

20
20

Social Impact

YEAR IN REVIEW

Normally we start these with an uplifting statement about the impact we've had last year and an update on our progress so far—don't worry, we'll get to that—but first I wanted to say thank you. **Thank you to the players, partners, Rioters, and communities.** Our Social Impact initiatives would never have achieved the success they did in 2020 without your support, and I'm proud to have been a part of it. What you've accomplished in the face of a global pandemic has left me awed, inspired, and hopeful. It's really amazing seeing what we can accomplish when we work together to help one another.

We'll collectively remember 2020 for many reasons, but the one that stands out to me is how so many strangers, organizations, and communities came together to address a litany of emergencies that came in rapid succession. It's in times like these that our commitment to [our values](#) help center and guide us to make it better to be a player, both in and out of the game.

While we continue to focus on [our key pillars](#) of Education, Opportunity, and Citizenship, we believe that our journey together is just beginning. We have a lot of exciting plans and initiatives underway for 2021 that I can't wait to share more about throughout the year.



JEFFREY BURRELL

Head of Corporate Social Responsibility

2020 HIGHLIGHTS:

- **Players raised over \$14 million dollars** for impactful nonprofits through our Dawnbringer Karma, COVID Support Bundle, and Elderwood Ornn fundraisers
- **Over 7 million players across the world voted** to support over 46 local nonprofits in our [Dawnbringer Karma campaign](#)
- Pro players [shared tips and stories](#) about maintaining a healthy mindset, and we [partnered with Crisis Text Line](#) to **provide players with free, confidential mental health support**
- Rioters continued to support local nonprofits throughout the year, with Riot matching more than \$220,000 in individual donations for a total of **nearly \$500,000 in donations**
- **Pledged \$1,000,000 invest in minority-owned small businesses**, create opportunities for underrepresented groups, address biases and discrimination in the workforce, and support justice reform
- Even though we were all working from home, we continued to pay our support staff (including security, facilities, and our contingent workforce) their **full salaries throughout the pandemic**



01

Social Impact Fund



In 2019 we announced the [Riot Games Social Impact Fund](#) to help us level up our ability to make a global impact. Little did we know how much we'd use the Social Impact Fund to distribute aid in the year that followed.

Our main goal for the Social Impact Fund is to address deeply systemic issues and behavioral change through our stated priorities: Education, Opportunity, and Citizenship. To do this, we identify unique theories that can make a long-lasting, evidence-based impact in the area they're trying to support. This approach takes time, research, and project co-development, but we believe it leads to the most impactful results.

Since we're now a multi-game company (what a time to be alive!), we want ways to bring the entirety of our community together and share our collective impact. **We're excited about what we have planned**, and can't wait to share more detail with you a bit later this year.

\$13.3M

DISTRIBUTED \$13.3M IN GRANTS SINCE INCEPTION

25+

DONATED TO ORGANIZATIONS IN OVER 25 COUNTRIES AND REGIONS

400+

SUPPORTED OVER 400 GLOBAL NONPROFITS TO DATE

EVALUATING AND PRIORITIZING PROJECTS IS MULTI-DIMENSIONAL AND DOESN'T HAVE A SET FORMULA. WE BASE OUR DECISIONS FOR SUPPORT ON THE FOLLOWING CRITERIA:

- 01** The magnitude of impact on the proposed community backed by evidence of need
- 02** Alignment to our priorities, values, and players' interests
- 03** The organization's ability to deliver the proposed solution
- 04** Innovation or application of a bold approach that may not have been tried before



02 COVID Relief



Players and Riot donated over \$7 million to COVID relief around the world.

This includes over \$2.5 million raised during the [League of Legends in-game fundraiser](#) and Mid-Season Streamathon. In fact, players from 68 countries and regions (including a single person from Bahrain—we see and thank you!) donated to COVID relief. **The average donation was under \$20—proof that even the smallest efforts can add up to something really impactful!**



Thanks to players' generosity we were able to purchase hundreds of thousands of personal protective equipment (PPE) in the United States, save neighborhood PC Cafes in Asia from bankruptcy, and support over 400 global organizations working to rebuild for the most vulnerable in their communities.

In partnership with Tencent, we donated PPE and medical supplies to Olive View-UCLA Medical Center, including:

- 10 VENTILATORS
- 100,000 KN95 MASKS
- 100,000 DISPOSABLE EAR LOOP MASKS
- 10,000 ISOLATION GOWNS

These supplies were distributed across Los Angeles County hospitals, making their way to wherever they were needed most.

20K

Our Korea office supported the Korean Medical Association by making protective gear for medical staff. They recruited a factory that could make approved protective gear and provided 20,000 pieces of medical gear including operating and isolation gowns.

