



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 2021 began with a sense of hope and potential return to normalcy after a tumultuous 2020, it ended up being another year filled with uncertainty and confusion, from a global pandemic to continued calls for social justice to environmental challenges to a health crisis. During these trying times, Hallmark's vision of creating a more emotionally connected world by making a genuine difference in every life every day is more relevant and needed than ever.

The events and challenges of 2021 reaffirmed our commitment to our workplace culture, our philanthropic efforts, and our sustainability initiatives. 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 Hallmark Media.

Whether we're helping to build deeper human connections through our greeting cards, gifts, and heart-warming movies 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 people, our community, and our planet.

Even with the progress we continued to make against our goals, we know our work is never done. The world needs more care today than ever before. Our Caring in Action Report is a reflection of our continued efforts to respond to this need and put more care into the world.





Since our company was founded in 1910, Hallmark has believed our people are our greatest asset. Creating diverse, equitable, and inclusive workplaces where employees feel cared for, their ideas heard, and their authentic selves embraced remains a top priority today.

Even though 2021 offered moments of hope, Hallmark employees were still navigating an uncertain world with a global pandemic, continued calls for social justice, and economic challenges. It was more important than ever for Hallmark to step up and care for our people by listening with an open mind, an empathetic heart, and a commitment to action.

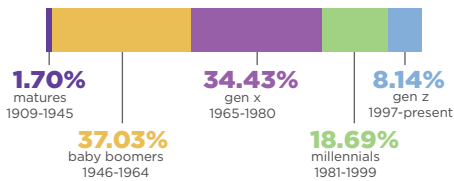
“Hallmark is proud to report we’ve made significant progress against our DE&I framework,” said Kristen Harris, Hallmark’s vice president of diversity, equity and inclusion. “Employees and managers at all levels participated in high numbers in a variety of cultural

awareness and inclusion trainings to further their commitment to intentional learning. We revamped our talent development and succession planning processes and restructured our recruiting teams to align with our business objectives for diversity, equity and inclusion. We advocated for underserved communities by giving our time, donating products and services, making financial contributions to nonprofit organizations, and continuing commitment to our supplier diversity program. All of this with an enterprise accountability to produce sustainable change.”

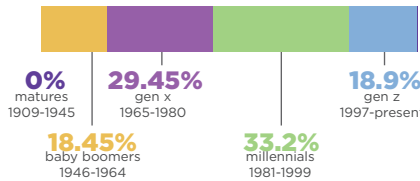
This is meaningful yet challenging work, but also Hallmark’s reason for being. We exist to help deepen human connection and help people live more caring, connected lives full of meaningful moments. Few companies in the world can claim such a privilege—we’re proud to be one of them.

### Facts + Figures

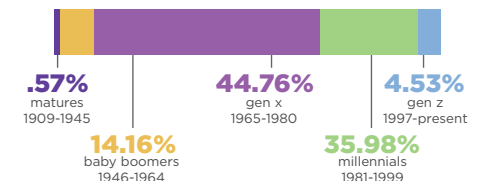
HALLMARK<sup>1</sup> GENERATIONAL BREAKDOWN



CRAYOLA<sup>3</sup> GENERATIONAL BREAKDOWN



HALLMARK MEDIA<sup>4</sup> GENERATIONAL BREAKDOWN



HALLMARK<sup>1</sup> EMPLOYEES\*  
2021 total representation



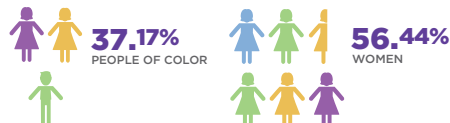
2021 new hires



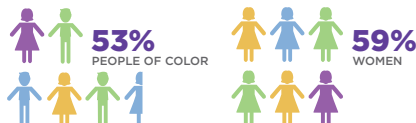
2021 managers



CRAYOLA<sup>3</sup> EMPLOYEES\*  
2021 total representation



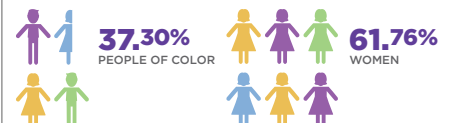
2021 new hires



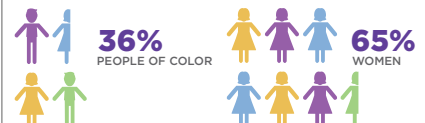
2021 managers



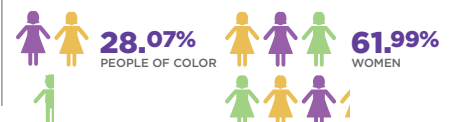
HALLMARK MEDIA<sup>4</sup> EMPLOYEES\*  
2021 total representation



2021 new hires



2021 managers



<sup>1</sup> Includes diversity in gender and race/ethnicity in the U.S. from Hallmark and corporate support 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. \* 1 Person = 10 People





Giving back to the community has long been at the core of Hallmark’s vision of creating a more emotionally connected world by making a difference in every life, every day. Through our philanthropic efforts, we are caring for the communities where our people live and work.

generously give back to their local communities,” said Amy Winterscheidt, Hallmark’s community involvement director. “The need is great, whether it’s monetary support, product donations, or simply the gift of time—the giving spirit of Hallmark and its people always inspires us to rise up and meet the need.”

