



2019

Social Impact

YEAR IN REVIEW

Letter from Jeffrey Burrell

HEAD OF CORPORATE SOCIAL RESPONSIBILITY

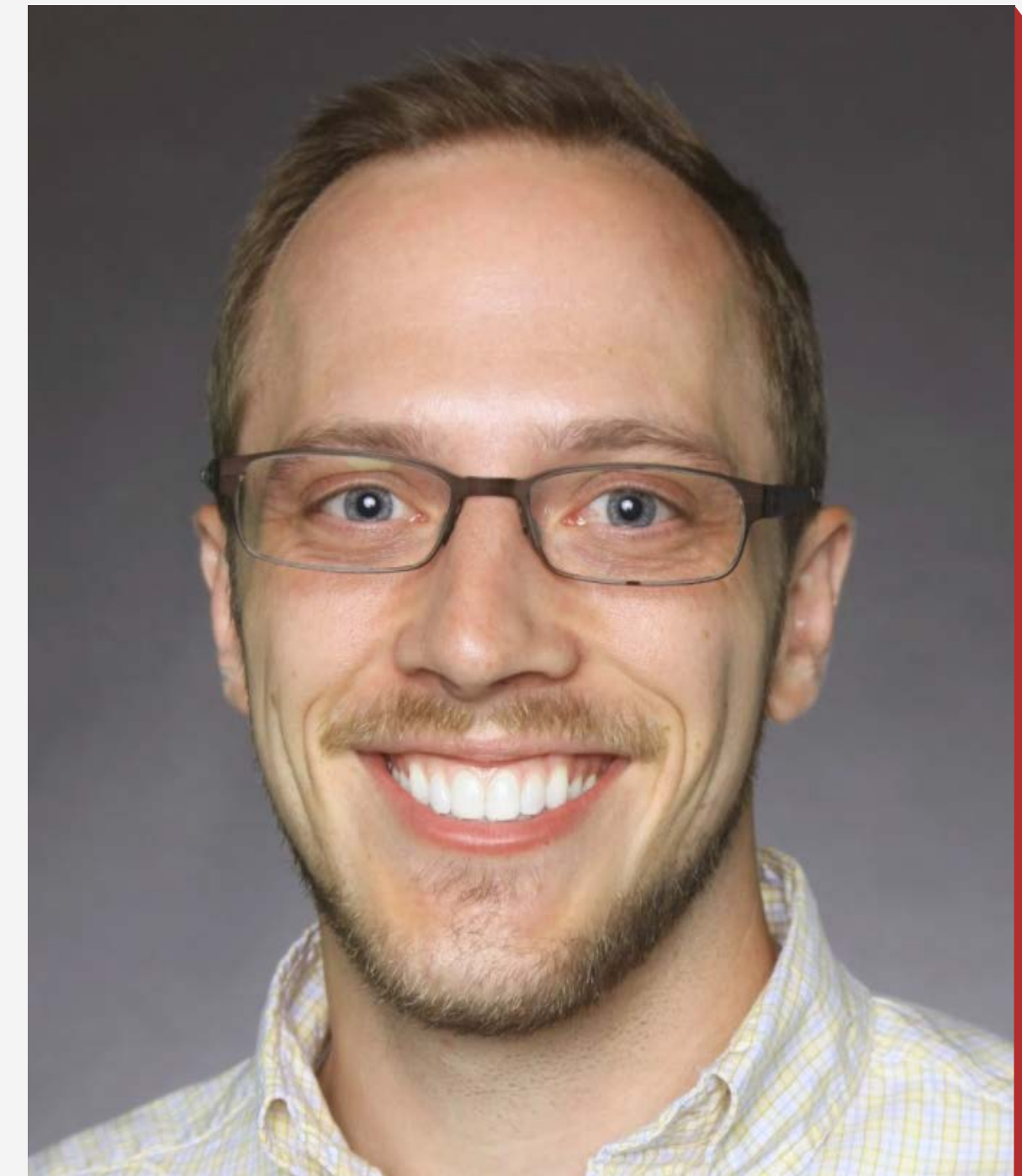
Last year was one of tremendous change and excitement. For League of Legends' 10-Year Anniversary, we showed the world what we've been working on behind the scenes. We hoped to surprise and delight players, but also to show our commitment to how we plan to evolve going forward.

As part of that announcement, we revealed the creation of the Riot Games Social Impact Fund. This is a unique philanthropic venture fund, which is a separate entity from Riot Games, the game developer and publisher. We also teased our 1000th skin and next in-game charity fundraising skin, Dawnbringer Karma. Thanks to the incredible support of the *League of Legends* community, they raised \$6 million dollars to support high-impact nonprofits in their local regions.