6,500

Additionally, our Dublin office provided PPE supplies to hospitals and nursing homes in need. Rioters in both Dublin and Los Angeles volunteered their own time and resources to produce and distribute over 6,500 3D printed face shields.



Los Angeles, our home, was hit particularly hard by the pandemic. In order to help the most vulnerable in our community, we—along with our co-founders Marc Merrill and Brandon Beck—donated \$1.5 million to purchase PPE equipment and provide meals to the food insecure shortly after our city was locked down.

We also donated \$200,000 to the Rams-ABC7 virtual telethon, raising funds for LA United Way and the LA Food Bank. These organizations were able to serve an additional 600,000 people over the course of a month with the money raised.

We also provided economic relief to local restaurants and food vendors through our Pay-It-Forward COVID Relief program. By pre-purchasing large amounts of store credit, we helped our favorite eateries weather the financial hardships caused by the pandemic. If they aren't back on their feet by the end of 2022, we'll consider these purchases as donations and waive any obligations for the businesses.

\$1.5M

TO PURCHASE PPE

\$200K

TO RAISE FUNDS FOR LA UNITED
WAY & LA FOOD BANK





03

Social Justice

We stand in solidarity with the communities of color who have long been victims of rampant racism, bigotry, and systemic inequality. These realities have been constants, taking the form of both horrific violence and social injustice. In response to the unjust murder of George Floyd, we've increased our efforts to combat racism and injustice against all BIPOC men and women.

As outlined in [our commitment](#) to social justice, **we pledged \$1,000,000 through the Social Impact Fund** to make progress in the areas of justice reform, invest in minority-owned small businesses, create opportunities for underrepresented groups in our industry, and address biases and discrimination in the workforce.

\$100K

Working with Riot Noir, our employee resource group for Black employees, we distributed our initial grants of \$50K each to the [ACLU Foundation](#) and [The Innocence Project](#). We'll continue working with internal partners to identify and support high-impact organizations fighting against systemic racism and inequity.



**'INNOCENCE
PROJECT**

\$1,000,000





04 Charity Fundraisers

We're incredibly lucky to have such a diverse and passionate community. Having players from all over the world means that we can make meaningful impact everywhere. And the way we like to do that is with in-game fundraisers.

DAWNBRINGER KARMA

In early 2020 players raised over \$6 million to support [46 nonprofit organizations across 15 regions](#) during the League of Legends Dawnbringer Karma fundraiser. Over 7 million players then voted on one of three local nonprofits in their region to give funds to. The winning organization per region received 50% of the charity prize pool, while the other organizations received 25% each with a guaranteed minimum donation of \$10,000.

