



Hasbro's signature philanthropic initiative, BE FEARLESS BE KIND, aims to inspire children to stand up for those who need help and make a difference wherever they can.

That's why this year, we are partnering with Red Nose Day to offer kids the opportunity to use the power of their own voices to help children living in poverty, who are especially affected by the ripple effects of the COVID-19 crisis.

Red Nose Day is inviting students to make their laughs matter by joining the virtual Joke-Ha-Thon. Between now and May 21 (Red Nose Day), students across the country will be telling their best jokes to spread much-needed joy and raise life-changing cash for children in need!

And here's the best news — Hasbro is matching all dollars raised by schools up to \$50,000!

The Red Nose Day team has developed Joke-Ha-Thon to be an easy, at-home, virtual activity. Even though students are apart they can still have fun as a class and help others, together— and spread some much-needed joy too!

Here's how it works:

1. Set up a simple [fundraising page](#) for your classroom
2. Share the Scholastic joke-writing lesson with your students and have them practice their jokes with friends and family
3. Have parents post a video of their child telling their jokes (or photo of their written joke) on social media including the link to your fundraising page. Can't post on social? You could host a livestream comedy show or share your students' jokes with parents via email instead — just include the link to your class page!

To make it easy, Red Nose Day has created some great resources, including:

- A fun lesson plan developed in collaboration with Scholastic to help kids build literacy skills and write their own jokes
- A list of kid-approved jokes
- Social posts and email copy to help promote your fundraiser
- Joke-of-the-Day videos from celebrities sharing their favorite jokes

You can find a How-To Guide and all of these resources at RedNoseDay.org/JokeHaThon.

With your help, we are confident we can reach the \$50,000 match!

Thank you for helping millions of children at home and around the world, because even a small amount of change can make a world of difference for a child in need.

P.S. Red Nose Day ensures your donations go where the need is the greatest. Food. Medicine. Shelter. And most importantly, to give hope. To learn more please visit RedNoseDay.org.



Double your donation! Hasbro will match funds raised for Joke-Ha-Thon up to \$50,000!

Have a question? Email Contact@RedNoseDay.org