We also understand that our community of stakeholders expands well beyond just our players. In 2019, we added and expanded several internal social impact programs, including our first year as a Summer Immersion Program partner with Girls Who Code, our largest Global Service Day ever, and a new sustainability program as part of Earth Week.

Making a positive impact is, and always has been, part of our DNA. As we work hard to launch our new games in 2020, we will also be sure to update the community with the progress we're making so far across our pillars of: Education, Opportunity, and Citizenship.

-JEFFREY BURRELL





Social Impact Fund

Social Impact Fund

During our 10-Year Anniversary celebration, we announced the creation of the Riot Games Social Impact Fund, a unique philanthropic venture fund, which is a separate entity from Riot Games, the game developer and publisher. This fund will allow Riot and our community to make direct social impact investments into a variety of global organizations aimed at solving some of the world’s most pressing issues.

WHAT DOES THAT ACTUALLY MEAN?

Essentially, we can now support many more nonprofit globally and in more advanced ways. We can also now allow players to have agency in choosing what issues they want to support. Additionally, the Social Impact Fund can allocate funding towards social enterprises, women and minority-owned businesses and others all working to help achieve the UN Sustainable Development Goals.



\$10M

RAISED SO FAR



\$8M PROVIDED IN
GRANTS AND FUNDING



SUPPORTING OVER 50
NONPROFITS IN 15 COUNTRIES



Dark Star Cho’Gath

Dark Star Cho’Gath

Our initial goal for the skin Dark Star Cho’Gath was to create a custom skin that would be native to Brian’s client to commemorate his visit to Riot. After Brian left, we started to show the skin around internally and Rioters became really inspired to see the skin get put into *League of Legends* and raise money for global charities on his behalf.

\$6M

PLAYERS, IN TURN, WERE INCREDIBLY GENEROUS
AND CONTRIBUTED OVER \$6 MILLION DOLLARS TO
OVER 20 NONPROFITS AROUND THE WORLD.

We’ve always been inspired by what our community can accomplish when they come together to support something important. However, this year was a bit more special in that those outside of the gaming community took notice. In 2019, Engage for Good awarded *League of Legends* players and Riot the **Golden Halo Award** in Consumer Donation / Crowdfunding for their overwhelming support. Considered the highest honor for corporate social initiatives in North America, we’re humbled and honored to be part of this community with our players.



PREVIOUS GOLDEN HALO WINNERS INCLUDE:
GOOGLE, DISNEY, AND MICROSOFT

20

NONPROFITS
SUPPORTED





Supporting Opportunity

Reboot Representation Tech Coalition

In 2019, Riot joined the Reboot Representation Tech Coalition as an Executive member. The Coalition is made up of 16 companies who are pooling their resources, knowledge, and initiatives in order to double the number of women of color receiving computing degrees by 2025.

The Coalition has pledged \$18 million to support underrepresented women of color in computing, with over \$9M in total cash contributions for our grantees.



GOAL:

DOUBLE THE NUMBER OF WOMEN
OF COLOR WHO GRADUATE IN
COMPUTER SCIENCE BY 2025



16 MEMBER COMPANIES

\$18M

OVER \$18M COMMITTED IN SUPPORT

Girls Who Code

The 2019 Girls Who Code Summer Immersion Program was the most highly anticipated and exciting new Karma program for 2019. For 7 weeks, Rioters got to witness seventeen junior and senior girls learning CS and building a sisterhood that would equip them for a career in Tech.

Rioters had the opportunity to take part in this journey through 7 different engagement and volunteer moments ranging from simply cheering the girls on their first day of class, being a mentor during the summer, to hosting an all-day field trip for the girls. Over 70% of women in Tech at HQ volunteered to be a part of the program with 3 out of 5 members of our C-suite (and one founder) taking time to spend time speaking and engaging with the girls as well. The program resulted in 104 Rioters volunteering directly during the 7 weeks and over 300 Rioters supporting the girls at Graduation.