\$6M

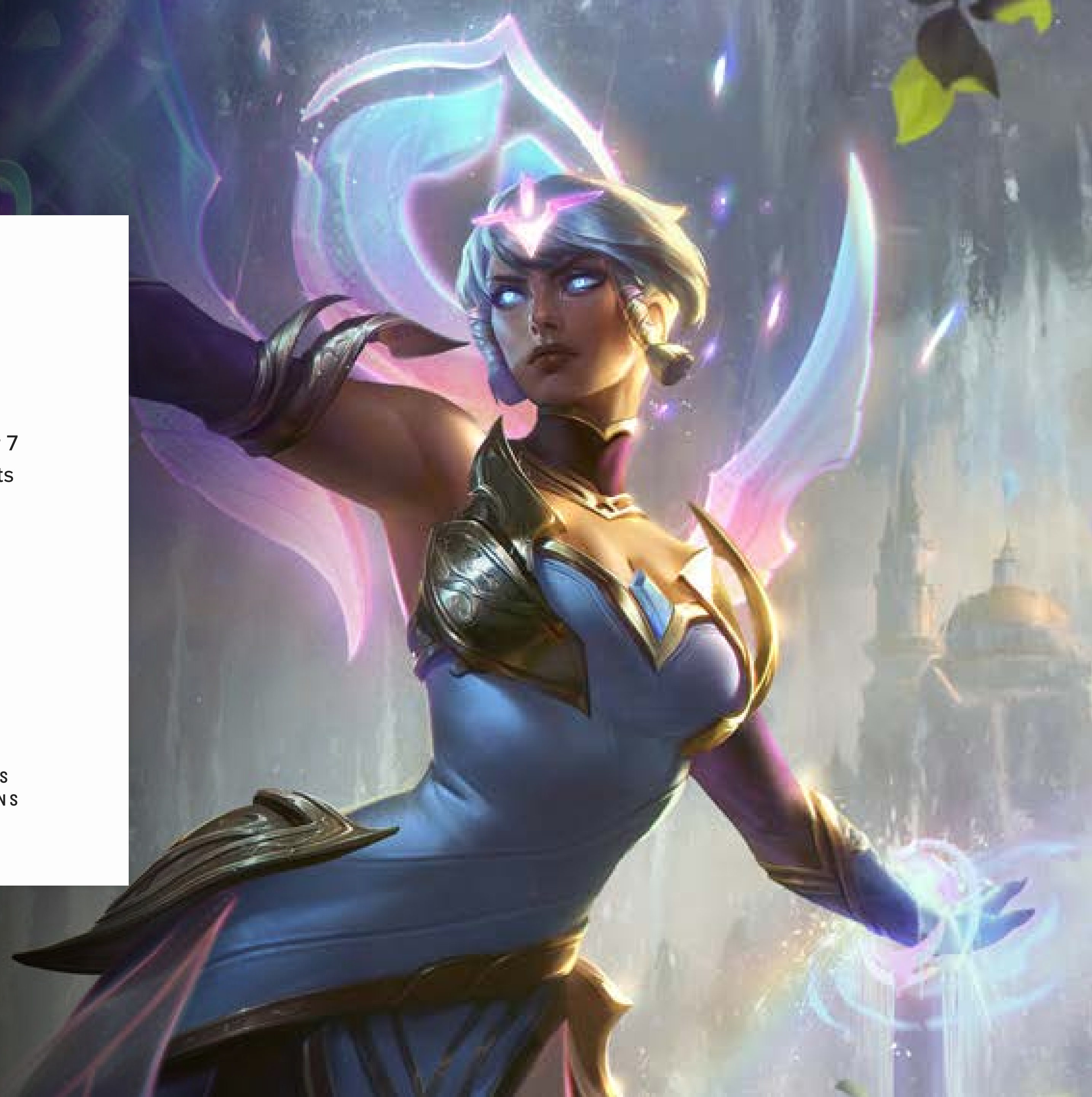
RAISED

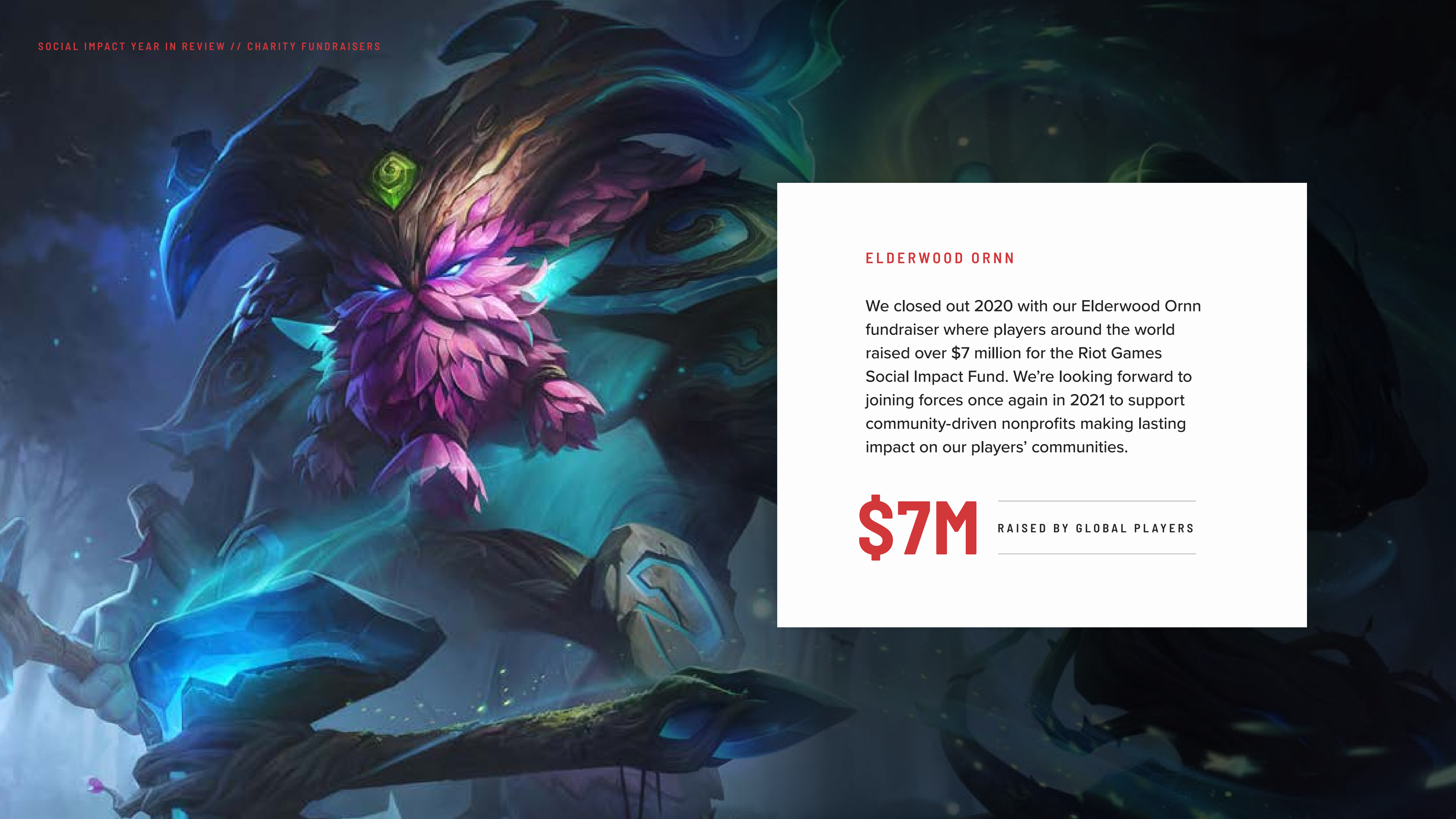
46

NON-PROFITS

15

COUNTRIES
AND REGIONS





ELDERWOOD ORNN

We closed out 2020 with our Elderwood Ornn fundraiser where players around the world raised over \$7 million for the Riot Games Social Impact Fund. We're looking forward to joining forces once again in 2021 to support community-driven nonprofits making lasting impact on our players' communities.

\$7M

RAISED BY GLOBAL PLAYERS



05 Our Pillars

01

Opportunity



WE HELP ENSURE BASIC HUMAN RIGHTS SO
PEOPLE CAN ACHIEVE THEIR POTENTIAL.

02

Education

03

Citizenship

REBOOT REPRESENTATION

The Coalition's goal is to double the number of women of color graduating with tech degrees by 2025.

WE'RE PROUD TO CONTINUE OUR SUPPORT FOR THE [REBOOT REPRESENTATION TECH COALITION](#) AS AN EXECUTIVE MEMBER FOR THE SECOND YEAR IN A ROW.

While the pandemic is disproportionately affecting women of color enrolling in higher education, we're seeing some promising results from our help to date. One of the grantees provided teacher training and incentives for gender-equal participation in AP computer science courses.

To date, 25 teachers have been trained leading to **47% women of color enrolled with a 67% passing rate** (compared to a 66% passing rate for all test takers).

