



The Browns Give Back to Northeast Ohio with a commitment to education and youth football while engaging the community through the team's signature First and Ten volunteer movement.

Take a look at some of our 2021 highlights and watch our community video [here](#).

EDUCATION

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.



KEEP LEARNING, EVERY DAY



Invested over **\$1.7 MILLION** to support student attendance.



MENTORS



TRANSPORTATION



MENTAL HEALTH



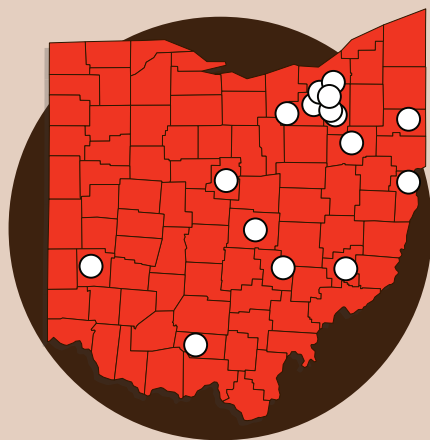
TECHNOLOGY



FAMILY ENGAGEMENT



CLOTHING



ATTENDANCE + ENGAGEMENT =
SUCCESS

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



8%

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



2,000+

Browns players shared messages of encouragement on 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.

YOUTH FOOTBALL

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.

SOCIAL JUSTICE

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.



The Browns, Guardians and Cavaliers teamed up to form the CL3 Alliance, a social justice partnership focused on four pillars –

**EDUCATION,
LAW ENFORCEMENT
RELATIONS, VOTING
AND COMMUNITY
ENGAGEMENT.**

The Alliance holds Conversations for Change events throughout the year.



CLEVELAND SAFETY FORCES

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



80

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



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.

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.



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.



\$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.



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.



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.



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.



\$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.



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