GIRLS WHO CODE
RIOT GAMES

GIRLS WHO CODE ACTIVITIES

- WELCOME DAY
- SPEAKER SESSIONS
- SPEED MENTORING
- AI DATA SCIENCE HACKTIVITY
- ESPORTS BROADCAST FIELD TRIP
- SOUND TECH FIELD TRIP
- GRADUATION





Supporting Education

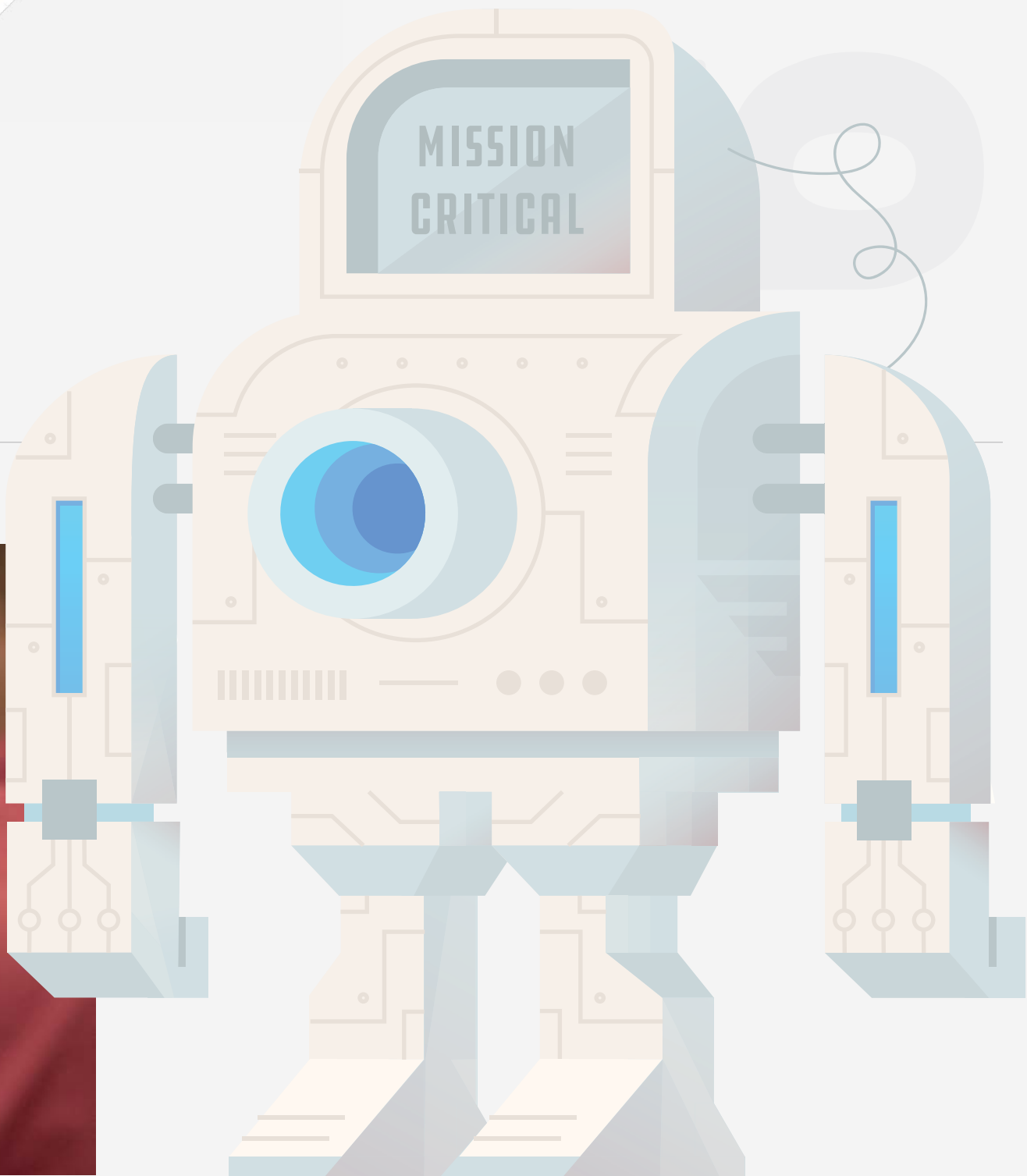
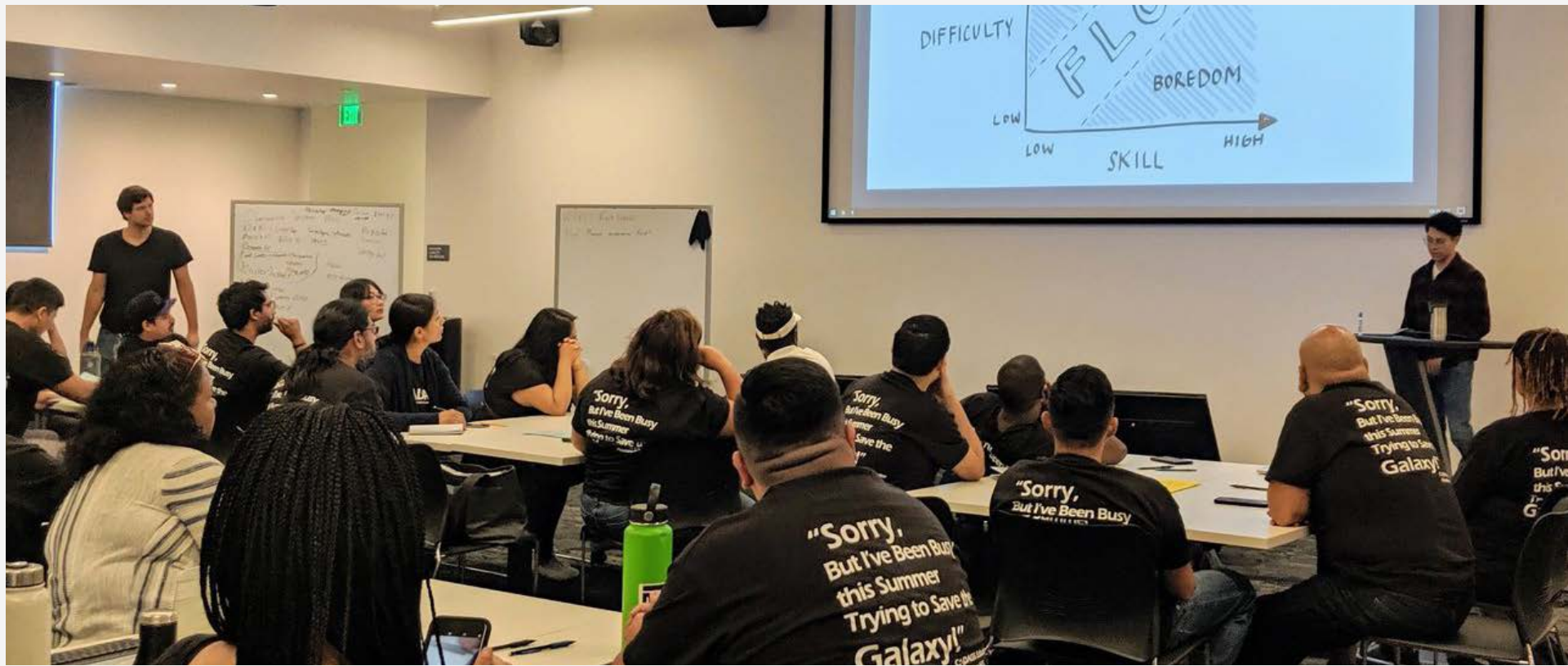
URF Academy Online