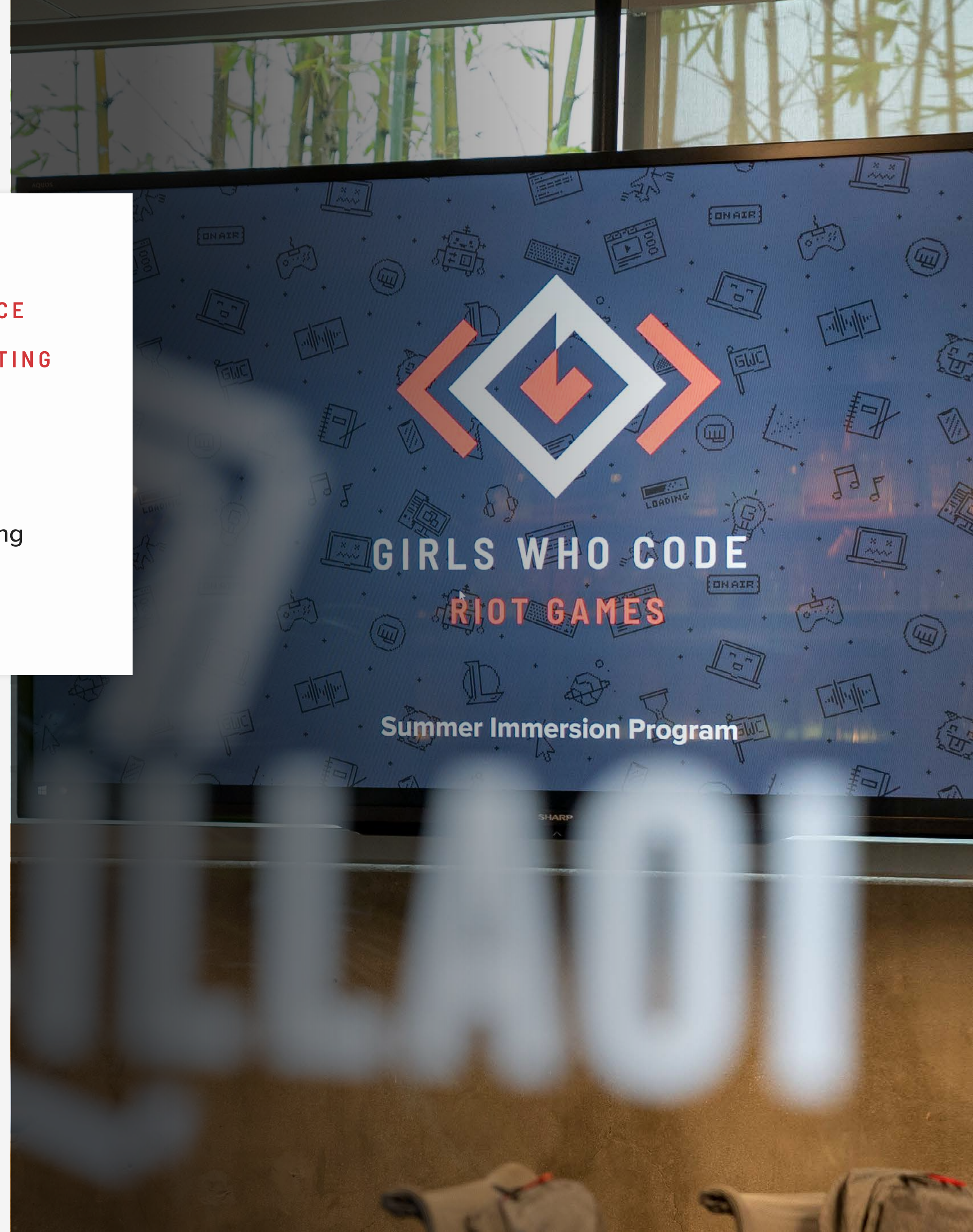


GIRLS WHO CODE
RIOT GAMES

WE'VE PARTNERED WITH [GIRLS WHO CODE](#) SINCE 2017 AND THIS WAS OUR SECOND SUMMER HOSTING THE [SUMMER IMMERSION PROGRAM](#).

For two weeks in June (7 weeks pre-COVID), female students going into their junior and senior years of high school learned computer science and engineering directly from Rioters.

As this year's program went 100% virtual, **we more than doubled the number of students** compared to the year before. We weren't restrained by physical classroom sizes, which meant we could provide access to girls regardless of their location.





FOR THE 2020-2021 SCHOOL YEAR, SIX RIOTERS SIGNED ON TO TEACH COMPUTER SCIENCE AT FIVE SCHOOLS IN THE GREATER LOS ANGELES AREA THROUGH [TEALS](#), A NATIONAL NONPROFIT ORGANIZATION THAT RECRUITS PROFESSIONALS FROM TECH COMPANIES TO TEACH CS IN UNDERSERVED PUBLIC SCHOOLS.

Many students didn't have the proper peripherals to support their experience in distance learning. To help, **we provided upgraded peripherals** (mice and headsets) for 107 underserved students learning comp sci in the Greater Los Angeles area through TEALS and 20 students through [Teens Exploring Technology \(TXT\)](#).

active minds

IN MARCH 2020, THE LCS PARTNERED WITH [ACTIVE MINDS](#) TO SHARE RESOURCES ON HEALTHY GAMING AND HIGHLIGHT PRO PLAYERS' MENTAL HEALTH JOURNEYS.

Simultaneously, we began working with [Crisis Text Line](#) to further support players who may be considering self-harm, suicide, or just need someone to listen.

CRISIS TEXT LINE |

Players in the U.S. and Canada can receive free, confidential mental health support by texting **RIOT** to Crisis Text Line at **741741**.



01
Opportunity

02
Education

03
Citizenship

WE AIM TO PROVIDE AND EXPAND ACCESS TO STEAM
EDUCATION AND SOCIAL & EMOTIONAL LEARNING (SEL) TO
PREPARE STUDENTS FOR JOBS IN THE FUTURE ECONOMY.



We're continuing our support of [City Year](#) to help bridge the gap in high-poverty communities between the support that students actually need, and what their schools are resourced to provide.

