First Pack

FOUNDATION

OUR MISSION

First Pack brings the joy of opening trading cards to children facing serious illness or financial hardship. For a kid spending weeks in a hospital, a fresh pack offers something to look forward to. Inside could be a favorite player, or a card they'll carry around until the corners wear out.

We're building a way for collectors to share that excitement whenever they shop. A donation at checkout helps put packs and boxes into the hands of children whose families are navigating treatment or struggling to afford the extras that make childhood feel like childhood.