In 2016, a group of Rioters launched URF Academy, an interactive game design workshop for high school students at our headquarters in Los Angeles. Since then, we’ve hosted more than 500 students in our global offices from Brazil to Ireland.

In 2019, we expanded these workshops to create URF Academy Online - a free, online curriculum to provide high quality game design instruction to high school students around the world.

Our six-module curriculum outlines the principles of game design through engaging workshops and activities to any teacher who has access to the internet and a printer. Currently offered in multiple languages and aligned to US Common Core, Next Generation Science, and CTE Model Curriculum standards.

AVAILABLE IN ENGLISH, SPANISH, FRENCH, AND GERMAN





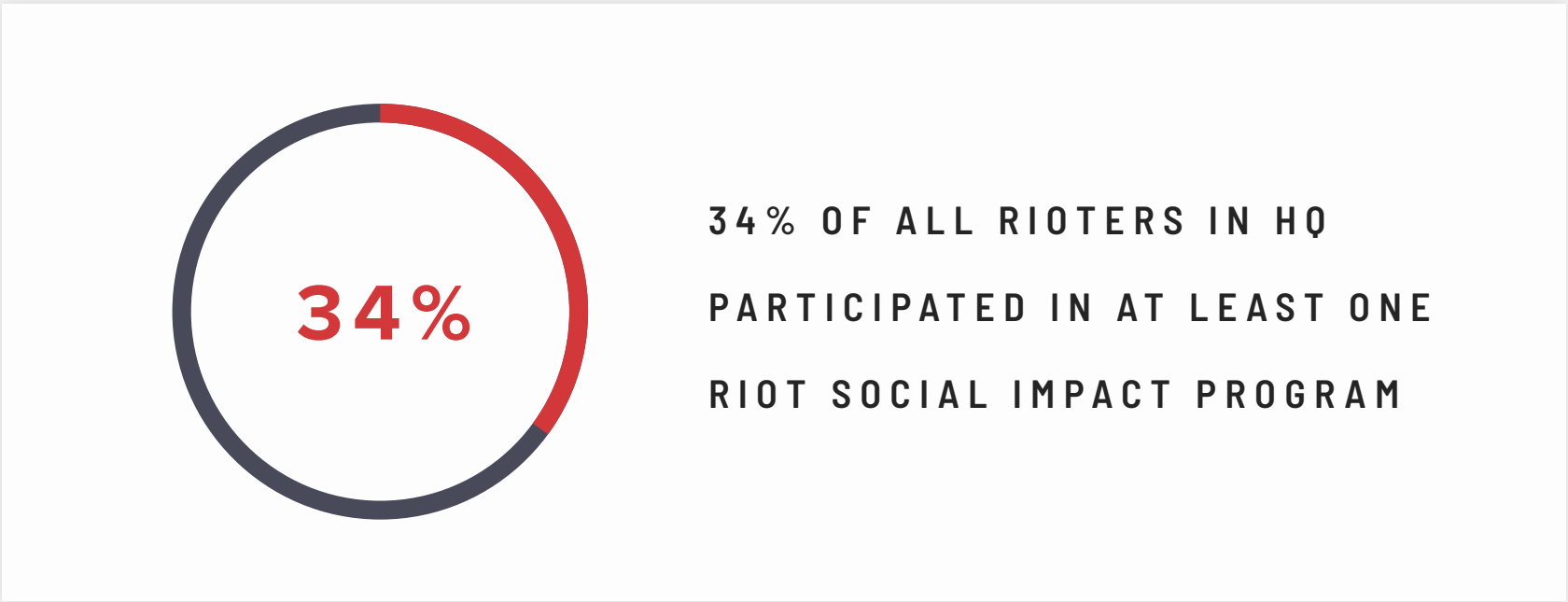
Rioter Engagement

Rioter Engagement

2019 was a huge year for Rioter community engagement. Three new foundational programs were introduced to Rioters - Pop-Ups, Impact Outings, and the Girls Who Code Summer Immersion Program - all which provided inclusive opportunities for Rioters to engage with the local community.

Adding in our existing programs, Global Service Day, Earth Week and the Charity Bake Sale, 2019 was our most exciting and successful year for Rioter engagement to date.

NO
1
GO



380	GLOBAL SERVICE DAY	289	CHARITY SWAG SALE	176	CHARITY BAKE SALE	152	POP-UPS	104	GIRLS WHO CODE	42	IMPACT OUTINGS	16	MISC
-----	--------------------	-----	-------------------	-----	-------------------	-----	---------	-----	----------------	----	----------------	----	------

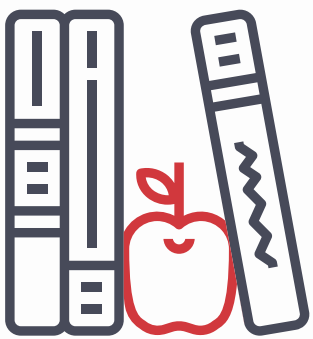


New Programs of 2019

Karma Pop-Ups

Launched in June 2019, Karma Pop-Ups has been a successful answer to several challenging demands the team has faced over the years.

The program has provided Rioters a clear way to volunteer and engage with the local community throughout the year - a stark contrast to the one or two opportunities provided in previous years. Not only answering the demands for more Riot led engagement opportunities with the community, it also provided agency to Rioters to nominate and find support from Riot for the social causes and orgs that they are most passionate about.



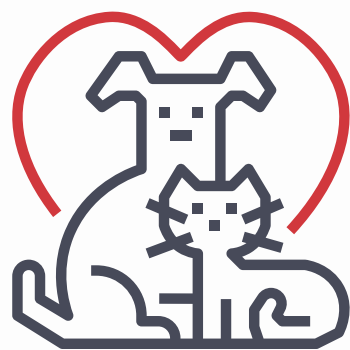
ReadingtoKids.org

Rioters read books to students at Leo Politi Elementary School in Los Angeles



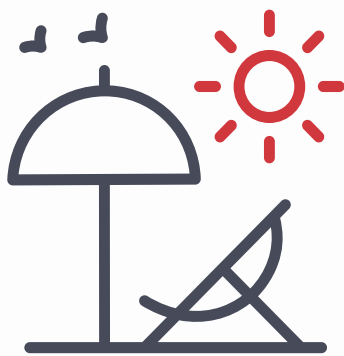
TreePeople.org

Rioters helped restore biological function at Topanga Creek



NKLA.org

Rioters held a fundraiser to end the killing of homeless pets in LA



HealtheBay.org

Rioters cleaned up trash off of Venice Beach as a part of Coastal Cleanup 2019



OneIncredibleFamily.org

Rioters packed Halloween bags for kids impacted by HIV/AIDS



ThePeopleConcern.org

Rioters constructed toiletry kits for those suffering from homelessness in LA



ChristmasRun.com

Rioters participated in the 42nd Christmas Run to support HarvestHome

Impact Outings

Originally ideated in 2018 during Thunderdome XII , the Impact Outings program saw it’s launch in March 2019 and reached its goal to host five Impact Outings by the end of 2019. Teams that participated in Impact Outings in 2019 saved Riot approximately 50% in overall costs and was received positively.