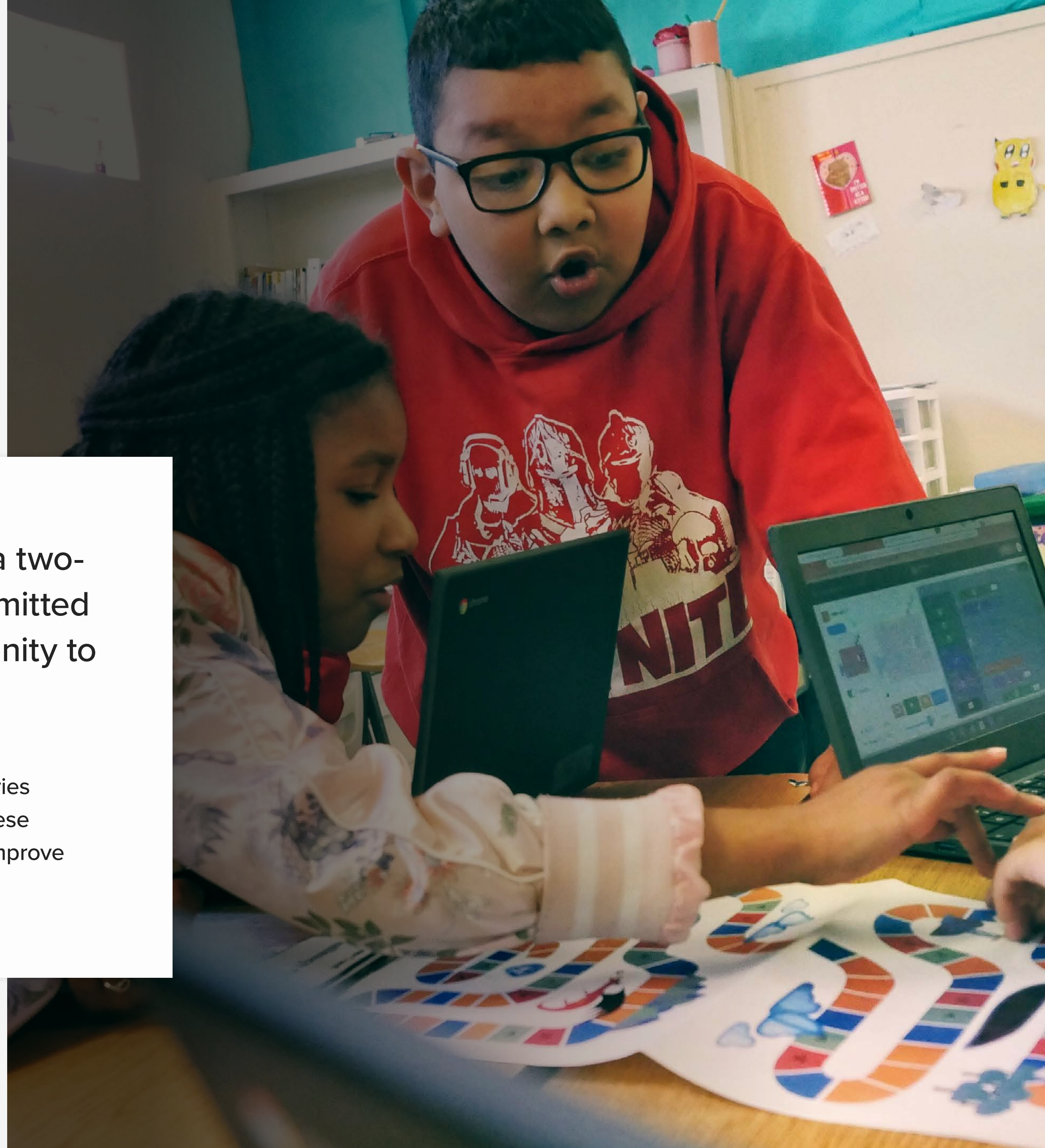
In addition to sponsoring the [City Year LA](#) program at Jordan High School in Watts and their Spring Break fundraising event, we worked with CYLA AmeriCorps members year round for multiple virtual engagements including a roundtable discussion, AmeriCorps Appreciation Day, and graduation.





In October we provided a second installment of a two-year grant to 9 Dots, an LA-based nonprofit committed to ensuring that all K-6 students have an opportunity to engage in computer science (CS) education.

Through our grant funding and support from Rioters, 9 Dots developed a series of narrative-led CS learning experiences for elementary school students. These lessons were piloted at schools in Los Angeles County and will be used to improve their curriculum.



01

Opportunity

02

Education

03

Citizenship



TO ENCOURAGE, BUILD, AND PROTECT
INCLUSIVE AND SUPPORTIVE COMMUNITIES
IN-PERSON AND ONLINE.



DISRUPTION & HARM IN GAMING FRAMEWORK

We teamed up with hundreds of other game companies and organizations to join the [Fair Play Alliance](#), a global coalition of gaming companies who want to bring more inclusive experiences to players everywhere.



The Fair Play Alliance worked with the [Anti-Defamation League's Center for Technology and Society](#) to release the [Disruption and Harm in Gaming Framework](#), a comprehensive catalogue of the types, causes, and impacts of antisocial behavior and harassment in gaming. Funded by the Riot Games Social Impact Fund, this new resource includes a new set of freely available “developer best practices” to help address the issues identified with more to follow in 2021 and beyond.



INTERNATIONAL MEDICAL CORPS & LA FOOD BANK

In addition to the many challenges we all faced in 2020, it was a year of devastating wildfires. Between Australia's 2019-2020 season and wildfires occurring on the west coast of the US, we saw record breaking loss and destruction. Luckily, we had funded the [International Medical Corps](#) at the beginning of the year, which allowed them to distribute aid swiftly. We've supported the organization since 2015, and will continue to provide aid in the future.



