

THE FEARLESS FORCE

Hasbro employees help drive empathy and inclusion as core competencies for today's youth

EXECUTIVE SUMMARY

Hasbro's largest signature philanthropic initiative BE FEARLESS BE KIND was launched in 2016. Rooted in years of work focused on developing more empathy in children, the program is designed to empower kids to have the compassion, empathy and courage to stand up for others. To further enhance and evolve the BE FEARLESS BE KIND campaign for greater impact, the company set out to assess the program with input from subject matter experts, non-profit leaders and their employees. The outcome? The launch of The FEARLESS FORCE, an employee-centered initiative that empowers highly trained Hasbro employees to act as mentors and educators. They deliver this research-informed school-year curriculum in partnership with the program's community partners to affect how young people develop and demonstrate empathy, compassion and courage.

ORGANIZATION



SECTOR

Toys

HEADQUARTERS

Pawtucket,
Rhode Island, USA

SDGs IMPACTED BY THE CASE STUDY



THE FEARLESS FORCE IN ACTION

By empowering employees through The FEARLESS FORCE and the program's associated curriculum, Hasbro is rooting the company's values through all steps of the employee experience and bringing those values to young people in communities across the globe. The FEARLESS FORCE delivers this research-informed school-year curriculum in partnership with the program's community partners to affect how young people develop and demonstrate empathy, compassion and courage. Program components build upon one another to teach and reinforce key values and provide young people an opportunity to learn and practice

key themes. Delivered to groups of young people (primarily in school settings) by teams of two Hasbro employees, the curriculum covers topics such as diversity, inclusion and the United Nation's Sustainable Development Goals—and provides an opportunity for young people to put their learning into practice through design sprints. These design sprints, using a Design for Change framework, allow young people to identify a problem aligned with a particular Sustainable Development Goal, define opportunities to affect the problem, and develop an action plan for change.

SNAP SHOT

In one design sprint focused on SDG 4: Access to Quality Education, a third grade classroom identified an opportunity to address school zone safety in their community. In this district, students, many of whom walk to school, were concerned about speeding in their school zone and how that may prevent kids from getting to school safely. Working with The FEARLESS FORCE mentors, students wrote letters to local officials and held a march for safer conditions. Their efforts encouraged a stronger partnership between the school and local infrastructure and resulted in the installation of speeding cameras, increased signage, and greater focus on the issue.



PARTNERSHIPS IN PRACTICE

To ensure impact and efficacy in the program, Hasbro funded research and resource development for key nonprofit partners, including Special Olympics Unified Schools, World's Largest Lesson, NO BULLY, YSA (Youth Service America) and Design for Change, to curate core content and develop a relevant curriculum that could be delivered by employees directly to young people in communities. By partnering directly with experts in the areas of youth development and behavior change, Hasbro ensured that The FEARLESS FORCE curriculum was built on a solid foundation of informed research and best practices. Employee leaders were also brought into the planning phase to provide input and feedback to the curriculum design to ensure educational outcomes were supported by employee capabilities.

IN CONCLUSION

Part of the success of this program started with Hasbro's willingness to acknowledge they were not the experts on the topic and build this curriculum in close partnership with subject matter experts. Bringing the expertise of these nonprofits together resulted not only in a strong program for Hasbro, but an opportunity for these nonprofit organizations to learn from one another and enhance their own proprietary programs.

Hasbro sees this program as a real world example of long-term skills-based volunteering that is engaging employees, changing young lives, and contributing to SDG 16 (Promote peaceful and inclusive societies) and SDG 17 (Partnerships for the Goals).

KEY OUTCOMES AND LEARNINGS

In its first year, The FEARLESS FORCE delivered mentorship and support to over 650 children ages 4 through 18. Surveys administered to both employees and youth showed overwhelmingly positive results: young people saw an improvement in benchmarked empathy skills and 100% of employees report a positive change in outlook as a result of the program.

Key learnings from the pilot year will inform the program, which is expanding to additional markets in the 2019-2020 school year. Hasbro found the program worked best in a classroom setting (versus an afterschool program) and has determined that the curriculum is best delivered in teams of two or more employees.



“The FEARLESS FORCE takes action and it puts children in the driver’s seat. We listen, give them the tools and empower them to act on the Global Goals by addressing issues they identify in their own backyard. It lets kids take the lead and that’s so powerful. It’s so much more than being fearless and kind; it fosters collaboration and shows young people how much stronger we are together.”

- MAUREEN DILGER,

Director of Global Brand Strategy & Marketing, Gaming Classics and Line Extensions, Hasbro