At the end of this trial period, an analysis of the current marketing and communication model was conducted and a new, more sustainable and scalable marketing plan has been designed for future implementation. This new strategy, which will activate in Q1 2020, will require less manual outreach and will integrate with existing perk programs at Riot.

2019 IMPACT OUTINGS HOSTED:

- ENGINEERING WAR - THE PEOPLE CONCERN (MEALS SERVING)
- SOUND - THE PEOPLE CONCERN (MEALS SERVING)
- RECRUITING - TY SUMMONERS (CARD WRITING)
- ENTERPRISE ENGINEERING - MICHELSON FOUND ANIMALS SHELTER (DOG SOCIALIZATION, SHELTER CLEANING)
- COP MOTION GRAPHICS - THE PEOPLE CONCERN (MEALS SERVING)





Ongoing Programs

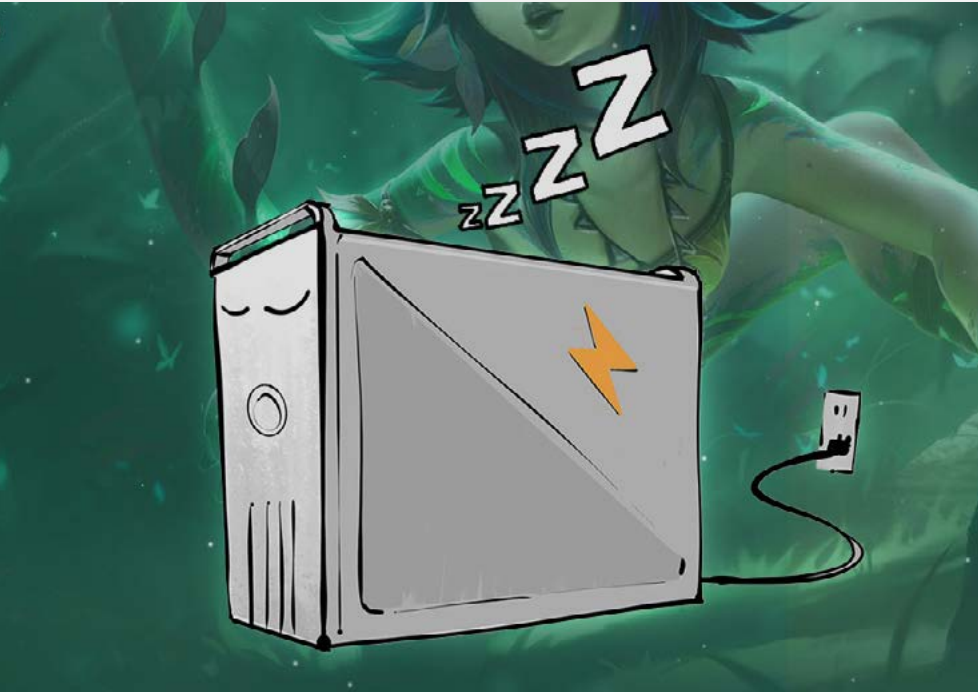
Earth Week

Our Social Impact team joined up our IT and Facilities teams to create an ambitious campaign for Earth Week 2019 (April 22-26). This was Karma’s second year leading a campaign for Earth Week. With a focus on reduction and how an individual’s daily choices that Rioters make can protect and heal the Earth.

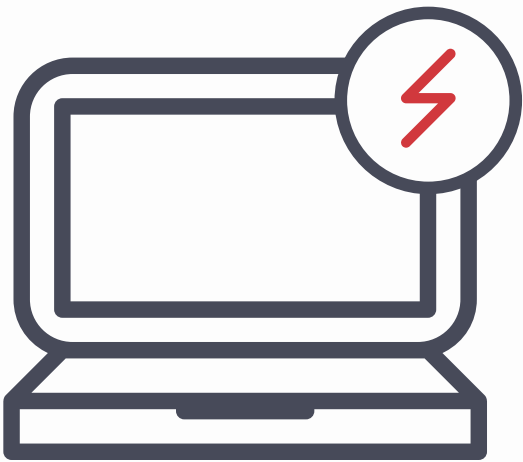
Rioters learned about how much CO2 is produced for various proteins and got to use an interactive tool to find out how they can mix and match their protein choices to adjust their carbon footprint.

Rioters were exposed to the changing landscape of plastic recycling due to China’s ban on receiving the world’s trash. Additionally, Rioters were challenged to lower their power consumption by being guided step by step on how to change their sleep controls on their computers.