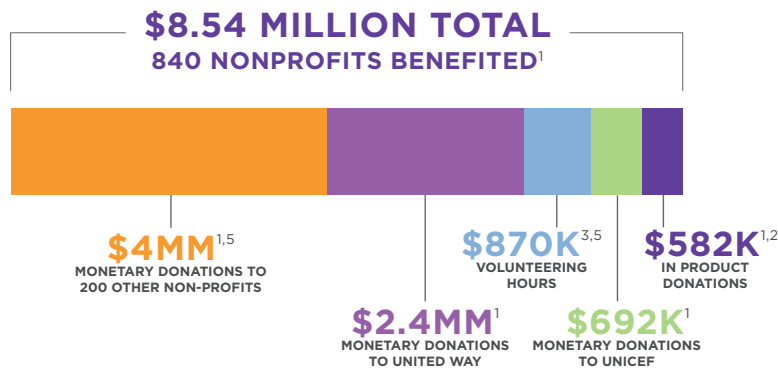
In 2021, Hallmark recorded more than \$8.54 million in total charitable contributions enterprise-wide. Volunteers across all Hallmark businesses donated more than 30,000 volunteer hours to their communities.

Through organized events that allow employees to collectively make a difference to personal creative projects supporting families in need, Hallmark’s long tradition of corporate philanthropy aligns with the company’s efforts to make the world a more caring place.

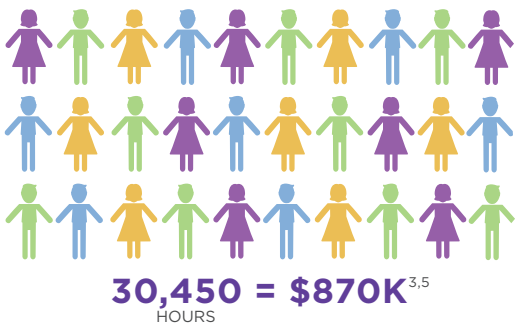
“Hallmark’s culture of philanthropy remained strong in 2021 as the company and our employees continued to

## Facts + Figures

MONETARY + IN-KIND DONATIONS TO NONPROFIT



VOLUNTEER HOURS WORKED  
(1 PERSON = 1000 VOLUNTEER HOURS WORKED)



MEALS DONATED LOCALLY



**\$692K<sup>1</sup>**  
UNICEF GREETING CARD SALES CONTRIBUTED BACK TO UNICEF

<sup>1</sup> Company wide. <sup>2</sup> Cost value of product donations. <sup>3</sup> Hallmark, Hallmark Business Connections, Hallmark facilities, Crayola, DaySpring, Hallmark Media, Hallmark Canada, Hallmark Asia and Hallmark Australia. <sup>4</sup> Hallmark, and Liberty, Missouri, facility. <sup>5</sup> Employee contributions to United Way and Independent Sector valuation of employee volunteer hours are included in Hallmark total corporate contributions.





For decades, Hallmark has been caring for the planet through sustainable business practices. This commitment reaches back as far as 1903 when Crayola crayons and chalk were made in a facility powered sustainably by renewable energy from a water mill. Over the years, it continued to grow as we've expanded our efforts to include initiatives such as sourcing paper sustainably, reducing energy and waste, and beginning to implement renewable energy. Efforts to transform our business and reduce greenhouse gas emissions will continue to be a priority.

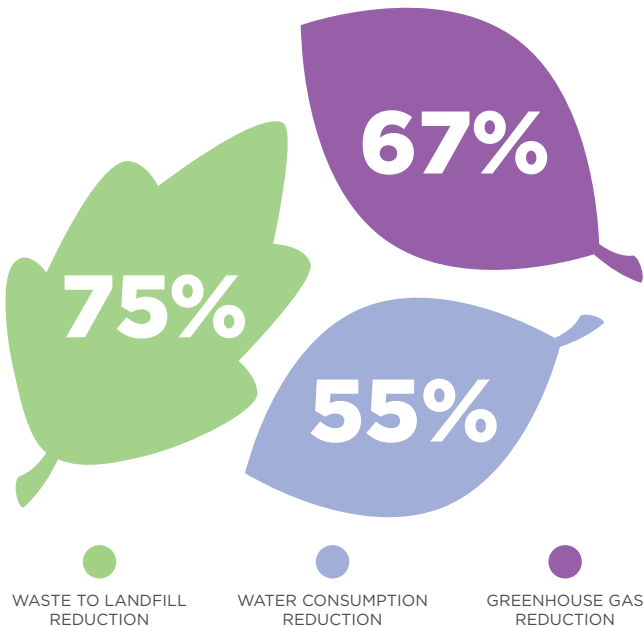
"We know that, as a global company, we have a responsibility to secure the planet for future generations by protecting our planet's valuable

resources and reducing our impact on the climate," said Kristin Edie, Hallmark's VP of enterprise sustainability. "Sustainability is no longer a trend; it's a global imperative and Hallmark is stepping up to do our part to care for our planet."

Hallmark's enterprise sustainability strategies continue to evolve and be elevated as we focus on reducing greenhouse gas emissions created by our business operations, products, and supply chain. Every step we take is progress, but we recognize that more needs to be done. Since the start of our sustainability journey nearly 120 years ago, we remain committed to creating a better, more sustainable future for us all.

## Facts + Figures

GOALS REACHED<sup>1</sup>



2021 HIGHLIGHTS<sup>1</sup>



<sup>1</sup>Data includes Hallmark, 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.

