

PHILANTHROPIC PROGRESS

How Mattel Manages Philanthropic Effort to Create Impact

We believe play is one of the most powerful ways we can affect meaningful change in kids' lives. Whether it's on the playground, at home or at one of our many volunteer events, Mattel is committed to ensuring all children have the opportunity to play – and to create bright futures for themselves.

Aligning with our core business

No other consumer products category has the ability to impact the future in such a powerful way. Our toys and the other products introduce children to the world they live in. We give kids the keys to unlocking imagination, collaboration, growth and critical thinking.

This greater purpose that starts with our products extends into our philanthropy. We concentrate our initiatives, volunteerism and grants on advancing three UN Sustainable Development Goals where we believe we can make the deepest impact: SDG 4 Quality Education, SDG 5 Gender Equality and SDG 11 Sustainable Cities and Communities.

Citizenship strategy and governance

With those SDGs in mind, the Mattel Children's Foundation supports organizations around the world through grants, charitable contributions and in-kind donations. The Foundation was created more than 40 years ago with a vision of making a difference in the lives of children in need everywhere. The Foundation also gives Mattel employees a way to make their efforts go further by matching their contributions and providing strategic guidance for volunteer activities.

Mattel's Governance and Social Responsibility Committee reviews the company's policies, programs and activities with regard to philanthropy and charitable contributions. The committee also guides the company's annual contribution to the Mattel Children's Foundation.

Individual key performance indicators are determined for each specific contribution, grant-making and volunteer project, and we report on the outcomes of our philanthropic efforts in our annual [Philanthropic Impact Report](#).