This campus wide campaign with multiple teams set the stage for efforts in improvements to guide Riot towards a carbon neutral future.



FOCUS AREAS



REDUCING POWER
CONSUMPTION



REDUCING PLASTIC
CONSUMPTION




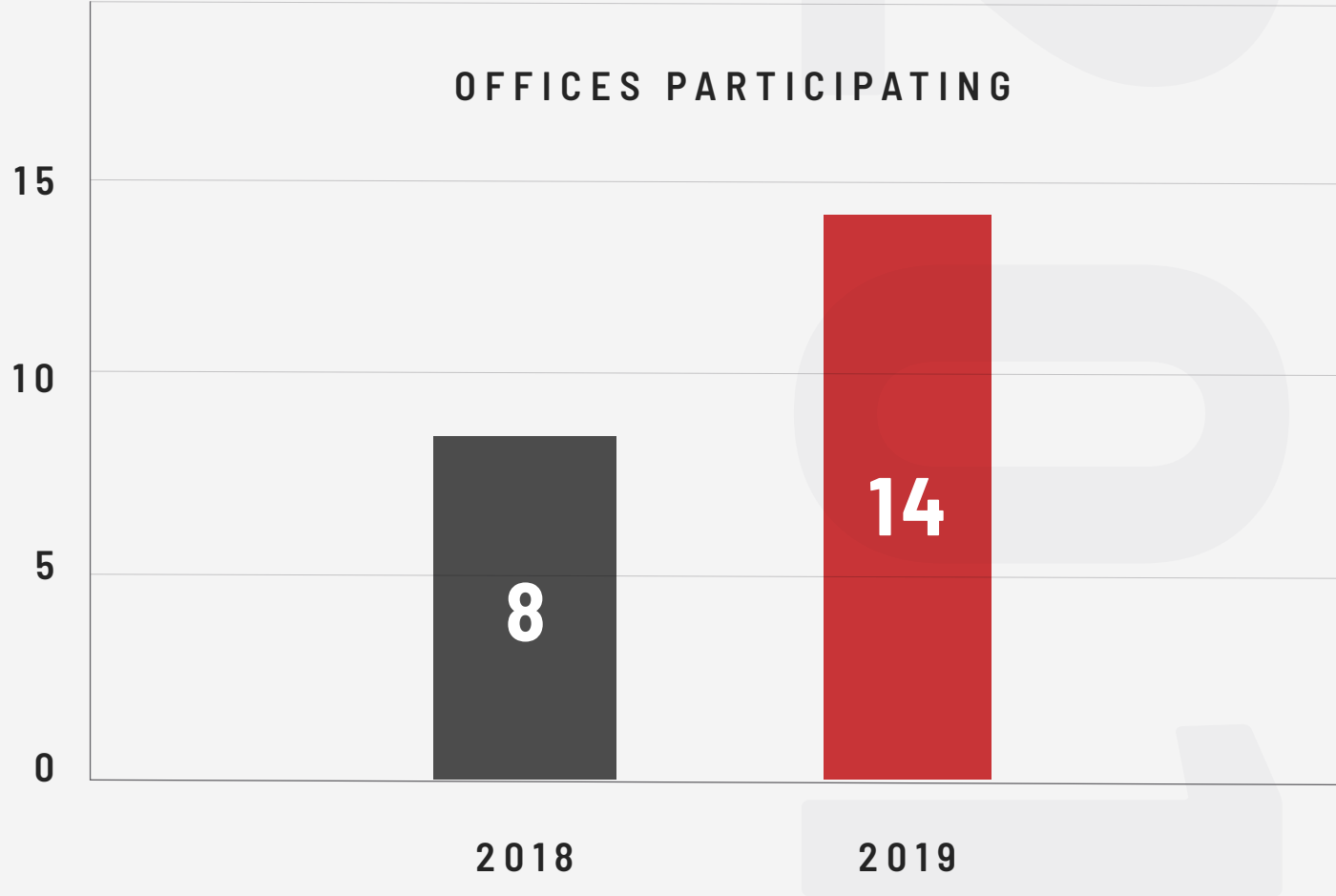
REDUCING HIGH-CO2
PROTEINS

Global Service Day

Global Service Day 2019 was Karma’s second year hosting this program during the month of May 2019. Benefits from long-term investments made early in the 2018 could be seen in this year’s efforts as resource costs towards planning and development were radically reduced.

The Karma Ambassador program, which was incepted at the same time as Global Service Day, continued to prove to be a valuable resource for offices to collaborate and find support from each other. Offices participating in Global Service Day grew by 75%, from 8 offices in 2018 to 14 offices around the world in 2019.