Research has shown that the first 72 hours after a natural disaster are the most critical for saving lives, delivering aid, and rebuilding infrastructure. Through this forward funding approach, we were able to ensure our funding delivered support to the front line responders typically within 24-48 hours of a disaster.



'BE-AHRIFUL' KOREAN HANBOK

Our Korea office has been partnered with the [Cultural Heritage Administration](#) since 2012 and continued its longtime efforts to protect Korean heritage today. In 2020, a two-year project named “‘Be-Ahriful’ Korean Hanbok” was completed and [shared publicly](#) both on YouTube and at online exhibitions.

THIS PROJECT WAS EXTREMELY UNIQUE FOR THE KOREAN COMMUNITY AS IT EXHIBITED MASTERFUL AND INTANGIBLE TECHNIQUES IN TRADITIONAL HANBOK CREATION:

We hope these projects inspire younger generations to take the mantle to preserve intangible heritages for the future.



- Master artisan in needlework (Chimseonjang) - **Hye Ja Koo**
- Master artisan in Korean traditional shoe making (Hwahyejang) - **Hae Bong Hwang**
- Master artisan in decorative knot making (Maedeupjang) - **Bong Sub Jung**
- Master artisan of gold imprinting: (Geumbakjang) - **Gi Ho Kim**
- Korean traditional painter - **Dongyeon Lee**

06

**Rioter
Engagement**

We took the challenges of 2020 as an opportunity to reimagine programs, projects, and events from a new perspective.

For example, we successfully pivoted our Global Service Month* during the pandemic. Due to the events being 100% virtual, the Social Impact team had to rethink our previous plans and find new, exciting, and safe opportunities for Rioters. Previously each office hosted their own event for the month of service separately. But this year we decided to bring Rioters together and participate in a way we never have before.

OVER 300 RIOTERS PARTICIPATED IN VARIOUS SOCIAL IMPACT PROGRAMS THROUGHOUT THE YEAR.

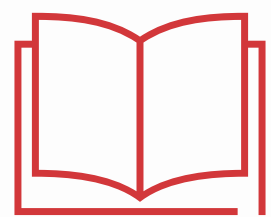
**Previously Global Service Day*

This year the team put extra focus on making the activities inclusive for Rioters with different types of engagement and social preferences. We hosted various full service options ranging from group efforts to individual volunteer activities for Rioters to sign up and participate on their own.

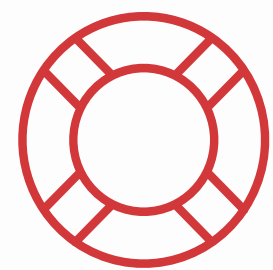
THIS YEAR WAS ALSO THE FIRST TIME WE HELD GLOBAL SERVICE MONTH ACTIVITIES DURING WEEKDAYS.

We transitioned from weekend-only events to give Rioters the option to volunteer during the week, and still re-charge with restful and relaxing weekends.

SOME OF THE FULL SERVICE VOLUNTEER OPTIONS LEAD BY THE SOCIAL IMPACT TEAM THIS YEAR INCLUDED:



CHILDREN'S BOOK RECORDINGS



FLOOD DISASTER RELIEF



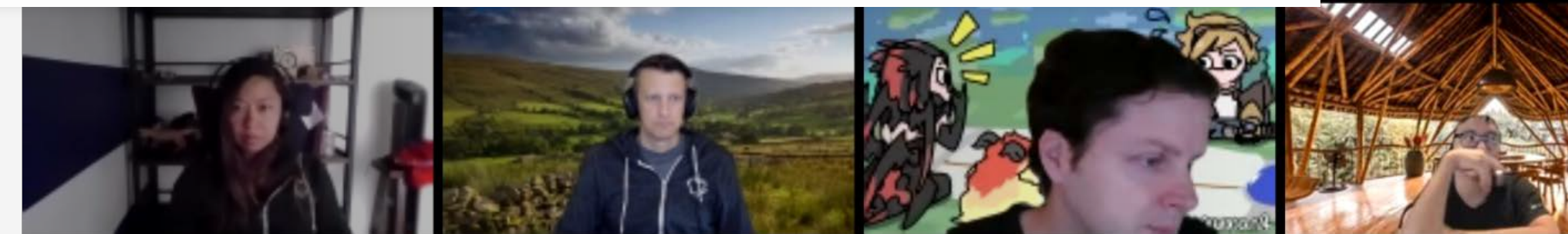
JOB INTERVIEWS WITH STUDENTS



PENPAL CARDS WITH STUDENTS



MISSING MAPS BY THE AMERICAN RED CROSS



Rioters had additional fun opportunities throughout the year to engage in Riot's social impact engagement program.

