Stay in the Game Network is a statewide initiative designed to promote the importance of school attendance and put an end to chronic absenteeism, with a 10-year goal of cutting the rate in half, significantly increasing the odds of graduation for more than 130,000 students. The Network partners with Ohio school districts to build a school-going culture, reduce common barriers to attendance and support engagement opportunities for students to thrive.

Educational investments have amounted to over $1.7 million to support student attendance. Strategic investments in areas such as mentors, transportation, mental health, technology, family engagement, and clothing have been leveraged to impact student attendance.

8% success has been seen through initiatives like personalized communications such as postcards, robocalls and engagement with families, increasing attendance up to 8%.

16 school districts engaged in Stay in the Game Network totaling over 110,000 students.

Browns players shared messages of encouragement on the importance of attendance through social media and personal visits. Over 2,000 families were rewarded with game tickets and school visits for Staying in the Game.

@SITG_Network | SITGNetwork.org
The Cleveland Browns are committed to growing the game of football in Northeast Ohio, specifically through field refurbishments. In 2021, the team installed a field for Shaw High School in East Cleveland, hosting the groundbreaking ceremony during the NFL Draft, held in Cleveland. In attendance were NFL Commissioner Roger Goodell, Browns head coach Kevin Stefanski, and the Haslam and Johnson Families.

11
The Browns & Haslam & Johnson Families have installed 11 high-quality, synthetic turf fields since 2016. Each year, the Browns return to the fields to host free Legends Clinics run by Browns alumni.

1,000s
BOYS & GIRLS
In 2021, thousands of boys and girls were involved in summer programming, including Youth Football Camps, designed by the Cleveland Browns.

5
CITIES
The Cleveland Browns and Jarvis Landry hosted 5 different cities in the inaugural Girls High School Flag Football Jamboree.

ROOKIE TACKLE
The Browns hosted a Rookie Tackle Showcase for teams from Sandusky to Mentor during the 2021 NFL Draft, featuring a special message from Coach Stefanski. The goal was to introduce tackle to youth football players as a part of the Football Development Model.

VOLUNTEERISM IN THE COMMUNITY
100% of Browns staff volunteer at least 10 hours each year through various events, including the annual Summer Blitz. In 2021, the team renovated the Chambers Community Empowerment Zone in East Cleveland, including the creation of two computer labs, donation of 500+ laptops, and assembly of 300+ kits for teachers and students. The event spanned across 3 days and included Browns staff, alumni, scouts and Browns Backers.

3 MILLION
HOURS INSPIRED
Launched in June 2014, the First and Ten Campaign is the team’s community program, established to inspire fans, players, coaches, staff & alumni to #give10 for volunteering for at least 10 hours each year.

#GIVE10
BLOOD DRIVE
TOY DRIVE
FOOD DRIVE
The Browns encourage fans to #give10 through signature events such as Blood Drive, Toy Drive and Food Drive.

@BrownsYouthFB | @BrownsGiveBack | browns.com/community
The Browns’ Be the Solution initiative is designed to provide fans the opportunity and resources related to helping create social equality.

DONATED $500,000
To date, the Cleveland Browns ownership, players and coaches donated over $500,000 to help close the Digital Divide in Northeast Ohio. Additionally, over the past year, they provided funding to EDWINS Leadership & Restaurant Institute, Cleveland Police Foundation and Legal Aid Society of Cleveland.

BE THE SOLUTION.
Get Involved. Unite Together. #BeTheSolution

The Browns’ Be the Solution initiative is designed to provide fans the opportunity and resources related to helping create social equality.

CLEVELAND SAFTEY FORCES
Coach Kevin Stefanski looks to advance his relationship with the city through his Unitng Neighbors events which create meaningful engagement between Cleveland youth and Cleveland safety forces.

BILL WILLIS AND MARION MOTLEY
This season, the families of Bill Willis and Marion Motley served as Dawg Pound Captains during the Inspire Change game. The team annually honors Motley and Willis for helping reintegrate pro football through the Marion Motley Scholarship and Bill Willis Coaching Fellowship.

DIVERSITY STUDENT WORKSHOP
In May, the Browns partnered with Marcus Graham Project to host the four day Be the Solution Diversity Student Workshop for 25 aspiring young sports professionals.

$10K
Cleveland Huddle aims to assist Black-owned restaurants while also providing food relief to individuals in need. The program contributed a total of $10,000 to three restaurants and two homeless shelters.

80
The Browns partner with African American Football Coaches Association (AAFCA) and more than 80 NEO high school football teams through the Build the Bridge Challenge.

@BrownsYouthFB | @BrownsGiveBack | browns.com/community
Around The City & Around The League

250

The Browns annually support the City of Cleveland Says NO MORE Breakfast, which brings together advocates of domestic violence and the Journey Center for Safety & Healing. The team assembled 250 care packages for families at the Journey Center.

$175K

Each year, the Browns’ players, coaches, staff and alumni participate in My Cause, My Cleats, highlighting causes meaningful to them on their cleats. In 2021, 30+ individuals participated, and the Browns Foundation and team made a $5,000 donation to each organization represented.

CRUCIAL CATCH

Through Crucial Catch, the Browns partner with American Cancer Society and University Hospitals to support the fight against cancer. In 2021, the team hosted several events with players and fans for the initiative.

$135K

The Cleveland Browns Foundation has supported the Ohio Governor’s Imagination Library for nearly three years, providing $135,000 for programming within East Cleveland.

67TH

Browns General Manager Andrew Berry was honored at the 67th Annual Humanitarian Award Celebration through the Diversity Center of Northeast Ohio, where Dee and Jimmy Haslam served as co-chairs of the event.

SALUTE TO SERVICE

The Browns and USO Ohio work together in a year-round partnership to honor and support members of the military as part of the NFL’s Salute to Service campaign.

MAN OF THE YEAR

Each year, the Browns nominate a player for his on-field performance and commitment to the community. The 2021 Cleveland Browns Man of the Year was Denzel Ward.

SCAN THE QR CODE TO WATCH THE BROWNS GIVE BACK COMMUNITY WORK IN ACTION

@BrownsYouthFB | @BrownsGiveBack | browns.com/community