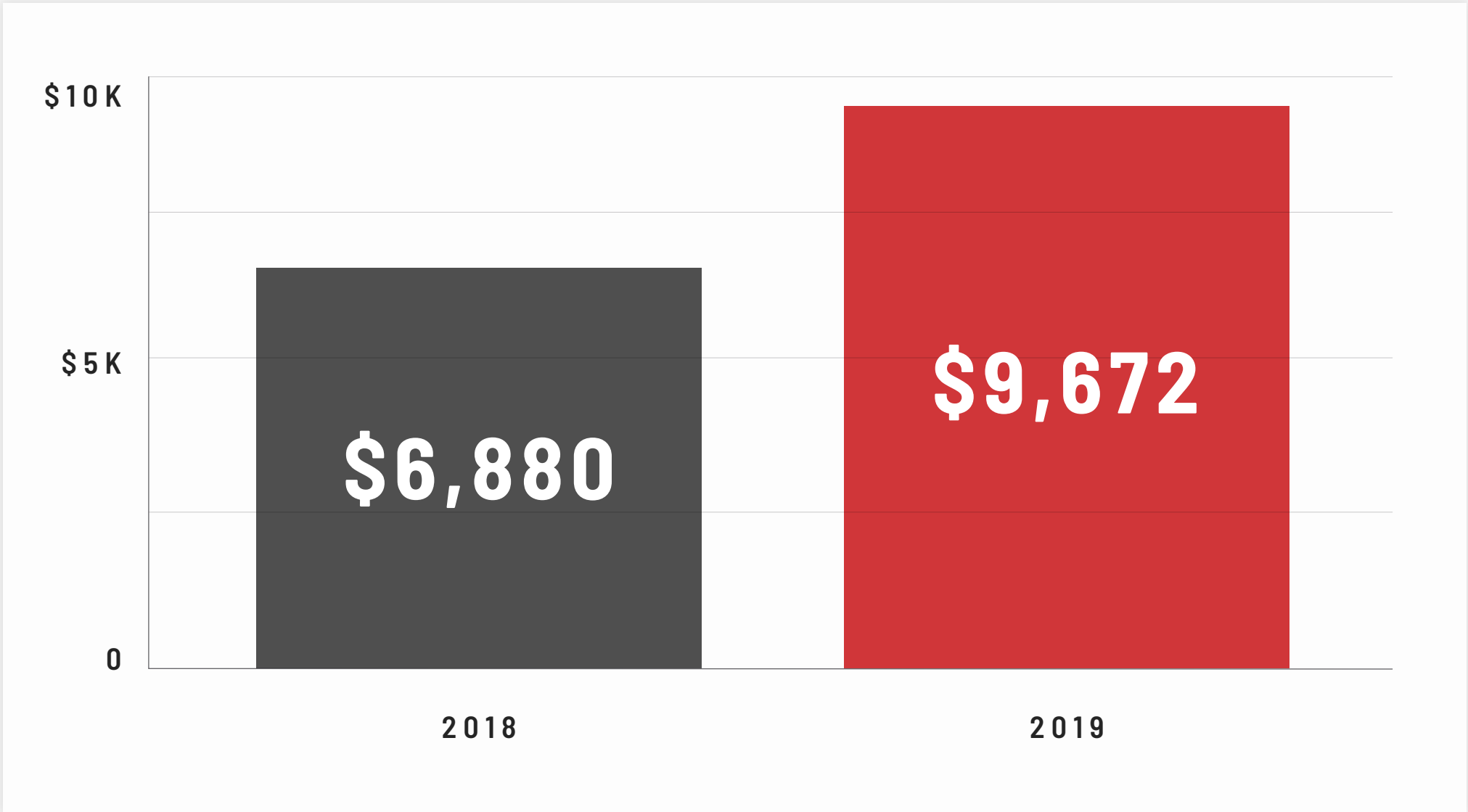
-  PARTICIPATED IN 2018 & 2019
-  PARTICIPATED IN 2019



Charity Bake Sale

Once again, Rioters supported the local community through their insatiable appetites at the 3rd annual Charity Bake Sale. With a new lead at the helm, funds raised for charity grew by 41%, from \$6,880 in 2018 to \$9,672 in 2019.

Changes that were made to contribute to this growth include an adjustment to the previous communication strategy, providing a more streamlined purchase experience, and a greater emphasis put on the raffle portion of the event. The event completely sold out in two hours with Rioters still asking for more by the end of the event.



SUPPORTED THREE ORGS:



THE PEOPLE
CONCERN



ACLU
Southern California



826LA





Thank you!