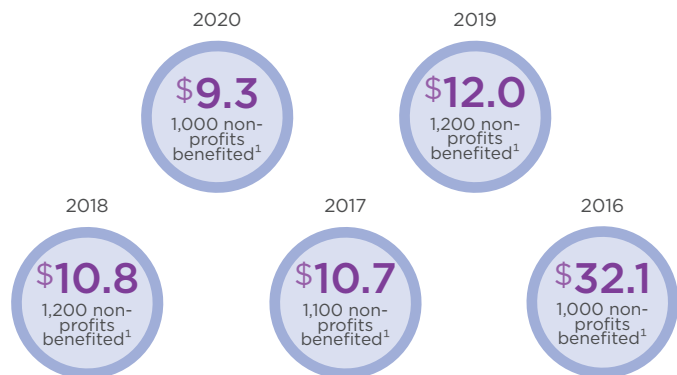
Whether it’s monetary donations to non-profits, donating creative resources to make art that inspires, or giving away millions of cards to put more kindness in the world, Hallmark’s long tradition of corporate philanthropy aligns with the company’s vision of creating a more emotionally connected world.

## Facts + Figures

### NONPROFIT MONETARY + PRODUCT DONATIONS



### YEAR-OVER-YEAR TOTALS (in millions)



### VOLUNTEERISM

**29** → **\$808**  
THOUSAND volunteer hours<sup>5</sup> THOUSAND in value<sup>5</sup>

**\$700** THOUSAND UNICEF greeting card sales contributed back to UNICEF<sup>1</sup>

**258** THOUSAND meals donated<sup>6</sup>

<sup>1</sup> Company wide. <sup>2</sup> Retail value. <sup>3</sup> Hallmark Greetings, Hallmark Retail, Hallmark Business Connections, Liberty, Missouri, facility and Crayola.

<sup>4</sup> Hallmark Greetings, Hallmark Retail, Hallmark facilities and Crayola. <sup>5</sup> Hallmark Greetings, Hallmark Retail, Hallmark Business Connections, Hallmark facilities, Crayola, DaySpring, Hallmark Canada, Hallmark Asia and Hallmark Australia. <sup>6</sup> Hallmark Greetings, Hallmark Retail, and Liberty, Missouri, facility.



# care for our PLANET

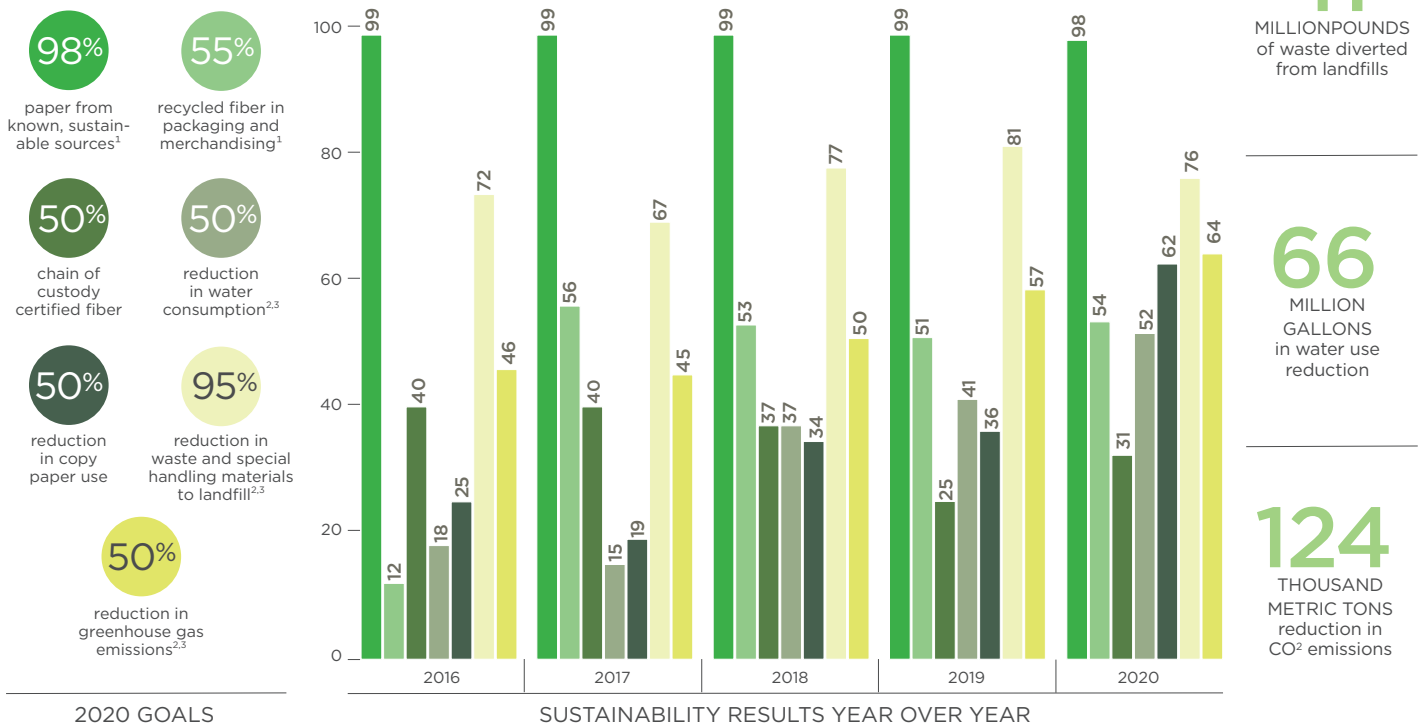
Caring for our planet through sustainable business practices has been a long-standing tradition at Hallmark. We launched our first paper recycling program in 1943 and through the years, we've expanded our efforts to support a healthy planet by using resources responsibly.

Five years ago, we developed a set of goals we wanted to meet by 2020. We are proud of the progress we've made toward many of these goals, even as 2020 added unprecedented challenges to our business from workplace changes to supply chain disruptions. We continued to meet or exceed our goals to source paper sustainably, reduce our greenhouse gas emissions, and decrease our water consumption. Crayola celebrated the 10th anniversary of its 20-acre solar farm in 2020 and reached its goal of using 100% renewable energy to produce crayons, markers, paints and modeling compounds.

"Our corporate sustainability strategy is always evolving as we look at the areas where our businesses can make the greatest impact," said Kristin Edie, Hallmark's product integrity and sustainability director. "We are currently focused on three key areas where we know we can make a difference: taking care of our forests, the sustainability of our products and packaging, and how we are caring for the climate."

Hallmark is on a path to preserve the valuable resources on our planet through initiatives such as utilizing certified and recycled paper fibers in our products; increasing recycled content and recyclability of products and packaging; tracking our greenhouse gas emissions; and implementing renewable energy initiatives.

## Facts + Figures



<sup>1</sup>All paper goals relate to products, packaging, merchandising and direct mail materials purchased through North America and Asia. <sup>2</sup>Data includes Hallmark Greetings, Hallmark Retail, Crayola, Hallmark Business Connections, Hallmark Canada, DaySpring, Center, Texas facility, Lawrence, Kansas facility; Leavenworth, Kansas facility, Metamora, Illinois facility, Liberty, Missouri facility, Carefree Caves facility. <sup>3</sup>Base year: 2006