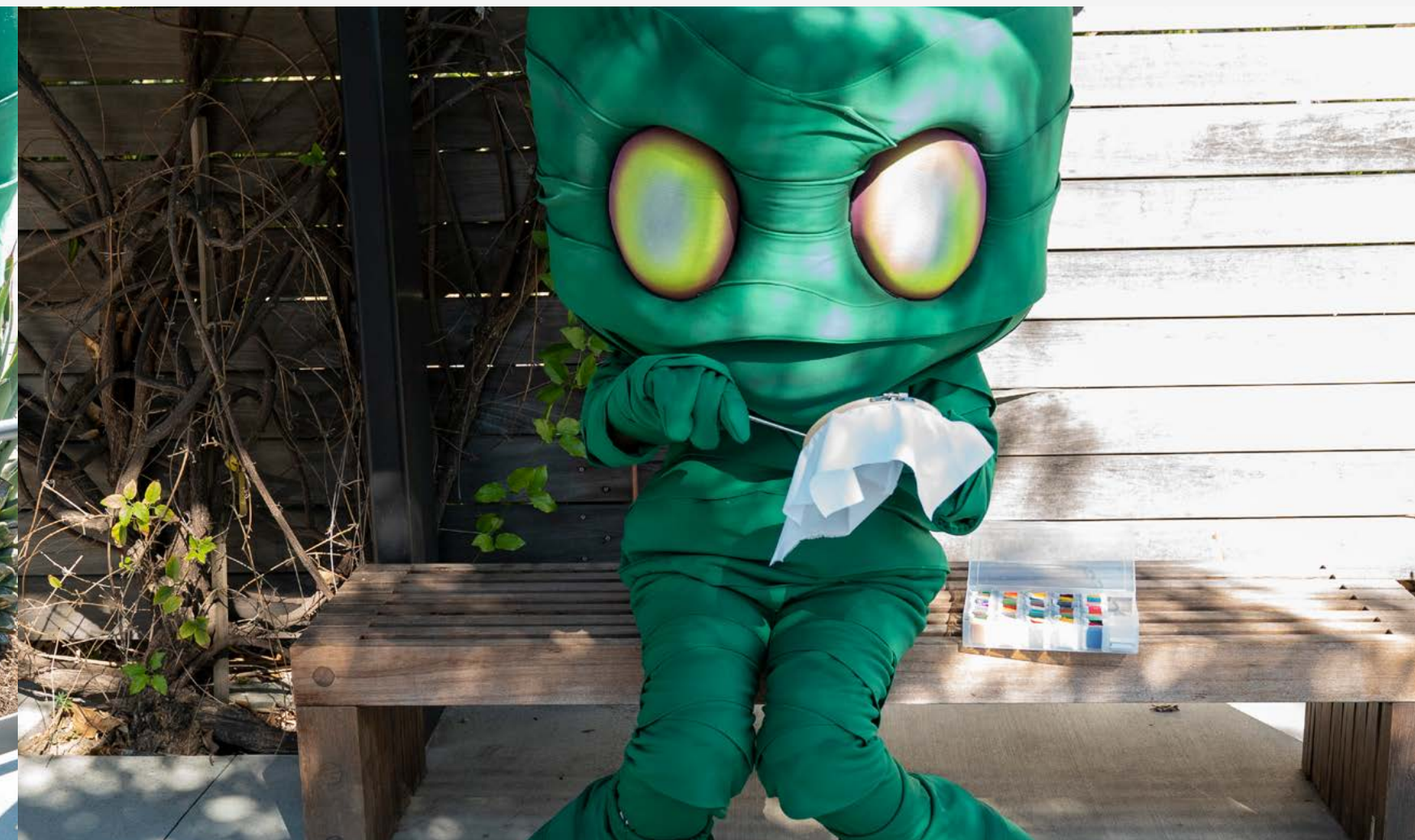
\$4,800

Once again, Rioters showed that everyone loves a good cookie at our annual Charity Bake Sale!

Delicious cookies, pies, blondies, and more were baked by our in-house pastry chef and distributed contactlessly to the first 120 Rioters who signed up. 100% of sales, \$4,800, was donated to [The People Concern](#).

\$1,300

We also held our first ever Cross-Stitch-4-A-Cause charity sale where Rioters purchased unique cross stitch decorations handcrafted by one of our very talented Rioters. The \$1,300 we raised was donated to the [ACLU of Southern California](#).



The background features a dark, atmospheric landscape. A prominent, jagged mountain peak rises in the center-right, its surface textured with shadows and highlights. The sky is a deep, dark blue, filled with numerous small, bright stars, suggesting a night sky. The overall mood is serene and majestic.

Thank you!